



# A GREENER WORLD

Our Food. Our Farms. Our Future. Let's Choose!

FOR IMMEDIATE RELEASE

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## SECOND DAIRY CATTLE FARM IN NORTH AMERICA ADDS TOP GRASSFED LABEL TO TOP ANIMAL WELFARE CERTIFICATION

-- Working Cows Dairy in Slocomb, AL, now Certified Grassfed by AGW, the only high-welfare grassfed label --



**SLOCOMB, AL (SEPTEMBER 29, 2017)**--Working Cows Dairy is the first farming business in Alabama--and the second dairy cattle operation in North America--to be Certified Grassfed by A Greener World (AGW), one of North America's most trusted and transparent farm certifiers.

Certified Grassfed by AGW is an optional, additional accreditation to Certified Animal Welfare Approved by AGW, meaning that any farm bearing AGW's grassfed logo also meets the rigorous standards of Animal Welfare Approved (AWA), recently designated by Consumer Reports as "The only [welfare label] we have any confidence in and think gives you value for your money." Having already demonstrated their skills and expertise with high-welfare dairy, Working Cows Dairy joins Pure Eiré Dairy in Othello, WA, as the second dairy cattle farm in the country to achieve this highly acclaimed grassfed certification.

Building on the Certified Animal Welfare Approved by AGW standards, Certified Grassfed by AGW 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 farm. Because Certified Grassfed by AGW is an optional, additional accreditation for farmers meeting AWA's standards for high-welfare, sustainable production, the combined standards also guarantee the dairy cattle at Working Cows Dairy are not administered growth hormones (such as rBST--recombinant bovine somatotropin) or routine antibiotics, for example.

Demand for grassfed dairy products is sky-rocketing, and with it, the proliferation of misleading labels. While many consumers assume that Certified Organic and "grassfed" labels ensure higher welfare practices, neither actually does. In fact, Organic permits routine confinement as long as animals are fed Organic feed, and there is no standard definition for "grassfed" dairy, meaning on-farm practices can vary considerably. No other grassfed dairy label on the market incorporates meaningful welfare standards, especially important for lactating cows which can have extremely poor welfare if not fed a nutritionally appropriate diet.

This gap between consumer expectation and reality inspired demand for an audited, high-welfare grassfed claim: Certified Grassfed by AGW is the only label in the marketplace that ensures dairy products come from truly pasture-based, high-welfare, sustainable farms. Unique in the marketplace, Certified Grassfed by AGW is:

- The only high-welfare grassfed label
- Only awarded for cow dairies after a year of Certified Animal Welfare Approved by AGW
- The only label audited to ensure 100% grass and forage, outdoors on pasture with high-welfare and environmental standards

**AGW Executive Director Andrew Gunther says,**

"We are proud to announce the first Certified Grassfed by AGW dairy operation in Alabama, the second in the U.S., with a label that delivers real transparency and trust. Families want dairy products from happy cows on pasture, but with so many misleading labels it can be difficult to purchase with confidence.

"Other grassfed labels just don't cut the mustard when it comes to welfare and sustainability. And while there are certainly organic farmers out there exceeding the standards, the baseline organic requirements do not meet consumer expectations for animal welfare or a 100 percent grassfed diet. That's why we exist--to support farmers like Jan and Rinske at Working Cows Dairy who are industry leaders, and ensure their products stand out in a confusing marketplace."

**Rinske de Jong of Working Cows Dairy says,**

"Even though we're competing with much larger Organic dairies--some of whom make questionable grassfed claims--we know our product is exceptional. Our Animal Welfare Approved and Certified Grassfed by AGW certifications provide third-party verification of our high-welfare, sustainable and grassfed management, and set us apart as a farm with an Organic product that's *truly* meeting consumer expectations. We're proud of that!

For more information about Certified Grassfed by AGW dairy certification visit

<https://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 and 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](#).

#### **ABOUT CERTIFIED GRASSFED BY AGW**

While demand for grassfed meat is sky-rocketing, not all grassfed certifications are meeting consumer expectations--and some continue to permit highly questionable practices. Some meat currently marketed as grassfed could come from animals confined on dirt feedlots for long periods outside the growing season, or where growth hormones and subtherapeutic antibiotics are used--just as long as they were fed cut grass or forage. AGW's Certified Grassfed label is the **only** grassfed program in North America to guarantee:

- Ruminant animals raised outdoors on pasture for their entire lives, with an entirely grass and forage diet
- 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 Grassfed by AGW standards only apply to specific ruminants whose unique digestive systems allow them to thrive solely on grass and other forages. AGW had not previously offered Certified Grassfed by AGW to dairy cattle operations because the feasibility of high-welfare, grassfed dairy cattle production had not yet been demonstrated. Following comprehensive analysis of best practices and the latest science, AGW's technical staff released Certified Grassfed by AGW standards for dairy cattle in the Summer 2016. The certification program is experiencing unprecedented interest from producers, as well as individual and retail customers. For more information visit

<https://animalwelfareapproved.us/standards/grassfed/>.

#### **ABOUT WORKING COWS DAIRY**

Jan and Rinske de Jong came to America from Holland in 1985, with a dream of establishing their own dairy. In 1991, the family moved to their current location in Slocomb, AL, and ran a commercial dairy for 15 years before transitioning back to a family-owned and operated dairy farm. The de Jong family now farms 650 acres and raises around 160 cows and followers, with Jersey Guernsey cross, Holstein Jersey cross and more.

For more information about Certified Grassfed by AGW dairy products from Working Cows Dairy, visit [workingcowsdairy.com](http://workingcowsdairy.com), follow the farm on Facebook at <https://www.facebook.com/Working.Cows.Dairy/> or call 334-886-3839.