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THIRD FARM IN WILTSHIRE ACHIEVES RENOWNED ENVIRONMENTAL, ANIMAL WELFARE CERTIFICATIONS

—New MacDonalds Farm is now Certified Animal Welfare Approved and Certified Non-GMO by A Greener World for their laying hens—



WILTSHIRE (13 AUGUST 2021)—The laying hens at New MacDonalds Farm are now Certified Animal Welfare Approved by A Greener World (AGW). This is the third Wiltshire farm to meet the AGW programme standards, which were developed in collaboration with scientists, veterinarians, researchers and farmers across the globe to maximise practicable, high-welfare farm management.

Part of a portfolio of leading farm certifications offered by respected international certifier, A Greener



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World, the [Certified Animal Welfare Approved \(AWA\) by AGW](#) 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 "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.

Matthew and Louise MacDonald manage a flock of hens outdoors on pasture, where they are able to perform natural behaviours like running, dust bathing, pecking and scratching for grubs and seeds. Pasture-based management not only provides the highest welfare conditions for the hens, but also produces healthier eggs containing three times as much vitamin E, seven times more beta-carotene, and twice the omega-3 fatty acids as industrial barn eggs.

With the growing disconnect of consumers from the source of their food and increasing demand for meaningful welfare standards, New MacDonalds Farm 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 laying hens at New MacDonalds Farm are also Certified Non-GMO by AGW. This certification is an optional, additional accreditation for farmers meeting Certified Animal Welfare Approved by AGW standards of production and offers assurance of high-welfare and non-GMO farming practices.

Matthew MacDonald of New MacDonald Farm says,

“Welfare is hugely important to us and our main aim is to produce the best quality produce from the happiest animals. We are home to ‘Quattro Coloured Eggs’, the ‘Bath White Egg’ and the ‘Freckled Egg’ and are proud to offer these unique and delicious Certified Animal Welfare Approved by AGW, Certified Non-GMO by AGW eggs to our local community.”

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

“We are thrilled to partner with New MacDonalds Farm 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 is says on that label: Non-GMO. Animal – Welfare – Approved.

“New MacDonalds 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



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directly to consumers seeking food they can feel good about. What [New MacDonalds Farm](#) has achieved is nothing short of an inspiration for all forward-thinking UK producers.”

New MacDonalds Farm’s Certified Animal Welfare Approved by AGW, Certified Non-GMO by AGW chicken eggs are sold direct from the farm at The Mac Shack, as well as other retail outlets in the area and online via Farmdrop. Check the AGW directory for details. For more information about New MacDonalds Farm and The Mac Shack, follow the farm on [Facebook](#), [Twitter](#) and [Instagram](#) and contact Matthew and Louise MacDonald at newmacdonaldsfarm@mail.com and **01225 519820**.

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.

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