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## CHAMPAIGN COUNTY, IL FARMERS CELEBRATE 10 YEARS WITH LEADING FARM SUSTAINABILITY CERTIFIER

--Wes Jarrell and Leslie Cooperband of Prairie Fruits Farm and Creamery in Champaign, IL, celebrate 10 years of certification with Certified Animal Welfare Approved by AGW--



**CHAMPAIGN, IL (AUGUST 4, 2020)**—Wes Jarrell and Leslie Cooperband of Prairie Fruits Farm and Creamery, in Champaign, IL 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.

Wes and Leslie moved to Champaign in 2003, from an urban, academic life in Madison, Wisconsin. In 2004, they planted over 350 fruit trees and 600 berry plants and purchased their first Nubian goats. By August of 2005, they had received their licenses for Prairie Fruits' Grade A goat dairy and farmstead creamery. Since then, Wes and Leslie have expanded their herd to over 100 milkers. Pasture-based management and sustainability continue to be central to the farm's holistic approach to raising livestock. In 2010, Prairie Fruits Farm and Creamery achieved Certified Animal Welfare Approved by AGW certification for the herd of dairy goats, and this July the farmers received a commemorative metal farm sign to acknowledge their decade of certification--and ongoing commitment to high-welfare, sustainable farming. Coincidentally this year, they purchased their neighbor farm and have begun to establish an intentional silvopasture by planting browsing trees and pasture.

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.

**Wes Jarrell of Prairie Fruits Farm and Creamery says,**

"It's hard to believe that it's been a decade since we've been Certified Animal Welfare Approved by AGW. It's the gold standard in pasture-based, high welfare livestock certifications, and we're so proud to have earned their label."

**AGW Executive Director Andrew Gunther says,**

"We're so proud to celebrate 10 years with Prairie Fruits Farm and Creamery and we applaud their commitment to good stewardship, community values and transparency. Wes and Leslie 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 **Prairie Fruits Farm and Creamery**, visit [prairiefruits.com](http://prairiefruits.com), stay connected with the farm's [Facebook page](#) and contact the farm at [prairiefruits@gmail.com](mailto:prairiefruits@gmail.com).

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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).