



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

FOR IMMEDIATE RELEASE

CONTACT: Stephanie Wuorenma
Phone: 202-446-2138
Office: Terrebonne, OR (Pacific Time Zone)
Email: mediarelations@agreenerworld.org
Website: agreenerworld.org

JUMBO FOODS NOW SELLING LOCAL, VERIFIED HIGH-WELFARE, GRASSFED BEEF FROM TLC GRASSFED BEEF

--Certified Animal Welfare Approved by AGW, Certified Grassfed by AGW pasture-raised beef from TLC Grassfed Beef is now available at Jumbo Foods West in Enid, OK--





ENID, OK (NOVEMBER 29, 2018)--Jumbo Foods is setting themselves apart by providing local, verified high-welfare, grassfed beef to their customers. TLC Grassfed Beef is supplying their Certified Animal Welfare Approved by A Greener World (AGW) and Certified Grassfed by AGW beef to Jumbo Foods on W. Willow Street in Enid, Oklahoma.

Retailers and consumers face an array of label claims when purchasing food. Jumbo Foods is cutting through the food label confusion by selling Certified Animal Welfare Approved by AGW Grassfed Beef.

The Certified Animal Welfare Approved by AGW certification and food label lets consumers know farm animals are raised outdoors on pasture or range in accordance with the highest animal welfare standards in the U.S. and Canada, using sustainable agriculture methods on an independent farm.

[Consumer Reports](#) has rated Certified Animal Welfare Approved by AGW as the only “highly meaningful” label for farm animal welfare, outdoor access and sustainability--and the **only** animal welfare certification in which they have confidence. A recent report from the influential Hartman Group, a leading food and beverage market research company, reveals Certified Animal Welfare Approved by AGW label has the **highest impact** on consumer purchasing behavior of any current food certification label.

As an independent, third-party certifier and non-profit organization, A Greener World establishes and promotes trusted farm certification programs that help reconnect the consumer and food producer by encouraging—and rewarding—positive farm management. Developed with scientists, veterinarians, experts and farmers from across the globe, AGW’s farm standards and certification procedures are robust and transparent, while remaining realistic and achievable. Certified Animal Welfare Approved by AGW and Certified Grassfed by AGW standards are publicly available on the organization’s website and farms are audited annually to confirm compliance.

TLC Grassfed Beef values their certifications, which verifies their high-welfare and sustainable livestock management practices for their customers.

Annette Thomas, co-owner of TLC Grassfed Beef, says,

“We are really excited to have our Certified Animal Welfare Approved by AGW and Certified Grassfed by AGW pasture-raised beef now available in the primary grocery store in Enid. Jumbo

Foods is a locally owned business, known for their exceptional products and service. We're proud to be working with them!"

Travis Gracey, Fresh Director at Jumbo Foods, says,

"We feel lucky to have found a local source of high-quality, sustainable beef to source at our West location. The fact that the farm is both Certified Animal Welfare Approved by AGW and Certified Grassfed by AGW will offer our customers assurances that this product has been vetted by an independent third-party and raised to the highest welfare standards in the industry."

Certified Animal Welfare Approved by AGW, Certified Grassfed by AGW pasture-raised beef from Thomas Land & Cattle (marketed as TLC Grassfed Beef) is available at Jumbo Foods West, as well as Pearson's Natural Foods in Enid, OK. The stores carry individually packaged, dry-aged cuts, including steaks, roasts, briskets and ground beef from a single animal. TLC Grassfed Beef also sells packaged beef, as well as wholes and halves direct to consumers from the farm. For more information on purchasing Certified Animal Welfare Approved by AGW, Certified Grassfed by AGW beef from TLC Grassfed Beef, e-mail annette@tlcgrassfed.com. Follow the farm on [Facebook](#).

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.

###