



A GREENER WORLD

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CONTACT: Wayne Copp
Phone: +44 (0) 1271 320715
Office: Ilfracombe, UK
Email: info@agreenerworld.org.uk
Website: <https://agreenerworld.org.uk/>

CHOOSE TRULY SUSTAINABLE FIBRE THIS WOOL WEEK

—Certified Animal Welfare Approved, Certified Grassfed by AGW and Certified Non-GMO by AGW wool brings verified sustainability to the industry—



SOMERSET (15 OCTOBER 2020)—Wool products from Certified Animal Welfare Approved by [A Greener World](https://agreenerworld.org.uk/) (AGW), Certified Grassfed by AGW and Certified Non-GMO by AGW farms benefit the environment, animals and the planet—and are a verified sustainable fibre option to support this Wool Week.

A Greener World, PO Box 120, Ilfracombe, EX34 4AW United Kingdom



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Celebrating its 10th anniversary, The Campaign for Wool's annual **WoolWeek** initiative is designed to educate, inspire and promote the wide-ranging benefits of wool. Supported by His Royal Highness The Prince of Wales and leading celebrities, including David Attenborough, Wool Week brings together a global community of sheep farmers, retailers, designers and manufacturers to educate the public about the benefits and versatility of wool, while supporting many small businesses and local farmers whose livelihoods depend on the wool industry. Wool Week 2020 takes place from 5–18 October 2020.

Wool is a remarkable natural fibre, offering one of the most effective natural forms of all-weather protection. It is also a renewable material, since every year sheep produce a new fleece. For shoppers seeking to purchase truly planet-friendly fibre this Wool Week and beyond, products with certifications offered by the respected international certifier, A Greener World, bring verified high animal welfare and sustainability to wool's list of many benefits.

Andy Wear and Jen Hunter of **Fernhill Farm** in Somerset are passionate about the benefits of wool. Their flock of 6,000 Certified Animal Welfare Approved by AGW, Certified Grassfed by AGW and Certified Non-GMO by AGW Shetland-cross sheep supply fine, colourful wool fibre. The wool is harvested annually by expert hand shearers and used to create a range of natural fibre textiles that are sustainably processed within the UK. The sheep also provide high-quality, delicious lamb and mutton products, available from **FarmDrop**. Wear and Hunter also raise Certified Animal Welfare Approved by AGW, Certified Grassfed by AGW and Certified Non-GMO by AGW Aberdeen Angus beef cattle, and the beef is available at **Waitrose** supermarkets.

With the growing disconnect of consumers from fibre (and food) sources—and increasing demand for meaningful welfare standards—Fernhill Farm found it essential to have third-party validation with A Greener World to demonstrate their exceptional high welfare and environmental practices.

Jen Hunter of Fernhill Farm says,

“Wool is commonly labelled as by-product from the sheep meat industry. But here at Fernhill Farm, we've always had a very different opinion. Natural wool has a vital role to play in producing sustainable clothing, furnishing and insulation for humans, helping us all to tread more lightly on our struggling planet. The growing public realisation that oil-based synthetics like nylon and polyester are not helping planet Earth provides a key opportunity to reposition wool as a valued, essential and, above all, sustainable natural fibre. I feel the time is right to do this.”

A Greener World UK Executive Director Wayne Copp says,

*“We are thrilled to partner with Fernhill Farm in celebrating their farm during Wool Week 2020. Fernhill Farm's certifications from A Greener World recognise that high standards of animal welfare and environmental management are not only good for farmed livestock and the planet—but that labelling with our seal makes good commercial sense in speaking clearly and directly to consumers seeking wool they can feel good about. What **Fernhill Farm** has achieved is nothing short of an inspiration for all forward-thinking UK wool producers.”*



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For more information about Fernhill Farm's Certified Animal Welfare Approved by AGW, Certified Grassfed by AGW and Certified Non-GMO by AGW wool and fibre products, visit fernhillfibre.co.uk. To find out more about Fernhill Farm's beef, lamb and mutton products, visit fernhill-farm.co.uk.

ABOUT A GREENER WORLD UK

A Greener World (AGW) UK identifies, audits, certifies and promotes practical, sustainable farming systems by supporting farmers and informing consumers. AGW's 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 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.

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