



A GREENER WORLD

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## FIRST EGG FARM IN AFRICA AWARDED WORLD-RENOWNED ENVIRONMENTAL AND ANIMAL WELFARE CERTIFICATIONS

—Eddie’s Eggs uses sustainable agriculture methods to earn Certified Animal Welfare Approved by AGW and Certified Non-GMO by AGW certifications for its pasture-raised laying hens—



**EASTERN CAPE (28 OCTOBER 2020)**—The laying hens at Eddie’s Eggs are now Certified Animal Welfare Approved by [A Greener World](http://www.agreenerworld.org.za) (AGW) and Certified Non-GMO by AGW.



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Certified Animal Welfare Approved by AGW is the only high animal welfare certification in South Africa and Eddie's Eggs is the first farm on the continent to meet the programme's standards for laying hens, which were developed in collaboration with scientists, veterinarians, researchers and farmers across the globe to maximise practicable, high-welfare farm management.

This 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 in other established markets. It is therefore a welcome label of assurance for both consumers and farmers in South Africa. Following success in Ireland, Europe, the United States, Canada and Central America, A Greener World was invited to launch in South Africa by local farmers seeking market differentiation through straightforward label claims.

Set in the middle of the Eastern Cape stretch of the Sundays Rivers Valley, Eddie's Eggs is located in the largest citrus producing region in the country. Like other Certified Animal Welfare Approved by AGW farmers across the country, Eddie Ferreira is a passionate advocate for raising livestock on pasture, citing positive impacts for both the animal and the environment. Eddie's hens are free to range the organic orchards, which offer shade from intense heat and protection from predators. Scientific research shows that chickens raised outdoors on pasture produce a better product, with pasture-raised eggs containing up to three times as much vitamin E, seven times more beta-carotene, and twice the amount of omega 3 fatty acids as industrial eggs.

In addition to being Certified Animal Welfare Approved by AGW, the flock of laying hens at Eddie's Eggs is also Certified Non-GMO by AGW. The only non-GMO label to include animal welfare standards, Certified Non-GMO by AGW guarantees a food product is produced without the use of genetically modified feed, supplements or ingredients and it is the only non-GMO label to require pasture and range for livestock.

### **Eddie Ferreira of Eddie's Eggs says,**

*"As the first farm in Africa to achieve this recognition for laying hens, it is a testament to the hard work we have put into farming as nature intended. In South Africa, very few farms are raising their laying hens outdoors and to the high standard of care we provide. Without a meaningful animal welfare certification, shoppers don't generally believe you are doing what you say you are doing. We are proud to meet the Certified Animal Welfare Approved by AGW standards. This certification gives us transparency and credibility, helping our customers to trust that we are raising our animals in the best*



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*way possible. We believe it's important to demonstrate that you can farm sustainably on such a scale. It's possible, and for the sake of the environment, animals and human health, you have to do it."*

### **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 [Eddie's Eggs](#) 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 build new markets based on transparency and sustainability."*

Certified Animal Welfare Approved by AGW, Certified Non-GMO by AGW pasture-raised eggs and Certified Non-GMO by AGW animal feed from Eddie's Eggs is available direct from the farm, as well as select shops (see details [here](#)). For more information about Eddie's Eggs—or to purchase their products—visit [farmereddie.co.za](http://farmereddie.co.za) or contact the farm at [info@farmereddie.co.za](mailto:info@farmereddie.co.za) or by calling **+27 82 771 7434**. Follow Eddie's Eggs on [Facebook](#) 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](http://agreenerworld.org.za).

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