



A GREENER WORLD

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FIRST UPLAND FARM AWARDED WORLD-RENOWNED ENVIRONMENTAL, ANIMAL WELFARE CERTIFICATION

--With longstanding commitment to sustainable farming, Challacombe Farm in Dartmoor National Park is now Certified Animal Welfare Approved by A Greener World for their sheep and beef cattle--

DEVON, UK (21 AUGUST 2019) --Challacombe Farm is the first Upland farm in England to become Certified Animal Welfare Approved by [A Greener World](#) (AGW) for beef cattle and sheep.



One of a portfolio of leading farm certifications offered by the respected international certifier, A Greener World, the Certified Animal Welfare Approved (AWA) by AGW label verifies that animals are raised outdoors on pasture or range in accordance with world-renowned welfare standards using sustainable agriculture methods on an independent farm. Newly launched in the UK, AWA is part of the suite of “Certified By” seals offered by A Greener World Global, along with Certified Grass Fed and Certified Non-GMO. AGW is globally recognised and rooted locally, driving regional access to values-based markets. Following success in Ireland, South Africa, the United States, Canada and Central America, A Greener World was invited to launch in the UK by local farmers seeking market differentiation through straightforward label claims. Under the leadership of Executive Director Wayne Copp, the newly formed A Greener World Europe and UK operates independently of the other regions.

Mark Owen and Naomi Oakley raise Certified Animal Welfare Approved by AGW beef cattle and sheep at Challacombe Farm, in the heart of Dartmoor National Park. The farming practices at Challacombe Farm are not only better for the animals, but also for the wider environment. “Our goal is to raise our beef cattle and sheep outdoors on pasture, whilst conserving and enhancing the wildlife, landscape and archaeology that makes our farm such a special place,” says Naomi.

The animals are rotationally managed, grazing one section of grass before being moved to fresh fields. This allows grass to recover before animals return to graze again; it also keeps the soil properly fertilised and minimises the build-up of internal parasites, thereby avoiding reliance on chemical treatments.



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Challacombe Farm sheep and beef cattle are also raised with the highest welfare standards available, as verified by their AGW certification. With the growing disconnect of consumers from the source of their food and growing demand for meaningful welfare standards, Challacombe Farm found it essential to have third-party validation demonstrating their exceptional practices to a market hungry for truthful information about their food.

Challacombe Farm owner Naomi Oakley says,

“We’re really proud to have received Animal Welfare Approved certification from A Greener World. This independent, non-profit farm certification program run by A Greener World is the only label that guarantees animals are raised outdoors on pasture for their entire lives on an independent farm using truly sustainable, high-welfare farming practices. Our ethos of raising our animals slowly and carefully fits well with their criteria.”

A Greener World UK Executive Director Wayne Copp says,

“We’re so proud to certify [Challacombe Farm](#) and applaud their commitment to transparency and verified, high-welfare, farming practices. This model will help farmers drive new markets and ensure a more sustainable future—both environmentally and economically. These stewards of the countryside are quite literally building a greener world while producing high-quality, delicious food, and we’re honoured to work with them.

Challacombe Farm delivers fresh direct from the butcher within 20 miles, or customers can collect from the farm (fresh or frozen), with payment on delivery. To learn more and order Certified Animal Welfare Approved by AGW lamb, hogget, mutton, wool, fleeces or beef from Challacombe Farm contact the farm at challacombefarm@gmail.com and follow them on [Facebook](#) and [Instagram](#).

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ABOUT A GREENER WORLD UK

A Greener World (AGW) UK identifies, audits, certifies and promotes practical, sustainable farming systems by supporting farmers and ranchers and informing consumers. AGW’s growing family of trusted certifications includes Certified Animal Welfare Approved by AGW, Certified Grassfed by AGW and Certified Non-GMO by AGW. Each program is designed to have positive and measurable impacts on the environment, society and animals, and to encourage truly sustainable farming practices. AGW’s standards and procedures are robust, transparent and achievable. AGW UK is part of a network of certifiers under the AGW Global umbrella. For more information, visit agreenerworld.org.uk.