



A GREENER WORLD

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SOMERSET FARM ACHIEVES RENOWNED ENVIRONMENTAL, ANIMAL WELFARE CERTIFICATIONS

--Heron's Green Farm is now Certified Animal Welfare Approved, Certified Non-GMO by A Greener World for their pigs and Certified Animal Welfare Approved, Certified Grassfed and Certified Non-GMO for their beef cattle--



Photo credit: Heron's Green Farm in Compton Martin, UK

COMPTON MARTIN (27 APRIL 2023)--The pigs and beef cattle at Heron's Green Farm are now Certified Animal Welfare Approved by A Greener World (AGW). This is the third Somerset farm to meet the AGW



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programme standards, which were developed in collaboration with scientists, veterinarians, researchers and farmers around the world to maximise practicable, high-welfare farm management.

The [Certified Animal Welfare Approved \(AWA\) by AGW](#) label verifies that 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 respected international certifier A Greener World Global, along with [Certified Grassfed by AGW](#) and [Certified Non-GMO by AGW](#), which are optional, additional accreditations for AWA farms.

The herd of North and South Devon beef cattle at Heron's Green Farm is managed outdoors on pasture using rotational management— grazing one area of pasture before being moved to fresh fields. This type of management allows grass to recover before cows return to graze again, ensuring the most nutritious grass is available. It also helps to keep the soil naturally fertilised and minimises the build-up of internal parasites, thereby avoiding reliance on chemical treatments. The pigs at Heron's Green Farm are free to root and forage as pigs naturally do. This high-welfare management is a fundamental component of AGW certification and is known to have environmental, nutritional and culinary benefits.

In addition to being Certified Animal Welfare Approved by AGW, the pigs and beef cattle at Heron's Green 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, without genetically engineered/modified feed, supplements or ingredients.

The beef cattle at Heron's Green Farm are also Certified Grassfed by AGW. This grassfed label guarantees a 100% grassfed diet, audited annually to ensure farms are meeting rigorous animal welfare standards. For more information on AGW certifications in the marketplace, see these [charts comparing grassfed](#) labels.

With the growing disconnect of consumers from the source of their food and increasing demand for meaningful welfare standards, Heron's Green 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.

Luke Hasell of Heron's Green Farm says,

“We aim to farm as sustainably as possible, and our land is carefully managed to enhance the environment for future generations. All our animals are reared ethically and organically, and we're especially proud we now have the added level of verification offered by a trusted certifier like A Greener World. We just want to make the future a little brighter for the next generation,



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for our community to eat healthier, and to encourage and inspire farming in a more sustainable way.”

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

“We are thrilled to partner with Heron’s Green 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 it says on that label: Non-GMO. Grassfed. Animal – Welfare – Approved.

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

Certified Animal Welfare Approved by AGW, Certified Non-GMO by AGW pork along with Certified Animal Welfare Approved by AGW, Certified Grassfed by AGW and Certified Non-GMO by AGW beef from Heron’s Green Farm are available for wholesale purchase (along with delivery) through The Story Group, and to the public through the Meatbox (Bristol) shop, Blagdon Butchers, Worle Village Butchers, as well as via national delivery from the online retailer, Meatbox. Check the AGW directory for details. For more information about Heron’s Green Farm, contact Luke Hasell at luke@thestorygroup.co.uk. and follow them on [Facebook](#).

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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