



A GREENER WORLD

FOR IMMEDIATE RELEASE

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REOWNED CERTIFIER LAUNCHES REGENERATIVE CERTIFICATION PROGRAMME

—A Greener World adds Certified Regenerative to its family of respected food labels, offering objective and professional verification for regenerative stewardship—

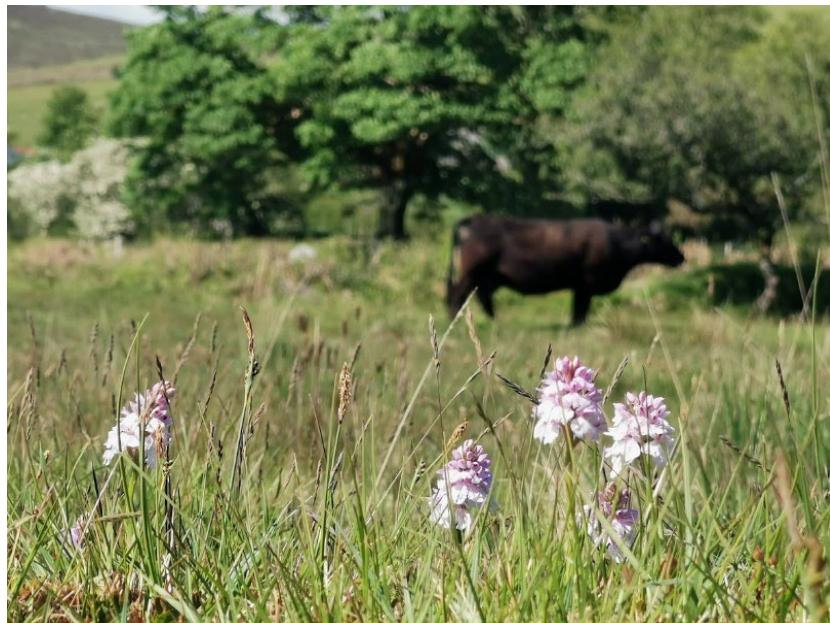


Photo credit: Certified Regenerative by AGW Challacombe Farm in Yelverton, UK



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ILFRACOMBE, DEVON (16 AUGUST 2022)—The not-for-profit certifier [A Greener World](#) (AGW) has announced its Certified Regenerative by AGW programme is now open for applications from farmers, growers, and processors, following the completion of a comprehensive two-year pilot programme. This innovative certification provides a bespoke, whole-farm assurance of regeneration and sustainability, measuring benefits for soil, water, air, biodiversity, infrastructure, animal welfare and social responsibility.



As public interest in sustainability continues to increase and broaden in scope, the demand for rigorous, meaningful assurances of responsible farming practices has grown. Building on its successful family of leading labels, A Greener World's Certified Regenerative programme is a whole-farm, plan-based regenerative certification—giving farmers, consumers and buyers confidence in reliability and impact.

Over the last two years, A Greener World has worked in partnership with an inspirational and motivated group of over 50 farms across the world to evaluate farm standards, plans and auditing procedures for the Certified Regenerative by AGW programme, which has been under development since 2017. Now that the pilot and public comment period has ended, AGW is opening the programme to new farm applicants. Certified Regenerative by AGW is designed to welcome farmers and growers of all backgrounds, meeting producers where they are as partners in a journey of regeneration.

Recognising every farm is a unique part of an ecosystem, the core of Certified Regenerative by AGW is a farm-specific, steward-led Regenerative Plan where producers assess risks, set goals and track progress toward their own meaningful milestones with support from qualified experts in agronomy, biodiversity, water quality and other fields. Plans are reviewed, approved, and then audited on an ongoing basis by A Greener World, offering farmers and consumers a third-party source of accountability for each farm's regenerative progress.

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

“After many years of development and an extensive global pilot designed to road-test the standards, we’re delighted to open the Certified Regenerative by AGW programme to new applicants.

“But this isn’t another ‘tick box’ exercise or an attempt to jump on the ‘regenerative bandwagon’. We know the collection of practices described as regenerative can achieve genuinely positive outcomes and have been working on Certified Regenerative by AGW since 2017. We believe this label offers producers a chance to nail their colours to the mast about how they manage their farms—and provides an opportunity for producers to ensure regenerative doesn’t become yet another meaningless industry claim.



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"As a not-for-profit organisation, our competitively priced programme is open to farmers and growers of all backgrounds and is designed to meet you where you are, working with you to achieve your individual regenerative goals. We're excited about the scale of impact this could have on UK agriculture – and beyond."

For more information about Certified Regenerative by AGW or A Greener World visit agreenerworld.org.uk or contact regenerative@agreenerworld.org or **+44 (0) 1271 320715**.

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.

ABOUT CERTIFIED REGENERATIVE BY AGW

Certified Regenerative by A Greener World (AGW) is a comprehensive, plan-based sustainability certification helping producers demonstrate their commitment to the environment and local communities. More than a certification, it serves as a tool for measuring the impacts of management practices. Certified Regenerative farms maximize soil health while mitigating the negative impacts of humans and livestock. This includes the positive management and regeneration of soil, water, air, cropping systems, livestock, biodiversity, wild harvested resources, and people.

The term 'regenerative agriculture' is often used to refer to a range of sustainable stewardship practices, many of which have been used by indigenous and traditional agricultural communities for thousands of years. But rising interest has led to a wide and growing variation in how 'regenerative' is defined and practiced. As commitments to adopt regenerative practices increase, so does the risk of misusing the claim to imply sustainability without delivering it—also referred to as 'greenwashing.' Currently, most regenerative claims are not verified, resulting in wide gaps in consumer expectation and on-farm practices. Unlike most food labels, AGW's certifications ensure independent trained auditors visit every farm in the program to verify they're meeting the standards. For more information visit: agreenerworld.org.uk/certifications/certified-regenerative.