



FOR IMMEDIATE RELEASE
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**ANIMAL WELFARE APPROVED CONGRATULATES AWA FARMER JEREMIAH JONES,
THE 2010 GLYNWOOD FARMER HARVEST AWARD WINNER**

Alexandria, VA-Program Director Andrew Gunther is pleased to announce that [Animal Welfare Approved](#) farmer Jeremiah Jones of GrassRoots Pork Company in Beulaville, North Carolina has been awarded the 2010 Glynwood Farmer Harvest Award. Glynwood, a nonprofit dedicated to sustainable agriculture and farmland preservation, gives this award to highlight innovative work being done to increase access to fresh, locally produced food and to recognize leaders from across the country who are supporting regional agricultural systems.



"AWA nominated Jeremiah because he fits the profile perfectly. Not only is Jeremiah a truly great farmer, but as president of the North Carolina Natural Hog Growers Association, he gives of his time and talent tirelessly to lead a group of pasture-raised pig producers in developing niche markets and in the creation of best-practice standards," says Andrew Gunther. "Several years ago when I first started to work in the U.S., this group was the first I helped set up. I was privileged to work with Jeremiah and the group to launch their marketing

cooperative, thus assuring the group's viability and stability."

NCNHGA is currently seeking new producers to join the cooperative as there is a growing demand for pastured pork. All members of the NCNHGA must be certified AWA, a commitment the group and its customers firmly stand by. The NCNHGA is comprised of a diverse group of hog farmers and is the largest pork cooperative in the state. Ed Mitchell, pitmaster of the celebrated The Pit barbecue restaurant in Raleigh, NC, only uses whole hogs from the NCNHGA for his North Carolina-style barbecue and proudly proclaims his commitment to humanely raised pastured pork wherever he goes.

This year's winners will receive their awards at a presentation at Glynwood on Sunday, October 17. On Monday, October 18, the Harvest Award winners will participate in a panel discussion open to the public to take place at the 92YTRIBECA in downtown Manhattan. "Each year we are inspired to see a continued raising of the bar as to what is regarded as special and exemplary from our Harvest Award nominees," says Glynwood President Judith LaBelle. "This year we saw a trend towards efforts designed to encourage the financial viability of farmers by helping to connect them to new and larger markets, access credit and integrate food related initiatives to health - especially children's health."

Animal Welfare Approved audits and certifies family farms that raise their animals with the highest animal welfare standards, outdoors, on pasture or range. The World Society for the Protection of Animals (WSPA) has lauded these standards for two years running as being the most stringent when compared to other third-party certification programs. Visit www.AnimalWelfareApproved.org for a searchable database of approved farms and restaurants, shops and markets where our farmers' products are sold. Choose the one independent food label that means healthy, safe, environmentally responsible and humanely raised.

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