

SUSTAINABLE FARMING

VOLUME 9 | ISSUE 2

SUMMER 2024 | \$9

S.O.S. SAVE OUR SOILS WITH COVER CROPS

PLUS
SOCIAL MEDIA SUCCESS
CHOOSING THE RIGHT LABEL
PRESCRIPTION ONLY MEDS



ON TRACK



We are excited to be working with the first cohort of farmers participating in our USDA Partnerships for Climate Smart Commodities grant project. This three-year project with Rural Advancement Foundation International (RAFI) and Soil Health Institute (SHI) incentivizes producers to implement climate-smart practices, get Certified Regenerative by AGW, and access growing markets. Enrollment is open through early September 2024 and we encourage everyone to find out more about eligibility and benefits at agreenerworld.org/climate-smart.

We're closely monitoring confirmed Highly Pathogenic Avian Influenza (HPAI) in North American domestic poultry and livestock, and encourage producers to urgently review their biosecurity measures. You'll find up-to-date information and guidance on the USDA's Animal Plant Health Inspection Service and the Government of Canada websites. We also have advice on implementing health plans (including biosecurity) on our website and will continue to share updates through our farmer network.

On Earth Day, we launched a campaign to update *Food Labels Exposed*, our trusted guide for U.S. consumers on the terms and claims found on food packaging. We last updated the guide in 2018 but things change quickly in this rapidly evolving food system, so we plan to work through

the guide to make sure consumers have the latest information. (See opposite page.)

Like most of you, weather is always at the forefront of our minds and all indications suggest significant weather changes ahead—particularly following one of the strongest El Niño events on record. Over the last six months, parts of Europe have experienced record rainfall, while other areas are experiencing increasingly hot and dry weather patterns. Although it is impossible to predict what's ahead, planning and preparing for extreme events is essential. We offer several online resources to help improve business resilience and encourage you to be in touch if we can help.

Finally, as part of our ISO accreditation, we conduct regular internal reviews to help guide our goals. One of these goals is to increase logo use and recognition, and I want to take a moment to thank all certified producers for all you're doing to help us meet this goal. We know it's been a bit of a process to submit photos of your product and/or labels, and we appreciate the team effort in working together on this so we can help you get even more value from your hard-earned certifications.

Emily Moose
Executive Director
A Greener World

Sustainable Farming
Summer 2024
Volume 9 / Issue 2
Cover price \$9

Editor: Peter Mundy
info@agreenerworld.org

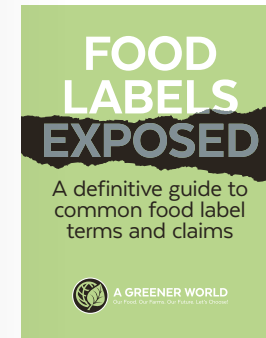
A Greener World
PO Box 115, Terrebonne
OR 97760

1-800-373-8806

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. Advertisements do not constitute endorsement by A Greener World. Material may not be reproduced without prior written permission.

A portion of this material is based upon work supported by the U.S. Department of Agriculture (USDA), under agreement number NR233A750004G080. Any opinions, findings, conclusions, or recommendations expressed in this publication are those of the author(s) and do not necessarily reflect the views of the USDA. In addition, any reference to specific brands or types of products or services does not constitute or imply an endorsement by the USDA for those products or services. USDA is an equal opportunity provider, employer, and lender.

Sign up to our email list
agreenerworld.org



CAMPAIGN: EXPOSED

We're fundraising to revise AGW's definitive guide



AGW has launched a campaign to update its popular guide, *Food Labels Exposed: A Definitive Guide to Common Food Label Terms and Claims*, designed to promote greater transparency in food labeling.

"Since its last major update in 2018, the guide has been a trusted tool for consumers, journalists, producers, and retailers alike, offering clarity on the often-confusing terms and claims found on food packaging," explains Katie Amos, AGW's Director of Communications and Outreach. "However, there have been significant changes, with new labels and claims and adjustments to existing ones, and we urgently need to ensure our guide reflects the latest information."

From 'free range' to 'locally grown,' 'all-natural,' and 'humane,' *Food Labels Exposed* provides clear, factual definitions for over 100 common food label terms and claims, enabling individuals

to align their purchasing choices with their values. Frequently lauded by the media, Bloomberg described it as one of the most helpful food guides for shopping, cooking and eating better: "Understanding the multitude of labels on animal products shouldn't require an explanatory guide—but having one sure makes it easier."

AGW is calling for our supporters to ensure the latest industry developments, regulatory changes, and sustainability claims are reflected in our next edition—and make it the most comprehensive and accurate resource available.

For those who wish to support this project, we would appreciate your help spreading the word. Contribution to our fundraising efforts are also appreciated and donations of \$10 or more ensure you're among the first to know when the new guide is available. Scan the QR code, left, or email info@agreenerworld.org for more information.

IN THE NEWS...

BIRD FLU SUPPORT

The U.S. government has pledged an additional \$200 million to track and contain the Type A (H5N1) bird flu outbreak in U.S. dairy cows that has spread to almost 70 herds in nine states and infected three humans.

This includes \$101 million for continued testing of cattle and humans and \$98 million to provide up to \$28,000 for each individual farm to help bolster biosecurity measures. In addition, dairy farmers will be compensated for the loss of milk production from infected cattle.

PLANT-BASED WOES

Growth in plant-based meat revenues and volumes looks set to slow over the next few years, according to JustFood.com

Many plant-based products have not lived up to expectations in taste and quality, while perceived health benefits have often been overshadowed by long and unrecognizable ingredient lists among consumers who are increasingly scrutinizing food labels. Vegan foods pioneer Beyond Meat saw an 18 percent plunge in first quarter revenues as demand in the category continues to weaken.

EUROPEAN VIEWS

Research reveals that European consumers want better welfare standards for farmed animals.

The European Consumer Organisation (BEUC) surveyed 8,000 people across Belgium, Hungary, Italy, the Netherlands, Portugal, Spain and Sweden. Almost 90% of respondents supported laws to ensure the welfare of farmed animals, while 69% said they were willing to pay more for high welfare food, albeit to varying degrees. Almost 75% favored government payments to help farmers implement higher welfare standards.

REGEN PLAN HELP

A free tutorial is now available to help write a comprehensive regenerative plan.

Designed for farmers, consultants, and anyone writing (or helping to write) a regenerative plan, the tutorial explains how to use the plan template. It also describes the role of qualified experts in assisting with plan writing and provides information for those interested in being included on AGW's list of qualified experts. Scan the QR code, right, or email info@agreenerworld.org





IN THE NEWS...



ART WAGEN/STOCK

PERDUE PETITIONS USDA

AGW has responded to a petition filed by Perdue Farms LLC to request that USDA's Food Safety and Inspection Service (FSIS) conduct rule-making to define separate "free range" and "pasture-raised" claims for meat and poultry products.

According to Food Safety News, the petition (which also requests that FSIS update its guidance on claims related to living/raising conditions to ensure they align with consumer expectations) has been met with near unanimous support. Numerous food and farming bodies submitted comments, with many calling for further

stakeholder input on future definitions. Companies are increasingly incentivized to have strong legal basis for claims after recent court wins against greenwashing, while legislators in many countries are introducing new laws to curb greenwashing.

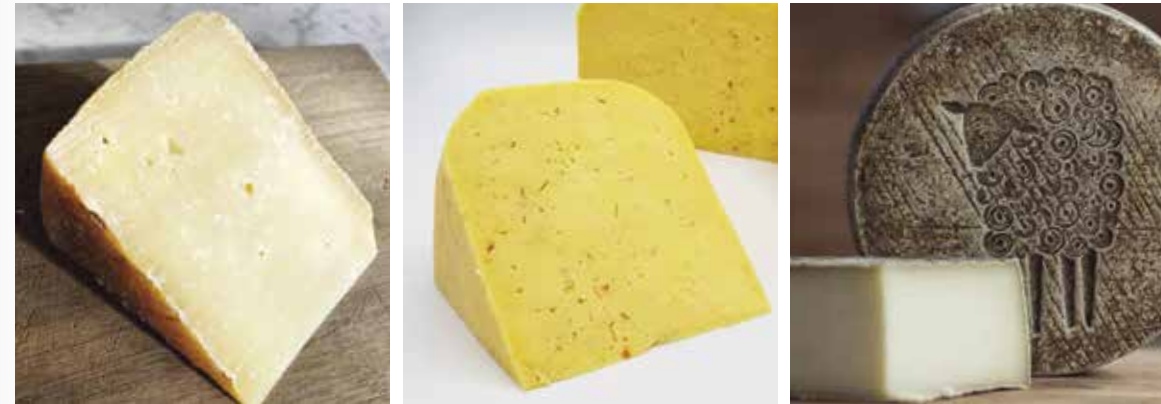
Responding "on behalf of the thousands of exceptional farmers and conscientious consumers with whom we work," AGW argues that 'free range' is not synonymous with—and cannot be considered equal to—'pasture-raised,' and that "further clarity is urgently required for both claims."

For further details, see page 7.

REGEN NYC

Farmers from two AGW-certified farms spoke at the Regenerative NYC event in April, hosted by New York University in lower Manhattan.

Bringing together leaders, startups, investors, and farmers from across the state to champion regenerative agriculture, farmers Michael Glos from Kingbird Farm and Nicole Scott (above) from Glynwood Farm spoke about their experiences on separate panels during the day. AGW staff was in attendance, hosting a table-top stand to answer questions about our certification programs. Visit regenerative.nyc.com



THE CREAM OF THE CROP

AGW-certified farmers across North America continue to be recognized for their high-quality food and high-welfare, environmentally friendly farming practices.

Raising Certified Animal Welfare Approved by AGW pigs, meat chickens and laying hens, as well as Certified Grassfed by AGW cattle and sheep, Tristan and Aubyn Banwell of Spray Creek Ranch near Lillooet, BC, were named BC/Yukon's Outstanding Young Farmers for 2024 at the BC/Yukon Region's Recognition Event in March. The annual competition recognizes farmers 18-39 years of age who exemplify excellence in their profession and promote the benefits of agriculture.

Multiple AGW-certified farms were recognized at the 2024 Good Food Awards in Portland, Oregon, in April, recognizing food businesses which are creating sustainable, delicious and vibrant food economies across the U.S.

Selected from over 2,000 entries, category

winners included Fortuna sheep's milk cheese (above left) and Liwa goat's milk cheese from Toluma Farms and Tomales Farmstead Creamery in Tomales, CA; Prairie Tomme sheep's milk cheese (above right) from Green Dirt Farm in Weston, MO; and Rinske's Farmstead cow's milk cheese from Working Cows Dairy in Slocomb, AL.

Working Cows Dairy also won Gold for their AGW-certified butter and two Silver for Rinske's Farmstead cheese and Slocomb Tomato and Garlic Cheese (above center) at the 102nd Anniversary Los Angeles International Dairy Competition.

Raising Certified Animal Welfare Approved, Certified Grassfed by AGW beef cattle, Bachman Family Farms in Deer Creek, OK, was named runner-up in the farm category for Green Oklahoma's The Best Eco-Friendly Businesses in Oklahoma, an annual award honoring outstanding businesses that contribute to environmental sustainability.

EXPO AGW

AGW staff attended the Natural Products Expo West at Anaheim, CA, to promote AGW-certified products.

With over 3,000 exhibitors attracting almost 67,000 visitors, the show represents the largest gathering of natural food manufacturers and retailers in the US. AGW hosted a booth in the Fresh Ideas Marketplace, meeting buyers to discuss market opportunities and new supply chains for AGW-certified products.



BEEF OVER TYSON "CLIMATE FRIENDLY" CLAIM

Environmental groups are challenging recent US Department of Agriculture (USDA) approval of Tyson Foods' "climate-friendly" beef label claim.

Brazen Beef, a Tyson Foods brand, claims its "climate friendly" beef production reduces greenhouse gas emissions by 10 percent compared to other beef, with supplying farmers required to meet its internal Climate-Smart Beef program criteria.

However, the claim has sparked controversy. According to the Environmental Working Group

(EWG), Brazen Beef and Tyson have not published any public details of the supplying farms or the practices they are required to adopt, nor data showing how these practices have cut the methane or nitrous oxide emissions.

The EWG argues that labeling beef as "climate-friendly" without publishing robust, transparent scientific evidence not only misleads consumers, but risks undermining efforts to address the significant climate impacts of industrial beef production.



USDA NATIONAL AGRICULTURE IMAGERY PROGRAM



HELP TO PROMOTE REGEN BRANDS

The Nutrient Density Alliance has published a new guide to support U.S. food brands that are seeking to respond to growing demand for regenerative products and substantiate nutrient density claims related to their regenerative agriculture practices.

Engaging Consumers On Regenerative Agriculture provides practical guidance to help brands engage consumers around scientifically backed nutrition outcomes made possible through regenerative agriculture. It contains actionable information to follow when developing brand

information on nutrient density and how to message improved nutrition to consumers.

"There is tremendous consumer demand right now for products that deliver quality nutrition," says Tina Owens of the Nutrient Density Alliance. "With this white paper, our aim is to provide brands with clear, practical advice they can start applying today to share the nutrition story of regenerative agriculture."

Download your copy at nutrientdensityalliance.org/whitepaper

SUSTAINABLE FARMING

Advertise here
and reach over

15,000

farm, ranch and
food businesses

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

STAY IN TOUCH

To keep up to date with our latest educational blog posts and get the latest news delivered direct to your inbox, simply scan this QR code



or visit
agreenerworld.org/get-involved/email-sign-up



For farmers looking to build their online presence.

Yama

A marketing and consumer research center for farmers

Visit yamaresearch.com
email services@yamaresearch.com

Opinion

FREE RANGE FICTION

Katie Amos is fighting misleading meat and poultry label claims

A “pasture-raised” label claim on meat, dairy or eggs means the animal was raised on pasture, right? Spoiler alert: Not exactly, because it is not always used honestly. So, how can conscientious consumers correctly confirm pasture-raised products in the marketplace?

False claims

A Greener World (AGW) has long championed the benefits of pasture-raised products. Simply put, they’re better for animals, the environment, and human health. Yet the lack of any legal definition for “pasture-raised” claims has led to frequent misuse, resulting in consumer confusion when trying to identify truly pasture-raised products in the marketplace. Without third-party certification, there is no guarantee that animals labeled as “pasture-raised” were actually raised outdoors on pasture.

It’s a strikingly similar situation when it comes to the “free range” claim. Current labeling regulations permit the use of “free range” claims on meat and poultry products even if the animals are raised in enclosed confinement systems without significant pasture access.

FSIS petition

To address this issue, AGW recently submitted comments on a petition urging the U.S. Food Safety and Inspection Service (FSIS) to establish distinct definitions for “free range” and “pasture-raised” label claims for meat and poultry products. We also used the opportunity to call for updated guidance on label claims related to living and raising conditions to ensure alignment with consumer expectations. Here’s a summary of our comments to FSIS:

- ▶ Consumers need clear information about production systems, outdoor access, outdoor area size, duration of outdoor time for animals,

and breed suitability to their environment.

- ▶ At present, a “pasture-raised” label claim does not ensure high-welfare or sustainable practices, as many consumers assume, and requires comprehensive assessment beyond basic pasture access.
- ▶ “Free range” is distinct from “pasture-raised,” and legal definitions are needed for both claims.
- ▶ Certifications like Certified Animal Welfare Approved by AGW should automatically validate “pasture-raised” claims.
- ▶ Legally defining label claims will prevent consumer confusion and protect farmers by ensuring a common and transparent meaning.

We passionately believe consumers should have access to clear and truthful information about the farm production system when they buy meat and poultry products. At present, labeling a product as “pasture-raised” or “free range” offers no assurance of access to pasture or range, let alone high-welfare or environmentally sustainable practices.

Help us help you

Whether you are raising animals outdoors on pasture or you are shopping for pasture-raised products, we encourage you to support our ongoing efforts to improve labeling practices. Let’s advocate for greater transparency in the food system together by demanding clear and accurate food labeling, and for meaningful food labels that benefit animals, the environment, and human health.



Scan this QR code to read A Greener World’s full response to Petition 23-03, which requests that FSIS conduct rulemaking to define separate “free range” and “pasture-raised” claims.

Katie Amos is AGW’s Director of Communications and Outreach



The seeds and a field of a five-species cover crop mix containing spring oats, forage rape, tillage radish, vetch and phacelia



ROOTED IN SUCCESS

Rob Myers outlines the 10 key impacts of cover crops on soil health

The USDA Natural Resources Conservation Service (NRCS) has identified four basic principles or approaches for maintaining and improving soil health:

- ▶ Keep the soil covered as much as possible
- ▶ Disturb the soil as little as possible
- ▶ Keep plants growing throughout the year to feed the soil
- ▶ Diversify crop rotations as much as possible, including cover crops

Farmers can support these principles by using cover crops, which are conservation plantings of fast-growing annuals such as rye, clovers, vetches and radishes.

Green gold

Cover crops protect and improve the soil when a cash crop is not growing. In the case of summer commodity crops like corn and soybeans, cover crops can keep the soil covered in fall/autumn, winter and early spring. They make it easier to use no-till or other conservation tillage approaches that disturb the soil less while also helping with weed control.

Plant diversity is helpful for soil organisms because it gives them a greater variety of food sources. Cover crops are an easy way to diversify a crop rotation that may otherwise see only one or

SPRING OATS

Help to mobilize P and act as the “grass” portion of the livestock ration.

FORAGE RAPE

Soak up any excess N from the previous crop and is a high protein feed.

TILLAGE RADISH

Busts through compaction layers in soil and improves water capacities

VETCH

Fixes atmospheric N for the next crop, as well as providing a good protein source.

PHACELIA

Roots condition the top 2–3 inches and a good scavenger of excess P.

two crops grown in a field. Adding cover crops to a rotation can greatly increase the portion of the year when living roots are present for soil organisms to feed on.

Key benefits of cover crops

Besides contributing to the NRCS’s four basic goals or principles for soil health, cover crops lead to better soil health and potentially better farm profits in a number of specific ways:

1 ▶ They feed many types of soil organisms

Most fungi and bacteria that exist in the soil are actually beneficial to crops. Many of these soil fungi and bacteria feed on carbohydrates that plants ‘exude’ (release) through their roots. In return, some fungi and bacteria will trade other nutrients, such as nitrogen or phosphorous, to the crop roots. While cover crops directly feed bacteria and fungi, many other soil organisms eat the fungi and bacteria, including earthworms and arthropods (insects and small crustaceans like the “roly poly” bug or woodlouse). So cover crops can help support the entire soil food web throughout the year.

2 ▶ They increase the number of earthworms

Earthworms are usually the most visible of the many organisms living in the soil. Cover crops typically lead to much greater earthworm numbers

ANTHONY ELLIS, PENSIPPLE FARM, UK (x2)



Integrating cover crops roots can help improve rain infiltration



Using no-till and cover crops can significantly reduce soil erosion



A comparison of no-till (left) vs conventional till in soybeans



Cover crops can increase earthworm numbers and species



Integrating livestock by grazing cover crops in grain fields can be very beneficial for building soil organic matter and soil health

CLIMATE SMART

Cover cropping is designated by NRCS as a “climate-smart” practice, a sub-set of voluntary conservation activities the USDA has identified as critical to climate change mitigation. When applied appropriately, these activities may deliver quantifiable reductions in carbon emissions and/or increases in carbon sequestration. Many offer co-benefits of building climate change resilience while addressing other concerns, such as soil health, water quality, and wildlife habitat. For further details, visit nrcs.usda.gov and search for ‘conservation practice standard 340, Cover Crop.’

—and even the types of earthworms. Some earthworms, like nightcrawlers, tunnel vertically, while other smaller earthworms like redworms tunnel more horizontally. Both create growth channels for crop roots and for rainfall and air to move into the soil.

3 ▶ They build soil carbon and soil organic matter

Like all plants, cover crops use sunlight and carbon dioxide to make carbon-based molecules. This process causes a buildup of carbon in the soil. Some of that carbon is rapidly cycled through the many organisms in the soil, but some eventually becomes humic substances that can gradually build soil organic matter (SOM). A higher level of SOM improves both the availability of nutrients and soil moisture for crops.

4 ▶ They contribute to better management of soil nutrients

By building SOM, cover crops can gradually impact the need for some types of fertilizer. Just as important to nutrient management is the way cover crops can scavenge or collect any nutrients left at the end of a growing season, such as nitrogen left in the field after corn is done growing. The cover crop will hold that nitrogen rather than letting it escape into tile lines leading to rivers and lakes or drain away into groundwater. Eventually that nitrogen will be released the next season to help the next year’s cash crops.

5 ▶ They help keep the soil covered

When it rains on bare soil, the soil is much more

likely to erode, form an impermeable crust, and then overheat in summer when exposed to direct sun. Some bare soils can reach 140 degrees: hot enough to kill soil organisms and stress the crop from both heat and excessive soil moisture evaporation. The residue of a cover crop like cereal rye can protect the soil while cash crops are getting established and keep it from getting too hot.

6 ▶ They improve biodiversity in farm fields

Generally, the more plant diversity in a field and the longer that living roots are growing, the more biodiversity there will be in soil organisms, leading to healthier soil. Growing mixes of cover crops or adding a few different cover crop species to an overall crop rotation—such as cereal rye before soybeans, and oats, radishes or crimson clover before corn—improves diversity. Many Corn Belt commodity farmers are adding a third cash crop to their rotation, usually a small grain such as wheat, and then using the earlier harvest of wheat to grow a more diverse mix of covers for several months. They sometimes graze those cover crop mixes for extra profit and because animal manure benefits soil biology.

7 ▶ They aerate—and help rain go into—the soil

It’s not just earthworms that open up soil channels for rain, but also the roots of the cover crops themselves. This is particularly the case where soil disturbance is minimal from tillage. The extra rain that gets into the soil instead of running off can make a big difference for crop yields, such as in mid-to-late summer in the Midwest, when the rain

can come fast in thunderstorms and be followed by long dry spells. The extra aeration created by cover crop roots and earthworms also benefits crop roots and other soil organisms.

8 ▶ They reduce soil compaction and improve the structure and strength of the soil

The typical solution to compaction from heavy farm equipment has been more tillage. Yet that provides only the briefest of benefits while compounding the problem in the long term. Excess tillage destroys soil structure, while cover crops and the soil organisms they feed create the glue (glomalin) that binds soil particles together, leading to better soil aggregation and strong soil structure. Research has shown that cover crops (with an assist from earthworms) help loosen compacted soil even more effectively than sub-soiling equipment, which also takes a lot of diesel fuel. A field with cover crops and minimal tillage, or better yet no-till, will lead to much better soil structure without compaction issues.

9 ▶ They make it easier to integrate livestock with field crops

Beef cattle and other livestock are usually kept in pastures and out of crop fields, which has some conveniences but is not ideal for soil health. Think of buffalo herds foraging on prairies and you can see how natural systems evolved to have an integration of plants and grazing animals. The manure from livestock grazing on cover crops in a grain field can be beneficial for building SOM and soil health. It is also a great way to get immediate

profit from cover crops, as certain cover crop species can be very high-quality forage in late fall or early spring.

10 ▶ They greatly reduce soil erosion and loss

On many fields that have some slope to them, half the topsoil has already been lost from the days when they were first farmed. The future success of farming—and our future food security—depends on keeping the topsoil we still have, and cover crops are exceptional at helping stop erosion. Using no-till with cover crops can reduce erosion to a tiny fraction of what it would otherwise be in a conventional corn and soybean system. Even with some light tillage, a field with cover crops is still much better protected, especially with winter annual cover crops like cereal rye.

A ‘win win’

Methods of improving soil health come back to the core principles identified by NRCS, including a greater diversity of plants, keeping the soil covered, having living roots in the soil throughout the year and disturbing the soil less. As we learn more about soil biology, it is clear that even modest use of cover crops makes a big difference for soil health.

Dr Rob Myers is Regional Director of Extension Programs at North Central SARE. The SARE program is supported by the National Institute of Food and Agriculture, U.S. Department of Agriculture, under award number 2014-38640-22173. Learn more at www.sare.org

FURTHER INFORMATION

Publications and videos of farmers talking about cover crops and soil health are available from SARE at sare.org/covercrops

The Soil Health Institute is a national non-profit organization working to safeguard and enhance the vitality and productivity of soil through scientific research and advancement. For fact sheets and more see soilhealthinstitute.org

The USDA’s Natural Resources Conservation Service fact sheets: nrcs.usda.gov/wps/portal/nrcs/main/national/soils/health

CULTIVATING CONNECTIONS

Francesca Ciacchella and Anne Marie Herring offer a farmer's guide to social media and email marketing

Social media is a powerful tool and can help farmers to cultivate relationships and grow their market share. By investing a small amount of time each day into social media efforts, you can reap significant benefits—from connecting with your local community to attracting new customers.

This article provides a number of practical 'best practice' recommendations for growing your digital 'reach' in a way that will align with your farm's values, helping you to share your farm's story and connect with your community.

Learn from competitor data

Conducting a competitive sweep is key for successful social media marketing, whether you have already created your accounts or are just getting started. It will also enable you to learn from others in your field and help to refine your own strategy. Let's focus on Instagram and Facebook for now—still among the most popular social media platforms.

Start by listing down all the local and national farmers you know, then follow them on social media and subscribe to their emails or newsletters for reference and inspiration. For social media posts, note details like follower count, 'likes', and how frequently they post.

Check which posts receive the most likes and comments, and try to identify why they are so engaging. What are the topics discussed, the images shared, the tone used, the hashtags, and the comments left by followers? Consider following and observing engaged commenters who may be potential customers, and record the noteworthy characteristics of their profiles.

Advanced strategy: Once you feel more confident, it is worth exploring free trials on platforms like SocialBlade and Hootsuite, as they can automate this process for you.

Lean into your community

Connect your farm with online communities that share your principles and methods to naturally build support. Start by listing your farm's key attributes and practices, such as being Certified

Animal Welfare Approved by AGW, Certified Regenerative by AGW, or organic. Then explore similar or relevant accounts on Instagram and Facebook using the platform's search and recommendations feature. Stay actively engaged with like-minded accounts to enhance visibility and community participation, liking and sharing their posts, where appropriate.

Advanced strategy: Where possible, reach out for potential social media collaborations, offering your products or discounts as incentives.

Apply insights for effective engagement

Use the information you have gathered to emulate successful strategies used by top-performing farmers and influencers:

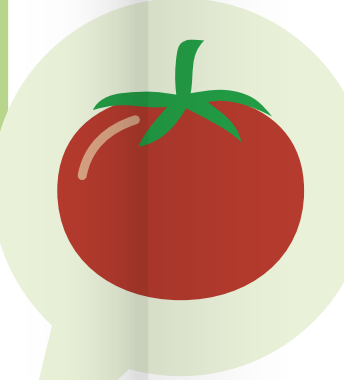
- ▶ Identify common themes among successful accounts and consider how you could fuse their topics and approaches with your own.
- ▶ Generate your own posts incorporating these themes, topics, tone, and length.
- ▶ When posting, always ensure your photos are eye-catching, location tags are added, and your profile is public and business-oriented.
- ▶ Review online advice on improving your visibility.

Advanced strategy: Consider piloting a giveaway to increase your audience.

Email marketing

Email remains a cornerstone of effective marketing. By developing an email strategy that nurtures your relationships with customers, you can keep them engaged and eager to support your farm. Well-crafted emails can turn casual readers into loyal patrons, and loyal patrons into brand advocates.

Start by streamlining your email strategy by selecting 1–3 types, like newsletters and promotions. This helps manage customer expectations and simplifies content planning. It is best to begin with a monthly newsletter that covers business updates, events, and sales information. From there, you can send out occasional promotional emails like holiday sales, bundles, or partnerships.



Promote upcoming market appearances



Advertise farm visits and open days



Share recipe ideas for your produce

A commonly recommended approach is to schedule a newsletter for the first week of each month and promotional emails for the third-to-last week. You can take cues from the email frequency of farms you subscribe to.

Ideally, assign specific days and times for each email type and avoid weekends for better open rates. Test your schedule for 2–3 months using your own email platform or a free trial from MailChimp.

Finally, always ensure subscribers can unsubscribe at any time, and manage all personal information securely.

Advanced strategies: To improve your social media and email strategies, begin by identifying your top-performing posts and emails. After 2–3 months, assess which email types and schedules are delivering the best outcomes. Use digital marketing tools like MailChimp to hone in on metrics like open and click-through rates, and use these insights to adjust your content and send times accordingly. Additionally, explore the benefits of leveraging AI tools like ChatGPT to enhance the language of your existing emails or generate new content, comparing their performance with your original material.

Digital success

Each social media post and email invites your audience to engage and participate in your business journey.

With focused effort and a strategic approach—and by learning from competitors, staying aligned with your values, and applying key insights to refine your online strategy—you can strengthen your connection with your community and grow your network of supporters, helping your farm to thrive and distinguish itself in the busy digital marketplace.

Founder Francesca Ciacchella and Anne Marie Herring form the team behind Yama, a customer research and marketing company serving farmers and regeneratively sourced brands. Visit yamaresearch.com

Engaging social post ideas

Almost everything you do on a day-to-day basis will be of interest to followers. Use these possible topics as a guide:

- ▶ Livestock—especially young animals!
- ▶ Various crop growth stages over the season
- ▶ Wildlife and biodiversity on the farm
- ▶ Educational content about your sustainable farming practices and how it's different
- ▶ Meet the team—who's who and what they do
- ▶ Farm machinery and how it is used
- ▶ Seasonal landscapes and activities, including harvest showcases
- ▶ Your products—and where to buy them
- ▶ Customer testimonials
- ▶ Upcoming community events
- ▶ Behind-the-scenes farm tour (videos)
- ▶ Live Q&A sessions.

Newsletter content ideas

Try to keep your email newsletter short and succinct. Images will help to capture attention but make sure they are low resolution. Consider using some of the following content ideas:

- ▶ Personal farm stories and seasonal activity updates
- ▶ Product spotlight and seasonal recipes using your food ingredients
- ▶ Valuable farming or growing tips for readers
- ▶ Upcoming events and community activities
- ▶ Customer spotlights and testimonials
- ▶ Exclusive subscriber offers.

REGULATED RESISTANCE



PHYNART STUDIOS/ISTOCK

As anti-microbials become more costly and less accessible, can we safeguard animal health, asks Jennifer Gravley?

“Eureka!”

In 1928, a bit of mold drifted through a lab window and into a petri dish. Scientist Alexander Fleming noticed a “dead zone” forming where the mold inhibited bacterial growth and, as the story goes, realized in a “eureka!” moment that the mold could be used to treat infection.

Miracle drugs

In the century that followed, antibiotics have transformed medicine. Mass production of penicillin during World War II saved countless lives, and various classes of antibiotics have since been developed to combat serious infections. Surgery is safer because these drugs prevent post-operative infections. Once-debilitating childhood illnesses like strep throat and ear infections are now easily treatable. Organ transplants and cancer treatments have advanced because antibiotics prevent and treat infections in immunocompromised patients. Access to over-the-counter (OTC) antibiotics for livestock has given farmers the ability to promptly address bacterial infections without calling a veterinarian. For livestock, this has often led to quicker treatment, reduced spread, and improved animal health.

Germ warfare

Unfortunately, the bacteria were not willing to let Fleming have the last word. When exposed to antimicrobial drugs, surviving bacteria adapt to withstand the effects of antibiotics. Bacteria can pass on those resistance traits not only to their offspring, but also to their peers—and even to other species of bacteria.

Widespread antimicrobial resistance has led to longer and more severe illnesses, increased mortality rates, higher healthcare costs due to prolonged treatments or hospitalizations, and

the emergence of infections that are difficult or impossible to treat. Infections that were once easily cured with antibiotics, like pneumonia or urinary tract infections, can now become life-threatening if antibiotic resistance develops. Antimicrobial resistance has also made routine medical procedures such as surgeries, chemotherapy, and organ transplants riskier.

Resistance rising

Without veterinary oversight, misdiagnosis and incorrect treatment of livestock occur more often, increasing the number of bacteria that acquire resistance. Unfortunately, easy access to OTC antibiotics for livestock has contributed to this significant global public health threat. In 2023, nearly 100 years after their discovery, many livestock antibiotics in the U.S. switched from OTC to prescription-only.

While a handful of medications not considered critical to human health have remained OTC, penicillins (including many mastitis tubes), oxytetracyclines, and sulfa antibiotics are a few examples of drugs that are no longer available without a prescription. While the new rules were implemented to protect public health, they also present some challenges for U.S. farmers. How can we continue to safeguard animal health, as synthetic antimicrobials become more costly and less accessible?

Key actions

Here are some key actions you can take to keep your animals healthy under the new rules:

► **Establish relationships:** Develop strong relationships with veterinarians to ensure timely diagnosis and treatment, including prescription antibiotics when indicated. If possible, establish a

VCPR

A veterinarian-client-patient relationship (VCPR) is a working relationship between a veterinarian and a client. A written agreement may be useful, but the core requirement is that the vet has examined the animals as recently and as thoroughly as needed to ethically diagnose and treat. It is illegal for a veterinarian to write a prescription without a current VCPR.

written Veterinary-Client-Patient Relationship (see left). Collaborate with your community of livestock experts, including extension and other producers, to identify sustainable and effective management strategies that fit your operation.

► **Choose healthy genetics:** Select breeders that demonstrate disease resistance and resilience.

Determine which animals respond well to alternative treatments.

► **Promote health:** Ensure excellent nutrition, appropriate facilities, and low-stress handling. Maintain good animal hygiene. Consider probiotics and prebiotics.

► **Monitor animal health:** Know your herd’s ‘normals’ and assess animals regularly to facilitate early detection of disease. Act promptly when response to alternative treatments is best.

► **Manage housing:** Provide proper ventilation, clean bedding, and adequate light. Maintain walkways, feeders, and loafing areas to facilitate safe, stress-free animal movement and utilization.

► **Prevent disease:** Vaccinate as indicated and ensure good sanitation. Explore alternative veterinary interventions to prevent and mitigate disease.

► **Practice biosecurity:** Take steps to prevent the introduction and spread of diseases.

► **Keep records:** Maintain detailed records of animal health, treatments, and outcomes. Use records to identify high-impact health management practices, and to facilitate accurate diagnosis and treatment decisions.

► **Keep current:** Stay informed about best practices in animal health through industry publications, extension, and other educational offerings.

Improving conditions such as nutrition, housing, and cleanliness often reduces the impact of

disease, which means less is spent on veterinary consultations, medications, and labor associated with treating sick animals. Less treatment also means less handling stress, facilitating better immune function.

Be prepared

Use of antibiotics in livestock contributes to antibiotic resistance, as well as consumer concerns about animal welfare and food safety. Using fewer antibiotics helps minimize the risk of antibiotic-resistant bacteria and also encourages more sustainable and holistic approaches to animal health. Reduced reliance on pharmaceuticals can lead to better management practices, focusing on preventive measures, improved conditions, and overall health. Veterinary oversight helps mitigate risks and promotes more responsible antibiotic use.

Sir Alexander Fleming was quick to remind people, “I did not invent penicillin. Nature did that. I only discovered it by accident.” And yet, as the famous discoverer of microbial ‘germs’ Louis Pasteur famously stated, “Chance favors the prepared mind.”

In livestock husbandry as in science, nature favors those who are prepared. When it comes to working with the new antibiotic rules, that means keeping in touch with animal health experts while implementing sound preventive and health management practices. If you keep notes on your own on-farm management experiments, perhaps you too will have some “Eureka!” moments, as sound observations and good recordkeeping show that promoting health with less antibiotics is a self-perpetuating cycle.

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

WHY CERTIFY?

Emily Moose provides a farmer's guide to food labels

Organic. Cage-free. Certified grassfed. What do these food label claims really mean—and are any of them right for your business?

It is fair to say that more people than ever are curious about what is in their food and how it is produced. However, as less than 2% of the North American population live and work on farms, there is often a big information gap between public understanding and the realities of modern farming. Unfortunately, this gap is often filled by inaccurate and even misleading information.

Food labels matter

Alongside advertising, food labels are still the primary way most people get information and make day-to-day purchasing decisions about their food. But while federal laws require food labels to be “truthful and not misleading,” enforcement is inconsistent and in many cases hinges on whether a company follows its *own* definition of the claim being made.

As a farmer or food company, using label claims effectively can not only enable your products to stand out on the shelf, but will also help to educate potential customers about the benefits of your products and farming system—and ensure your products are appropriately valued. This article explores some of the most commonly used labels and how to determine whether a label claim or certification might be a good fit for your business.

Popular label claims

There are two main types of label claims: those that are *independently verified* (in other words, certified by a third party) and those that are not independently verified (self-made by the farmer or marketing company). Unless an independent third party verifies a claim, the integrity of a food label is only as reliable as the individual or company making it.

Verified claims

► Certified Animal Welfare Approved by AGW:

Ranked as the highest-rated label by Consumer Reports when it comes to animal welfare, pasture-based farming, and sustainability, this certification requires high-welfare management, continuous pasture access for all animals, and high-welfare slaughter practices with pre-slaughter stunning.

► **Certified Humane:** This Certified Humane program does not require pasture-based management as a baseline but defines space requirements for animals. It also has an optional pasture-raised add-on label. Certified Humane doesn't require pre-slaughter stunning for all species.

► **Certified Organic:** In general, organic production limits the use of conventional chemicals, pesticides, hormones, antibiotics, and other synthetic inputs. While modest improvements are underway, this label does not currently ensure high welfare or outdoor access for all species. Standards are written and maintained by the USDA National Organic Program.

► **Genetically modified:** While U.S. labeling regulation does not require the disclosure of genetically modified ingredients on food products, consumers may choose to avoid them for a variety of reasons, including environmental impacts and perceived health concerns. The two leading certifications dedicated to helping consumers avoid genetically modified ingredients are Certified Non-GMO by AGW and Non-GMO Project Verified.

► Grassfed certification

Well-known grassfed labels include American Grassfed Association, Certified Grassfed by AGW, and Organic grassfed add-ons, such as Pennsylvania Certified Organic and Organic Plus Trust. Each has its own standards to assure a grassfed feeding protocol. However, not all grassfed certifications encompass wider issues, such as animal welfare, routine antibiotic use, and environmental impacts.

► Regenerative

Arguably the fastest growing—and increasingly confusing—label claim. At present, there is no legal or regulated definition for the ‘regenerative’ claim. There is also no universally agreed definition within the industry for what regenerative actually means. Proponents often cite minimizing soil disturbance, integrating livestock, maximizing soil cover, rotational grazing, and lowering external inputs. Others believe regenerative should go further to improve ecosystems or to benefit farmers, animals, and communities. Unless the supplying farm has been certified by a third party, there is no way to know what farming system is involved and what farming practices are applied.

Two of the leading labels, Certified Regenerative by AGW and Regenerative Organic Certified, have publicly available standards that certified farmers and businesses must follow. Regular on-site inspections ensure these standards are being met.

Non-verified claims

► **Cage-free:** The common ‘cage-free’ label claim actually has no legal or regulated definition. While it implies animals are raised outdoors on pasture, this claim is highly misleading. For example, ‘cage-free’ chickens are often raised indoors in overcrowded, enclosed barns. It provides no assurance of high-welfare management or outdoor access, for example.

► **Natural/All natural:** One of the most misleading label claims. Numerous consumer surveys show most people think a ‘natural’ or ‘all natural’ label claim refers to how animals are raised. Yet a “natural” label, as legally defined by the USDA, applies only to how meat is processed after slaughter. In other words, ‘natural’ can simply mean that a product is minimally processed with no artificial ingredients. A ‘natural’ or ‘all natural’ label claim provides no assurance of high-welfare management or outdoor access, for example.



Are you considering certification?

Six questions to ask yourself first ...

1. Does the label reflect my values and practices and set me apart in the market?
2. Do I meet the standards? If not, am I willing and able to?
3. Am I willing to keep basic farm records and host regular on-site inspections?
4. If there is not a guaranteed price premium, can I effectively use the certification in my marketing to add value?
5. What will it cost in time and money, and is this realistic for my operation?
6. Can I commit to being certified for a few years to see if it adds value to my business?

If you are interested in getting certified by AGW, we would be happy to answer any questions.

Visit agreenerworld.org or email info@agreenerworld.org

NATURAL

ECO

FRESH

BIO Product

VEGAN Food

100% ORGANIC

► **Pastured/Pasture-raised:** While a “pasture-raised” label claim implies animals were raised outdoors on pasture, it also has no legal or regulated definition. Unless the supplying farm has been certified by a third party that requires pasture-based or high-welfare management, there is no way of knowing which farming systems are involved.

Should you get certified?

It goes without saying that farm certification is not for everyone, nor is it always appropriate for every food or farming business. Certification can be a great fit for farmers who:

- Want to differentiate products in a consumer-friendly way.
- Source from other producers or sell as a group and want traceability and consistency of practices.
- Are comfortable keeping basic records and agree to regular on-site inspections (usually once a year).
- Sell into a commodity market that requires and/or pays a premium for certification.

However, certification may not be a good fit for producers who:

- Do not want to keep basic records or agree to regular on-site inspections.
- Buy and resell products without knowing the source or how they were produced.
- Primarily market on a selling point of direct-to-consumer relationships and have no interest in further differentiating their product.

► Sell into a commodity market that does not require or pay a premium for certification.

We believe farm certification has an important role to play in helping people make informed food purchasing decisions, as well as reconnecting consumers and food producers by encouraging—and rewarding—positive farm management changes.

It is important to remember that while certification can help to focus and reflect your core farming values and can significantly benefit any marketing plan, it is not a ‘silver bullet’ and will not automatically guarantee additional sales. While some certifiers (including AGW) offer marketing support, the value of any certification ultimately depends on how effectively you use it within the context of your market. Consider if you intend to use the logo on your certified products and marketing materials. What steps will you take to explain to your customers exactly what the certification means and how it complements their own values?

If you are interested in getting certified, start by reading the standards for the various programs you are interested and find out more about the different requirements, fees, and inspection protocols. Then, get in touch. They should be glad to hear from you and should be able to answer any questions you have.

For more information on AGW’s marketing and technical support services, visit <https://agreenerworld.org/farmer-services>

Emily Moose is AGW’s Executive Director

Certification news

PREPARATION PAYS

Caitlin Aguilar explains how to prepare for your Certified Regenerative renewal audit

We recognize that time is likely your most valuable—and limited—commodity. We also know you would much rather be out managing your fields and livestock than sitting at a computer screen!

But when it comes to preparing for your annual Certified Regenerative by AGW audit, investing a few extra minutes getting organized may save hours of time in the long run. Let’s take a moment to walk through the annual Certified Regenerative by AGW requirements and set you up for a smooth and successful renewal audit.

A change in plan

If you are familiar with the Certified Regenerative by AGW program, you probably know the foundation of certification is centered on the regenerative plan. While the Certified Regenerative by AGW standards were specifically written to enable farmers to write individual plans that are meaningful to their individual operation, the annual regenerative plan review is not a step that can be bypassed. In fact, submitting annual regenerative plan updates is an essential program requirement and the onsite audit cannot be scheduled until the review process is completed.

Information request

The review process begins with an email requesting the information the AGW review panel requires to perform your renewal audit. You have 30 days to submit your plan changes, results, records, and so forth. All changes *must* be submitted on the regenerative plan template supplied. This not only helps to streamline AGW’s review but gives farmers and reviewers a clear idea if the regenerative practices employed are improving the farm’s selected assessment metrics.

Helpful tip: using a different color font when making updates to your plan will make any amends easier for the panel to spot and will help speed up the review process.

Tracking your changes

We recommend getting into the habit of tracking all inputs, maps, fossil fuel usage, equipment inventories, and management practices on the regenerative plan template on a regular basis, rather than trying to do it all last minute! (Remember, too, that restricted inputs must be approved by AGW’s technical team.)

Practices should cover soil, water, air quality, livestock, biodiversity, wild harvesting, cropping, infrastructure, and social factors. While this may sound daunting, the template has detailed prompts outlining what information is required in each section. Don’t forget to submit any accompanying reports and test results for review.

Remember: failure to submit your annual regenerative plan changes can lead to a “critical non-compliance,” so be sure to meet the 30-day deadline!

30 day CAP

After the review panel finishes verifying your plan updates, they will outline any further information required or non-compliances in a new corrective action plan (CAP), just like our other certification programs. You then have an additional 30 days to return the CAP with any information or records required; however, please reach out if you need more time to compile documentation.

Once the review panel approves your annual updates, an auditor will contact you to schedule the onsite audit and the certification renewal process will continue.

Caitlin Aguilar is AGW’s Director of Quality



A GREENER WORLD

GLOBAL REACH



EMPOWERING SUSTAINABLE SOLUTIONS IN AGRICULTURE ACROSS THE WORLD

Now operating in five continents, A Greener World promotes practical, sustainable solutions in agriculture by supporting farmers and educating consumers

NORTH AMERICA
info@agreenerworld.org
+1 (800) 373-8806

INTERNATIONAL
info@agreenerworld.org.uk
+44 1271 320715

CERTIFICATION
Ashley Khteian
Outreach Specialist
ashley.k@agreenerworld.org
+1 562-276-4102

MARKETING AND LABELING
Callie Casteel
Marketing Services Coordinator
callie@agreenerworld.org
+1 931-548-0664

LOOKING FOR A PROFESSIONAL LABEL DESIGN?

Let our labeling team create a high-impact, professional product label, designed to comply with relevant food labeling guidelines—and help you to stand out from the crowd!

Available FREE OF CHARGE to certified farmers, ranchers and food businesses.

For details visit agreenerworld.org/farmer-services/labeling-support
Call the team at **800-373-8806**.

“AGW helped us tackle the task of updating our label that we’d been procrastinating on for some time. They helped make the process approachable, simplified and streamlined.”

Erin Williams, River and Rail Farms, Hoosick Falls, NY



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

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



VINYL DECALS \$6

- Sold in packs of five
- Polyester stickers with adhesive rear
- Suitable for a variety of surfaces
- 6" x 6"
- Made in the USA

Certified Animal Welfare Approved by AGW producers only



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

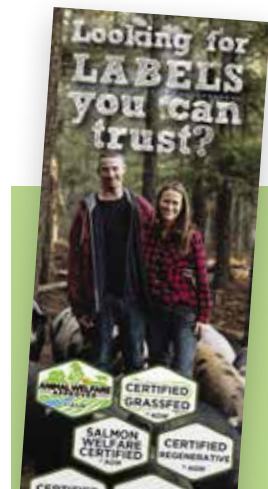
Certified Animal Welfare Approved by AGW producers only



REGENERATIVE BROCHURES \$10

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

Certified Regenerative by AGW producers only



CONSUMER BROCHURES \$5

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

If required for educational use, please email info@agreenerworld.org



CERTIFIED ANIMAL WELFARE APPROVED BY AGW STICKER LABELS \$8

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

Certified Animal Welfare Approved by AGW producers only



EGG CARTON INSERTS \$5

- Sold in packs of 200
- Black and white educational inserts for AWA egg cartons
- Printed on both sides of a quality cardstock
- 4" x 2¾"

Certified Animal Welfare Approved by AGW producers only



CERTIFIED GRASSFED BY AGW METAL SIGN \$12

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

Certified Grassfed by AGW producers only



CERTIFIED NON-GMO BY AGW METAL SIGN \$12

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

Certified Non-GMO by AGW producers only



CERTIFIED REGENERATIVE BY AGW METAL SIGN \$12

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

Certified Regenerative by AGW producers only

Meet the farmer

FEEDING GOOD

Tim and Sarah Haws own Autumn's Harvest Farm near Romulus in New York, where they have a number of livestock enterprises

How did you get into farming?

When Sarah and I were on our first date she mentioned her attempt to hatch grocery store eggs in her clothes drawer when she was little. On our second date I bought her six chicks in lieu of flowers. That was literally the start of Autumn's Harvest Farm! Today, we manage 125 Katahdin sheep, 200 Murray Grey cattle, 1,000 laying hens, Berkshire pigs, meat chickens, turkeys, and a goat named Stella. Our son, Ty, manages Autumn's Harvest Kennels, providing year-round dog training and kenneling services.

How did you hear about AGW?

We were looking at certifications that focused on environmental stewardship, animal welfare, and a clear distinction from conventional farming. AGW's standards aligned with what we aimed to achieve. The regular audits assure that we are upholding a high level of care. Our certifications help open doors when trying to get new customers, setting us apart from other farms.

Describe a typical day

This changes throughout the year. Right now, we start by checking for newborn lambs and calves, before getting the children to school. Most of my day is then devoted to animal care and managing our rotational grazing system, as well as building business relationships and refining our approach to the land as a carbon capturing enterprise.

Sustainable farming: why does it matter?

The impact of our food systems on our lives—and the planet—is becoming harder to ignore. Each year seems to bring more extreme weather events, along with economic and health challenges. Adopting a regenerative farming approach has not only helped our business to become more resilient but also positioned our community to thrive in the face of these new challenges.

The biggest threats to sustainable farming?

Big businesses cashing in on trends with large scale 'greenwashed' versions. Outside investors can shift priorities away from sustainable practices.

Who are your customers?

Some customers have been with us since the very beginning when we had no idea what we were doing! Today, we have several notable wholesale accounts including butcher shops in New York City like Hudson and Charles, grocery delivery services like Walden Local, and various local chefs. Recently, we started direct shipping our frozen certified AWA meats to households across New York state.

What is your greatest achievement?

The fact that we've helped feed thousands of families across the Northeast feels pretty good!

Plans for the future?

As the market becomes more competitive we need to set ourselves apart from the competition. That means constantly improving our breeding stock, educating our consumers, and reaching new families through innovative marketing strategies.

AT A GLANCE

Certified since: 2011
Size: 144 acres
Soil type: loam, clay loam
Altitude: 758 feet
Annual rainfall: 32 inches
Enterprises: Certified Animal Welfare Approved and Certified Grassfed by A Greener World registered Murray Grey cattle and Katahdin sheep; Certified Animal Welfare Approved by AGW Berkshire pigs and laying hens

**autumsharvest
 farmpastured
 meats.com**



AUTUMN HARVEST FARM (x2)



JOE PELLEGRINO

INTERESTED IN OBTAINING FUNDING TO IMPLEMENT REGENERATIVE, CLIMATE-SMART PRACTICES?

RAFI JUST FOODS PROGRAM DIRECTOR KELLI DALE

RAFI, A Greener World, and Soil Health Institute are recruiting farmers for a project funded through the USDA Partnerships for Climate-Smart Commodities. Want to transition toward regenerative practices, improve operations, access new markets, and join the growing network of farmers committed to environmental conservation?



PROGRAM BENEFITS

- \$1,250 stipend to support the planning for a climate-smart regenerative farm and emissions reduction plan design.
- Opportunity to become Certified Regenerative by A Greener World (up to a \$2,050 value). Steps: Plan, implement, audit, and validate.
- Assistance with accessing new climate-smart markets and premiums, along with customized marketing and labeling support from A Greener World.

Incentive payments average \$10,000 based on examination of emissions reductions and implementation of specific climate-smart agriculture and forestry practices.

ELIGIBILITY/BEST FIT

- All farm sizes are eligible; however, farms of 15+ acres are best suited and most likely to have the optimum experience.
- Farmers with full management and control of their farms ensure a necessary holistic approach to the entire farm operation.
- Farmers who seek to achieve clear traceability of their products will benefit.
- The project focus is the Southeast U.S.; however, any interested U.S. farmer can apply.
- Farmers can be involved in livestock production, cropping, or both.

ELIGIBLE COMMODITIES



USDA IS AN EQUAL OPPORTUNITY PROVIDER, EMPLOYER, AND LENDER

LIVESTOCK
 Dairy cows, Beef cattle, Sheep, Goats, and Swine

SPECIALTY CROPS
 Peas, Pumpkins, Squash, Kale, Green Beans, Beets, Carrots, and a range of Fruits

ROW CROPS
 Corn, Soybeans, Barley, Oats, Rye, Triticale, Cotton, Peanuts, Sunflowers, Potatoes, Kidney Beans, Alfalfa, Clover, Rice, and Wheat



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

“Now that our meat is in area retailers, customers who don't know us can look at the seal and feel assured the beef meets the highest welfare and environmental standards in the U.S.”

Christy Lohof, LOHOF Grass-Finished Beef, Montana

COVER PHOTO: SARE

YOUR FARM OUR LABEL

PRACTICAL, DOWN-TO-EARTH, RESPECTED

A GREENER WORLD
FARMING IS OUR BUSINESS
visit agreenerworld.org
call **1-800-373-8806**



MIKE SUAREZ

A Greener World | PO Box 115 | Terrebonne OR 97760 | 1-800-373-8806 | info@agreenerworld.org
✉ @AGreenerWorld | [f @AGreenerWorld](https://www.facebook.com/AGreenerWorld) | [@AGreenerWorldOrg](https://www.instagram.com/AGreenerWorldOrg)