

FOR IMMEDIATE RELEASE

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FIRST FARM IN GEORGIA ADDS TOP NON-GMO LABEL TO LEADING ANIMAL WELFARE CERTIFICATION

-- The breeding goats at Jumping Frog Farm in Cedartown, GA, are now Certified Non-GMO by A Greener World, demonstrating transparency and sustainability --



CEDARTOWN, GA (MAY 15, 2018)--Jumping Frog Farm is the first farming business in Georgia to be Certified Non-GMO by A Greener World (AGW). This is the only certification and logo in the U.S. and Canada that guarantees a food product is produced without the use of genetically modified feed, supplements or ingredients, and comes from animals managed according to the Certified Animal Welfare Approved by AGW leading welfare and environmental standards on an independent farm. While other Non-GMO labels exist, none has fully met consumer expectations when it comes to environmental management and farm animal welfare--until now.

Tracy Sargent, a public safety service dog trainer and certified police officer, started farming at Jumping Frog Farm to provide her animals with an excellent life and create a self-sufficient property. Although the farm has been Certified Animal Welfare Approved by AGW since 2013 and Certified Grassfed by AGW since 2017 for her high-welfare and environmental management practices and 100 percent grassfed feeding protocol,

Sargent was eager to gain Certified Non-GMO by AGW status for her goat breeding business.

Tracy Sargent of Jumping Frog Farm says,

"I believe we're seeing an increase in public awareness and shift in social responsibility, and that people are now understanding they have choices when it comes to the source of their food. Our Certified Non-GMO by AGW logo will only increase customer confidence in our product and how we raise our animals."

As public concern for the labeling of GMOs (genetically modified organisms, also known as GE, genetically engineered) food products continues to grow, the market for non-GMO products is surging. High-profile companies like Campbell Soup Company and PepsiCo announced non-GMO labeling initiatives, while Packaged Facts--a leading publisher of market research in the food and beverage sector--forecasts the total global market for non-GMO foods and beverages will nearly double between 2014 and 2019.

With guidance from USDA's Food Safety and Inspection Service, AGW developed the Certified Non-GMO by AGW label in response to significant demand from retailers, farmers and consumers looking for a verified non-GMO label claim for meat, dairy products and eggs they could trust. AGW's new Certified Non-GMO label is the **only** Non-GMO program in North America to guarantee:

- Animals raised outdoors on pasture for their entire lives, without the use of genetically modified feed, supplements or ingredients
- Animals raised according to the highest animal welfare and environmental standards in the U.S. and Canada
- High-welfare handling, transport, and slaughter of animals--including an annual review of slaughter facilities

Certified Non-GMO by AGW is an optional, addition accreditation for farmers meeting Certified Animal Welfare Approved by AGW standards of production. Certified Animal Welfare Approved by AGW has been lauded by Consumer Reports as the only "highly meaningful" label for farm animal welfare, outdoor access and sustainability.

AGW Director of Communications and Outreach Emily Moose says,

"Our primary function is to bring transparency to the food system. In a marketplace crowded with misinformation and greenwashing, sustainable producers and informed consumers are hungry for ways to connect. Trusted third-party certifications like **Certified Non-GMO by AGW** make that connection possible. Making verifiable, sustainable food choices--especially for meat, dairy and eggs--is one of the easiest, most positive actions you can take to make a greener world!"

Certified Non-GMO goat breeding stock from [Jumping Frog Farm](#) is available directly from the farm. For more information about Jumping Frog Farm, call **770-722-4241** or visit jumpingfrogfarm.com. For more information about **Certified Non-GMO by AGW**, visit agreenerworld.org/solutions-and-certificates/ or CertifiedNonGE.org.

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A Greener World (AGW) identifies, audits, certifies and promotes practical, sustainable farming systems by supporting farmers and ranchers and informing consumers. AGW's growing family of trusted certifications includes [Certified Animal Welfare Approved by AGW](#), [Certified Grassfed by AGW](#) and [Certified Non-GMO by AGW](#). Each program 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 and transparent and achievable.

A nonprofit funded by public donations and [membership](#), A Greener World offers a range of resources to help people make informed food choices, including an [Online Directory](#) of certified farms and products and [Food Labels Exposed](#)--a definitive guide to food label claims (available in print, online, and as a smartphone app). For more information visit agreenerworld.org.