

A GREENER WORLD 2023 IN REVIEW



Photo: Early fall at 370-acre Tamarack Farms in Roseneath, Ontario

KATIE AMOS/A GREENER WORLD

Cover: Situated near Costières de Nîmes, Famille Gassier is one of the premier vineyards of the southern Rhône Valley in the south of France—and the first Certified Regenerative by AGW vineyard in France

FAMILLE GASSIER

A GREENER WORLD 2023 IN REVIEW

2023 saw significant developments for the program in North America—and around the world.

A Greener World (AGW) was awarded a USDA Partnerships for Climate-Smart Commodities grant, working in partnership with Rural Advancement Foundation International (RAFI) and the Soil Health Institute. This exciting three-year project, which opened to applicants in November, will incentivize farmers and ranchers in the U.S. to implement climate-smart practices, and become Certified Regenerative by AGW (see page 7).

The launch of our new certification program for distributors and further processors of AGW-certified products to provide independent assurance of supply chain integrity garnered significant interest throughout 2023, as more brands are seeking supply chain verification and transparency through trusted, verified sustainability benchmarks (see pages 8-9).

Following the introduction of new standards in August, all certified operations are now required to display the appropriate AGW logo(s) on their certified products. We believe this collective measure is one of the most effective ways to further promote recognition and demand for AGW logos, and will significantly increase consumer awareness of AGW-certified products and businesses in the marketplace.

On the international front, we have seen continued growth and development across all AGW programs, with new certified businesses in Europe, Australia and South America—including the world's first Certified Regenerative by AGW olive producer and the first Certified Regenerative by AGW vineyard in France. Our growing international reputation has attracted significant demand for our supply chain services in Europe, South Africa and the Americas for high-profile food retailers, food processors, and apparel brands in areas as diverse as aquaculture, natural fiber and hide, and environment, social and corporate governance (see pages 12-13).

All the pieces are now in place for an exciting 2024. But at the heart of the effort, you'll find farmers, ranchers and land stewards tending millions of acres globally each and every day. We can't do our vital work without them, nor the generous support of our funders, stakeholders, and consumers who purchase AGW-certified products.

With deepest thanks,



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, we offer certifications in 10 countries across the world

With the help of supporters across the globe, AGW promotes practical, sustainable farming systems by supporting farmers and informing consumers.

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 Certified Regenerative by AGW. 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 nonprofit, we rely on our supporters to help us deliver the positive solutions our planet so desperately needs.

A GREENER WORLD THANK YOU

Thanks to the generous support from our donors, 2023 saw us significantly expanding our work to foster transparency and sustainability in food systems across North America—and beyond. Significant milestones include:

- ▶ Ongoing work with businesses commanding a collective market share of USD 357 billion. According to SPINS market data, Certified Animal Welfare Approved by AGW product sales surged by a remarkable 32% from Q2 2022 to Q2 2023.
- ▶ Adding thousands of listings to our online directory, including hundreds of retailers selling the world's first Certified Regenerative by AGW wine. Certified AGW products are now available in over 5,300 outlets spanning five continents.

▶ Providing much needed support to farmers and ranchers in North America. During the last 12 months, we delivered 7,800 marketing team hours and 10,920 technical team hours supporting farmers and ranchers. The launch of AGW's Farmer Relief Fund has enabled us to assist farmers and ranchers in times of need, particularly by providing economic support to producers hit by unforeseen circumstances.

▶ Embarking on a new strategy for recruiting new farms and businesses. In May, Ashley Khteian joined AGW as the new Outreach Specialist. Leveraging her extensive background in the food industry, Ashley has already made a notable impact, generating numerous new leads and managing relationships with over 500 new farms and businesses since starting her role.

In September, AGW held its first full team meeting, bringing together staff from three continents. AGW-certified Tamarack Farms in Ontario kindly hosted the team for a specialist training session

KATIE AMOS/A GREENER WORLD





A GREENER WORLD 2023 AT A GLANCE

IN THE MEDIA

Throughout 2023, our initiatives and AGW-certified farms gained recognition in media outlets like Newsweek, Bon Appetit, Upworthy, Yahoo, and MSN, and in industry-specific media, including The Organic and Non-GMO Report, Modern Farmer, Perishable News, Progressive Grocer, as well as over 300 regional and local publications. In November, AGW's Wayne Copp [above center] was featured in an interview for ITV News on the issue of food labeling transparency in the UK. The filming, which took place at AGW-certified Batch End Farm in Somerset, UK, added significant depth to the ongoing debate in the UK about meat labeling and further emphasized our commitment to transparency and high animal welfare practices.

INTERNATIONAL OUTLOOK

2023 was another year of significant development and growth across all AGW programs around the world, with a particularly sharp increased uptake of Certified Non-GMO by AGW (in recognition of our speed of delivery and highly competitive fees). With newly certified businesses in Australia, South America and Europe—including the prospect of the Certified Regenerative by AGW logo adorning 2 million bottles of the 2023 vintage from Famille Gassier, one of the Rhone's premier vineyards—we are excited about the outlook for 2024.

ON THE GO

The first-ever full AGW team meeting in September in Toronto, Canada, marked a historic moment for AGW, bringing together staff from three continents. This unique gathering enabled the technical and marketing teams to meet for the first time in person, providing training and promoting collaboration in an unprecedented way. Throughout 2023, AGW staff also attended industry events and conferences around the world including Biofach [above left] in Nuremberg, Germany and the EcoFarm Conference [above right] in Monterey, CA, championing the benefits of high-welfare, pasture-based management and our rigorous standards to a diverse audience of farmers, consumers and industry professionals.

SUPPLY CHAIN INTEGRITY

Launched in early 2023, AGW's latest certification program for distributors and further processors is already attracting significant interest around the world. Developed specifically to ensure traceability of a product right through the certified production system, the new program reinforces our commitment to deliver independent assurance of supply chain integrity and transparency. Noteworthy additions to the roster of newly certified products and supply chains include milk, whey protein powder, wine, and fruit (see page 10).

A GREENER WORLD CLIMATE SMART

Arguably one of the most exciting developments in 2023 was the success of our funding application for a groundbreaking three-year partnership project under the USDA's Partnerships for Climate-Smart Commodities program.

The Increasing Accessibility to Regenerative Farming Practices and Markets for Small and/or Underserved Producers project is a three-year partnership between AGW, the Rural Advancement Foundation International (RAFI), and the Soil Health Institute (SHI) and seeks to increase regenerative farming practices accessibility and expand markets to small and underserved producers.

This exciting project will provide a comprehensive framework for farmers and ranchers across the U.S. to transition towards regenerative practices, improve their farm operations, gain access to regenerative and climate-smart markets, and become part of a growing network of farmers committed to environmental stewardship.

Open to any farmer and rancher in the mainland U.S., the USVI, and Puerto Rico who have full management and control of their business and the land they operate on, all project participants will receive:

- ▶ An initial \$1,250 stipend to cover time spent on climate-smart regenerative farm planning and emissions reduction plan design.
- ▶ Auditing and certification with Certified Regenerative by AGW (up to a \$2,050 value), third-party verification to help access new climate-smart markets and premiums [above left].
- ▶ Access to incentive payments averaging \$10,000, dependent on emissions reductions and specific implementation of climate-smart agriculture and forestry practices.
- ▶ Ongoing technical assistance through RAFI and SHI [above center and right] and customized marketing and labeling support through AGW.

The creation of an individual regenerative plan—unique to each participating farm—forms the cornerstone of this project, outlining the farm's road map to maintaining and restoring soil health, biodiversity, water and air quality management, and more. The regenerative plan will also address livestock management, nutrient management and infrastructure planning, with the Certified Regenerative by AGW program validating plan implementation and monitoring progress, as well as providing a marketable third-party assurance of improvement of a farm's ecosystem for existing and potential customers.

A GREENER WORLD CREDIBILITY AND INTEGRITY

Credibility is an integral part of any successful certification program, and a program's credibility is dependent on the traceability of a certified product through the entire certified production system.

When a product displays an Organic, non-GMO, grassfed, regenerative claim or any other certification, consumers rightly expect that it has been produced according to the specified standards. Although the fraudulent substitution of ingredient or product is (thankfully) a very rare occurrence, when it does happen, consumer confidence in integrity of the product—and the credibility of the certification program concerned—can be severely damaged.

DISTRIBUTORS AND PROCESSORS

In early 2023, AGW introduced a new certification program for distributors and processors of AGW-certified products, with a separate audit for operators that goes into a greater level of detail to reflect the complexity of buying in multiple ingredients from multiple suppliers. At audit, records must ensure that AGW-certified products can be traced from arrival at the distributor or processor's site through processing to their final destination.

ASSURING TRACEABILITY

We also introduced new standards across all programs to further reinforce product traceability through the certified production system. What does this mean in practice?

At audit, records must exist to allow an input/output balance on any product with an AGW logo, where the traceability of the product is checked from the purchase of the ingredient right through to the sale of the final product, involving physically checking order notes, invoices and delivery notes, production records, and sales records detailing what was sold, to whom, and when. Sales records should match production records, and production records should match purchase records, confirming the full traceability of the product in question.

For Certified Non-GMO by AGW products, there must be records for each batch of further processed products to enable full traceability of each ingredient covering quantities, lot or batch numbers, sources, dates received and their non-GMO status. All records must also be retained for at least two years.

Such continual improvements exemplify why AGW is one of the most highly respected certifiers in the world.

NEW LABELING STANDARDS

In August, AGW also introduced new standards requiring operations to display the appropriate AGW certification mark on all relevant products. Displaying the mark on packaging is—collectively—one of the most effective ways to increase public recognition and awareness of the AGW logos and actively promote AGW-certified food and businesses in the marketplace.

AGW also carries out audits of distributors and processors, ensuring traceability across the supply chain

VOLKANSENGOR/ISTOCK



A GREENER WORLD ON THE SHELF

With numerous AGW-certified farms, ranches and businesses taking top awards around the globe throughout 2023, they continue to demonstrate the link between sustainable farming and high-quality, delicious, nutritious products. We are proud to work with these businesses and celebrate the success of their achievements on the farm and on the shelf!

WORLD'S FIRSTS!

► Certified Regenerative by AGW Milk

The a2 Milk® Company [image 4] is the first milk company in the world to offer Certified Regenerative by AGW milk, with an a2 Milk Whole Milk and an a2 Milk 2% Reduced Fat Milk. According to The a2 Milk Company, adding a Certified Regenerative by AGW version is “a natural progression that meets rising demand in this premium segment.”

► Certified Regenerative by AGW Olives

Manna Hill Estate is the world's first olive producer—and the first farm in Australia—certified by AGW for regenerative stewardship. Situated in the Central Highlands in Victoria, the family run business produces and manufactures award-winning Certified Regenerative by AGW extra-virgin olive oil, table olives, soaps, and skin care balms made from around 2,500 olive trees on the estate.

► Certified Regenerative by AGW vineyards

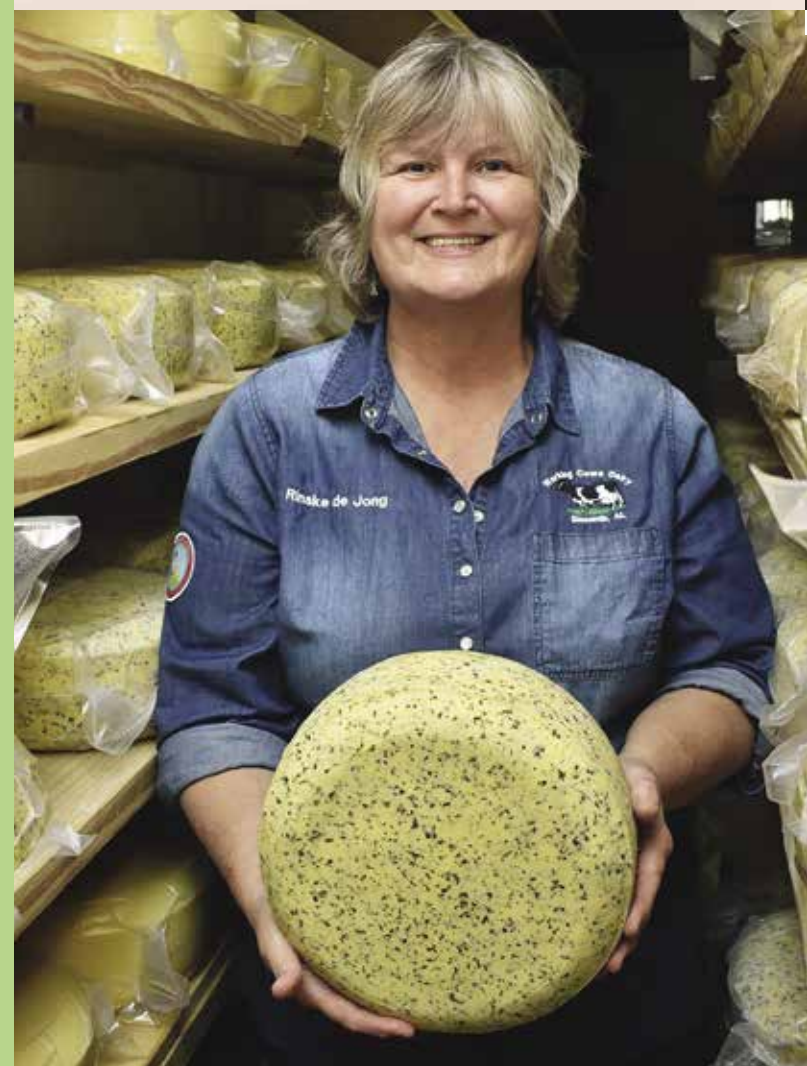
Château de Nages & Domaine Gassier are the world's first Certified Regenerative by AGW vineyards. Located in the southern Rhône Valley in France, AGW certification was a natural choice for Famille Gassier, who value the clear framework it provides, enabling them to “establish, measure and commit to defined annual objectives.”

GOOD FOOD AWARDS

Certified Animal Welfare Approved by AGW products received national recognition during the 2023 Good Food Awards for their leading contribution to creating sustainable, delicious and vibrant food economies across the U.S. This year's awards included five Certified Animal Welfare Approved by AGW finalists and two winners: Rinske de Jong [image 3] of Working Cows Dairy in Slocomb, AL, won an award for the Griene Tsiis cheese and was also a finalist for Slocomb Tomato & Garlic and Wiregrass Tsiis. David Jablons and Tamara Jo Hicks [image 2] of Toluma Farms and Tomales Farmstead Creamery in Petaluma, CA, won an award for their Atika cheese, while Texas Iberico of Trails End Ranch in Menard, TX, were finalists for their Serrano Salami. AGW-certified producers have won Good Food Awards every year since 2013. Our congratulations to everyone involved.

DISTRIBUTORS AND PROCESSORS

AGW-certified products are making significant inroads into mainstream markets and store shelves, following the introduction of the latest AGW certification program for distributors and further processors. We are delighted to welcome forward-thinking businesses to the new program, including Earth Fed Muscle's line of protein supplements [image 1] using Certified Animal Welfare Approved by AGW whey protein, the a2 Milk Company's line of Certified Regenerative by AGW milk, the Certified Regenerative by AGW Famille Gassier vineyards in France, and Agricola Santa Teresa in Chile.



1
2
3
4



A GREENER WORLD INTERNATIONAL OUTLOOK

2023 represented a landmark year for the international team, with continued growth and development across all AGW programs.

Newly certified producers are always a source of significant pride. Situated near Nimes in the south of France, Famille Gassier—one of the Rhone’s premier vineyards—became the first Certified Regenerative by AGW viticulture operation in France. The AGW logo will be applied to the 2023 year vintage labels, with over 2 million bottles of wine destined for homes and restaurant tables across the world. This year, we also welcomed the world’s first Certified Regenerative by AGW olive producer. Manna Hill Estate near Mount Egerton in Victoria, Australia, manufacture award-winning Certified Regenerative by AGW and certified organic extra-virgin olive oil, table olives, soaps, and skin care balms from the 2,500 olive trees on the estate. A truly seminal moment for our youngest program.

Although AGW is a nonprofit and reliant on funders to help deliver our services, our international growth is strategically developed to be economically sustainable. This year brought a new commitment for multi-year partnership with a large dairy cooperative in Ireland. As well as delivering high welfare certification across thousands of dairy farms, this work will provide a significant recurring annual revenue stream.

We continue our work with almost 200 small dairy producers in the Azores to help them achieve full AWA standards over the next four years. The project (which originally began in 2018) has already resulted in significant welfare outcomes on nearly 40 dairy farms, with work to improve infrastructure and husbandry well underway on a further 160 farms.

Over the year, we were approached by a number of high-profile food retailers, food processors, and apparel brands operating in Europe, South Africa and the Americas seeking the benefits of our respected supply chain certification services. As well as generating valuable revenue to support wider AGW services, this novel work enables us to highlight the potential for positive welfare outcomes and pathways for improvement on non-certified farms and businesses on a significant scale.

Efforts to raise our international profile were recently rewarded when AGW was approached by the UK’s national ITV News team to discuss the importance of animal welfare labeling. In 2022, the UK government promised to hold a public consultation on mandatory animal welfare labelling, but then announced it was no longer a priority. With filming taking place on location at an AGW-certified dairy farm in Somerset, AGW’s Wayne Copp explained why welfare labeling was important for both farmers and consumers. The ITV News segment is regularly watched by 5 million viewers. In early December, AGW’s Wayne Copp and Rob George met with UK Member of Parliament Sir Bill Wiggin to discuss statutory animal welfare labeling, among other issues.

1. Cows coming in for milking at Certified Grassfed by AGW, Taw River Dairy in Devon, UK

TAW RIVER DAIRY

2. AGW’s Wayne Copp and Rob George met Sir Bill Wiggin MP to discuss statutory animal welfare labeling and other issues

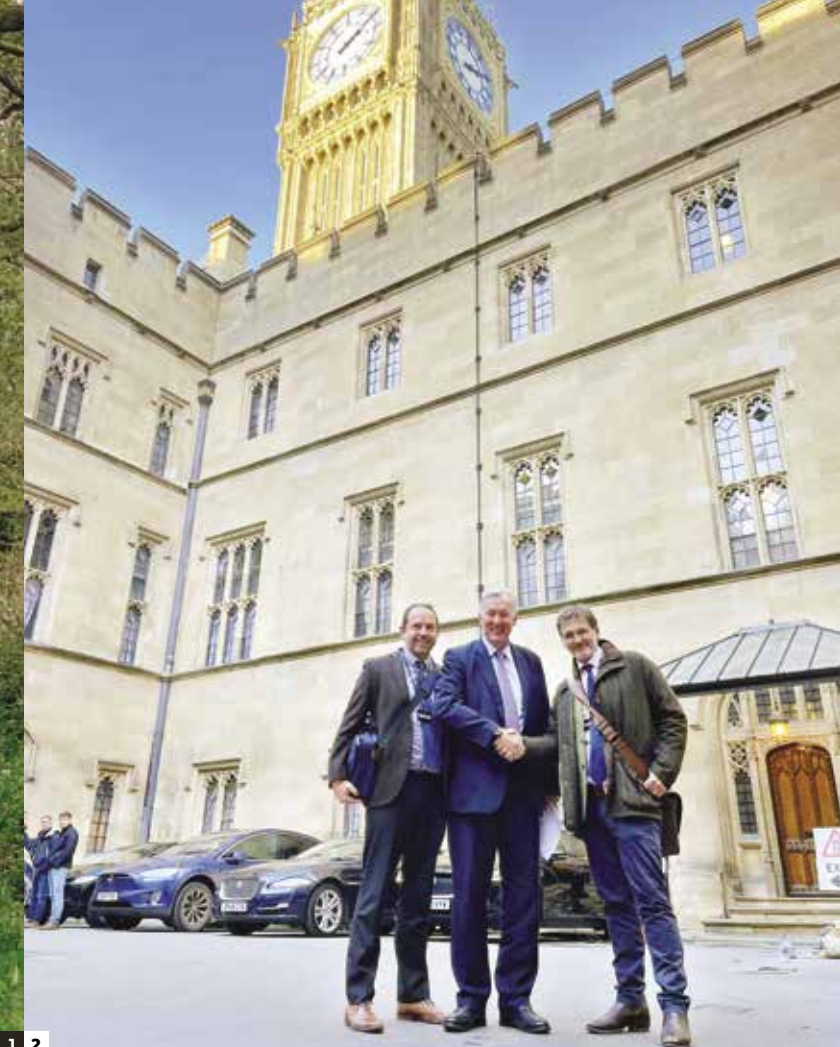
A GREENER WORLD

3. Award-winning olive oil from Certified Regenerative by AGW, Manna Hill Estate near Mount Egerton, Australia

MANNA HILL ESTATE

4. Tending to vines at Certified Regenerative by AGW, Famille Gassier near Nimes, France

FAMILLE GASSIER





A GREENER WORLD LOOKING AHEAD

We look forward to continuing our mission-critical work throughout 2024, promoting and supporting real-life sustainable farming models and educating consumers about the environmental, social and animal outcomes of their food purchasing decisions. Key goals include:

► **Increasing services and outreach**

After expanding our team in 2023, we are now focused on increasing our outreach to farms and businesses interested in certifying their sustainable farming practices, as well as the marketing, labeling, and technical support we provide to AGW-certified farmers and ranchers.

► **Informed services**

In August, we invited farmers and ranchers to take part in our annual producer survey. It's an opportunity to let us know how we can best support them to nurture and expand their businesses and tell what more they would like to see from us. For example, many producers seek comprehensive technical resources, while also expressing interest in increased awareness and market visibility of AGW certifications to enhance consumer recognition and education on sustainability assurances. We are using the data to shape AGW's services and programs for 2024—and beyond.

► **Incentivizing change**

We are actively working with buyers of significant scale from various food retail outlets to better ensure purchasing practices that reflect company values and consumer messaging, using such opportunities to connect them with AGW-certified producers and suppliers. This is an exciting area of our work and a key opportunity to affect change at scale.

► **Verifying supply chains**

As part of our commitment to strengthen AGW's reputation as a leading global certifier, we will increase promotional activities for our rigorous third-party certification services for further processors and distributors, which mandate detailed records covering ingredient batches, sources, processing and distribution, ensuring product traceability and transparency from purchase to point-of-sale.

► **Advocating for transparency**

Staying informed empowers consumers to make conscientious choices while shopping that better align with their values. As advocates for transparent labeling and truthful marketing, we will continue our work to educate consumers and ensure they have the tools they need to make informed choices.

JOIN US!



Interested in supporting our efforts in 2024—and beyond? Whether you recommend a farm, share our message on social media, contribute financially (online, via check, or through stock transfer), donate from your retirement plan, volunteer for project support, or organize a fundraising event, many opportunities are available to work together to build A Greener World.

Courtney Schuur and Ethan O'Brien of North 44 Farm near Bend, OR, are Certified Grassfed by AGW for beef cattle and sheep

NORTH 44 FARM



A GREENER WORLD

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

Empowering sustainable solutions in agriculture

Have you ever wanted to know exactly how your food is produced? You're in the right place.

A Greener World promotes practical, sustainable solutions in agriculture by supporting farmers and educating 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.

Your support of A Greener World allows us to:

- ▶ Certify and support independent farms.
- ▶ Promote animal welfare and sustainability.
- ▶ Educate consumers on greener food choices.

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.

Together we can build A Greener World.

A Greener World

PO Box 115 | Terrebonne | OR 97760

800-373-8806 | agreenerworld.org

-  @AGreenerWorld
-  @AGreenerWorld
-  @AGreenerWorldOrg
-  agreenerworld
-  A Greener World

