



A GREENER WORLD

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WITTEDRIFT FARM AWARDED WORLD-RENOWNED ENVIRONMENTAL AND ANIMAL WELFARE CERTIFICATIONS

—Boschrivier Farm uses sustainable agriculture methods to earn Certified Animal Welfare Approved
by AGW certification for its pasture-raised pigs and laying hens—



WESTERN CAPE (9 FEBRUARY 2021)—The pigs and laying hens at Boschrivier Farm 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 high animal welfare certification in South Africa and Boschrivier Farm is the second farm on the Africa continent to meet the programme's standards for laying hens and pigs,





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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 Wittedrift valley of the Western Cape, Boschrivier Farm is located just outside Plettenberg Bay. Like other Certified Animal Welfare Approved by AGW farmers across the country, Hannes du Plessis is a passionate advocate for raising livestock on pasture, citing positive impacts for both animals and the environment. Boschrivier Farm’s pigs are Sandveld/Duroc cross pigs— an ideal mix for a pasture-based operation—and the hens are free to range the property.

Hannes du Plessis of Boschrivier Farm says,

“The welfare of our animals is our most important core policy. We believe that if animals have to be farmed, they deserve the best life possible until they are slaughtered. We share A Greener World’s values and believe that by joining associations like A Greener World, we can help educate people on ethical farming practices and make our customers aware of how important these values are to us.”

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 [Boschrivier Farm](#) 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.”

Boschrivier Farm’s Certified Animal Welfare Approved by AGW pork and eggs are sold direct from the farm, as well as at regional stores. For more information about Boschrivier Farm—or to purchase their products—visit the farm’s website boschrivierfarm.co.za. Contact the farm at info@boschrivier.co.za and follow news and product announcements from Boschrivier Farm on [Facebook](#) and [Instagram](#).



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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.

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