



**A GREENER WORLD**

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

**FOR IMMEDIATE RELEASE**

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## **WORLD'S FIRST OLIVE PRODUCER CERTIFIED REGENERATIVE BY A GREENER WORLD**

**—Manna Hill Estate is also the first farm in Australia certified by A Greener World for  
regenerative stewardship—**



**Mount Egerton, VICTORIA (6 JULY, 2023)** — Nonprofit certifier [A Greener World](https://www.agreenerworld.org.uk) (AGW) has announced Manna Hill Estate as the first producer in Australia to be Certified Regenerative by AGW. This innovative certification provides a 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 and processing practices has grown. Building on its successful family of leading labels, A Greener World's Certified Regenerative program is a whole-farm, plan-based regenerative certification—giving farmers, consumers, and buyers confidence in reliability and impact.

Campbell Mercer owns Manna Hill Estate, a small, family run, dry range olive grove in Mount Egerton near Ballarat, situated in the beautiful countryside of the Central Highlands in Victoria, Australia. Mercer produces and manufactures award-winning Certified Regenerative by AGW and certified organic extra-virgin olive oil, table olives, soaps, and skin care balms made from around 2,500 olive trees planted at Manna Hill Estate.

The farm management practices at Manna Hill Estate are focused on improving soil health through applying biological methods, such as compost, biochar, creating biofertilisers, extensive mulching, and cover cropping. These practices also help to increase the water-holding capacity of the soil and to minimise evaporation, which will become increasingly important as climate change takes hold.

Manna Hill Estate was a participant in AGW's inaugural Certified Regenerative pilot cohort, made up of a group of over 50 farms across the globe that spent the last two years in partnership with A Greener World, evaluating farm standards, plans, and auditing procedures for Certified Regenerative by AGW, which have been under development since 2017.

Certified Regenerative by AGW ensures farms are meeting initial rigorous sustainability standards, but also continually improving. 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.

### **Campbell Mercer of Manna Hill Estate says,**

“Here at Manna Hill Estate, we are passionate and committed to producing healthy organic food and skincare products, using farming methods that care for our environment. Our focus on regenerative agricultural techniques helped us to win consecutive Gold Medals in the 2020, 2021, and 2022 Australian International Olive Awards competition.”

“We chose to certify with A Greener World because they have a global footprint, and their robust certification offers a transparent, independent, third-party validation of our farming techniques and processes. Although the concept of regenerative farming is currently not well known among Australian consumers, we anticipate that this will rapidly evolve, and that our hard-won Certified Regenerative by AGW logo will become critical to our marketing success. It provides customers with the comfort and assurance that we really are farming how we say we are.”

## **A Greener World International Director Wayne Copp says,**

“We know the collection of farming practices described as ‘regenerative’ has huge potential to put the brakes on — and even reverse — many of the negative impacts associated with intensive agriculture. We are proud to work with [Manna Hill Estate](#), the world’s first Certified Regenerative by AGW olive producer, and we are delighted that Campbell has chosen us as the logo his customers can trust to deliver genuinely positive outcomes: on the farm, at the table, and for the planet.”

For more information about Manna Hill Estate’s Certified Regenerative by AGW products, visit [mannahillestate.com.au](http://mannahillestate.com.au). Follow the Manna Hill Estate on [Facebook](#) and [Instagram](#). Contact Campbell Mercer at (+61) 0457 581 632 and [mannahill.estate@outlook.com](mailto:mannahill.estate@outlook.com).

### **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 Regenerative by AGW](#), and [Certified Non-GMO 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](http://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](http://agreenerworld.org.uk/certifications/certified-regenerative).

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