



A GREENER WORLD

FOR IMMEDIATE RELEASE

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SOMERSET FARM ACHIEVES RENOWNED ENVIRONMENTAL AND ANIMAL WELFARE CERTIFICATIONS

--The Slow Farming Company is now Certified Animal Welfare Approved, Certified Non-GMO by A Greener World for laying hens and meat chickens and Certified Animal Welfare Approved, Certified Grassfed and Certified Non-GMO for beef cattle--



Photo credit: The Slow Farming Company in Castle Cary, UK

CASTLE CARY, SOMERSET (11 APRIL 2023)— The laying hens and beef cattle at The Slow Farming Company are now Certified Animal Welfare Approved by **A Greener World** (AGW).



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Situated near Castle Cary in Somerset, The Slow Farming Company has met 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 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.

The beef cattle at The Slow Farming Company are managed outdoors on organically farmed pasture and herbal leys. From spring to autumn, the cattle are bunched into mobs of approximately 50 cows, which are then grazed over small paddocks for up to 24 hours at a time before being moved on to the next paddock. The farm's flock of laying hens are also raised outdoors on pasture, giving them space for natural behaviours like running, dust bathing, pecking and scratching for grubs and seeds. After cattle move through pastures and herbal leys, the chickens are brought in to clean up pest larvae and other insects attracted by the cows.

With the growing disconnect of consumers from the source of their food and increasing demand for meaningful welfare standards, The Slow Farming Company 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 The Slow Farming Company are also Certified Grassfed by AGW. This label guarantees a 100% grassfed diet and ensures farms are meeting rigorous animal welfare standards. For more information on AGW certifications in the marketplace see these charts comparing [grassfed](#) labels.

The laying hens and beef cattle at The Slow Farming Company are also Certified Non-GMO by AGW in addition to being Certified Animal Welfare Approved 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.



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Ed White of The Slow Farming Company says,

“The way that we farm and manage our animals is all about producing food that nourishes people, as well as the land that grew it. We are proud of our new certifications through A Greener World.”

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

“We are thrilled to partner with The Slow Farming Company 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. Grassfed. Animal – Welfare – Approved.”

*“The Slow Farming Company’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 **The Slow Farming Company** has achieved is nothing short of an inspiration for all forward-thinking UK producers.”*

Certified Animal Welfare Approved by AGW, Certified Grassfed by AGW and Certified Non-GMO by AGW beef from The Slow Farming Company are available directly from the farm. Check the AGW directory for details. For more information about The Slow Farming Company, visit slowfarming.co.uk, follow the farm on [Facebook](#), [Twitter](#) and [Instagram](#) or contact Ed White at **07729 811236** and hello@slowfarming.co.uk.

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](#)



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[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.