



A GREENER WORLD
Our Food. Our Farms. Our Future. Let's Choose!

FOR IMMEDIATE RELEASE

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BUY FOR LESS STORES NOW SELLING VERIFIED HIGH-WELFARE, SUSTAINABLE BEEF FROM LOCAL PEACH CREST RANCH

--Certified Animal Welfare Approved by AGW pasture-raised beef from Peach Crest Ranch now available at nine Buy For Less retail locations in Oklahoma City and surrounding areas—



Buy For Less Stores

OKLAHOMA CITY, OK (JUNE 26, 2018)--Peach Crest Ranch is supplying Certified Animal Welfare Approved by A Greener World (AGW) beef to a local chain of stores within Oklahoma City and the surrounding areas. Retailer Buy For Less is setting themselves apart in the marketplace by supporting verified high-welfare and sustainable beef from local Peach Crest Ranch.



Retailers and consumers face a bewildering array of label claims when purchasing food. Some claims like “natural” or “humanely raised” are meaningless, while even “organic” can fall well short of consumer expectations. Moving beyond the greenwashing can be a challenge--particularly when millions of dollars are spent on marketing these food products.

Buy For Less and their chain of stores--including Uptown Grocery Co and Smart Saver (locations around Oklahoma City and the surrounding areas)--is cutting through the food label confusion and greenwashing by selling Certified Animal Welfare Approved by AGW pasture-raised beef at nine locations. Peach Crest Ranch values their certification, which verifies their high-welfare and sustainable livestock management practices to their customers.

Susan Bergen, owner of Peach Crest Ranch, says,

“We’re proud to supply nine Buy For Less store locations in Oklahoma City with our Certified Animal Welfare Approved by AGW pasture-raised beef. We raise our animals as sustainably as possible. There’s a lot of confusion in the marketplace about what terms like “local” and “sustainable” really mean. That’s why I’m so appreciative of the team at Buy For Less for taking the time to understand why our beef really does stand out from the rest.”

David Henry, Meat Category Manager of Buy For Less Stores, says,

“Peach Crest Ranch and the Buy For Less family of stores share the same values, commitment to the local community and engagement across all layers of Oklahoma. At the heart of the relationship is integrity and trust. You can literally taste love in their product!”

Certified Animal Welfare Approved by AGW beef from Peach Crest Ranch is available at [Buy For Less](#), [Smart Saver](#) and [Uptown Grocery Company](#) retail locations throughout Oklahoma City (check out [AGW’s vendor directory](#) for more details). To order directly from the ranch, email orders@peachcrestranch.com. For more information about Peach Crest Ranch, email Susan Bergen at susan@peachcrestranch.com and visit peachcrestranch.com. You can also follow the farm on [Facebook](#) and [Instagram](#).

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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 and [membership](#), AGW 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.