

SUSTAINABLE FARMING

INCORPORATING AWA NEWSLETTER

VOLUME 6 | ISSUE 2 | FALL 2021 | \$5

WELL DONE

A RARE BREED
SUCCESS STORY

PLUS
BIOSECURITY
AFRICA ORGANIC
REGENERATIVE PLAN



LOOKING AHEAD



As many of you will know, Andrew Gunther, A Greener World’s founder, passed away suddenly earlier this year (see page 4). It was a huge shock to lose someone who was not only central to my working life, but who helped shape—and challenge—my vision and values on food, farming and humanity. I am honored to take up the mantle and continue our work to support independent farmers committed to sustainable farming and livestock production.

For those of you who never had the pleasure of meeting him, Andrew was a true friend and champion of farmers and ranchers across the world, and it’s an ethos at the root of my own vision for A Greener World. While we, as an organization, are often critical of the industrial farming system and the corporations that profit from it, we don’t put it on farmers. At the end of the day, consumers (and the wider food industry) bear significant responsibility for the way farming has developed, and one of the most important—and enjoyable—aspects of my job has always been helping people understand how they can support independent, sustainable farmers like you who are working every day to build a greener world.

We are lucky to be a home for farms of all sizes and shapes and backgrounds, not to mention a wide range of philosophies about life and the universe. This often sparks lively debate and we’ve always operated on the basis that we can disagree without disengaging—and usually learn something from the conversation. Once COVID restrictions begin to lift, I am eager to renew these lines of communication and engage in solutions-based dialogue with farmers, consumers, other organizations and anyone else who cares about a sustainable future.

As a key step, we are conducting a farmer survey and I encourage you all to take part. Farmers and ranchers are central to our program and we want to know what you think—about your experiences with AGW, what else you’d like to see from us, what’s bugging you in the world of food and farming, and anything else that’s on your mind. (I’m told there’s a great prize for a lucky respondent!) You’ll also hear from me regularly through our farmer updates email list, so if you’re not already signed up, please do so at agreenerworld.org/get-involved/email-sign-up

In the meantime, my door is always open and my cell phone on. The last 18 months have been incredibly challenging for us all on so many levels, but we will come through it stronger, together, and with a deeper appreciation for the days and opportunities ahead.

Lucy Moore

Sustainable Farming
Fall 2021
Volume 6 / Issue 2
Cover price \$5

sustainablefarmingmag.com

Editor: Peter Mundy
info@agreenerworld.org
Advertising:
advertise@agreenerworld.org

The views expressed by contributors to *Sustainable Farming* are not necessarily those of A Greener World. Every effort is made to check the factual accuracy of statements made in the magazine, but no guarantees are expressed or implied. Material may not be reproduced without prior written permission.

A Greener World
PO Box 115
Terrebonne
OR 97760

800-373-8806

📧 @AGreenerWorld
📘 @AGreenerWorld
📷 @AGreenerWorldOrg

Sign up to our email list
agreenerworld.org

Read our blog at
agreenerworld.org/blog

AT THE TOP TABLE

Certified Organic is the latest AGW label to arrive in South Africa



A Greener World (AGW) is now offering organic certification to producers in South Africa, in response to significant demand from local farmers, retailers and consumers.

This development builds on the success of AGW’s other programs in the country: Certified Animal Welfare Approved by AGW, Certified Grassfed by AGW, Certified Non-GMO by AGW and Certified Regenerative by AGW.

“We are incredibly excited about the opportunities for validating sustainable production across South Africa and look forward to working with our partners in the growing organic sector,” says Tozie Zokufa, AGW South Africa Executive Director. “This program is designed to empower South African producers to demonstrate their positive farming practices and capture a meaningful share of a market currently dominated by producers overseas.”

Certified Organic by AGW will be audited to AGW’s own private standard, which is based on the principles and objectives of the robust European Union regulations, offering adherence

to a globally meaningful standard (to export as organic internationally requires an accredited recognized certification). While animal products must also be Certified Animal Welfare Approved by AGW, certification will be available for any and all products, with discounts available for producers seeking certification under another AGW label.

In the first year, audits will be conducted by Europe-based auditors, qualified to audit against the EU organic regulations. In the second year, AGW will work with global colleagues to conduct training of auditors based in the region.

“Through our graduated training and implementation program we will build important skills in the region and create jobs which were previously outsourced,” Zokufa adds. “This is a South African-led initiative that has tremendous potential to strengthen the market for independent, sustainable producers, and we are proud to lead it.”

For more information about Certified Organic by AGW, visit agreenerworld.org.za/certifications/certified-organic



ANDREWILLMORE

IN THE NEWS...

MEAT FOR HEALTH

New research shows there is such a thing as too little animal-sourced foods (ASFs) for young children.

Published in the *Nature Food* journal, a team led by researchers at Tufts University, Boston, analyzed data from Nepal, Bangladesh and Uganda and found that sustained intake of ASFs is associated with less stunting in children aged 6–24 months. The study reaffirms the importance of animal products in providing key nutrients, particularly in resource-constrained settings.

WEED KILLER WOES

Weed killers can increase the prevalence of antibiotic resistant bacteria in soil.

Published in *Molecular Biology and Evolution*, scientists from the University of York and China studied the effect of glyphosate, glufosinate and dicamba on soil biology. They found that herbicide use not only causes damage to soil microbial communities, but can increase the relative abundance of bacterial species with antibiotic resistance genes and lead to more frequent movement of resistant genes between bacteria.

MEAT & VEG NOT EQUAL

Plant-based ‘meat’ and grass-fed meat are not nutritionally equivalent, according to new research published in *Scientific Reports*.

Plant-based alternatives are often marketed as replacements for animal-based foods. However, researchers found “substantial differences” in metabolites within various classes (e.g., amino acids, dipeptides, vitamins, phenols, saturated and unsaturated fatty acids, antioxidants) indicating that “these products should not be viewed as nutritionally interchangeable.”

LOOKING BACK

AGW’s 2020 *in Review* report is now available. The 20-page report highlights the major activities of AGW, its programs and staff over the previous year, as well as the key successes of over 6,000 sustainable farmers and ranchers, responsible for managing more than 3 million acres across the world.

Download a free copy at agreenerworld.org/library





IN THE NEWS...

ANDREW GUNTHER REMEMBERED

A Greener World's founder and sustainable farming leader, advocate and pioneering farmer, Andrew Gunther, passed away on February 19.

Working with over 6,000 farms managing more than 3 million acres across the world, Gunther's expertise and relentless hard work drove unprecedented program growth. Under his leadership, AGW expanded to offer five of the world's most trusted and transparent food labels and services to farmers, ranchers and food businesses in Ireland, Europe, the United States, Canada, Central America and South Africa. Among many accolades, Consumer Reports rated the nonprofit certifier's flagship certification, Certified Animal Welfare Approved by AGW, as the only "highly meaningful" food label for farm animal welfare, outdoor access and sustainability.

Gunther's lifelong experience and passion for supporting and empowering farmers — always striving to achieve a more transparent, sustainable and just food system — made him a true leader, expert, mentor and friend to many.

From an agricultural background in the United Kingdom, prior to his work with AGW, Gunther

and his family pioneered the world's first organic poultry hatchery for chickens. He also developed extensive retail and supply chain expertise as Senior Global Animal Compassionate Product Procurement and Development Specialist for Whole Foods Market, where he led the team that designed and launched the company's five-step welfare program in the UK. Most recently, Gunther led the creation and launch of AGW's newest label, Certified Regenerative by AGW. Per his wishes, Gunther is now succeeded in his role by Emily Moose, former Director of Communications and Outreach and close colleague for over a decade.

"This sudden, tragic loss is a devastating one for the Gunther family, the AGW team and everyone who knew and loved Andrew. While his passing leaves our hearts heavy, we know that he would want us to keep the ship sailing in the same direction and with even more speed," says Emily Moose, AGW's Executive Director. "Andrew was above all a friend to farmers. We will celebrate his life by continuing our work to support independent farmers committed to sustainable farming and livestock production. In delivering that vision we honor his legacy."

EMILY MOOSE TAKES THE HELM

While Andrew Gunther's death was tragic and unexpected, his detailed succession plan included Emily Moose at the helm. AGW's Board of Directors voted unanimously to have her succeed Gunther as Executive Director.

With over 20 years of experience working in food, agriculture and communications, Moose's tenure at AGW spans over 13 years, during which time she oversaw the integration of the established Animal Welfare Approved label into the new global nonprofit, A Greener World, and directed the global market launch of every certification.

"Emily has a deep relationship with our certified farmers, our funders, our grassroots donors and our consumers," says Dr. Amy Price-Neff, Chair of AGW's Board of Directors. "We are confident that AGW has a bright future with Emily as Executive Director."

GOOD FOOD AWARDS

Six Certified Animal Welfare Approved by AGW products received national recognition at the 2021 Good Food Awards virtual award ceremony for their leading contribution to creating sustainable, delicious and vibrant food economies across the U.S.

Leslie Cooperband and Wes Jarrell of Prairie Fruits Farm and Creamery won two 2021 Good Food Awards for Fleur du la Prairie and Pelota Roja cheeses made with Certified Animal Welfare Approved by AGW goat milk. Tamara Hicks of Toluma Farms and Tomales Farmstead Creamery won a 2021 Good Food Award for Atika cheese made with Certified Animal Welfare Approved by AGW sheep and goat milk. Ashly Martin of Texas Iberico won a 2021 Good Food Award for Sweet

Prickly Pear Cured Lomo made with Certified Animal Welfare Approved by AGW pork. Ashly Martin of Texas Iberico was also a finalist for a 2021 Good Food Award for Honey and Chile Pequin Cured Coppa made with Certified Animal Welfare Approved by AGW pork. Sam Suchoff of Lady Edison was a finalist for a 2021 Good Food Award for Soppressata made with Certified Animal Welfare Approved by AGW and Certified Non-GMO by AGW pork from the North Carolina Natural Hog Growers Association.

Winners were chosen from 475 finalists representing 45 states, selected from over 1,928 initial entries. AGW-certified products have received Good Food Awards every year since 2013. Visit goodfoodawards.com



Leslie Cooperband and Wes Jarrell of Prairie Fruits Farm and Creamery won two 2021 Good Food Awards

FELLOWSHIP AWARD

Ron Simmons of AGW-certified Master Blend Family Farm in Kenansville, NC was chosen as a member of the inaugural class of Kingsford's Preserve the Pit Fellowship.

The fellowship includes a grant, one-on-one mentorship and immersive training with industry leaders to turn their business aspirations into a reality—and help preserve and strengthen the Black barbecue community. Our congratulations to Ron and the Master Blend Family Farm team on this well-deserved honor.

kingsford.com/preserve-the-pit

ANDREW CRAFT, FAYETTEVILLE OBSERVER



CERTIFIED NON-GMO FIRST

Firefly Kitchens is the world's first brand to source Certified Non-GMO by AGW ingredients for their range of popular krauts, tonics and salts.

Available from retailers throughout the northwest, the Seattle-based artisan food manufacturer proudly sources its fresh ingredients from partner West Coast farms in order to make its range of fermented food products.

"Sustainability is a core piece of Firefly Kitchen's identity," says Firefly Kitchen's Rachel Hynes. "Achieving Certified Non-GMO by AGW status for our products assures our customers that we value transparency and sourcing high-quality ingredients to create products that are truly good for your health."

Visit fireflykitchens.com



Like what you read?
Do you value our work to support market transparency and pasture-based farming?

Your donation supports real change.

A Greener World is a nonprofit that is made possible by donations from people like you. Because we are not dependent on certification fees, we can remain impartial in our auditing, resulting in unrivaled integrity and trust. Your donations help us stay independent. Will you partner with us to build a greener world by giving today?

Learn more at agreenerworld.org/donate

SUSTAINABLE FARMING

Advertise here and reach over **15,000** farm, ranch and food businesses

email advertise@agreenerworld.org
call 800-373-8806

Lowline Cattle Co.
100% Certified Grass-fed Beef
Raised with Aloha
Certified by A Greener World
No Added Hormones

DOVETAIL FARMS & VINEYARD
Our healthy, happy cows spend their entire lives eating grass and sleeping in the Texas sunshine

FLINT PLANTATION HERITAGE BE
PRIME RED
BUTTER
BAKED
TO ORDER

Wallace
PORK

Yellowbird Farms
FEED AND NATURE

LOOKING FOR A STANDOUT LABEL?

Our labeling team can help you create a high-impact design that complies with all relevant food labeling guidelines.

Available FREE OF CHARGE to farmers, ranchers and food businesses in the AGW certification family.

For full details visit
agreenerworld.org/farmer-services/labeling-support
or call 800-373-8806



Opinion

TK Ranch in Hanna, Alberta was the first farm in North America to achieve Certified Grassfed by AGW for beef cattle

A SILVER LINING

COVID 19 has changed everything, says Colleen Biggs

Last March, after years of sustained drought and recession here in Alberta, we were considering closing our doors. Then Covid 19 changed everything.

Having an online store that offered home delivery positioned us well when the lockdowns began. Our sales increased dramatically for several weeks—and this literally turned our business around. It's difficult to talk about because we don't want people thinking we're happy about the pandemic, because we're not. But some good things have come out of it.

A chance to reconnect

Prior to the pandemic, many people were blissfully unaware about the industrialization of our food system. It took the closure of large packing plants like Cargill—that process 85% of our beef supply in Canada—and empty store shelves to bring attention to the issue. At that time, few mainstream grocery stores sold meat online, so consumers looked elsewhere and found smaller companies like ours to meet their needs.

This shift in consumer spending gave hope to many farm families that our food system was finally changing for the better; that consumers would continue to buy direct and this would help many who had been struggling under the heel of monopolies like Cargill for decades. Food security and the fragility of food supply chains were the topic of conversation at many dinner tables. But did this shift in consumer spending continue?

When the lockdowns eased, many customers went back to their in-store buying habits. But not

everyone. Online shopping offered consumers not only convenience, but a safe place to shop. Lots of people opted to continue. In response, retailers moved quickly to establish their online presence to retain their market share, including the addition of commercial meat products. Today, online shoppers can buy all of the meat brands that were available to them before the pandemic. No doubt these are a welcome addition for those who enjoy the convenience of one-stop shopping.

In response to this, many consumers did shift their spending back to online grocery stores, but we anticipated this would happen. We've been selling our meat products online for many years and it would've been naive to think things would remain the same. But, thankfully, not everyone shifted back.

Winning hearts and minds

Covid 19 introduced our products to many people who'd never considered there was an alternative to buying meat in grocery stores. This gave us the opportunity to introduce our products—and our story—to a whole new audience. For many, the quality of our products is why they to continue to buy from us. For others, supporting local and sustainable farms is their primary motivation.

Today, our sales are better than before the pandemic and for this we are truly grateful. We've heard from many other farm families who've experienced the same. This gives us hope for a better future, so please never underestimate how voting with your dollars can change the world we live in.

Colleen Biggs and her husband, Dylan, raise Certified Grassfed by AGW beef cattle and sheep and Animal Welfare Approved pigs at 10,000-acre TK Ranch in east-central Alberta, Canada

REGENERATIVE PLANNING

A detailed plan is an essential part of Certified Regenerative by AGW. But what does it involve—and how do you write it?

Ralph Valentine keeps an eye on the Angus cattle at Boschendal Farm, South Africa. Boschendal Farm is one of the 50 select Certified Regenerative by AGW pilot farms

Following the successful launch of AGWs certified regenerative pilot in autumn 2020, the participants and/or their qualified experts have been preparing their respective regenerative plans for each farm. So what does this involve?

This article is designed to help farmers and ranchers involved in the pilot—and new entrants when the program is launched worldwide—to create an individual 5-10 year plan, based on AGW's 11 certified regenerative principles. While we recognise that no two farms are the same, the principles are designed to apply wherever in the world you are.

The 11 principles

1. As each holding has its unique characteristics and individual solutions, regenerative agricultural holdings must be managed by the stewards of the land.
2. Agricultural production can cause disruption to the ecosystem. A certified regenerative holding not only minimizes this disruption, but uses it to regenerate key environmental factors, such as soil health, water, biodiversity and air quality.
3. Certified regenerative agriculture works to maintain, restore and build soil health to the best extent possible for that location and encompasses agricultural practices, planning and re-evaluation in order to deliver success over time.
4. A significant part of water, fish and riparian habitats occur on or around farmland, and many agriculture systems are large consumers of water; thus, certified regenerative stewards must play a key role in helping to conserve and restore these habitats.
5. Agricultural carbon sequestration and other management practices can mitigate global warming. A regenerative system should capture, store and cap carbon in the soil. Regenerative stewards must also avoid polluting the air as part of the atmosphere.
6. Livestock can have an important role to play in a certified regenerative holding: ruminants are more efficient at converting forage to protein than humans are, and all livestock produce manure that can be an important source of fertility. Animals must be allowed to behave naturally and to perform natural and instinctive behaviours essential to their health and well-being.
7. Any land use or cropping systems in a certified regenerative holding must balance the farmed ecosystem with natural systems. Stewards should apply high standards of conservation management to enhance landscape features, habitats and wild plant and animal species, while linking habitats and employing creative conservation projects.
8. Biodiversity is an essential indicator of a successful certified regenerative farming system where wildlife habitats are integral parts of the

holding. These include areas such as banks, hedges, ponds, species-rich pastures, wetland areas and scrubland.

9. Human-constructed buildings become part of the landscape and contribute to the environment; they must be included in the regenerative plan and managed for resource efficiency.

10. Humans are an integral part of farming and sustainability: certified regenerative holdings must be managed in a socially responsible way.

11. In order for a holding to be regenerative, it must be economically sustainable. Certified regenerative holdings must have a financial plan that considers the long-term financial stability and viability of the holding and its operation.

Before you start ...

Maps of the entire holding are an essential resource, as these will be necessary to identify points during the assessment, planning and certification process. As a minimum, maps should include:

- Boundaries
- Watercourses and water sources
- Cropping
- Biodiversity interests
- Risk and opportunity points
- Assessment points

While it is useful to have separate maps for each of the above points, a number of separate maps (or even a single map) incorporating the points listed above is acceptable, as long as the information is clear. Note: it is important that all above information is legible on the map(s) and submitted with your plan, as it will be used by AGW auditors in the certification process.

You should also prepare a short description of all activities carried out on the holding—including non-farming activities such as education, conservation or tourism, as well as any historical background to the holding.

The assessment

Soil

- What is the status of your soil today?
- How are your farming activities impacting soil health, structure or biodiversity?
- What practices may have been carried out on the farm before that could be affecting your soil?
- Where is soil compaction a risk—and how can you avoid it?
- Where and how are you allowing runoff of topsoil? For example, are you leaving fields bare overwinter?
- What chemicals or synthetic substances are you using, either for cropping or livestock?



Amelia Millman of Springwater Farm, Devon, UK, is participating in the Certified Regenerative by AGW pilot program: “As young farmers, we’re pleased to be working towards achieving our own farming aspirations and protecting the land for future generations to enjoy.”



Water

- Identify all watercourses and water sources on the holding
- How healthy are your watercourses?
- What activities carried out that present a risk to water quality and riparian habitats?
- What cropping activities could affect water quality?
- What livestock activities could affect water quality?
- Where and how do you source irrigation water?

Air

- Prepare an inventory of the machinery and equipment used on the holding, including all fossil fuel and carbon-burning technologies
- Include estimated emission rates (or annual fuel usage)
- How is farm waste disposed of? Is it burnt on or off farm?
- Look at fugitive dust emissions from housing, including fans on housing or other activities carried out, such as grain handling and storage or feed milling.
- Is dust from farm tracks or field activities a potential risk?

Livestock

- Consider housing and pasture or grazing land, feeding and drinking areas and general pasture and grazing management. What is the environmental impact (on and off the farm), including brought in feed or supplies?
- What is your pasture or forage worth? Are you testing for nutritional content?
- Animal health and welfare: will at least one species on the holding be capable of being Certified Animal Welfare Approved by AGW within 12 months? Will all species be capable within five years?

Land use and cropping

- What crops are you growing? What are your current rotations?

- What cultivation practices do you employ?
- What are your current fertility building practices?
- List all fertilisers and nutrients currently applied
- What are your current pest, disease and weed control/prevention strategies?
- Are your inputs or practices prohibited in the Certified Regenerative by AGW standards?

Wild harvesting

- Are you harvesting wild species from the holding?
- What quantities do you harvest annually?
- Are any of these species threatened or endangered?
- How do you ensure natural regeneration of the target species?

Biodiversity

- What flora or fauna is present on the holding, including migratory bird/animals species?
- Are there any endangered species or nationally/internationally protected species?
- Are there any habitats of local, national or international importance?
- Is the holding in a designated protection area?
- How are your current activities affecting biodiversity on the holding?

Buildings

- List and identify all buildings, along with their use
- Do the buildings present any risks to the environment?
- Do you have plans for any new buildings or infrastructure? Are there existing buildings that could be restored or repurposed?
- What energy is used or lost from existing buildings? What opportunities are there with new and existing buildings?
- How is waste disposed of?
- Is rainwater collected? How is it used?

Social Impacts

- Do all workers have the freedom to associate, to organise and bargain collectively?
- Do you have a procedure in place for your

CERTIFIED REGENERATIVE BY AGW

The Certified Regenerative by A Greener World programme was launched in 2020 to offer whole-farm assurance of sustainability, measuring benefits for soil, water, air, biodiversity, infrastructure, animal welfare and social responsibility. Open to all farmers, it is the only regenerative label that ensures audited, high-welfare animal management and slaughter, promoting ecological balance through continual improvement of healthy, thriving ecosystems.

In early 2021, over 50 pilot farms spanning four continents were selected to partner with AGW to evaluate standards, plans and auditing procedures in a range of environments, climates and socioeconomic parameters to ensure meaningful outcomes are achieved.

WHAT DOES ‘REGENERATIVE’ MEAN

AGW define ‘regenerative’ as a set of planned practices that ensure a holding is not depleted by agriculture, and over time the soil, water, air and biodiversity are improved or maintained to the greatest extent possible

WHAT IS THE REGENERATIVE PLAN?

At the heart of Certified Regenerative by AGW is a detailed management plan to help producers meet their own goals. It is effectively a ‘roadmap’ designed by the farmer—with or without expert help—that outlines the activities and actions the farmer will undertake to manage and maintain the holding in accordance with the regenerative principles.

- workers to express their grievances?
- What are the terms of employment?
- What age is the youngest you would employ?
- How do you ensure no discrimination towards workers?
- Provide details of your disciplinary procedures.
- How do you ensure a safe and hygienic working environment for all workers?
- Give details of housing provided to workers.
- How do you ensure worker housing is adequate, clean and safe? What is the cost to the workers?
- How many hours per week do workers work? Where overtime is carried out, how is it agreed?
- What are your workers paid? Is this recorded? Do your workers all have access to banking and financial planning?
- How often do workers get a rest day?
- Are there any local/indigenous communities? How do your activities impact on them?
- What is your current engagement with local and the wider community?

Financial

- Is financial planning carried out?
- Are you currently receiving any grants or environmental payments?
- Is the holding and all activities adequately insured?

The management plan

The plan is used to detail methods and timescales that you are putting in place to mitigate the risks, achieve the opportunities and change your practices to meet the Certified Regenerative by AGW standards, as identified in the assessment. The ‘best practices and standards’ section is intended to help you put your management plan in place. For each area, detail:

- Methods/practices to be employed
- Timescales
- Measurable results: in other words, how will this be assessed and how often? You might consider test results, photos and so on.
- How will you know when your target or equilibrium has been met? How will you maintain this?

You need to have a chart of assessment results in this part of the plan, which will need updating annually and compare against your goals and strategies.

Where you are using prohibited practices or substances, detail how you will remove these or reduce their use to a point they are no longer required. This must also be measurable with timescales included.

Make sure to identify at what point you estimate the regenerative process on your holding will be self-sufficient.

The following management plans are required within this section of the plan, guidance documents are available on our website.

- Management plan detailing watercourse or aquatic habitat protection or restoration
- Goals for the integration of livestock into the farm ecology
- Nutrient management plan
- Cropping system plan
- Integrated pest management plan
- Plan for the protection or improvement of biodiversity and sensitive flora and fauna
- Plan to control or eradicate invasive species
- Plans covering the construction of buildings and roadways
- A recycling programme and plan to reduce farm waste
- Plans covering human and social factors

What happens next?

Use the pre-submission checklist on our website to ensure you have all the necessary information for your regenerative plan and all supporting documents ready to submit to AGW. It is important that all available information is submitted or it could delay the next stages of the process. Your plan will then be reviewed by AGW’s panel of qualified experts, with specialists covering all the principles of regenerative certification. The idea of the panel review is to ensure:

- Consistency between participating farms
- Risks and opportunities have been identified correctly
- Appropriate baseline assessments have been carried out (where required)
- Management plans are realistic and compliant
- Methods, plans and timescales are measurable

Once your plan has been reviewed and agreed by our panel, you are ready for your first audit. An AGW auditor will then make arrangements to visit the farm, leading to the first step of the Certified Regenerative by AGW process.

Further information

We have produced a range of information to help you along your regenerative journey—including regular webinars, an online forum and our website resource pages. If you need assistance, we are here to help. Contact your local AGW office:

North America: agreenerworld.org/certifications/certified-regenerative/

South Africa: agreenerworld.org.za/certifications/certified-regenerative/

UK/Europe/ROW: agreenerworld.org.uk/certifications/certified-regenerative/

BACK TO THE FUTURE

Is it possible to save an endangered cattle breed—and turn a profit? Callie Casteel speaks to the Georgia Native Cattle Company

For the last 16 years, the Wells family has been on a mission to preserve the historic and endangered Pinewoods cattle breed by making their herd commercially viable through marketing a specialty processed beef product.

Pinewoods preservation

While exploring suitable breeds for their 1,300-acre farm in Marion County, Georgia, the family discovered the Pinewoods cattle breed through the Livestock Conservancy.

“The breed has a history important to our region, making them an ideal fit,” says Jay Wells. They were able to locate a few Pinewoods cattle in Mississippi and Georgia. The Georgia cattle were of the Holt strain, one of the last of the Georgia strains of the Pinewoods cattle in existence. “When we purchased the Holts, there was one bull and eight momma cows left—period,” said Wells. “We started on a mission to preserve them and make them commercially viable.”

Pinewoods are an endangered cattle breed,

descending from animals first brought to the Atlantic and Gulf Coasts of Florida, Georgia, Mississippi and Alabama in the early 1500s by the Spanish. They are one of the oldest cattle breeds in the U.S and are recognized for their ability to thrive on marginal brush and vegetation. The breed roamed and grazed the open woods for centuries, working as draft cattle in the timber industry, providing hides for leather goods, as well as offering a source of food and dairy. As time went on, the breed was largely replaced by the European cattle in the 1800s as more commercial breeds became a favored food source.

Part of what the Wells family does is about preservation. But in order to preserve the breed, they must enlarge their herd using a limited pool of genetics. “We have a very tight genetic package, so we are moving slowly to make sure that we improve the breed without inbreeding,” explains Wells. “We are trying to take a breed that has been developed over centuries by genetic selection, a landrace breed, and use our environment today

to bring them back into their former glory. It just takes time.”

Their end game? Figuring out how to get more commercial success while preserving the breed. But with a breed that is naturally smaller and without the fat content of other cattle breeds, how could they make the Pinewoods work commercially and sell the beef in a form that can reach as many people as possible?

Product development and processing

The answer ultimately lay in the concept of a beef stick. Beef sticks provided a way to use the majority of the meat from the animal, packaged and marketed through a shelf stable, easily shippable product to people across the country.

Bryan Wells came up with the idea as he was tinkering with Pinewoods beef in the kitchen. He realized that the leaner beef made a nice jerky. Using this discovery, he looked for ways to use all of the quality meat in a similar fashion. Bryan made beef sticks that his brother, AJ, then took to college and shared with friends. “People wanted to try more and started getting in touch with us at the farm about buying it,” says Wells. “People were liking what we were doing, so we really dug into finding a way to make it work.” The Wells began holding back animals to build up enough of a supply for a first batch of commercial beef sticks. After searching for processors in the region that would produce a beef stick with Pinewoods beef, Bryan’s research led him to a processor in the Midwest. “We relied on their recipes,” says Wells, “and we chose the two flavors that we thought would appeal to the widest range of people.”

There were important considerations in choosing the beef stick varieties. Each flavor requires investment in the label design and USDA approval process, which is both costly and time consuming. As the processor needed a certain quantity of beef per run, the family had to consider the number of cattle they would have ready at each processing date—and how much beef for each flavor. “Our relationship with our processor is a crucial one,” explains Wells.

“They have worked with us on initial small loads, but we are now increasing our quantity each production round to help keep processing costs down. Pinewoods are smaller cattle and produce about 200lbs. of meat, so instead of looking at 4-8 animals per run, we need to supply 15-20 animals per run to make the next step economically viable. This influences our production—and whether or not it will happen year-round or

during one concentrated time of the year.”

Wells found a company who not only helped design all labels, packaging and logos, but assisted with the USDA label approval process—and was instrumental in bringing the beef sticks into existence in the way they had envisioned.

Processing considerations

- ▶ Does your slaughter plant offer processing for a specialty product like beef sticks? Or would you need to transport beef from your slaughter plant to another processor?
- ▶ Does the processor fit your needs regarding production size, desired product and cost?
- ▶ Do they have and use their own recipes?
- ▶ Do they offer in-house label design and approval services?
- ▶ Do they have the printing and packaging capabilities to set you up to be retail ready?

Marketing efforts

While Georgia Native Cattle Company is still establishing their core markets, they have experienced significant success based on their own research and marketing outreach efforts and expert advice. Beef sticks are sold online and through a growing number of wholesale outlets in their area whose customers are aligned with their markets (interested in travel, hunting, on-the-go snacks, specialty food outlets, health). Working with AGW’s marketing team and others, the farm has reached local and national press, participated in video interviews, shipped sampling kits to bloggers, influencers and key retail outlets, and worked hard to grow their social media and online presence. Although the COVID-19 pandemic has severely limited their ability to explore more favored marketing options, such as attending large county and state fairs, expos, historic parks and museums, the Wells plan to revisit these in 2021 and beyond.

“One of the most important lessons learned from a marketing standpoint is to get an expert involved,” says Wells. “Marketing is where we currently have the most to learn, but I trust our product and also trust that things are a work in progress. We learn as we go and we are doing something that nobody has done. We believe the breed has a much bigger future than where we are today, but the genetics won’t be there if we let them go extinct. We are trying to save genetics for the future.”

Callie Casteel is Farmer and Market Outreach Coordinator with A Greener World

KEY ADVICE

- ▶ Identify who your main markets/customers are
- ▶ Test your product ideas on focus groups
- ▶ Find a trusted processor to create your product
- ▶ Establish what your product really costs—and the right price point
- ▶ Work out how you will reach your market(s)
- ▶ Know when to call in the experts
- ▶ Be prepared for setbacks
- ▶ Be flexible and ready to work through challenges as you go



Bryan, Jay, Faye and AJ Wells raise Certified Animal Welfare Approved by AGW, Certified Grassfed by AGW Pinewoods cattle on a 1,300-acre farm in Marion County, Georgia. georgianativecattle.com

GEORGIA NATIVE CATTLE COMPANY (x3)

BREAKING NEWS...

AFRICAN FLU • EBOLA • VIRUS SPREAD • NO VACCINE



The world is in the midst of active disease outbreak, warns Jen Gravley Burton

Did you know that our world is in the midst of active disease outbreak, with potential for devastating global health and economic consequences? No, not that one ...

3 August 2018 | China's Liaoning Province
African Swine Fever ('Pig Ebola') outbreak reported

Susceptible species: Domestic and feral pigs of all ages; warthogs
Transmission: Direct contact, including asymptomatic carriers; feed
Long-range movement: Wild pigs; ticks; pork products
Treatment: None
Vaccine: None
Control: Containment; humane destruction and carcass disposal

Since the late 2018 report from China, African Swine Fever (ASF) outbreaks have intensified along Asia's eastern coast, with the disease now detected in 14 different countries. Today, the U.S. is considered free of ASF. But the virus is hardy and can remain viable in pork products for perhaps a year or more. With feral swine rampant in much of the U.S., veterinary parasitologists are working to determine which North American ticks might spread ASF. Meanwhile, veterinary epidemiologists build models to predict how the virus might move on truck tires and boots, through sale barns or in the nostrils of farm workers—all in hope of rapid containment, should ASF ever breach U.S. ports.

4 February 2020 | Saudi Arabia
New strain of Highly Pathogenic Avian Influenza isolated

Susceptible species: Primarily birds. Some strains can infect pigs, humans, and other species
Transmission: Direct contact; environmental contamination
Long-range movement: Wild birds, especially migratory species

Treatment: None
Vaccine: Mitigates symptoms, but may increase risk of transmission by asymptomatic carriers
Control: Containment; humane destruction and carcass disposal

A few months—and a few thousand miles—from where it was first isolated, the H5N8 strain of Highly Pathogenic Avian Influenza (HPAI) was detected in wild birds in western Russia and Kazakhstan. Based on the birds' migration routes and patterns of susceptibility in domestic species, veterinary epidemiologists predicted H5N8 would enter northern and western Europe in the fall—and it did.

By autumn, the virus had infected wild and/or domestic poultry in eight more European countries, plus South Korea and Japan. In the ensuing three months, 49 Japanese poultry farms were affected and 3 million birds culled. This year, outbreaks have been reported in five more countries; and in late February, seven farm workers in Russia tested positive for the H5N8 'bird flu'. So far, the World Health Organization says the new virus has not gained the ability to cause a human pandemic. It is now present in 13 countries. Authorities in Japan and Germany continue to fight significant outbreaks while facing import restrictions in many countries. Virologists collect samples on an ongoing basis to sequence genomes, monitoring mutation frequency to ascertain whether H5N8 might begin to infect other species or cause serious human illness.

Today 2021 | Earth | This is normal ...

The situations described above are just a sampling of our planet's current livestock disease situation. No worries: ASF won't arrive in your neighborhood so long as nobody accidentally totes a bit of dried pork jerky through customs. Your farm won't experience HPAI H5N8, provided wild birds stick to a predictable flight plan.

Could anything reliably prevent these devastating diseases from reaching your ranch?

WHAT TO EXPECT WHEN YOU SUSPECT

APHIS provides a range of advisory information on reportable animal diseases, including ASF, avian influenza, foot and mouth. To learn more about what would happen should reportable animal disease ever knock on your farm gate, visit aphis.usda.gov/aphis/resources/pests-diseases you go

Think global ...

As part of its mission to promote global food security, livestock production, and trade, the Food and Agriculture Organization (FAO) publishes guidance for everyday agricultural activities like animal health monitoring, disease prevention, and import regulation. When the consequences of an animal disease situation could extend beyond the affected region, the World Organization for Animal Health (OIE) seeks to ensure transparency. Together, the FAO and OIE establish a baseline for food animal health management, regulation, and communication worldwide. These are only recommendations; it's up to national authorities to establish domestic expectations and negotiate international exchange.

In the United States, The U.S. Department of Agriculture (USDA) Animal and Plant Health Inspection Service (APHIS) seeks to protect the health, quality and marketability of livestock animals and animal products. This agency is responsible for disease surveillance, investigations and traceability. They administer import controls, and conduct analysis and planning with consideration for economics as well as health factors. APHIS handles the national veterinary stockpile, which includes vaccines and antivirals. The U.S. Department of Homeland Security (DHS) also plays a role by overseeing national labs that diagnose and study important animal diseases.

Although implementation looks different around the world, expect similar themes: population-level food security, large-scale economics, considerations for farmers, and livestock health and welfare.

... act local

Under APHIS, the goal of incident response is to regain disease-free status and get back to normal as quickly as possible, without causing more harm than the outbreak itself. These goals focus on people and systems, but the strategies are all about the disease agent: early detection, rapid containment and control, and eradication. APHIS agents might use contact tracing, quarantine and 'movement controls' to rapidly draw a boundary

between the disease agent and non-infected/non-contaminated spaces. Relying on risk analysis and science-based approaches, their job is to stop the pathogen while keeping 'clean' animals and products moving appropriately. To this end, your regional APHIS team might order depopulation—perhaps less than 24 hours after the disease was first detected.

This process seems to move too fast at the farm level, but it makes more sense when one remembers the context: coast-to-coast food and global economic systems. Even as Japanese producers affected by H5N8 began to cope with the immense personal impact of depopulation, authorities were ordering immediate carcass destruction to prevent spread to wild birds. In the case of ASF, APHIS veterinarians would need to prevent the virus from reaching feral swine, or local ticks. Each step of the response is tailored to the production system and local ecosystem, with the end goal of protecting animal agriculture, the food supply, the economy, public health and the environment.

Biosecurity

Whether testing farm-raised elk exposed to chronic wasting disease, investigating a case of monkey pox someone caught from an illegally imported pet, tracing the source of a scrapie-positive ewe, or keeping apprised of interstate and international movement restrictions, you can bet your region's APHIS vet knows the animal disease scene around the world and in your neighborhood. This is a career for some veterinarians, yet often unfamiliar or invisible to livestock producers. Fortunately, a local veterinarian accredited to issue health certificates is trained to act as your APHIS connection and advisor. Ask them how you can shield your farm in this process by practicing excellent biosecurity—and you can find out about that in our next issue!

Jennifer Gravley Burton DVM is a veterinarian and educator with a special interest in the intersection of food animal medicine and public health

PROOF OF PURCHASE

Consumers need help making ethical purchases. That's where certification comes into its own ...

An astonishing amount of advice is given to consumers about what food they should eat and where they should buy it. While much of the guidance is sound and reasonable, some of it is wildly inaccurate—or just downright unrealistic.

Unrealistic expectations

A phrase you'll often hear is: "Before you buy any food you should always visit the farm." Buying direct from the farm or at a farmers' market is something A Greener World wholeheartedly encourages. Not only does the food usually represent great value for money—particularly for the quality on offer—but supporting local farms keeps your money circulating in the local economy.

But is it realistic to expect every consumer to have the time and ability to actually visit every farm before they buy any food—let alone the expertise and knowledge to properly assess what they see when they get there?

While we welcome the growing number of consumers who are taking steps to understand how their food is produced, the assertion that everyone must personally visit a farm before you can trust the food—and that, by implication, the

average person has the necessary technical expertise to assess whether a farm meets high-welfare or sustainable production standards—is disingenuous on both counts.

A visit to a working farm, particularly where you can speak to the farmer, is a fantastic opportunity and something every schoolchild should experience as part of the curriculum. And you don't have to have a PhD in animal welfare or environmental sustainability to have an opinion on whether a farm is doing a reasonable job or not. If the average member of the public was to go behind the closed doors of an industrial hog or broiler operation it would quickly become apparent that animal welfare and environmental protection come very low down the list of priorities.

Animal welfare expertise

But what if that same person visited a farm and saw pigs on pasture on a fine summer's day? By comparison, they may assume this represented an idyllic, high-welfare farm operation. Yet would this fleeting, untrained assessment really provide enough information for the average person to decide whether or not to buy food from this farm?

Unfortunately, a keen interest in where your food comes from and a willingness to get your boots dirty isn't always enough. Let's take a closer look at those pigs. Are they on pasture in a system where each pig has the right amount of space to allow it to exhibit natural behaviors? Did you happen to see if the farmer provided a wallow and sufficient shade from the hot sun? Did the pigs have access fresh drinking water? What

about a diet that meets their nutritional needs depending on their life stage? Are the animals regularly moved to prevent the build-up of disease or parasites? Was the farmer growing the right varieties of vegetation for the time of year? Did you notice if the pigs had metal rings through their noses to stop them from rooting the ground up?

The point is that visiting the farm may well tell you the pigs were outside at the time you visited (which is a big plus), but it won't tell you everything—especially if you don't really know what to look for.

For example, research shows that ringing a pig's nose potentially causes pain and distress, and is specifically carried out to prevent the pig from doing what it naturally wants to do—to root in the soil. On this basis, ringing pigs is a practice most conscientious consumers might not want to support. Yet most people probably would not have noticed the nose rings—or fully understood the welfare implications if they did. This is not meant as a criticism; it's just that the necessary ability and expertise to properly assess livestock management practices and environmental management is not something you will pick up on a family walk around the farm on a summer's day.



Your AGW certification shows that you go the extra mile to ensure sustainability and transparency—and that you're proud of your farm. It also demonstrates your commitment to environmental stewardship, responsible use of antibiotics, no added hormones or animal by-products, and high-welfare, pasture-based management. Make sure you share the good news!

Is 'local' always best?

Similarly, while making the effort to support local farmers and buying 'local' products is highly commendable, it's worth remembering that the term 'local' does not automatically guarantee good farming practices. (In fact, the term 'local' offers no guarantees whatsoever.) Buying locally produced food might mean that you're more able to speak to the farmer or visit the farm, but this may not necessarily help consumers make truly informed decisions.

Finally, if we really care about sustainability, is it desirable to expect every single consumer to jump in a car (if they even have one) and burn all that gas driving out to the farm each weekend to check on the animals before making every food purchase?

Certification matters

So what is the answer? A visit to a local farm—and the opportunity to speak to the farmer—will give you a good idea of the kind of farming that's is going on. Farms that open up to the public are a fantastic educational resource for the family—and are they desperately needed. A *Washington Post* report from 2017 revealed that 7 out of 100 American adults (over 16 million people) think chocolate milk comes from brown cows, while over 40% of California 4th-6th graders didn't know hamburgers came from cattle and 30% didn't know cheese was made using milk.

If you really want to be sure you're buying meat, eggs and dairy products from farms where high welfare and sustainable management always come first, you need to look for a trusted certification mark. Buying food that displays the Certified Animal Welfare Approved by AGW logo means you can be sure the farm is audited and scored against a comprehensive list of standards by an experienced farm auditor at least once a year. We also vary the time of audit from year to year—and even carry out some unannounced or "surprise" audits—so we can see the farm and the animals in different seasons and weather conditions.

With farms across the U.S. and Canada, and in Europe and South Africa, Certified Animal Welfare Approved by AGW serves as the eyes and ears for today's conscientious consumers. So whether you see it displayed at your local farm shop, farmers' market or supermarket, you can rest assured it's the one food label you really can always trust.

Download our *FREE* guide, *Make the Most of Your Certification*, from the AGW website: agreenerworld.org/library
We also offer a range of marketing support and materials alongside our certification services: agreenerworld.org/shop-agw



"These labels are the eyes and ears for today's very busy shoppers"

Clostridia spp. is a group of bacteria widely recognised as pathogens of livestock, companion animals, wildlife and humans. Before the advent of vaccinations, clostridia disease was one of the biggest killers of sheep and goats, and losses could be catastrophic.

Clostridia are part of the normal gut flora in goats and the bacteria are capable of producing highly resistant spores that can survive in the environment for long periods. It is impossible to eliminate them from the farm. Disease occurs when the numbers of bacteria rapidly increases, leading to the production of potent toxins in the intestine, causing gut problems, blood poisoning and even sudden death. This often occurs as a result of stress or a sudden change in diet.

Tetanus is caused by *Clostridia tetani* and is usually the result of the contamination of a wound with soil, although practices such as castrating and ear tagging may also be initiating factors. While the initial wounds may be minor, the bacterium will produce a potent neurotoxin, leading to tremors, impaired head and neck function, difficulty in chewing and swallowing. Spasms give way to permanent rigidity, breathing difficulties and rapid death.

Preventing problems

Minimising stress and maintaining a steady diet is important in limiting the risk of an outbreak. When feeding high risk feeds (for example, high in sugar or protein), be cautious and divide the daily ration into as many small feedings as practically possible to avoid overeating. Feeding rough forage beforehand will help to limit the

BEST PRACTICE

- Maintain a balanced diet, avoiding carbohydrate-rich feedstuffs
- Avoid sudden changes in diet
- Ensure any dietary changes are gradual
- Avoid exposure to freshly turned soil
- Minimise stress
- Treat any wounds promptly
- Implement a vaccination strategy (speak to your vet)
- Ensure good hygienic measures during kidding and castration to avoid infection

potential over-eating. If you need to change the animals' diet, ensure that you do so slowly and gradually to minimise the risk of disease.

Vaccination against clostridial diseases in goats is highly recommended. Seven- and eight-way combination vaccines that include vaccines against additional clostridial diseases, such as blackleg and malignant edema, are available for goats and regular vaccination is advised on larger operations. Some require boosters at least every six months. In pregnant does a booster dose should be given four weeks prior to kidding to boost colostral immunity. Transferal of maternal antibodies from the mother via the placenta or from the colostrum provides 2–3 month immunity against tetanus.

Treatment

Success of treatment depends on the stage of the disease. More severe cases can be effectively treated with fluids orally or intravenously, along with pain relief and anti-inflammatory agents. Enterotoxaemia (also known as over-eating disease or pulpy kidney) anti-serum can also be useful. Milder cases may respond to probiotics.

Treatment of severe blood poisoning is difficult and the response is usually poor. Full doses of antibiotics may be administered and tetanus antitoxin should also be given. Success often depends on good nursing with forced feeding, if necessary.

Article adapted from Farm Health Online. For more information about practical, science-based advice on high-welfare livestock management, visit farmhealthonline.com

MIKE SUAREZ

Certification news

COMMUNICATING CHANGES

A simple phone call or email can avoid a whole host of problems, says Tim Holmes

As some farms in A Greener World programs are now going through their 13th annual re-audit—and many others have multiple audits under their belt—the certification process should be relatively straightforward for most. However, there is one major issue that still regularly causes problems: the failure to communicate key changes on the farm or ranch.

While most changes on the farm or ranch usually have no impact on certification, a minority can result in immediate suspension—and even termination—from AGW programs. Clearly, this is not what either the farm or AGW want to happen. Here are some of the key changes in production practices that might affect your farm's certification—and you must tell us about:

► **Changing castration age or methods:** The program allows different methods for different species for an operation to meet AGW standards. But the timeframe allowed for each compliant method varies. If a farm, for example, changes from surgical to banding for beef—but does not change the timeframe—this will lead to a critical non-compliance.

► **Changing weaning age or age of first breeding:** It is important to understand the weaning and breeding ages required for the species you are certifying. Changing weaning age to an earlier date or breeding animals sooner can cause major compliance issues if not still within the required standards.

► **Changing or not checking feed tag annually:** Feed companies have many names for ingredients. Sometimes it is not clear what they are derived from. For example, if a label says “protein products,” “feed grade fat” or “grease,” then the farm will need to verify with the company the source of these products. Feed companies also change feed formulations that may have

once been compliant. It is important to check ingredients regularly.

► **Adding a feed that includes an antibiotic or other treatment medication:** It is always best to contact the program so we can decide if the treatment is therapeutic or non-therapeutic before using any new feed or formulation.

► **Changing slaughter facilities:** If you are thinking of changing to a facility that is not listed on your previous audit or certificate, you must check with the program first to determine if the plant is eligible. Even if you don't use the AGW seal on your products, the plant must meet certain requirements for your farm to remain compliant.

► **Sourcing feeder or store animals from non-approved farms:** If you need to source extra animals for unexpected demand, we can discuss options to help. It is always best to make sure your strategy will be compliant with program standards before buying in animals.

► **Changing the amount of range and foraging access on farm:** Changes in the amount of access for certified species certified can cause compliance issues. For example, moving poultry to new (but non-compliant) pens can mean they no longer have access to the required amount of range and forage area.

► **Changing livestock breeds on the farm:** Sadly, an all too common issue—particularly with meat birds—is when a farmer innocently changes to a non-compliant breed. An example would be a farm going from a traditional turkey to a broad breasted breed.

In most of these examples, a simple phone call or email to AGW would probably have avoided any problems. So, if you're thinking of making a change—or if you have any doubts or concerns—please get in touch before a potentially costly decision is made. We're here to help.

Tim Holmes is
Director of Compliance
with A Greener World

SILENT KILLER

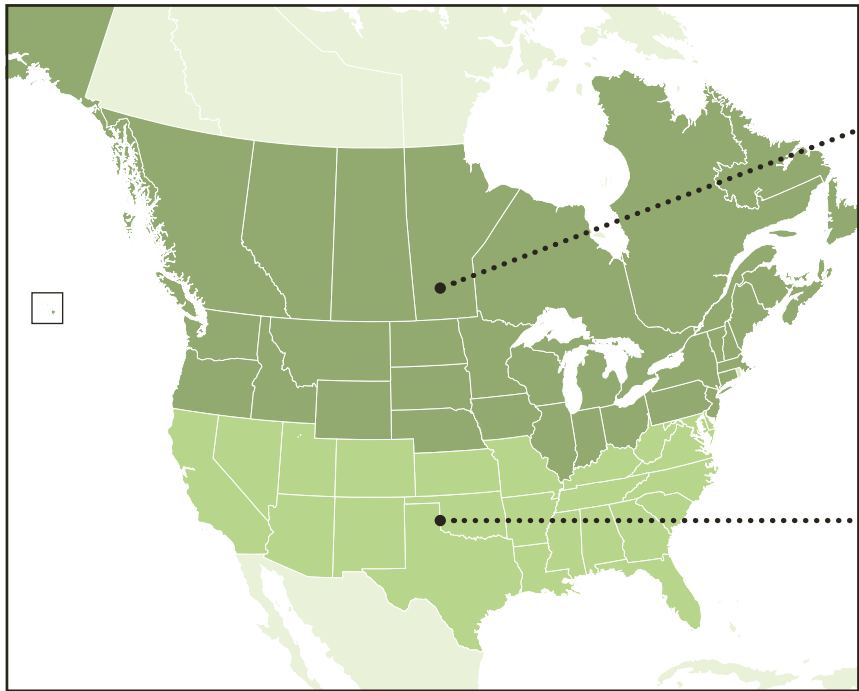
Prevention and control of clostridial diseases in goats

A GREENER WORLD

From advice on applying, label design and technical support, we're here to help ...

Your regional point of contact

From Alaska to Wyoming, Alberta to Saskatchewan, our outreach team offers a one-stop shop for farmers, ranchers and food businesses!



Katie Amos
717-412-1701
Katie@agreenerworld.org



Callie Casteel
931-548-0664
Callie@agreenerworld.org

ORDER EGG CARTONS

The Certified Animal Welfare Approved by AGW-branded egg carton is back in stock. The newly sourced egg carton is made with 100 percent reclaimed paper and holds a dozen medium, large or extra-large eggs.

The low-cost carton features AGW's flagship logo and clear messaging that the eggs are from pastured, high-welfare hens, and includes space for a farm-specific label. 200 dozen-egg branded cartons cost \$36 plus \$14 shipping and handling.

Visit agreenerworld.org/shop-agw.



Promoting A Greener World

AGW is proud to offer low-cost branded promotional materials to help raise awareness of your certification and better communicate the wider benefits of your farming practices. Every purchase also supports our work to educate and inform consumers—and helps keep your certifications affordable.

For more promotional materials—and to place an order (with shipping)—visit agreenerworld.org/shop-agw

For Canada, please call +1 541-526-1119



AGW APRON \$25

- Perfect for farmers' markets or the kitchen
- 8 oz organic cotton/recycled polyester
- Black fabric with white imprint A Greener World logo
- Adjustable neckline, two front pockets, brass rivets, cotton webbing ties



SHELF TALKER \$5

- Sold in packs of five
- Printed on premium silk stock with wipeable coating
- 4¼" x 2¾"
- EZ-peel adhesive for shelf mounting
- Made in the USA

Certified Animal Welfare Approved by AGW producers only



CERTIFIED NON-GMO BY AGW STICKER LABELS \$5.70

- Full-color 1" x 1" high-quality stickers
- Long-life adhesive
- 1,000 stickers per roll

Certified Non-GMO by AGW producers only



ECO LUNCH COOLER \$14

- Stylish, insulated four-can lunch cooler made from recycled, post-consumer plastic
- Fold-over flap with Velcro strap
- Graphite color with black text/AGW logo
- 7 ¼" long x 10½" high x 5 ¼" wide



CERTIFIED ANIMAL WELFARE APPROVED BY AGW STICKER LABELS \$5.70

- 1" x 1" high-quality stickers
- Long-life adhesive
- 1,000 stickers per roll

Certified Animal Welfare Approved by AGW producers only



CERTIFIED GRASSFED BY AGW STICKER LABELS \$4.60

- 1" x 1" high-quality stickers
- Long-life adhesive
- 1,000 stickers per roll

Certified Grassfed by AGW producers only



CERTIFIED GRASSFED BY AGW METAL SIGN \$12

- Ideal for farm gate or barn wall
- Aluminium 10" X 15"
- Full-color embossed imprint
- Corner holes for easy mounting

Certified Grassfed by AGW producers only



CONSUMER BROCHURES \$5

- Explains the benefits of certification
- Ideal for farmers' markets, farm stores and other events
- 50 brochures per pack

AGW-certified producers only



CERTIFIED NON-GMO BY AGW METAL SIGN \$12

- Ideal for farm gate or barn wall
- Aluminium 10" X 15"
- Full-color embossed imprint
- Corner holes for easy mounting

Certified Non-GMO by AGW producers only

🌱 Meet the farmer

AN ANCIENT WORLD

Ming and Garry Adams run Canyon of the Ancients Guest Ranch near Cortez in Colorado. The 2,000-acre property is situated near the McElmo Canyon and guest accommodations are open for rental throughout the year.

How did you get into ranching?

By accident! I am a city girl who grew up in Taipei, Taiwan. Garry grew up on half an acre near Golden, CO and his uncles had farms in Colorado and Wyoming where he spent time at a young age. He loved spending time on his family's farms growing up and we say it's in his genes!

How did you hear about AGW?

I wanted to differentiate ourselves from other livestock producers and so felt it was something we should pursue. We were also drawn to all of the technical resources and help that the AGW standards provided in managing our livestock.

Describe a typical day in your life ...

In the morning, we do animal-related chores. During irrigation season, we have hired hands to help. Since we are an operating guest ranch and agritourism is the core of our business, we have new guests checking in daily. We give tours to the guests to help them connect with the land, animals and environment. In the afternoon we prepare for new visitors. I also tend the garden. After the sun goes down, it's paperwork time.

Who are your customers?

Our customers are our guests, since we sell direct from the ranch. But we also supply our products

to area restaurants and natural foods stores who want food that is good for their bodies, animals and the environment.

Why does sustainable farming matter?

It matters because we don't want to damage the soil by utilizing chemicals or harmful herbicides and pesticides. We want the healthiest and most nourishing, nutrient-dense food possible.

What are your business plans for the future?

We want to continue what we are doing. We had to reduce our flock of Navajo Churro sheep a few years ago due to drought, so we want to bring numbers back up again. If we can get more help on the ranch side it would allow us to focus more on guest education and promoting what we do.

Can the market for produce be improved?

AGW has really helped to promote awareness, but there is still a need for more education and marketing about sustainably produced food.

The biggest threat to the sustainable farming?

Efforts to create synthetic meat when many farmers and ranchers already raise healthy animals in ways that help the environment. We should focus on promoting regenerative practices instead of finding other ways to hurt farmers.

The most important lesson life has taught you?

Farming and ranching brings unexpected and unanticipated challenges. You have to work the best you can and believe that what you are doing is right.



CANYON OF THE ANCIENTS (x2)

AT A GLANCE

Farm: Canyon of the Ancients Guest Ranch
Certification date: June 2012
Size: 4,000 acres (2,000; with grazing permit on another 2,000)
Soil type: north of the property is primarily blue clay; south is a mixture of sand, loam, red clay
Altitude: 5,200 feet
Annual rainfall: less than 12 inches
Enterprises: Certified Grassfed by AGW beef cattle and Navajo Churro sheep; Certified Animal Welfare Approved by AGW laying hens. Selling beef, lamb and eggs direct to ranch visitors and to area restaurants and natural foods stores

canyonoftheancients.com

THE STOCKMAN
Grass Farmer


The International Monthly Publication for a Healthy Planet and People through Profitable Grass-Based Livestock Production

FOCUSED on the art and science of making a PROFIT from grassland agriculture.


Get Your FREE Sample Issue Today!

1-800-748-9808
P.O. Box 2300 Ridgeland, MS 39158-2300

WWW.STOCKMANGRASSFARMER.COM




Poultry & Piglet Euthanasia




BOCK
INDUSTRIES
ANIMAL WELFARE DIVISION

Captive Bolt Devices

BRINGING HI-TECH TO THE FARM GATE



www.bock-industries.com



Zephyr®

Humane Stunning Technology

Ask about our "15% AWA Discount"

Contact 814-777-3890 - randall@bock-industries.com



A GREENER WORLD

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

PO Box 115, Terrebonne OR 97760

NON-PROFIT ORG
U.S. POSTAGE
PAID
BEND OR
PERMIT NO. 12

"We are very transparent to our customers about how we raise our animals but felt that a third-party audit and certification would be a valuable asset for consumer confidence."

James and Chelsea Keenan, Keenan Family Farms, Salmon Arm, British Columbia

COVER PHOTO: GEORGIA NATIVE CATTLE COMPANY

YOUR FARM OUR LABEL

PRACTICAL, DOWN-TO-EARTH, RESPECTED

A GREENER WORLD
FARMING IS OUR BUSINESS
visit agreenerworld.org
call **800-373-8806**



MIKE SUAREZ

A Greener World | PO Box 115 | Terrebonne OR 97760 | 800-373-8806 | info@agreenerworld.org
🐦 [@AGreenerWorld](https://twitter.com/AGreenerWorld) | [@AGreenerWorld](https://facebook.com/AGreenerWorld) | [@AGreenerWorldOrg](https://instagram.com/AGreenerWorldOrg)