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***TOP NATIONAL DAIRY AWARDS PROVE SUSTAINABLE FARMING  
EQUALS GREAT FOOD***

**--Certified Grassfed by A Greener World dairy cattle operation, Pure Éire Dairy, wins three awards at the U.S. Championship Cheese Contest--**

**GREEN BAY, WI (March 28, 2017)**--Pure Éire Dairy won three awards--including one Best in Class--for their Certified Grassfed by A Greener World (AGW) cow's milk yogurts at the 19th biennial U.S. Championship Cheese Contest, hosted by the Wisconsin Cheese Makers Association.

Pure Éire Dairy in Othello, WA, won Best in Class for their Organic Irish Homestead Strawberry Whole Milk Yogurt in the flavored yogurt category, taking third in the same category for their Organic Irish Homestead Vanilla Bean Whole Milk Yogurt. They also won third place in the unflavored yogurt category for their Organic Irish Homestead Plain Whole Milk Yogurt.

The U.S. Championship Cheese Contest is the largest technical cheese, butter and yogurt competition in the country. Winners were selected by a team of skilled technical judges from over 2,300 entries from 33 states across the U.S.

Pure Éire Dairy was the first dairy cattle operation in North America to become Certified Grassfed by AGW. This is the only certification and logo in the U.S. and Canada that guarantees food products come from animals fed a 100 percent grass and forage diet, raised outdoors on pasture or range for their entire lives, and managed according to the Animal Welfare Approved leading welfare and environmental standards on an independent family farm. While other grassfed labels exist, none has fully met consumer expectations when it comes to a grassfed and forage diet, environmental management, and farm animal welfare--until now.

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Farmers and ranchers in the family of AGW programs have won over 20 major awards at regional and national food competitions in the last year alone, demonstrating the clear link between high-welfare, pasture-based management and the quality and taste of the dairy, meat and eggs the animals produce.

**2017 U.S. Championship Cheese Contest winner Jill Smith of Pure Éire Dairy says,**

“We couldn’t be prouder to bring home three awards and are honored to showcase our Certified Grassfed by AGW dairy products on a national stage. This was the first time we entered the competition and we were up against national brands, which was rather intimidating. But we have always been confident about how we raise our cattle and the quality of grassfed milk they produce.”

**A Greener World Director of Outreach Emily Moose says,**

"It's no coincidence: High-welfare, sustainable farming equals great tasting, award-winning food. These awards demonstrate the link between high animal welfare, sustainable environmental management and the quality of food produced. Our congratulations to the team at Pure Éire Dairy for representing our farmers’ commitment to the highest standards—and to their customers.”

Pure Éire Dairy’s Certified Grassfed by AGW cow dairy products are available throughout the Seattle, Tri-City, Walla-Walla and Spokane areas. For more information about Pure Eire Dairy, visit [PureEireDairy.com](http://PureEireDairy.com) or call **509-301-9512**.

For more information about the Certified Grassfed by AGW label visit [animalwelfareapproved.us/standards/grassfed/](http://animalwelfareapproved.us/standards/grassfed/)

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**ABOUT A GREENER WORLD**

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, transparent and achievable.

A nonprofit funded by public donations, 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](http://agreenerworld.org).

## **ABOUT ANIMAL WELFARE APPROVED**

[Animal Welfare Approved](#) certifies and supports farmers raising their animals according to the highest welfare standards, outdoors on pasture or range. Consumer Reports has acknowledged Animal Welfare Approved as the only “highly meaningful” label for farm animal welfare, outdoor access and sustainability. All standards, policies and procedures are available on the AWA website, which along with AWA’s ISO 17065 accreditation demonstrates the highest level of transparency and accountability.

Animal Welfare Approved is a program of A Greener World, the nonprofit home of America’s leading food labels. AGW’s [Online Directory of farms, restaurants and products](#) enables the public to search for certified farms, restaurants and products by zip code, keywords, products and type of establishment. For more information visit [animalwelfareapproved.us](http://animalwelfareapproved.us) and [agreenerworld.org](http://agreenerworld.org).