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WASHINGTON COUNTY FARM CELEBRATES 10 YEARS WITH LEADING FARM SUSTAINABILITY CERTIFIER

-- Mack Brook Farm in Argyle, NY, celebrates 10 years of certification with Certified Animal Welfare Approved by AGW—



Karen Christensen and Kevin Jablonski of
Mack Brook Farm

ARGYLE, NY (MAY 14, 2019)—Kevin Jablonski and Karen Christensen of Mack Brook Farm in Argyle, NY, are celebrating 10 years of certification with Certified Animal Welfare Approved by [A Greener World](#) (AGW), the leading animal welfare and sustainable label across North America.

Mack Brook Farm is nestled between the Adirondacks and the Green Mountains of Vermont. Here, the couple raises Certified Animal Welfare Approved by AGW Angus beef cattle outdoors on 60-acres of pasture, using rotational grazing practices. “Our customers are amazed and delighted by the great flavor of our beef, as well as the health benefits and positive impacts on the environment,” says Christensen.

Mack Brook Farm achieved Certified Animal Welfare Approved by AGW certification for their herd of beef cattle in 2009. Jablonski and Christensen have made a comprehensive effort to preserve the land as well as its Scottish heritage. Argyle, New York was originally a Scotch land grant which attracted many immigrants from Argyll, Scotland who found the land very similar to their Scottish homeland. Angus cattle, native to Scotland and bred from indigenous wild species, find the area a natural home and consequently the couple chose to raise this breed on their farm. “Our emphasis on good Angus genetics is what gives Mack Brook Farm beef the superior flavor and marbling our customers enjoy,” explains Jablonski. Mack Brook Farm received a commemorative metal farm sign to acknowledge their 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.

Karen Christensen of Mack Brook Farm says,

“We appreciate A Greener World recognizing our 10 years of certification. Certified Animal Welfare Approved by AGW is one of the certifications that means a lot to our customers because many people are concerned about the way the animals are raised. This is a label our customers can trust and it assures them that our animals are truly well cared for.”

AGW Executive Director Andrew Gunther says,

“We’re so proud to celebrate 10 years with Mack Brook Farm and we applaud their commitment to good stewardship, community values and transparency. Kevin Jablonski and Karen Christensen 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!"

Mack Brook Farm's Certified Animal Welfare Approved by AGW beef is available directly from the farm, as well as at a number of nearby retailers. For more information about Mack Brook Farm—or for further information about buying their Certified Animal Welfare Approved by AGW beef visit mackbrookfarm.com or contact the farm at **(518) 638-6187**.

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.

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