



**A GREENER WORLD**  
Our Food. Our Farms. Our Future. Let's Choose!

**FOR IMMEDIATE RELEASE**

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## **NEW YORK FARMERS CELEBRATE 10 YEARS WITH LEADING FARM SUSTAINABILITY CERTIFIER**

**--Lee and Georgia Ranney of Kinderhook Farm in Valatie, NY, celebrate 10 years of certification with  
Certified Animal Welfare Approved by AGW--**



**VALATIE, NY (AUGUST 7, 2019)**—Lee and Georgia Ranney of Kinderhook Farm in Valatie, NY, are 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.

With over 1,000 acres of rolling hay meadows and pastures, Lee and Georgia Ranney's meat chickens and sheep are raised outdoors on pasture at Kinderhook Farm. The Ranneys achieved Certified Animal Welfare Approved by AGW certification for their flock of sheep and meat chickens in 2009. In 2015, Kinderhook Farm became the first farm in the U.S. to attain Certified Grassfed by AGW status for their sheep flock. "We've been working with A Greener World for several years now," says Lee Ranney. "We

enjoy our annual audit as we find the questions about all aspects of how we raise our animals to be interesting and thoughtful, and we like to have a fresh eye review our practices. Our customers appreciate the effort we put into raising animals according to AGW's standards and the Certified Animal Welfare Approved by AGW and Certified Grassfed by AGW labels lets them know that we take our job seriously." Kinderhook 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.

**AGW Executive Director Andrew Gunther says,**

"We're so proud to celebrate 10 years with Kinderhook Farm and we applaud their commitment to good stewardship, community values and transparency. The Ranneys have 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!"

For more information about Kinderhook Farm and their AGW-certified products, visit [kinderhookfarm.com](http://kinderhookfarm.com), stay connected with the farm's [Facebook page](#) and contact Lee and Georgia Ranney at [info@kinderhookfarm.com](mailto:info@kinderhookfarm.com) and **(518) 929-3075**.

#### **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).

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