



A GREENER WORLD
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KANSAS FARMERS CELEBRATE 10 YEARS WITH LEADING FARM SUSTAINABILITY CERTIFIER

--Melvin and Joyce Williams of MJ Ranch in Lawrence, celebrate 10 years of certification with Certified Animal Welfare Approved by AGW--



From left to right: Joyce, Melvin, Mark and Debbie Williams

Photo Credit: MJ Ranch

LAWRENCE, KS (APRIL 17, 2019)--Melvin and Joyce Williams of MJ Ranch in Lawrence, KS, are celebrating 10 years of certification with Certified Animal Welfare Approved by A Greener World (AGW), the leading animal welfare and sustainability label across North America.

In 2002, the Williams' made a decision to focus on producing the healthiest product possible, and to begin selling direct to their customers. They were driven by their knowledge that cattle were designed

to eat grass and forage, and their belief that farming could be sustainable for both the farmer and the environment.

The Williams' achieved Certified Animal Welfare Approved by AGW certification for their beef cattle in 2009. Realizing the increased nutritional benefits of 100 percent grassfed beef, they transitioned to an entirely pasture-based system and sought Certified Grassfed by AGW certification in 2016. This year marks their decade of certification and they will receive a commemorative metal farm sign to acknowledge their ongoing commitment to high-welfare, sustainable farming.

The Certified Animal Welfare Approved by AGW 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 a "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 food label.

Joyce Williams of MJ Ranch says,

"We are proud to raise Certified Animal Welfare Approved by AGW and Certified Grassfed by AGW beef cattle. The certifications have been valuable for our operation and honesty with our customers is what matters to us most. The certifications help us prove that what we say we do, we actually do!"

AGW Executive Director Andrew Gunther says,

"We're so proud to celebrate 10 years with MJ Ranch and we applaud their commitment to good stewardship, community values and transparency. **Melvin and Joyce Williams** are truly pioneers of the growing market for verified sustainable products. As this market continues to expand, AGW farmers are at the forefront--offering trusted and verified products to a public hungry for honestly labeled meat, dairy and eggs. We celebrate our shared successes over the last decade--and look forward to the next!"

For more information about Certified Animal Welfare Approved by AGW, Certified Grassfed by AGW beef from MJ Ranch, including their current store listings, and pickups of quarters, halves, or wholes at their USDA processors, visit mandjranch.com.

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.