

A GREENER WORLD 2021 IN REVIEW



The effects of climate change on the nation's agriculture, natural resources and rural communities are already a grim reality, with catastrophic flooding, more severe droughts, wildfires and other record-setting natural disasters in 2021

BOB NICHOLS/USDA





A GREENER WORLD 2021 IN REVIEW

COVID variants. Supply chain and pricing issues. Tornadoes, wildfires and record-breaking storms. These are not easy times.

We face increasing threats of climate change, global food insecurity, environmental injustice, and continued health, equity and animal welfare challenges embedded in our food system—all during a global pandemic. And while these collective challenges have come to the forefront by being unignorable, they've been simmering for a while. This past year was in many ways a hangover from many before it—and one that still hasn't quite subsided.

There is no silver bullet solution, and many have been hit hard—personally, financially and in every way possible. Others, through luck or adaptation, found a way through to face future challenges. But although we've seen incredible loss, we have also seen incredible resilience and there are plenty of reasons to celebrate while we remain resolute about the task ahead.

I have been honored to serve A Greener World and its programs for almost 15 years, and 2021 marks my first year as Executive Director. In this role, I have developed an even deeper appreciation for our farmers, our partners, and the work you all make possible. Together we are showing that high-welfare, sustainable agriculture is an essential solution to the challenges we face.

We know our work to support farmers and ranchers using sustainable practices is more critical than ever. We're focused on making 2022 the year we tip the scales toward real, verified, meaningful sustainability, with farmers, ranchers and land stewards at the heart of that effort. With clear eyes on a bright future ahead,



Emily Moose

Executive Director, A Greener World

Cover: Portia McKnight and Flo Hawley raise Certified Animal Welfare Approved by AGW Jersey dairy cows in the Piedmont region of North Carolina

ANNA CARSON DEWITT

A GREENER WORLD SUSTAINABLE SOLUTIONS

We're serious about changing the way we farm and feed ourselves, and offer positive solutions

Working with over 6,000 farmers, managing more than 3 million acres, we offer certifications in 10 countries across the world



The Kelleher family raises Angus cattle near Shelby, Montana, selling beef under the A Mindful Kitchen brand

A MINDFUL KITCHEN

With the help of supporters across the world, A Greener World (AGW) promotes practical, sustainable farming systems by supporting farmers and informing consumers. We believe the way we farm, the nutritional quality of the meat, milk and eggs produced—and the impact of farming systems on wildlife, the environment and wider society—are all connected.

Established in 2014, our evolving mission has four key components:

1. To identify and promote agricultural systems that have a positive impact on the environment, society and animals (wild and farmed).
2. To educate consumers about the environmental, social and animal outcomes of their food purchasing decisions.
3. To establish and promote trusted farm certification programs that help reconnect the consumer and food producer by encouraging—and rewarding—positive farm management changes.
4. To support independent family farmers who are committed to sustainable farming and livestock production.

Our growing family of trusted certifications includes Certified Animal Welfare Approved by AGW, Certified Grassfed by AGW, Certified Non-GMO by AGW, Salmon Welfare Certified by AGW and Certified Regenerative by AGW (with Certified Organic by AGW in development for 2022). Each program is designed to have positive and measurable impacts on the environment, society and animals, and encourage truly sustainable farming practices that are realistic and achievable for farmers—key considerations if we are to successfully implement large scale agricultural reforms. Our goal is to offer a 'one-stop shop' for anyone interested in food, farming and sustainability, providing simple solutions for everyone.

As a nonprofit, we rely on our supporters to help us deliver the positive solutions our planet so desperately needs.

A GREENER WORLD 2021 AT A GLANCE

SUCCESS BY NUMBERS



Over the last year we have seen exciting growth in our reach and impact:

11% increase in returning website visitors

22% increase in email list sign-ups

28% increase in general donations

46% growth in visitors via Organic Search

133% increase in number of gifts

CHALLENGING LAB MEAT

As industrial food production comes under increasing fire, companies are rushing to create cultured imitations of familiar animal products, with promises of welfare and sustainability benefits. But despite the hype, there are huge uncertainties about the safe production and sustainability of lab-grown meat substitutes. A Greener World is taking a leading role in demanding transparency around this controversial and unnecessary new technology (see pages 8–9).

FUNDRAISING SUCCESS

While COVID-19 has been challenging for all nonprofits, A Greener World saw steady growth in key areas. We increased our overall general donations by 173% from 2018 through 2021, enabling us to continue supporting our certified farms with the marketing tools, technical resources and practical advice they need to navigate the pandemic. We have seen a 28% growth rate of general donations from 2021 from 2020, and an increase of 133% of number of gifts. This support has been crucial to ensuring the long-term viability of the independent, sustainable supply chains whose resilience continues to be ‘essential.’

AGW PRODUCER SURVEY

In September, we invited farmers and ranchers in North America, Europe and South Africa to take part in an online Producer Survey. We wanted to explore their experiences with AGW (particularly our outreach work and the services we provide) and to understand what they would like to see from us in the future, as well as to find out more about their interests and wider concerns. The response was both unprecedented and informative—and hugely inspiring (see pages 12–13).

IN THE MEDIA

Throughout 2021, AGW programs and farms were featured in countless major national newspaper and media outlets (print and online) and trade publications, including Forbes (33,734,080 unique visitors per month [UVPM]), Yahoo Finance (32,680,000 UVPM), HuffPost (10,313,351 UVPM), Consumer Reports (4,000,000 Audience Reach), Bon Appetit (3,716,745 UVPM), Food & Wine, Saveur, NBC, PBS, Farmers Guardian, Farmers Weekly and more, as well as being mentioned in over 400 regional and local publications.

A GREENER WORLD THANK YOU

With the generous support of our donors and sponsors we have continued to expand our work to build a better food economy across North America—and beyond. Despite another hugely challenging year, we are proud of our successes in 2021, which include:

- ▶ Providing support and technical assistance to thousands of farmers, ranchers and land stewards navigating challenges of COVID-19, including accessing much-needed grant funds, developing online sales capabilities, and diversifying their markets.
- ▶ Making over 30,000 connections between AGW-certified vendors and those seeking their products through our popular online directory.
- ▶ Providing over 125,000 new contacts with the tools to make informed food choices and advocate for truthful food labels, including transparent labeling of gene-edited pork and lab-grown 'meat'.
- ▶ Engaging hundreds of new farms in our leading certifications, including our ground-breaking Certified Regenerative by AGW program.
- ▶ Continuing to offer the only third-party certification for truly high-welfare, pasture-raised meat, dairy, eggs and fiber from animals raised outdoors on pasture or range without routine antibiotics, added hormones or confinement.



Callie Casteel, Farmer and Market Outreach Coordinator for the South Region, sharing our *Food Labels Exposed* guide at an event

A GREENER WORLD **REGENERATING FARMING**

What if there was one label you could look to for confidence your food choices make the world a better place in the ways you care about most? Over four years in the making, A Greener World's newest label, Certified Regenerative by AGW, delivers a holistic assurance of sustainability along with measurable progress toward each farm's own regenerative goals. In practice on farms across the world, AGW's regenerative standards function as a management tool that helps producers meet their own regenerative goals through an audited, regenerative plan.

Certified Regenerative by AGW ensures land is not depleted by agriculture practices, and over time the soil, water, air and biodiversity are improved or maintained to the greatest extent possible. It's the label that farmers and consumers can trust to deliver genuinely positive outcomes: on the farm, at the table and for the planet.



Portia McKnight (above) and Flo Hawley raise Certified Animal Welfare Approved by AGW Jersey dairy cows at Chapel Hill Creamery in North Carolina, one of 50 farms taking part in the Certified Regenerative by AGW pilot program.

ANNA CARSON DEWITT



A GREENER WORLD

CHALLENGING LAB GROWN MEAT

As industrial food production comes under greater scrutiny, new companies have emerged across the world in a race to promote ‘cultured’ imitations of beef, chicken, pork—and even shrimp and tuna—as more ‘sustainable’ or ‘humane’ alternatives. But despite the hype, there are huge uncertainties about the safe production of lab-grown meat substitutes, as well as their claimed environmental benefits.

As an organization dedicated to positive change grounded in science, A Greener World has been at the forefront of efforts to demand transparency in this new technology, which is still reliant on industrial livestock inputs, produces significant emissions and, at an estimated \$10,000 per pound, is far beyond most household budgets.

Through our public comments to a United States Department of Agriculture public consultation on labeling of cultured protein, and related advocacy and education, we presented concrete, actionable steps to ensure people are fully informed about their food choices—and the resulting impact on the planet. These include:

► HONEST TERMINOLOGY

To ensure fair and transparent markets for farmers and clarity for consumers, cell-cultured protein derived from animal cells (aka ‘lab meat’) must be differentiated from natural animal products.

► FULL SOURCE MATERIAL DISCLOSURE

From both a transparency and food safety/allergenicity perspective, the product should also clearly specify any and all species of animal cells used, as well as all manufacturing ingredients and materials.

► ACCESSIBLE LABELING

Information should be clearly communicated on the package—not hidden behind a QR code, website or phone number.

► NO ANIMAL-RAISING CLAIMS

Because no animals were raised, bred, handled, fed, or cared for in any way, claims like ‘humane’, ‘organic’, ‘natural’ and ‘sustainable’, or breed claims like ‘Wagyu’, should not be permitted, as there can be no truthful statement made about animal production.

► NO GREENWASHING

Any sustainability claims must be backed up by science and data.

Consumers increasingly seek products that have been verified to deliver positive benefits to the environment, animals and rural communities (like those from AGW-certified farms and ranches). No such benefits have been demonstrated for cell-cultured protein derived from animal cells.

Perhaps our greatest concern is that lab-grown animal protein products could be sold on supermarket shelves and in restaurants without anyone knowing what they really are—and without any way to hold companies accountable for their claims. A Greener World will continue to demand labeling and food policies that deliver verified, positive benefits—not merely promises. And through our certifications we will continue to be a source of trusted food that does exactly that.

Stem cells from meat are placed in a growth medium before being placed in incubators, where the cells multiply in such a way that ‘muscle’ is formed.

SVETLANA-CHERRUTY

A GREENER WORLD ON THE SHELF

Our numerous award-winning farms, ranches and businesses continue to demonstrate the intrinsic link between sustainable farming and high-quality, nutritious products. A Greener World is proud to work with these businesses and celebrates the ever-increasing number of AGW-certified products in mainstream markets—and on the shelf!

1 AMAZON PARTNERSHIP

Amazon customers who care about animal welfare and the environment can now find A Greener World's 'Animal Welfare Approved' logo when searching for Climate Pledge Friendly products. AGW-certified products from farms and businesses have a real and positive impact, and we're glad to provide helpful tools for these shoppers to choose products that match their values.

2 FIREFLY KITCHENS

A Seattle-based artisan food manufacturer is supplying the world's first Certified Non-GMO by AGW krauts, tonics and salts to grocery stores throughout Seattle, Washington and the surrounding areas. Firefly Kitchens' line of organic, vegan, unpasteurized, and wild-fermented products are made using only Certified Non-GMO by AGW ingredients.

3 ZINGERMAN'S MAIL ORDER

Zingerman's mail order catalog now includes Certified Animal Welfare Approved by AGW Creative Caramels from Big Picture Farm goat dairy in Townshend, VT, and The New Christmas Ham from Certified Animal Welfare Approved by AGW Gunthorp Farms in Lagrange, IN.

4 CAHOKIA RICE

Cahokia Rice is the world's first Certified Non-GMO by AGW rice. Grown in southern Illinois, the rice is harvested when the grains contain peak protein content, before milling and packaging in small batches to maximize taste and nutrition. Cahokia Rice is leading the way in giving their customers true transparency with meaningful food labels, and we're proud to verify their products to our stringent non-GMO standards.

5 GOOD FOOD AWARDS

Six Certified Animal Welfare Approved by AGW products received national recognition at the 2021 Good Food Awards for their leading contribution to creating sustainable, delicious and vibrant food economies across the U.S. Finalists and winners include Leslie Cooperband and Wes Jarrell (center right) of Prairie Fruits Farm and Creamery, Tomales Farmstead Creamery, Texas Iberico, and Lady Edison. AGW-certified products have received Good Food Awards every year since 2013. Our congratulations to everyone involved.

6 AGW PORK AT WILLIS TOWER

Chicago's iconic Willis Tower is the home to Tortazo, award-winning Chef Rick Bayless's new premium fast-casual restaurant, which is now serving fabulous dishes using high-welfare, sustainable pork from Certified Animal Welfare Approved by AGW pigs raised outdoors on pasture by Greg Gunthorp (bottom right) and family at Gunthorp Farms in Lagrange, IN.





A GREENER WORLD SUPPORTING FARMERS

At A Greener World, we recognize that farmers and ranchers are central to not only our program, but also to human health and wellbeing—and the future of the planet we all share. We care about all the producers in our networks and want to make sure that we are doing all we can to nurture and support their business.

In September, we invited our farmers and ranchers to take part in the online 2021 AGW Producer Survey. We wanted to explore their experiences with AGW, our outreach work and the services we provide. We wanted to understand what more they would like to see from us and, more broadly, their thoughts about the world of food and farming.

The response was unprecedented and participants provided us with a wealth of comments and information on our work. The survey results provided a range of ideas about what we can do to improve, including more videos, interviews, webinars and podcasts as a method for expanding farmer outreach and resources, as well as insight into broader issues of concern in agriculture.

It was hugely rewarding to note that over 90% of respondents were either likely or extremely likely to recommend AGW to friends or colleagues. Nevertheless, we will not rest on our laurels. Going forward, our team will use the responses to target, develop and improve our work to support farmers and ranchers.

Through our early analysis, three themes emerged from the following question: What do you value about A Greener World? ...

► **AGW as an organization**

“I really value the understanding and ease of working with A Greener World. It is a great program that keeps getting better” ... “Their commitment to evidence-based, scientifically backed animal welfare methods and practices” ... “An educational and forward-thinking, objective organization.”

► **AGW certifications and technical support**

“Meaningful certification” ... “Technical support on best practices through research, and product support to help market with certification” ... “Authentic and friendly staff... kind and respectful auditors.”

► **AGW standards**

“Quality!!!” ... “An excellent standard that takes into consideration the welfare of livestock and producers in different climates and regions” ... “We feel the labeling gives our grassfed beef products an edge in the market.”

The survey reinforced that AGW is home for a rich patchwork of farms and ranches of all sizes, shapes and backgrounds. What really stood out, however, is that farmers and ranchers clearly appreciate the important and unique role in the food system that we play. They don’t feel represented by other programs or labels and value our approach, providing solutions in partnership with farmers.

We are extremely grateful to everyone who shared feedback, and look forward to using this input to ensure the success of high-welfare, sustainable farming for the future.

A GREENER WORLD LOOKING AHEAD

While 2021 was another incredibly difficult year, we're thankful we were able to continue supporting our certified farmers and ranchers. We're looking forward to our plans for A Greener World for 2022 and beyond, including:

► LAB 'MEAT' EDUCATION

With growing hype around artificially produced protein products, also known as synthetic or lab 'meat,' AGW has been at the forefront of consumer education and advocacy around the detrimental aspects of these artificial meat and ultra-processed products—to our environment, our farms, and our health. Following our detailed response to the USDA FSIS labeling consultation in 2021 (see page 8), we will continue to work to ensure consumers understand what labels mean, what they are eating, and the benefits of choosing pasture-raised products from our certified farmers.

► CERTIFIED REGENERATIVE

Following the launch of our pilot program with select farms around the world in 2020, we experienced significant interest in the Certified Regenerative by AGW program throughout 2021 from farmers, food processors and retailers. 2022 is the year we'll begin to announce, celebrate, and promote these forward-looking producers—and roll out the program to a far wider audience. Watch this space!

► GETTING BACK IN THE FIELD

The last two years have been incredibly challenging for the program, with COVID-19 health and safety priorities necessitating virtual auditing procedures for many months. As travel has become safer—and with increasing vaccination rates and decreasing hospitalizations—we have resumed in-person audits in accordance with federal and local guidelines. Like many, we also look forward to safely expanding our participation in programming and events in 2022.

► NEW PARTNER OUTREACH

We're all connected: farmers, producers, businesses, families, and stakeholders. And we recognize that one of the best ways to continue our exponential growth is to reach out to all of YOU to help us spread the word. 2022 will focus on the launch of our AGW Partnerships Program, allowing us to link up with farms, ranches, businesses, organizations, and volunteers to build support, increase awareness, and help raise funds to continue our work. (Please contact us if you'd like to help!)

► NEW WAYS TO SUPPORT AGW

Looking for ways to join us? From simply sharing our news on social media to help spread the word or making a donation (online, by check, via stock transfer, or by a contribution from your IRA), to hosting a fundraiser event or even volunteering, there are many ways you can join us to make this a greener world. 2022 will see the launch of new tools, which will align all our outreach, volunteer and fundraising efforts in one user-friendly place.

► PRESCRIPTIONS ON THE PLATE

Inspired by supporters and board members who are also qualified nutritionists, we are augmenting our resources specifically for nutritionists and practitioners who want to help their clients become better informed about food labels and how their diet negatively impacts on their own health and the world around them—and find great tasting, healthful, pasture-raised meat, dairy and eggs.

Ming Adams of Canyon of the Ancients Guest Ranch, CO, featured in AGW's *Sustainable Farming* magazine, Fall 2021

CANYON OF THE ANCIENTS GUEST RANCH





A GREENER WORLD

Our Food. Our Farms. Our Future. Let's Choose!

With so much negativity around food and farming today, A Greener World serves as a beacon of positive change. We exist to promote and support real-life farming models to the public and to offer practical guidance on achieving truly sustainable livestock farming systems to farmers.

We believe the way we farm, the nutritional quality of the meat, milk and eggs produced, and the impact of farming systems on wildlife, the environment and wider society are all connected. Our goal is to offer a 'one-stop shop' for anyone interested in food, farming and sustainability, providing simple solutions based on your own personal concerns. We're proud of our reputation among consumer groups, farmers and the wider food industry as a pragmatic organization driven by practical science and common sense.

Our growing family of trusted certifications now includes Certified Animal Welfare Approved by AGW, Certified Grassfed by AGW, Certified Non-GMO by AGW, Salmon Welfare Certified by AGW, Certified Regenerative by AGW and Certified Organic by AGW (launching soon). 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.

A Greener World

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