



**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](mailto:mediarelations@agreenerworld.org)

Website: [agreenerworld.org](http://agreenerworld.org)

## SECOND TEXAS FARMER CELEBRATES 10 YEARS WITH LEADING FARM SUSTAINABILITY CERTIFIER

--Margot Heard of Lazy A Ranch in Bellville, Texas, celebrates 10 years of certification with Certified Animal Welfare Approved by AGW--



Pictured: From L to R, Farmer Margot Heard, with her daughter, Lisa and grandson, Hugh.

**BELLVILLE, TEXAS (JULY 11, 2019)**--Margot Heard of Lazy A Ranch in Bellville, Texas, is celebrating 10 years of certification with Certified Animal Welfare Approved by [A Greener World](http://A Greener World) (AGW), the leading animal welfare and sustainability label across North America.

Heard and her family are committed to a whole farm/ranch management practice that allows for social, environmental and financial sustainability. The management process begins with the regeneration of the soil, with compost, minerals and organic fertilizer. Then, more nutritious crops and pastures are developed. The farm has an organic vegetable garden and supplies vegetables and Certified Animal Welfare Approved by AGW beef to Saint Nicholas School in Houston.

Pasture-based rotational grazing is fundamental to their approach, and swales and ponds are built to retain water on the land. The Keyline plow cuts below grade contours to facilitate water absorption. Connecting with and supporting the local community is another important focus for the ranch, which provides local employment opportunities, supports local business and conducts an outdoor education program for schools.

Heard achieved Certified Animal Welfare Approved by AGW certification for the herd of beef cattle in 2009. She has received 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.

**Margot Heard of Lazy A Ranch says,**

“Our family has long been involved in ranching. My father designed the first commercial feedlot in Texas in Laredo. My daughter Lisa is involved in the current ranches, and her son Hugh is in a ranching program at Texas Tech University. In 2008, our family bought the Lazy A Ranch. We knew we wanted to raise high-quality beef and researched cattle breeds and management practices. We saw the Certified Animal Welfare Approved by AGW certification and joined with that movement. It was a strong beginning. We later purchased the Brazos River Ranch. We produce tender heavy dry aged beef, British White and Akaushi and sell directly from our website.”

**AGW Executive Director Andrew Gunther says,**

“We’re so proud to celebrate 10 years with Lazy A Ranch and we applaud their commitment to good stewardship, community values and transparency. Margot Heard has consistently been at the forefront of the growing market for verified sustainable products. As this market continues to expand, AGW farmers are leading--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 beef from Lazy A Ranch is available at Whole Foods Market stores and Saint Nicholas School in Houston, as well through the ranch's website. To order beef, visit [lazyatexas.com/shop/shop.htm](http://lazyatexas.com/shop/shop.htm). For more information on Lazy A Ranch, visit [lazyatexas.com](http://lazyatexas.com) or 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](http://agreenerworld.org).

###