



**A GREENER WORLD**

Our Food. Our Farms. Our Future. Let's Choose!

**FOR IMMEDIATE RELEASE**

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## **TEXAS FARMERS CELEBRATE 10 YEARS WITH LEADING FARM SUSTAINABILITY CERTIFIER**

**--Hugh and Sarah Fitzsimons of Shape Ranch in San Antonio, celebrate 10 years of certification with  
Certified Animal Welfare Approved by AGW--**



**SAN ANTONIO, TX (MAY 7, 2019)**--Hugh and Sarah Fitzsimons of Shape Ranch in San Antonio, TX, 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.

Shape Ranch has been in the Fitzsimons family since 1933 and although originally stocked with Hereford cattle, Hugh decided to make the switch to bison shortly after taking over the ranch in 1999. Today, he manages approximately 350 bison on 13,000 acres of southern Texas grassland. The Fitzsimons supply bison meat and leather goods under the Thunder Heart Bison brand.

The Fitzsimons are dedicated to sustainable, high welfare, range-based management of their herd and they jumped at the chance to apply for certification when bison standards were first introduced in 2009. They will receive a commemorative metal farm sign to acknowledge the decade of certification—as well as 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.

**AGW Executive Director Andrew Gunther says,**

“We’re so proud to celebrate 10 years with Shape Ranch and we applaud their commitment to good stewardship, community values and transparency. Hugh and Sarah Fitzsimons 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 bison products from Shape Ranch under the Thunder Heart Bison brand are available at the Thunder Heart Bison food truck in San Antonio and at farmers’ markets and restaurants in San Antonio and Austin.

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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](http://agreenerworld.org).