



A GREENER WORLD

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A GREENER WORLD ANNOUNCES FIRST 'CERTIFIED NON-GMO BY AGW' FARMS IN AFRICA

—Langside Meats in South Africa adds new non-GMO label to highly respected label, Certified Animal Welfare Approved by AGW—

CAPETOWN, SOUTH AFRICA (5 October, 2019)—At this year's Grassfed Association of South Africa's Annual General Meeting at Franschoek's Boschendal estate, nonprofit certifier [A Greener World South Africa](#) announced its first Certified Non-GMO by AGW producer group, [Langside Meats Veld-Raised Beef](#)—a first on the continent.

Langside Meats' participating cattle farms were recently audited for all three of A Greener World's highly regarded labels: Certified Animal Welfare Approved by A Greener World (AGW), Certified Grassfed by AGW and Certified Non-GMO by AGW. The latter two are optional, additional accreditations for Animal Welfare Approved producers—meaning AGW's grassfed and non-GMO labels have the added assurance of the highest animal welfare standards as a foundation.



The Animal Welfare Approved by AGW certification and food label lets consumers know these animals are raised outdoors on pasture or range in accordance with the highest animal welfare standards in South Africa, using sustainable agriculture methods on an independent farm. Certified Animal Welfare Approved by AGW has been rated as a “highly meaningful” label for farm animal welfare, outdoor access and sustainability—and has the highest impact on consumer purchasing according to recent research.

Developed at the request of farmers and consumers seeking a meaningful non-GMO label, Certified Non-GMO by AGW guarantees food is produced without the use of genetically modified feed, supplements or ingredients, and comes from animals raised according to the highest animal welfare standards using sustainable agriculture methods.

Langside Meats farms were also audited for, and found compliant with, A Greener World's published standards for Certified Grassfed by AGW. With the forthcoming registration of this with SAMIC, Langside Meats will add yet another highly meaningful certification to their brand.

A Greener World Executive Director Tozie Zokufa says,

“A Greener World is excited to offer a suite of internationally recognized labels that meet local demands, strengthen regional markets and compete globally. We're proud to certify farms like Langside Meats that have demonstrated their commitment to transparency and verified, high-welfare, farming practices. By innovating and reaching consumers with honesty and integrity, Pieter and his team are elevating the market and driving real change.”

A Greener World Director of Communications and Outreach, Emily Moose says,

“Consumers are seeking reliable information about their food. They want to know how its produced, how the animals were raised and fed, and how these practices might affect their own health or values. A Greener World serves a vital market function by auditing farms to the highest standards, and awarding certification when farms meet them. We're so proud to celebrate the launch of our newest label in South Africa, Certified Non-GMO by AGW and appreciate the warm welcome we've received.”

Langside Meats Director Pieter Prinsloo says,

We pride ourselves in being at the forefront of our industry and are excited to work with A Greener World to validate our sustainable practices. Our customers seek out our beef for many reasons, be it health, sustainability, environmental or culinary—the flavor and eating experience of well-raised grassfed beef is truly exceptional. We view our certifications as an important way to demonstrate we meet and exceed our customers' expectations, and are proud to lead the way in third-party certification in South Africa with our partners at A Greener World.”

Certification was announced at the award-winning Franschhoek wine estate, Boschendal, at a reception following the conclusion of the GFASA Annual General Meeting. AGW-certified farmers were in attendance, and were recognized and celebrated for their new achievement. A Greener World South Africa will be launching a new product directory whereby consumers can seek and find AGW-certified products. For more information and details on donating or becoming a certified business visit agreenerworld.org.za.

ABOUT A GREENER WORLD SOUTH AFRICA

A Greener World (AGW) South Africa identifies, audits, certifies and promotes practical, sustainable farming systems by supporting farmers and informing consumers. AGW's growing family of trusted certifications includes [Certified Animal Welfare Approved by AGW](#), [Certified Grassfed by AGW](#) and [Certified Non-GMO by AGW](#). Each programme is designed to have positive and measurable impacts on the environment, society and animals, and to encourage truly sustainable farming practices. AGW's standards and procedures are robust, transparent and

achievable. AGW SA is part of a network of certifiers under the AGW Global umbrella. For more information, visit agreenerworld.org.za.

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