

# Help Us Help You

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A Greener World

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## **MAKE THE MOST OF YOUR CERTIFICATION**

As an AGW-certified business, you've earned the right to use one of the most valuable, meaningful labels leading the marketplace today. What's more, you've joined an ever-growing community of farmers and ranchers who are industry leaders in farm animal welfare and environmental sustainability.

This guide explains how we can work together to maximize your certification—and by doing so, convey your hard work and sustainable farm management practices to your customers!

## **CONSUMERS WANT YOUR PRODUCTS**

Research shows that Certified Animal Welfare Approved by AGW has the highest impact on consumer purchasing of any food label. The market for grassfed beef is expected to grow US\$14.08 billion by 2024, and the market for non-GMO products is surging 17% annually.\*

As an AGW-certified farm or business, you're now ideally placed to meet the growing demand for high-welfare, sustainable, locally produced food—and you've got the best labels to help sell your products! *\*The Hartman Group and Technavio*

**“The only [animal welfare label] we have any confidence in and think gives you value for your money is Animal Welfare Approved”** *Consumers Union in The New York Times*

**Almost 8 out of 10 Americans now say sustainability and animal welfare are key priorities when purchasing food** *Cone Communications Food Issues Trend Tracker*

## **TELL YOUR CUSTOMERS THE GOOD NEWS**

Research shows that people are hungry for positive news—and they want to feel good about the food they purchase. The great news is your certification checks all the right boxes!

Your Animal Welfare Approved, Certified Grassfed, Certified Non-GMO by AGW or Salmon Welfare Certified by AGW logo offers clear, third-party verified assurances consumers appreciate:

- Responsible use of antibiotics
- Outdoor, pasture-based management
- High animal welfare
- No added hormones or animal byproducts
- Environmental stewardship

Make sure you're getting the most mileage out of your AGW certification by including the logos on all of your certified products. Our expert staff has helped countless certified farms create memorable labels, and can support obtaining state and federal approval if needed. Get in touch with your regional Farmer and Market Outreach Coordinator today to get started!

## **GET THE MOST OUT OF CERTIFICATION**

Here are some tips on making the most of our services—and selling more products.

## **USE THE LOGO**

Let our design team create a high-impact, professional food label for your products, and guide you through the label approval process—all at no charge. Learn more about **AGW's labeling support here**.

## **USE OUR MARKETING MATERIALS**

Choose from our range of **low-cost marketing materials**—from **product labels** and **consumer brochures**, to high-quality farmers' market displays and **signs**, and even **AWA-branded egg cartons**.

## **MAKE AGW PART OF YOUR STORY**

Make sure you mention your certification at every media and marketing opportunity. This helps set you apart from the crowd and reinforces your credibility.

## **GOT SOME NEWS? SHARE IT!**

We celebrate everyone that joins the program with a customized press release. And we're always glad to share more good news! If you're launching a new product, hosting a farm event or winning an award, let us know and we can help spread the word.

## **SIGN UP FOR MONTHLY E-NEWS**

Our regular emails keep you up to date with news and information, as well upcoming events and opportunities. If you're not receiving these emails already, you can **sign up here**.

## **GET SOCIAL**

Make sure you include your hard-earned certification logos on your social media and website; tag us on posts; and link to our website so your customers can see how truly exceptional your farm and products are. New to social media? **Ask your regional coordinator** for our free guide to getting started.

## **GET IN TOUCH**

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