



A GREENER WORLD

FOR IMMEDIATE RELEASE

CONTACT: Wayne Copp

Phone: +44 (0) 1271 320715

Email: [info@agreenerworld.org.uk](mailto:info@agreenerworld.org.uk)

Website: [agreenerworld.org.uk](http://agreenerworld.org.uk)

## HAYES MEADOW IN DEVON ACHIEVES RENOWNED ENVIRONMENTAL, ANIMAL WELFARE CERTIFICATIONS

—Devon farm is now Certified Animal Welfare Approved, Certified Grassfed, Certified Non-GMO by  
AGW for their herd of beef cattle—



**DEVON (20 JULY 2021)**—The beef cattle at Hayes Meadow are now Certified Animal Welfare Approved by [A Greener World](http://agreenerworld.org.uk) (AGW), Certified Grassfed by AGW and Certified Non-GMO by AGW.

Part of a portfolio of leading farm certifications offered by respected international certifier, A Greener World, the [Certified Animal Welfare Approved \(AWA\) by AGW](http://agreenerworld.org.uk) label verifies animals are raised outdoors on pasture 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



## A GREENER WORLD

"Certified By" seals offered by A Greener World Global, along with [Certified Grassfed by AGW](#) and [Certified Non-GMO by AGW](#), which are optional, additional accreditations for AWA farms.

Graham and Jocelyn Macklin manage a herd of Devon Red Ruby cattle at Hayes Meadow farm in the picturesque village of Exbourne in west Devon, just north of Dartmoor. Hayes Meadow is one of 50 farms recently selected to take part in the initial pilot stage of the new Certified Regenerative by A Greener World programme, which will provide a whole-farm assurance of sustainability, measuring benefits for soil, water, air, biodiversity, infrastructure, animal welfare and social responsibility. For more information about the launch of the Certified Regenerative by AGW programme, read the announcement [here](#).

With the growing disconnect of consumers from the source of their food and increasing demand for meaningful welfare standards, Hayes Meadow found it essential to have third-party validation demonstrating their exceptional welfare and environmental practices to a market hungry for honest information about their food. In addition to being Certified Animal Welfare Approved by AGW, the beef cattle at Hayes Meadow are also Certified Grassfed by AGW and Certified Non-GMO by AGW.

### **Graham Macklin of Hayes Meadow says,**

“We wanted to offer our customers a clear assurance of animal nutrient quality and traceability in a marketplace increasingly full of misleading ‘grassfed meat’ products and claims, so we sought out trusted certification through A Greener World. Our cattle are never fed any grains, soya or other manufactured feeds, so we wanted a grassfed label people could really trust.”

### **A Greener World UK and Europe Executive Director Wayne Copp says,**

“We are thrilled to partner with Hayes Meadow in celebrating their farm, and our growing family of farms in the UK and Europe. It has never been more critical for farmers to be fully understood by consumers, and we are honoured to support this through an uncomplicated, independent and credible certification marque that can be trusted to mean what it says on that label: Grassfed. Non-GMO. Animal – Welfare – Approved.

Hayes Meadow’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 food they can feel good about. What [Hayes Meadow](#) has achieved is nothing short of an inspiration for all forward-thinking UK producers.”

Certified Animal Welfare Approved by AGW, Certified Grassfed by AGW, Certified Non-GMO by AGW beef, beef charcuterie and tallow skincare products are available for online order with delivery. For



## A GREENER WORLD

more information about Hayes Meadow—or to purchase their products—visit [hayesmeadow.com](https://hayesmeadow.com), follow the farm on [Facebook](#) and [Instagram](#) or contact Graham Macklin at [graham@hayesmeadow.com](mailto:graham@hayesmeadow.com) and **(+44) 01837 608242**.

### **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 programme 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](https://agreenerworld.org.uk).

###