



A GREENER WORLD

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LA PLATA COUNTY, CO RANCHERS CELEBRATE 10 YEARS WITH LEADING FARM SUSTAINABILITY CERTIFIER

--Dan and Becca James of James Ranch Artisan Cheese in Durango, CO, celebrate 10 years of certification with Certified Animal Welfare Approved by AGW--



Photo Credit: Becca and Dan James, James Ranch Artisan Cheese

DURANGO, CO (AUGUST 18, 2020)—Dan and Becca James of James Ranch Artisan Cheese in Durango, CO are celebrating 10 years of certification with Certified Animal Welfare Approved by A Greener World (AGW), the leading animal welfare and sustainability label across North America.

Dan James was raised on his family's ranch located 10 miles north of Durango and returned with his wife, Becca, almost 20 years ago to raise their children in a rural setting. In addition to their family's other agricultural ventures, they raise Jersey-cross dairy cattle on pasture and produce award-winning

cow's milk cheeses. Dan and Becca sold their first cheeses in 2003, and they achieved Certified Animal Welfare Approved by AGW certification for the herd of dairy cattle in 2010. The Jameses will receive 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 the only “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.

Becca James of James Ranch Artisan Cheese says,

“All that we do, from the care of our pastures and herd to careful milk handling and small-batch attention to detail, comes together to create truly special cheeses. Good food produced responsibly is what we are all about, and our decade of Certified Animal Welfare Approved by AGW certification is a reflection and a verification of our hard work.”

AGW Executive Director Andrew Gunther says,

“We’re so proud to celebrate 10 years with James Ranch Artisan Cheese and we applaud their commitment to good stewardship, community values and transparency. Dan and Becca James have consistently been at the forefront of the growing market for verified sustainable products. We celebrate our shared successes over the last decade--and look forward to the next.”

For more information about **James Ranch Artisan Cheese**, visit jamesranch.net, stay connected with the ranch on [Facebook](#) and [Instagram](#) or contact Dan and Becca James at info@jamesranch.net and **(970) 799-0674**.

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 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 and online). For more information visit agreenerworld.org.

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