



A GREENER WORLD

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CALIFORNIA FARMERS CELEBRATE 10 YEARS WITH LEADING FARM SUSTAINABILITY CERTIFIER

--Tamara Jo Hicks and David Jablons of Toluma Farms and Tomales Farmstead Creamery in Petaluma, celebrate 10 years of certification with Certified Animal Welfare Approved by AGW—



PETALUMA, CA (APRIL 4, 2019)--Tamara Jo Hicks and David Jablons of Toluma Farms and Tomales Farmstead Creamery in Petaluma, CA, are celebrating 10 years of certification with Certified Animal Welfare Approved by [A Greener World](http://agreenerworld.org) (AGW), the leading animal welfare and sustainability label across North America.

Owners Hicks and Jablons, along with their two daughters, Josy and Emmy, purchased the 160-acre property in 2003. They spent the first four years focused on significant land restoration in collaboration with various conservation organizations throughout northern California. In 2007, the property transitioned to a goat and sheep dairy by means of a grant from USDA Rural Development and capital that the couple received by placing the land into the Marin Agriculture Land Trust, protecting it for agricultural use in perpetuity. After establishing the new dairy, Toluma Farms began a third and final phase: building the facilities to make their own cheese and Tomales Farmstead Creamery was born.

Hicks and Jablons achieved Certified Animal Welfare Approved by AGW certification for their dairy goats and dairy sheep in 2009. They will receive a commemorative metal farm sign to acknowledge the decade of certification—and 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.

Tamara Jo Hicks of Toluma Farms says,

“We’re excited to celebrate this ten-year anniversary and showcase our commitment to animal welfare and sustainability with Certified Animal Welfare Approved by AGW!”

AGW Executive Director Andrew Gunther says,

“We’re so proud to celebrate 10 years with Toluma Farms and we applaud their commitment to good stewardship, community values and transparency. Tamara Jo Hicks and David Jablons 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!”

Certified Animal Welfare Approved by AGW sheep and goat milk cheeses from Tomales Farmstead Creamery are available at retail locations throughout California and at select stores throughout the U.S. For more information about Toluma Farms and Tomales Farmstead Creamery, visit tolumafarms.com or contact the farm at info@tolumafarms.com and **707-878-2142**. You can also follow the farm on [Facebook](#), [Instagram](#) and [Twitter](#).

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.