

A GREENER WORLD 2020 IN REVIEW





Many consumers won't forget the empty grocery store shelves — or the way independent farmers stepped up to help

ISTOCK/PIXELPROSE

cover: Katadhin ewe grazing species-rich pastures near Jonesborough, TN

MIKE SUAREZ

A GREENER WORLD 2020 IN REVIEW

I am not going to sugar coat it: it has been an extremely hard year on many levels. Whether mourning the loss of loved ones, wrestling with health challenges, struggling economically, or balancing new demands in a world turned upside down, we've all been impacted. Yet even as the arrival of 2021 signals a new beginning, it is worth reflecting on what we've learned from a year like no other.

As COVID-19 shut down businesses, social support networks and every aspect of our 'normal lives', A Greener World reacted very quickly—but not without challenges. Our first objective was to take care of the team, making sure everyone had a workable setup to manage (who are we kidding here: to attempt to manage) their work and home life.

Our programmatic priority was our farmers and ranchers. Many were in the same boat, and we found new common ground as we sought to assist.

We identified challenges and worked to resolve them through programs like our Help Farmers Feed Hungry Families Fundraiser, our COVID readiness resources and our policy advocacy for independent farms to receive the same aid and opportunities as other small businesses. We adapted procedures to ensure we could continue offering our programs and services to farmers and consumers with the same level of quality and expertise they expect. We did everything in our power to make it easier for farm businesses to survive.

It is far too soon to declare ourselves out of the woods, but the path forward is becoming clearer. If there was one positive from the pandemic, it is that many people are more aware of the connections between their food, their health and the natural world. People don't want to return to 'business as usual.' Now is the time to rebuild a better food system and we are ready.



Emily Moose

Executive Director, A Greener World

A GREENER WORLD SUSTAINABLE SOLUTIONS

We're serious about changing the way we farm and feed ourselves, and offer positive solutions

Working with over 6,000 farmers, managing more than 3 million acres across the world



With the help of supporters across the world, A Greener World (AGW) promotes practical, sustainable farming systems by supporting farmers and informing consumers. We believe the way we farm, the nutritional quality of the meat, milk and eggs produced—and the impact of farming systems on wildlife, the environment and wider society—are all connected.

Established in 2014, our evolving mission has four key components:

1. To identify and promote agricultural systems that have a positive impact on the environment, society and animals (wild and farmed).
2. To educate consumers about the environmental, social and animal outcomes of their food purchasing decisions.
3. To establish and promote trusted farm certification programs that help reconnect the consumer and food producer by encouraging—and rewarding—positive farm management changes.
4. To support independent family farmers who are committed to sustainable farming and livestock production.

Our growing family of trusted certifications includes Certified Animal Welfare Approved by AGW, Certified Grassfed by AGW, Certified Non-GMO by AGW and Salmon Welfare Certified by AGW (with Certified Organic by AGW and Certified Regenerative by AGW in development for 2021). Each program is designed to have positive and measurable impacts on the environment, society and animals, and encourage truly sustainable farming practices that are realistic and achievable for farmers—key considerations if we are to successfully implement large scale agricultural reforms. Our goal is to offer a 'one-stop shop' for anyone interested in food, farming and sustainability, providing simple solutions for everyone.

As a non-profit, we rely on our supporters to help us deliver the positive solutions our planet so desperately needs.



A GREENER WORLD 2020 AT A GLANCE

REGENERATIVE NOW

2020 saw the launch of an exciting new global initiative from A Greener World. Our new Certified Regenerative by AGW program will provide a whole-farm assurance of sustainability, measuring improvements for soil, water, air, biodiversity, infrastructure, animal welfare and social responsibility. With a global pilot study involving over 50 select farms across the globe to evaluate standards, plans and auditing procedures underway, we expect to announce our first cohort of Certified Regenerative by AGW producers in 2021 (see pages 8-9).

GLOBAL FIRSTS

Building on the growing reputation and continuing success of our programs in North America, A Greener World is actively developing our certification and market development and operational capacity around the world. This has resulted in a number of 'global firsts' during 2020, including a new initiative to launch our programs in India; the world's first AGW-certified venison; the first AGW-certified eggs in Africa; the first AGW-certified ghee—and much more (see pages 11-12).

INCREASING DONOR SUPPORT

While many nonprofits experienced a decline in donations during 2020 as a result of COVID-19, A Greener World saw unprecedented growth. We increased individual donations by 133% so that our certified farms could have the marketing tools, technical resources and practical support they needed to weather the pandemic. From 2018 to 2020, we have seen a 400% overall increase in the total number of donors giving to A Greener World, with a 512% increase in total donations over the same period.

IN THE MEDIA

Throughout 2020, AGW programs featured in countless major national newspaper and media outlets (print and online), including *The New York Times* (43,264,806 unique visitors per month - UVPM), *Bloomberg* (18,422,102 UPVM), *The Wall Street Journal* (11,733,820 UPVM), *Forbes*, *Christian Science Monitor*, *Medical News Today* and more. AGW programs and farms also featured extensively in trade media, including *Consumer Reports*, *Sustainable Food News*, *Beef Magazine*, *Meat & Poultry*, as well as over 300 regional/local papers and top influencers like Martha Stewart.

left: Certified Grassfed by AGW Jersey cattle at Grazin' Angus Acres farmin Ghent, NY

MIKE SUAREZ

Online success



512% increase in total donations since 2018

49% increase in end of year fundraising over last year

240 people gave to our first spring fundraising campaign

569% increase in signups to our consumer newsletter

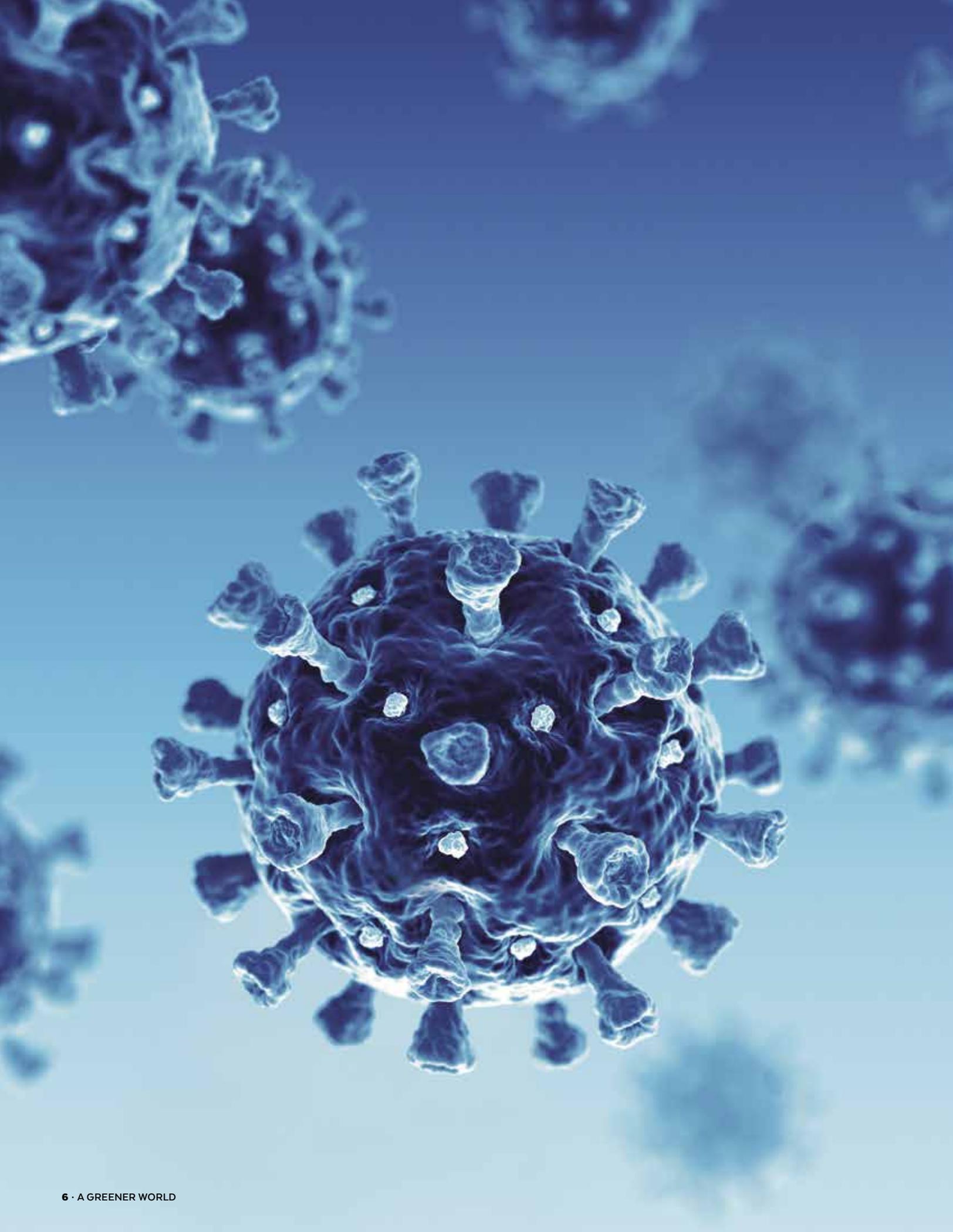
87% increase in signups to our farmer newsletter and certification lists

66% increase in new web visitors

57% increase in overall web traffic

37% increase in visits to our online directory

With **37,763** total views 'Shop AGW' was our top performing webpage



A GREENER WORLD OUR COVID RESPONSE

A Greener World paused auditing, transitioned to remote work and focused solely on meeting our farmers' needs, helping them adapt to a radically different reality.

First, we sought to minimize the strain on farmers and ranchers in the program, suspending audit fee collection and extending deadlines for compliance documents and introducing new protocols for temporary remote auditing with an eye to resuming on-site audits when allowed.

When the nation shut down, countless farmers who sold to restaurants, schools and other institutions lost markets almost overnight. With farms unable to sell product, and many communities seeing increasing dependence on food assistance, we set up a nationwide campaign, 'Help Farmers Feed Hungry Families'. In this way, we were able to help get food to those who needed it the most while helping to keep farms in business.

When we learned that thousands of independent farms were ineligible for federal COVID support, we led a petition with over 20 sustainable food companies and advocacy groups to urge Congress to ensure independent farmers could access the \$1.8 trillion emergency relief fund (not just the large commodity players). Our team kept in touch with certified farms throughout the year to make sure their needs were met, including a weekly email to keep everyone informed and sharing numerous resources on navigating COVID-19 online, with advice on direct marketing, grants and funding, e-commerce, shipping, as well as advice on emergency planning going forward. We also hosted numerous online video chats with farmers and ranchers in the program, sharing their invaluable experiences on our YouTube channel.

There is no doubt that the COVID pandemic has fundamentally exposed the fragility of our centralized food system, leaving many shoppers facing empty grocery shelves and shortages of essential supplies, particularly in the early stages of the outbreak. In this vacuum we focused on ensuring as many people as possible knew our farmers were ready and able to meet their needs. We held webinars, promoted our online directory and helped connect farmers and buyers. While much of our collective work was born of immediate necessity, the adaptations and knowledge gained will outlast the pandemic, leading to a more resilient future.



AGW-certified farmers participated in the Help Feed Hungry Families Fundraiser (top to bottom: Robert Braun, Pigeon River Farm; Chad Hunter, Hunter Farms; April Thatcher, April Joy Farm)

A GREENER WORLD REGENERATIVE CERTIFICATION

Regenerative agriculture offers new hope for a farming future where we not only farm in harmony with natural systems, but improve the soil, water, air and biodiversity and provide a decent livelihood for farming families

Yet “regenerative” is already at risk. It is being bandied about as the new panacea; it’s rampant at food shows and on food packaging; and it is already a hot promise from major corporations like General Mills.

But are any of these claims true? Currently most regenerative claims are not verified at all, and the few verified labels that have emerged are either limited in scope or require organic certification as a prerequisite —excluding most farms and farmland. If ‘regenerative agriculture’ is to achieve its potential, history warns us that we must legally define, validate and confirm that the farming systems being promoted under the word truly are regenerative.

In 2020, A Greener World launched the world’s first plan-based regenerative certification, Certified Regenerative by A Greener World (AGW). Building on our successful family of leading labels, the new regenerative certification will provide a whole-farm assurance of sustainability, measuring benefits for soil, water, air, biodiversity, infrastructure, animal welfare and social responsibility.



At the core of Certified Regenerative by AGW is a farmer-led regenerative plan, where farms assess risk, set goals and track progress toward their own meaningful milestones. Plans are written in partnership with experts and evaluated by a review panel composed of leaders in regenerative agriculture. The plan also acts as an innovative tool to help integrate resilience into farm planning and management, protecting against future disruptions and crises.

A pilot program is now underway with select farms across the globe (including Fernhill Farm in the UK, pictured here) to evaluate standards, plans and auditing procedures. The entire program will be trialed and assessed in a range of environments, climates and socioeconomic parameters to ensure meaningful outcomes are achieved. We expect to announce our first Certified Regenerative by AGW producers in 2021.

Working in partnership with farms and supporters, Certified Regenerative by AGW will allow us to restore ecological balance by focusing on soil and promoting continual improvement throughout the ecosystem.



Andrew Wear assesses his cattle at Fernhill Farm on the Mendip Hills in Somerset, UK

JEN HUNTER/FERNHILL FARM



A GREENER WORLD ON MAIN STREET



Award-winning yogurt from Pure Éire Dairy



Pure Éire Dairy



Big Picture Farm won at the 2020 sofi awards

The COVID pandemic prevented face-to-face events and award ceremonies normally held throughout the year, resulting in the cancelation of countless events. But several major awards hosted ceremonies online. The success of AGW farmers continues to be demonstrated by the numerous award-winning farms and ranches—and the ever-increasing number of AGW-certified products in mainstream markets!

WORLD CHAMPIONSHIP CHEESE CONTEST

Pure Éire Dairy in Othello, WA, won at the 2020 World Cheese Championship Contest, the largest technical cheese, butter and yogurt competition in the world. Their Certified Animal Welfare Approved by AGW mango yogurt took home a Bronze in the flavored yogurt category. With a team of skilled technical judges, these top cheese awards reinforce what we already know to be true: sustainable farming produces outstanding food. Pure Éire Dairy was the first dairy farm in North America to be both Certified Animal Welfare Approved by AGW and Certified Grassfed by AGW.

GOOD FOOD AWARDS

Three Certified Animal Welfare Approved by AGW products received national recognition at the 2020 Good Food Foundation awards. 'Fresh - Plain' cheese from Green Dirt Farm in Weston, MO; 'Rinske's Farmstead Cheese' from Working Cows Dairy in Slocomb, AL; and Lady Edison 'Fancy Country Ham, 10 Month Reserve' made from pasture-raised pork sourced from the North Carolina Natural Hog Growers Association.

SOFI AWARDS

The Specialty Food Association's sofi™ Awards have been honoring the best in specialty food for 47 years! AGW-certified Big Picture Farm in Townsed, VT, received Gold for their Maple Milk caramels and Silver for their Raspberry Rhubarb caramels at the 2020 sofi™ Awards in recognition of their high-quality, delicious and innovative products. Big Picture Farm's award-winning confections are made using milk from their pasture-raised Certified Animal Welfare Approved by AGW dairy goats.

BABA FOODS

A Seattle-based artisan food manufacturer is supplying the world's first Certified Non-GMO by AGW tomato chutney to grocery stores throughout Seattle, Washington and the surrounding areas. Made with fresh, Certified Non-GMO ingredients from the Pacific Northwest, BaBa Food Co.'s unique family chutney recipe has been passed down for multiple generations—and is now available on the retail market.

GEORGIA NATIVE

In 2020, Georgia Native Cattle Company began supplying Certified Animal Welfare Approved by AGW, Certified Grassfed by AGW beef sticks to customers across the U.S. Available in original and jalapeño flavors, the hickory smoked beef sticks are produced using only beef from Georgia Native Cattle Company's Pineywoods cattle and exemplify true supply chain sustainability—and ultimate farm-to-fork traceability.

TEXAS IBERICO

Marketed under the Texas Iberico brand, Trails End Ranch is supplying Certified Animal Welfare Approved by AGW pasture-raised pork charcuterie to Central Market retail locations across Texas and online at La Tienda. Texas Iberico's products include Sweet Prickly Pear Cured Lomo, Honey and Chile Piquin Cured Coppa, Spicy Pecan Cold Smoked Chorizo—all offering the highest levels of animal welfare and transparency for Central Market and La Tienda's customers.

ZEAL GRASS MILK CREAMERY

Zeal Grass Milk Creamery was founded on the desire to bring milk from pasture-raised cattle to homes across the U.S. Marketed under the Zeal brand, and using milk from Free Range Dairies, LLC., Zeal's growing product line includes whole milk, chocolate whole milk, slightly salted butter and unsalted butter. Products are now available in various outlets across the country.



Baba Foods AGW-certified tomato chutney



Pineywoods beef sticks from Georgia Native



Zeal Grass Milk Creamery's milk products

A GREENER WORLD GLOBAL FIRSTS IN 2020



Deer at Westcountry Premium Venison

Building on success in North America, A Greener World has developed our certification and market development around the world, including a number of global firsts in 2020.

FIRST AGW-CERTIFIED VENISON IN THE WORLD

Many years under development, A Greener World announced its first welfare standards for farm-raised venison—and with them its first Certified Animal Welfare Approved, Certified Grassfed and Certified Non-GMO by AGW venison farm, Westcountry Premium Venison. Farmers Matt and Pip Smith raise a 700-head herd of deer in the UK. The announcement caused one UK paper to exclaim that the “World’s best deer farm is officially in Cornwall.”



Tamworth pigs at Horton House Farm

FIRST AGW-CERTIFIED PIGS IN EUROPE

Rachael and Jonny Rider of Horton House Farm in Wiltshire, UK, became the first farm in Europe to achieve Certified Animal Welfare Approved by AGW status for their pasture-raised pigs, which are marketed through the regional online grocer, Farmdrop. The Riders’ pigs are also Certified Non-GMO by AGW and will be part of A Greener World’s Certified Regenerative by AGW pilot program throughout 2021.



New French-language stickers are a hit

NEW FRENCH-LANGUAGE AGW STICKERS

In recognition of the growing market for AGW-certified products in French-speaking regions of Canada, A Greener World is now offering promotional materials “en français”—including Certified Animal Welfare Approved by AGW (Certifié Bien-être Animal par AGW) and Certified Grassfed by AGW (Certifié Nourri à l’herbe par AGW). C’est magnifique!

FIRST AGW-CERTIFIED EGGS IN AFRICA

A Greener World's continued growth in Africa included the continent's first certified laying hens at Eddie's Eggs, a Certified Animal Welfare Approved, Certified Non-GMO by AGW, pasture-based operation in South Africa's Eastern Cape region. Farmer Eddie Ferreira said, "This certification gives us transparency and credibility, helping our customers to trust that we are raising our animals in the best 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."



Members of the team at Eddie's Eggs

FIRST AGW-CERTIFIED GHEE IN THE WORLD

In a global first, Oregon-based Ahara Ghee launched its Certified Animal Welfare Approved by AGW cultured ghee, a traditional clarified butter made according to Ayurvedic practices. Andrea Shuman, Founder and Co-Owner of Ahara Ghee, now sources butter from Glanbia, a cooperative of AGW-certified dairy farmers: "The independent farms now providing our butter have the highest animal welfare standards, graze their cattle on green pastures and meet ours and our customers' expectations of sustainability."



Ahara Ghee—an essential cooking ingredient

GROWING GREEN IN INDIA

A Greener World launched its first operation in India in response to invitation from the region. We are looking forward to working with independent farmers and businesses to grow the market for sustainable food in India and offer farmers the opportunity to add value and get rewarded in the marketplace for their environmentally sound, higher welfare practices.



AGW launched operations in India

A GREENER WORLD LOOKING AHEAD

While 2020 was a truly challenging period, we are excited about our plans to develop A Greener World. Our key goals for 2021—and beyond—include:

► PRESCRIPTIONS ON THE PLATE

Inspired by supporters and board members who are also qualified nutritionists, A Greener World is launching a program specifically for nutritionists and practitioners who want to help their clients find great tasting, healthful, pasture-raised meat, dairy and eggs—and become better informed about food labels and how their diet impacts their own health and the world around them.

► REACHING NEW DONORS

COVID-19 has encouraged more people than ever to recognize the connection between the way we farm, our health and the environment, as well as the importance of building resilient local food systems. Our goal in 2021 is to help people see that supporting AGW-certified farmers is a crucial part of rebuilding a better food system. We will launch several crowdfunding and peer-to-peer fundraising campaigns to grow our donor base and increase monthly donations.

► ORGANIC OFFERING

We are excited to begin piloting our Certified Organic by AGW private standard in South Africa in 2021, which will save AGW-certified farmers valuable time and resources by allowing them to be audited for multiple certifications at a single farm audit. This will also help consumers choosing meat, dairy and eggs who want to be assured of meaningful animal welfare standards of Certified Animal Welfare Approved by AGW when buying organic.

► REGENERATING AT SCALE

Interest in our new Certified Regenerative by AGW program has been overwhelming—and unprecedented! Following the launch of the pilot program in 2020 to evaluate standards, plans and auditing procedures with select farms across the globe, we already have a very long waiting list of farms and ranches around the world who want to be Certified Regenerative. As our pilot program moves forward in 2021, we will welcome our first cohort of Certified Regenerative by AGW farms—and open the program up to everyone.

► GETTING BACK IN THE FIELD

Despite its devastating impact, COVID has enabled us to recognize some efficiencies with remote work practices that we have now permanently incorporated into our compliance and marketing activities. Nevertheless, we are all ready and eager to get back out there! With mass vaccination now underway, and in anticipation of a slow and deliberate reopening of the economy and safe travel in the nations and regions we now operate, we look forward to resuming in-person audits, programming and events in the months ahead.

► FOOD LABELS EXPOSED APP

Back by popular demand! You asked, we listened. A Greener World will be reviving the app form of our popular and informative labeling guide, *Food Labels Exposed*. The new smartphone-friendly tool will help shoppers and eaters quickly navigate food labels on the go and easily identify and choose options for sustainable, AGW-certified products.





A GREENER WORLD

Our Food. Our Farms. Our Future. Let's Choose!

With so much negativity around food and farming today, A Greener World serves as a beacon of positive change. We exist to promote and support real-life farming models to the public and to offer practical guidance on achieving truly sustainable livestock farming systems to farmers.

We believe the way we farm, the nutritional quality of the meat, milk and eggs produced, and the impact of farming systems on wildlife, the environment and wider society are all connected. Our goal is to offer a 'one-stop shop' for anyone interested in food, farming and sustainability, providing simple solutions based on your own personal concerns. We're proud of our reputation among consumer groups, farmers and the wider food industry as a pragmatic organization driven by practical science and common sense.

Our growing family of trusted certifications now includes Certified Animal Welfare Approved by AGW, Certified Grassfed by AGW, Certified Non-GMO by AGW, Salmon Welfare Certified by AGW, Certified Regenerative by AGW and Certified Organic by AGW (launching soon). Each program 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. We now operate in over 10 countries.

A Greener World

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