

# A GREENER WORLD 2025 IN REVIEW



# A GREENER WORLD WHO WE ARE



## Our Vision

A world where farming benefits people, animals and the environment through integrity and transparency

Cover: Blue Pepper Farm is a 46-acre family-run operation on the edge of the Adirondack high peaks in Jay, NY, where Shannon and Tyler Eaton raise a small flock of East Friesian dairy sheep under the Certified Animal Welfare Approved by AGW standard

BLUE PEPPER FARM, LISA GODFREY, LISA GODFREY PHOTOGRAPHY

**A Greener World team meeting,  
Sacramento, California, 2025**

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# A GREENER WORLD WHAT WE DO

We're serious about transforming how we farm and feed ourselves—and we're committed to providing real, positive solutions. Working with over 6,000 farmers and managing more than 3 million acres, we offer certifications in 10 countries and five continents around the world.

With the help of our supporters, AGW promotes practical, sustainable farming systems by supporting farmers and informing consumers.

Established in 2014, our evolving mission has four key components:

1. To identify and promote agricultural systems that have a positive impact on the environment, society and animals (wild and farmed).
2. To educate consumers about the environmental, social and animal outcomes of their food purchasing decisions.
3. To establish and promote trusted farm certification programs that help reconnect the consumer and food producer by encouraging and rewarding positive farm management changes.
4. To support independent farmers who are committed to sustainable farming and livestock production.

Our 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 program is designed to deliver positive, measurable impacts on the environment, society, and animal welfare, while encouraging truly sustainable farming practices that are both realistic and achievable for farmers—essential considerations for meaningful, large-scale agricultural reform. Our goal is to offer a 'one-stop shop' for anyone interested in food, farming and sustainability, providing simple solutions for everyone.

As a nonprofit, we rely on our supporters to help us deliver the positive solutions our planet so desperately needs.



# A GREENER WORLD 2025 IN REVIEW

2025 was a year of extremes: of challenge and resilience in equal measure. Farmers are no strangers to uncertainty, but this year tested even the most experienced. Between global market instability, shifting policy, rising input costs, and increasingly unpredictable weather, the ground sometimes felt as though it were moving beneath our feet. Yet, through it all, the AGW community remained steady in its purpose: to demonstrate that farming rooted in integrity, transparency, and care for people, animals, and the planet is not only possible, but essential.

Early in the year, the unexpected and sudden termination of our \$4 million USDA Climate-Smart grant—alongside other federal grants—delivered a serious blow to the sector. Many farmers had counted on this funding to advance critical improvements in soil health and sustainability. Thanks to the extraordinary generosity of our donors and partners, we were able to respond quickly, providing subsidized certification, relaunching our farmer relief fund, and extending labeling-assistance grants to help farmers bring verified, high-welfare, and regenerative products to market. With support from our partners, we continued delivering world-class animal welfare training across the globe—including Animal Welfare Officer and Poultry Welfare Officer training through Bristol University and AssureWel through the Soil Association—ensuring that amid financial disruption, knowledge and progress continued to grow.

At the same time, we celebrated several major program milestones. No less than three AGW certifications—Animal Welfare Approved, Certified Grassfed, and Certified Regenerative by AGW—were approved for Whole Foods Market suppliers, opening new opportunities and driving change at scale. Launched this year, the revised and streamlined Certified Regenerative by AGW standards make compliance simpler and more accessible while preserving AGW’s hallmark rigor. Growing interest from farms and brands alike reinforces AGW’s position as a trusted leader in verified sustainability.

Internationally, AGW’s work expanded through new auditor capacity, building on our long-term partnerships. Our eighth year of collaboration with dairy farmers across Europe continues to raise the bar for dairy welfare, while growth in regenerative viticulture signals global demand for credible certification. We are also proud to celebrate 12 consecutive years of ISO/IEC 17065 accreditation, the international benchmark for consistency, impartiality, and excellence in certification, assuring that AGW’s certifications remain among the most trusted in the world.

While challenges remain, we look ahead to 2026 with optimism. Consumer interest in high-welfare production and verified sustainability continues to grow, even amid economic and political uncertainty. With a skilled team and board leadership and insight, AGW is ready to meet the growing demand for credible sustainability expertise, stronger corporate accountability, and wider market access for certified high-welfare and regenerative products.

Together with our partners, producers, and supporters, we will continue building A Greener World, where farming benefits people, animals, and the environment through integrity and transparency.



**Emily Moose**  
Executive Director,  
A Greener World

More than  
**\$357 billion**  
in market share  
represented by AGW  
partners



WORKING COWS DAIRY



BLUE LEDGE FARM



WILLOWBROOK FARMS



BACHMAN FAMILY FARMS



CAMPBELL FARMS

**10**  
countries worldwide  
where AGW is  
operating



More than  
**3 million**  
acres of AGW-certified  
farmland around  
the world

Over  
**20 years**  
advancing trusted,  
high-welfare food  
labels worldwide

**14**  
species and multiple  
production systems  
covered in AGW’s  
welfare standards

More than  
**6,000**  
certified farms and  
businesses around  
the world



# A GREENER WORLD 2025 AT A GLANCE



Above: AGW's Wayne Copp (left) with Stephen Cronk of AGW-certified Maison Mirabeau  
Left: AGW staff hosting animal welfare training with Bristol University and (far left) attending Expo West

## IN THE MEDIA

Throughout 2025, our media initiatives and AGW-certified businesses gained significant recognition across mainstream media outlets like Forbes, Saveur, Food & Wine, Eating Well, Food Network, Better Home and Gardens, Bon Appetit, Real Simple, PBS, NBC and MSN; as well as industry-specific media, such as National Geographic, Farmers Guardian, Wine Business, Consumer Reports, Supply Side Supplement Journal, Inside Climate News, The Organic and Non-GMO Report, John Deere, Olive Oil Times, Farmers Weekly, Grocery Dive, Perishable News, Progressive Grocer, and The Regen Brands Podcast—plus over 300 regional and local publications. Together, these stories reached millions of consumers and reinforced AGW's reputation as a trusted authority in verified, sustainable food certification.

## ON THE GO

AGW staff attended numerous industry events throughout the U.S. and overseas, including Expo West (CA), Regenerative Agriculture Summit (IL), PASA (PA), SOWTH (GA), Regenerative NYC (NY), Groundswell: The Regenerative Agriculture Festival Show (UK), Supply Side's Supply Chain Sustainability Stories Virtual Summit and Wyoming Food Coalition Conference (WY), championing the benefits of high-welfare, pasture-based management and our rigorous standards.

This summer, we hosted an Animal Welfare and Poultry Welfare Officer training day for processing plant employees in NC. In September, AGW staff gathered in Sacramento, CA for a multi-day team-training event featuring workshop sessions for the auditing, compliance, marketing, and outreach teams, along with a farm walk at California Olive Ranch. These events strengthen connections with producers, partners, and consumers across the food system.

## SUPPLY CHAIN DEVELOPMENT

2025 saw continued progress on the transparency standards introduced the previous year, which require certified producers to display the appropriate AGW certification mark on all relevant products, highlighting their commitment to animal welfare and sustainability while boosting consumer recognition of the logos. AGW also made major advances in supply chain development, focusing increasingly on larger brands and producer groups that require customized technical and communication support before the first farm is audited. Our marketing team also continues to offer full support with marketing and PR, packaging updates, professional label design assistance, and tailored help with new product launches. These initiatives align with the growing consumer demand for trustworthy, transparent labeling, and position AGW as the certifier of choice for companies seeking verified transparency from farm to label.

# A GREENER WORLD REGENERATING OUR STANDARDS



We now certify regenerative producers across four continents, including livestock, olives and vineyards.

2025 marked a major milestone for AGW's newest program, Certified Regenerative by AGW, with the formal release of a fully revised and streamlined version of the standards.

First launched in 2020 to provide a credible alternative to unverified regenerative claims and greenwash, Certified Regenerative by AGW continues to set itself apart as a transparent, outcomes-based certification rooted in on-farm reality.

While the original standards were widely recognized for their rigor, feedback from producers, auditors, and food businesses consistently highlighted the need for clearer language, reduced duplication, and more support for implementation.

In response, AGW's international standards team undertook a major revision throughout 2024 and early 2025—rewriting every section, including soil, biodiversity, water, cropping, and livestock management. The result is a shorter, clearer, more user-friendly set of standards that retains the same rigor while improving accessibility for farmers, growers, and brands alike.

## KEY IMPROVEMENTS

- ▶ Consolidated structure, thanks to removing duplication and merging related standards.
- ▶ Plain language wording, with updated structure and clearer cross-references.
- ▶ Built-in guidance notes under each standard to explain context and expectations.
- ▶ A new "What We're Looking For" section, offering transparency around audits.
- ▶ Examples of acceptable records to help producers prepare for verification.

The standards are now easier to translate, adopt, and review, particularly for AGW's growing international producer base. At the same time, the revised format ensures that essential outcomes remain unchanged—allowing existing Certified Regenerative operations to transition smoothly without compromising their certification status.

A major addition in this update is the new regenerative plan template—bringing all requirements into one practical, user-friendly format that supports clear planning and continuous improvement.

# A GREENER WORLD CHAMPIONING ANIMAL WELFARE

At a time of continued global uncertainty in food and farming, animal welfare standards matter more than ever.

Across the world, we are seeing a disturbing trend toward where so-called “small animal welfare wins”—voluntary welfare pledges, token reforms, or limited bans of only the worst abuses—provide merely symbolic progress and risk normalizing continuing confinement, crowding, and intervention.

The reality is that animals bred for maximum yield are often kept alive and ‘productive’ through sub-therapeutic antibiotics, growth hormones, unnatural diets, or painful physical alterations such as beak trimming. While these industrial systems produce what appears to be cheap, plentiful protein, the true costs are hidden from view—polluted air and water, depleted biodiversity, damaged public health, and abysmal animal welfare. Yet this is not an inevitable outcome of modern farming; it is a choice, and one that can and must be challenged.

Industrial farming is still a recent development in human history. In the thousands of years humans have been raising animals for food, industrial agriculture only gained dominance 80 years ago, a short moment in the scheme of things. Farmers certified by AGW have spent nearly 20 of those years proving that animals can be raised outdoors, on pasture and range, in systems that respect their natural behavior while protecting soil, water, biodiversity, and rural communities.

The public clearly agrees. In this same timeframe, sales of Certified Animal Welfare Approved by AGW products have grown dramatically as consumers seek out labels they can trust—from \$300,000 to over \$15 million in annual sales since we began tracking. While people remain significantly motivated by top attributes of taste, affordability, and nutrition, animal welfare and sustainability matter—even amid today’s economic anxiety.

The Hartman Group recently found that 91% of U.S. consumers think companies should consider environmental impact in their decisions, while 40% listed “the welfare and humane treatment of animals” as one of the leading reasons to choose a food or beverage. This builds on previous research showing that a clear majority of consumers believe animals should live in as “natural environment as possible.”

In recent years, we have also seen multiple voter-approved initiatives for legislation prohibiting some forms of extreme farm animal confinement. While this legislation does not guarantee high welfare by our standards, it clearly shows that people demand something better—even as the industrial farming lobby raises the specter of higher prices. As industrial efforts to counter the will of the public continue, it is all the more important for consumers to demonstrate their values in the marketplace.

Despite this clear demand, federal regulation continues to lag far behind public expectation. Industrial animal production still accounts for more than 99% of U.S. meat, eggs, and dairy production, and the same corporations are expanding these models globally. Consumers want better information and better outcomes, and credible, independent certification remains one of the most effective ways to provide it.

Animal welfare is not a niche concern or a marketing claim—it is the foundation of a truly sustainable food system. For nearly 20 years, our farmers have shown that pasture-based, high-welfare systems are not only viable but vital to a sustainable food future. Recognized by established retailers, consumer advocates, and our colleagues in sustainable agriculture alike, AGW’s science-based standards and world-leading certification procedures continue to set the bar for meaningful assurance in animal agriculture.

Animal Welfare Approved standards ensure animals have continuous outdoor access to pasture or range

CAMPFIRE FARMS



# A GREENER WORLD ON THE SHELF

2025 marked an exciting year of growth and visibility for AGW as we continued to expand our reach and strengthen our market presence. Our work connecting AGW-certified producers with retail partners gained significant traction, demonstrating how credible, transparent certification creates real-world opportunities across the supply chain.

In a landmark development for retail engagement, Whole Foods Market recognized three AGW certifications: Animal Welfare Approved, Certified Grassfed, and Certified Regenerative by AGW. Certified Regenerative by AGW joins three established third-party regenerative programs vetted and approved for alignment with Whole Foods Market’s sustainability benchmarks—and was the only regenerative certification added in 2025.

At the same time, we developed a retail partnership with Sprouts Farmers Market and Kreher Family Farms, successfully launching Certified Regenerative by AGW squash in stores throughout the Southeast in October. We also began certifying the California Olive Ranch supply chain, starting with company-managed farms. This brings more than 4,600 acres of olive trees in Northern California under verified regenerative certification and marks the beginning of a long-term project to ensure transparency and sustainability from grove to bottle. Our annual team training was also held on-site in late September, setting a strong foundation for continued collaboration.

To further support producers’ success in the marketplace, AGW awarded nearly \$20,000 in labeling grants to help certified farms and businesses add their certifications directly onto packaging. These grants were made possible through generous support from the ASPCA and AGW’s wider community, helping farmers update their product labels and making it easier for consumers to identify and choose products that reflect their values.

Exciting product news further illustrates the diversity and reach of AGW-certified goods. Certified Regenerative by AGW wine from Maison Mirabeau is now proudly served on Virgin Atlantic flights, introducing global travelers to a product backed by AGW’s trusted certification. El Nacho Tortilla Chips, made with Certified Regenerative by AGW corn, launched in Sprouts stores nationwide. And Joia Food and Fiber Farm introduced Certified Animal Welfare Approved by AGW pillows and wool bedding under their brand Joia Sleep—one of the most creative applications of certified materials to date!

These milestones highlight AGW’s growing influence in the marketplace and our continued progress in building food systems rooted in transparency, integrity, and sustainability, creating real value for farmers, retailers, and consumers alike.

Clockwise from top left

Fantello Farmstead Creamery updated their Certified AWA cheese labels with an AGW labeling grant

FANTELLO FARMSTEAD CREAMERY

Certified AWA by AGW wool-filled pillows and bedding from Joia Sleeps

JOIA SLEEPS

Squeeze Citrus becomes the world’s first Certified Regenerative by AGW citrus producer

SQUEEZE CITRUS

Certified Regenerative by AGW squash from Kreher Family Farms launched at Sprouts

KREHER FAMILY FARMS



# A GREENER WORLD

## INTERNATIONAL OUTLOOK

2025 was another successful year of global expansion and consolidation for AGW's international programs. Our team strengthened partnerships with existing Certified Animal Welfare Approved (AWA) by AGW groups, while Certified Regenerative by AGW continued its rise as a leading global standard. Behind the scenes, the team tackled some of our most complex supply chains to date, giving a stronger voice to producers committed to real environmental outcomes.

To support growing international commitments, we welcomed two new auditors to our global network: Alastair Smithson, based in Australia, and Polly Smith in the UK, expanding our regional delivery across Oceania, Europe, and beyond.

One of our longest-running partnerships continues in Europe, where we've been working to improve animal welfare on dairy farms since 2017. Now entering its eighth year, the project has delivered measurable improvements not only on certified farms but across project farms working toward certification.

As a testament to the strength of the partnership, Wayne Copp, AGW's Executive Director (Europe), and Rob George, AGW's Compliance Director (Europe), were invited to speak at a regenerative agriculture conference in December in Porto in Portugal, where they shared insights from nearly a decade of AWA implementation.

In July, AGW hosted two Animal and Poultry Welfare Officer training workshops in Raleigh, North Carolina, delivered by Dr. Andrew Grist of the University of Bristol, UK. The research-based courses equipped supervisors, production teams, and welfare officers with practical skills in animal handling, transport, stunning, and slaughter—strengthening welfare oversight across participating plants and supporting the growing global demand for credible, high-welfare production.

Meanwhile, the Certified Regenerative by AGW program continues to expand, particularly in wine production. In June, Maison Mirabeau's One Day became the first wine in Provence to be Certified Regenerative by AGW and launched in Whole Foods Market UK, including a flagship display in the Kensington High Street store in London. One Day is also proudly served on Virgin Atlantic flights. This was followed in October by Penn Croft Vineyard, the first English vineyard to achieve Certified Regenerative status. The program is increasingly recognized as a trusted signal of environmental stewardship and product quality, helping connect conscious consumers with climate-smart producers. Certified Regenerative by AGW is now well positioned to become the leading certification for regenerative viticulture in Europe.

Our growing presence at global events reflects this increasing recognition. In February, AGW attended Wine Paris, engaging with producers exploring regenerative certification. In March, we joined industry leaders at ProWein in Düsseldorf—the world's largest wine and spirits trade fair—where interest in regenerative standards continued to build. In June, we partnered with Vinescapes, a highly regarded viticulture consultancy, at their stand at Groundswell, the UK's largest regenerative farming show, and spoke directly with farmers, viticulturists, and advisers. In October, Rob George took part in an expert panel at the Sustainability in Drinks conference in London to discuss the importance of third-party certification.

As we look ahead, AGW's international work remains grounded in a practical yet ambitious purpose: supporting farmers committed to high welfare and regenerative outcomes, while helping brands and consumers find the trust and transparency they increasingly seek.

Dairy cows grazing on the island of São Miguel, which produces over 30% of Portugal's milk supply

SULLAROMAN



# A GREENER WORLD LOOKING AHEAD

We look forward to continuing our mission-critical work throughout 2026. Our focus remains on promoting and supporting real-life, sustainable farming models and educating consumers about the environmental, social and animal outcomes of their food choices. Key goals include:

## INCREASING SERVICES AND OUTREACH

We will continue to expand outreach to farms and businesses interested in certifying their sustainable practices, developing targeted recruitment strategies while enhancing the marketing, labeling, and technical support we provide. As part of these efforts, we will launch our new website to better connect with the right audiences, making our outreach more efficient and consumer resources more accessible.

## LISTENING TO PRODUCERS

In October, we invited farmers and ranchers around the world to take part in our annual producer survey—an opportunity to share how AGW can better support their work. Responses highlight what producers value most about AGW: a trusted certification process and standards, high animal welfare practices, and accessible, reliable resources. These insights are already helping shape our programs and priorities for 2026 and beyond.

## INCENTIVIZING CHANGE

In 2025, we held training events for key retail partners and supported the launch of AGW-certified products in stores across the U.S., strengthening relationships between retailers and certified suppliers. Looking ahead, we are excited to expand these efforts with additional product launches, retailer training, and event partnerships. This work remains an impactful opportunity to drive meaningful change across the food retail sector.

## EXPANDING OUR REACH

As part of our commitment to strengthen AGW's visibility and impact, we are focused on delivery of a strategic communications plan to optimize digital platforms, expand our storytelling program and develop new partnerships to reach wider audiences of farmers and consumers. These efforts will demonstrate growing market demand and will raise public awareness of AGW certifications, helping certified producers stand out in the marketplace as providers of high-welfare, sustainable food.

## EMPOWERING CONSUMERS

As advocates for transparent labeling and truthful marketing, we will continue our work to educate consumers and ensure they have the tools they need to make conscientious buying choices that align with their values. This includes publishing a second edition of our popular labeling guide, *Food Labels Exposed*, with new terms and claims in 2026, providing a valuable resource for understanding food labeling.



## JOIN US!

Interested in supporting our efforts in 2026—and beyond? Whether you recommend a farm, share our message on social media, volunteer for project support, donate (online, via check, through stock transfer or from your retirement plan), or organize a fundraising event, there are many opportunities to work together.

**Thank you for helping us build A Greener World.**

Members of the Firsthand Foods team, a Durham, North Carolina-based brand selling pasture-raised, Animal Welfare Approved pork from AGW-certified producers

FIRSTHAND FOODS





# A GREENER WORLD

## **Empowering sustainable solutions in agriculture**

Have you ever wanted to know exactly how your food is produced? You're in the right place.

A Greener World (AGW) promotes practical, sustainable solutions in agriculture by supporting farmers and educating consumers. We believe the way we farm, the nutritional quality of the meat, milk and eggs produced—and the impact of farming systems on wildlife, the environment and wider society—are all connected.



Your support of A Greener World allows us to:

- ▶ Certify and support independent farms.
- ▶ Promote animal welfare and sustainability.
- ▶ Educate consumers on greener food choices

Thank you for sharing in our vision of a world where farming benefits people, animals and the environment through integrity and transparency.

## **A Greener World**

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