



A GREENER WORLD

FOR IMMEDIATE RELEASE

CONTACT: Wayne Copp

Phone: +44 (0) 1271 320715

Office: Ilfracombe, UK

Email: info@agreenerworld.org.uk

Website: agreenerworld.org.uk

NORTHWEST TASMANIAN FARM ACHIEVES RENOWNED ENVIRONMENTAL, ANIMAL WELFARE, GRASSFED AND NON-GMO CERTIFICATIONS

—Respected Gunningham Family Farms is now Certified Animal Welfare Approved and Certified Grassfed for their dairy and beef cattle, sheep and goats and Certified Animal Welfare Approved for their laying hen operation, and will host a Grassroots Festival in February 2024 to promote sustainable agriculture—



Photo credit: Gunningham Family Farms in Mawbanna, Tasmania



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MAWBANNA, TASMANIA (20 SEPTEMBER 2023)—The dairy and beef cattle, laying hens, sheep and goats at Gunningham Family farms are now Certified Animal Welfare Approved by [A Greener World](#) (AGW). Situated near Mawbanna on the northwest coast of Tasmania, Gunningham Family Farms 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.

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. Recently launched in Australia, AWA is part of the suite of "Certified By" seals offered by respected international certifier A Greener World, along with [Certified Grassfed by AGW](#) and [Certified Non-GMO by AGW](#), which are optional, additional accreditations for Certified AWA farms.

Matthew and Pippa Gunningham established Gunningham Family Farms in early 2001, shortly after migrating from the UK to Tasmania. The farming family business is located on a magnificent swathe of beautiful, rich farmland along the edge of the Tarkine, an extraordinary and relatively untouched protected region.

The business comprises two certified organic dairy herds, Mawbanna Dairy near Mawbanna and Seamount Dairy near Montumana, each milking around 700 New Zealand Jersey-Friesian cross cows; a 400 Angus beef suckler herd; a small flock of sheep; and a small number of goats and pigs – all raised outdoors on pasture. Gunningham Family Farms' Certified Animal Welfare Approved and Certified Grassfed by AGW milk is supplied to the Fonterra Australia organic milk pool for Bellamy's Organic Infant Formula, while the beef cross calves are sold to other farmers locally. The Gunninghams also run a 3,000-bird flock of pasture-raised laying hens in mobile coops, selling eggs locally under the popular Shakespeare Hills Eggs brand, named after the Shakespeare Hills that surround and divide the two farms. (Lamb and pork is for home consumption and for on-farm events.)

As well as being Certified Animal Welfare Approved by AGW, the dairy and beef cows, sheep and goats at Gunningham Family Farms are also Certified Grassfed by AGW. This grassfed label guarantees a 100 percent grassfed diet, audited on an ongoing basis to ensure farms are meeting rigorous animal welfare standards. The dairy and beef cows, chickens, sheep, and goats 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 Certified Animal Welfare Approved by AGW dairy and beef cows, chickens, sheep, goats and pigs at Gunningham Family Farms are raised outdoors on species-rich pasture using rotational management, grazing and ranging on one area of pasture before being moved to fresh fields. As well as allowing the animals and birds to express all their instinctive behaviours, this type of management allows pasture to recover before the animals return, ensuring the most nutritious grazing is available. It also helps to keep the soil naturally fertilised and minimises the build-up of internal parasites, further avoiding reliance on chemical interventions.

The Gunninghams are actively planting trees, establishing over 40,000 trees in the last three years alone, and the farm is often used as a Farm Forestry Demo site to highlight the benefits of planting trees to other farmers and encourage similar practices. They also regularly host community events at the farm and are planning a Grassroots Festival in February 2024 to promote sustainable and ecologically positive agriculture, with a mixture of speakers and practical demonstrations from soil health to human health.



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Sustainability sits at the very heart of the farm business and Matthew and Pippa are passionate about farming alongside – and not against – nature. With the growing disconnect of consumers from the source of their food and increasing demand for meaningful welfare standards, the Gunninghams 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.

Matthew Gunningham of Gunningham Family Farms says,

“Consumer interest in the environment and animal welfare is growing exponentially. Our customers are increasingly concerned about the use of synthetic nitrogen, herbicides, and pesticides in many farming systems, as well as things like growth hormones and routine antibiotics in intensive livestock production. They want to buy food they can trust from farms that are manging their land and animals with the environment and animal welfare in mind.”

“This is one of the many reasons we applied for farm certification with A Greener World. We feel it validates the dedication, care, and attention we pay to our farm and our animals every single day. Our AGW certifications give customers who may not be able to visit the farm the confidence that we really are farming the way we say we are. Make sure you join us for our Grassroots Festival next February to find out more!”

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

“We are proud to partner with **Gunningham Family Farms** and to recognise their achievements as they join our ever-growing family of AGW-certified farms across the world. It has never been more critical for consumers to understand and support farmers who are working to make a difference. And we’re honoured to encourage this relationship by offering an uncomplicated, independent, and credible farm certification that consumers can trust to mean what it says on that label: 100% grassfed. Animal – Welfare – Approved. Non-GMO”

“Gunningham Family Farms’ certifications from A Greener World recognise that their high standards of animal welfare and environmental management are not only good for farmed livestock and the planet but helps them to communicate clearly and directly to consumers who are seeking food they can trust and feel good about. What the **Gunningham family** has achieved is nothing short of an inspiration for all forward-thinking farmers out there. Look out for their Open Day early next year!”

Grassroots Festival

15 February 2024

Gunningham Family Farms, 1414 Mawbanna Road, Mawbanna, Tasmania

The Grassroots Festival is a day of learning about farming sustainably, meeting the challenges ahead with excitement and positivity, and bringing farmers together to connect and share a day of fellowship. We're covering subjects from soil health through to human health, including alternative pasture species, farm forestry and renewable energy. We'll also have farmers sharing stories of their own journeys into farming more sustainably and what it has meant to them and their families. The day will include demo sites, and trade and local food stands, and will round up with a barbecue and music in the evening.

Where to buy Gunningham Family Farms products



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Gunningham Family Farms' Certified Animal Welfare Approved and Certified Grassfed by AGW milk is supplied to the Fonterra Australia organic milk pool for Bellamy's Organic Infant Formula. Dairy cross beef calves are available to local farmers online at beefcalves.com. Certified Animal Welfare Approved by AGW eggs are available from numerous local independent shops on the north-west Tasmanian coast under the Shakespeare Hills Eggs brand. Check the [AGW directory](#) for details. For more information about Gunningham Family Farms, follow them on [Facebook](#) and [Instagram](#). Contact Matthew and Pippa at **+61 04175 31920** and matthew@gunninghamfarms.com. Find out more about Shakespeare Hills Eggs at www.shakespearehills.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 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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