



**A GREENER WORLD**

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

**FOR IMMEDIATE RELEASE**

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## **NEW REGIONAL MILK SERVES LOCAL MARKET, SUPPLIES HEALTHY FOOD AND KEEPS FARMS IN BUSINESS DURING PANDEMIC**

**--Zeal Grass Milk is the newest milk brand Certified Animal Welfare Approved by A Greener World! Now available in select Chicagoland stores including Sunset Foods, Sugar Beet Food Co-op—and Fresh Farms**



**Photo Credit: Zeal Grass Milk**

**CHICAGO, IL (JUNE 1, 2020)**—While much of the food supply has been disrupted, one partnership between a farm, a milk company and independent retailers is thriving. Zeal Grass Milk is Certified Animal Welfare Approved by [A Greener World](http://A Greener World) (AGW)—the only milk brand in the Midwest to achieve this distinction.

This certification and food label ensures animals are raised outdoors on pastures 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 (AWA) as a “highly meaningful” label for farm animal welfare, outdoor access and sustainability—and the **only** animal welfare certification in which they have confidence. Industry research firm, The Hartman Group, found that the AWA label has the highest impact on consumer purchasing of *any* food label.

Zeal Grass Milk and its partner farms in Missouri sought AWA certification as a way to distinguish high-welfare, pasture-based dairy practices. The dairy farms, part of the Free Range Dairies Group, raise cows outdoors on pasture, focusing on intensive rotational grazing. This type of farming means cows continually move to greener pastures, eating fresh grass and turning it into nutritious milk. Zeal Grass Milk comes in two popular flavors—whole and chocolate—with more on the way.

While Zeal Grass Milk has adjusted its launch as the pandemic impacted all aspects of the supply chain, its customers have remained incredibly supportive of the new brand. The sales have far exceeded expectations at Sunset Foods, Sugar Beet Food Co-op and the Fresh Farms chain of supermarkets. All of the retailers have implemented social distancing practices, including dedicated shopping times for seniors, installing plastic guards at registers, and equipping stores with hand sanitizer and wipes. In addition, to minimize contact and to protect vulnerable shoppers and workers, alternative options for purchasing are available such as online ordering with delivery and curbside pickup.

**Senior Marketing Director from Zeal Grass Milk, Cheryl Gill says,**

“This is a time when food and health are top of mind and we are grateful to be able to supply our community with fresh, nutritious milk when people need it. While many stores across the country are seeing shelves emptied, our scale and short supply chain allows us to be nimble, enabling quick adjustments to ensure delivery and minimize disruption. We worked with our retail partners early on to let them know that we would go above and beyond to make sure their customers get what they need. We are committed to nourishing people and keeping our farm partners viable through this difficult time and emerge stronger together.”

**Director of Marketing from Sunset Foods, Sarah Hanlon says,**

“During this challenging time, we have been inspired by the support from our customers and our community, and are thrilled to be able to not only adapt to our shoppers’ needs but continue to innovate and offer new high-quality, nutritious products. Zeal Grass Milk’s Certified Animal Welfare Approved by AGW products perfectly showcase where we’re driving the food system: unmatched integrity, excellent quality, and real nutrition. We are dedicated to supporting the health of our community, its growing businesses, and the long-term sustainability of our farmers.”

**AGW Executive Director Andrew Gunther says,**

“Nowhere is the importance of farmers better underscored than on an empty grocery shelf, and it’s heartening when the supply chain is as resilient as this one. Chicago shoppers have an amazing opportunity to not only nourish themselves, but to keep a local grocer in business, support a young local brand, and ensure the viability of a cutting edge, sustainable farm. The farms and businesses that are feeding us now need our support more than ever, and we are so proud to work with businesses like Zeal Grass Milk, Sunset Foods, Sugar Beet Food Co-op and Fresh Farms to ensure the long-term health of our sustainable regional food systems.”

For a list of retailers carrying Zeal Grass Milk in the Chicago area visit [AGW's online directory](#). For more information on Zeal Grass Milk visit [www.zealgrassmilk.com](http://www.zealgrassmilk.com) or follow them on [Instagram](#) and [Facebook](#).

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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](#), [Salmon Welfare Certified 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 donations, 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 and online). For more information visit [agreenerworld.org](http://agreenerworld.org).

#### **ABOUT ZEAL GRASS MILK**

Zeal Grass Milk Creamery brings the same pure grass milk our families drink on the farm to homes across America. Our strict standards for animal care and the environment mean that all of our cows roam free 365 days a year in their ideal home – on expansive, open green pastures off Historic Route 66. Here, our cows, take in the fresh air and graze on the natural grasses with the very best milk.

Zeal Grass Milk is naturally rich in A2 protein and higher levels of healthy fats Omega-3s and CLAs the way nature intended. It is Certified Animal Welfare Approved by AGW, has no Antibiotics, and no added Hormones.

Learn our story and discover our products visit [www.zealgrassmilk.com](http://www.zealgrassmilk.com) or follow follow them on [Instagram](#) and [Facebook](#).