



A GREENER WORLD

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## FIRST FARM IN THE CAPE WINELANDS AWARDED WORLD-RENOWNED ENVIRONMENTAL AND ANIMAL WELFARE CERTIFICATION

—Boschendal, in Franschhoek, uses sustainable agriculture methods to earn Certified Animal Welfare Approved by AGW certification for its pasture-raised pigs and Certified Grassfed by AGW certification for its grassfed beef cattle—



**CAPE TOWN, FRANSCHHOEK (20 OCTOBER, 2020)**—The beef cattle and pigs at Boschendal are now Certified Animal Welfare Approved by [A Greener World](http://www.agreenerworld.org.za) (AGW). Certified Animal Welfare Approved by AGW is the only higher animal welfare certification in South Africa and Boschendal is the first farm in the Cape Winelands to meet the program's standards, which were developed in collaboration with



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scientists, veterinarians, researchers and farmers across the globe to maximize practicable, high-welfare farm management.

This certification and food label lets consumers know these animals are raised outdoors on pasture or range on independent farms in accordance with the highest animal welfare standards in South Africa, using sustainable agriculture methods. 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 in the United States. It is therefore, a welcome label of assurance for both consumers and farmers in South Africa.

Like other Certified Animal Welfare Approved by AGW farmers across the country, Jason Carroll, the Livestock Manager at Boschendal farm, is a passionate advocate for raising livestock on pasture as he sees the multiple benefits for both the animal and the pasture. Managing animals outdoors on pasture or range has known benefits for animals, consumers and the environment. He also recognises the growing consumer interest in how animals are raised on farms and that honest sustainably minded farmers now have a label of assurance in South Africa to honour their integrity.

Boschendal, one of the oldest farms in South Africa, founded in 1685 lies between the Simonsberg and Drakenstein mountains, just an hour's drive from Cape Town. The farm uses rotational grazing practices and sustainable farming techniques, which results in lower environmental impact and a higher quality product. "At Boschendal, we are leading by example in a world that is becoming more centered on going green and treating animals humanely," explains Jason Carroll. "We are raising good, hearty, natural beef and we control the whole process from farm to plate, thus allowing us to guarantee that our product is not only traceable but able to be honestly marketed." The beef cattle at Boschendal are also Certified Grassfed by AGW, an optional, additional accreditation for Certified Animal Welfare Approved by AGW farmers which requires a 100 percent grassfed feeding protocol, country of origin labeling, supply chain traceability and independently recognised welfare certification.

### **A Greener World Executive Director Tozie Zokufa says,**

*"A Greener World is excited to offer internationally recognised labels that meet local demands, strengthen regional markets and compete globally. We're proud to certify farms like [Boschendal](#) that have demonstrated their commitment to transparency and verified, high-welfare, farming practices. These stewards of the countryside are building a greener world while elevating the market and level the playing field. We are thrilled to work with new farmers, previously disadvantaged individuals and established farmers to help build new markets based on transparency and sustainability."*



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Certified Animal Welfare Approved by AGW, Certified Grassfed by AGW beef and Certified Animal Welfare Approved by AGW pork from Boschendal is available direct from the farm. For more information about Boschendal or to purchase their products, visit [boschendal.com](https://boschendal.com) or contact the farm at [enquiries@boschendal.co.za](mailto:enquiries@boschendal.co.za). Follow Boschendal on [Facebook](#), [Twitter](#) and [Instagram](#).

### **ABOUT A GREENER WORLD SOUTH AFRICA**

A Greener World (AGW) SA 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](#), [Certified Non-GMO by AGW](#) and [Certified Regenerative 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](https://agreenerworld.org.za).

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