



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

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## **TEXAS FARMERS CELEBRATE 10 YEARS WITH LEADING FARM SUSTAINABILITY CERTIFIER**

**—The Bendele family of Grassfield Farm in Hondo, TX, celebrates 10 years of certification with  
Certified Animal Welfare Approved by AGW—**



**Photo Credit: Grassfield Farm**

**HONDO, TX (NOVEMBER 10, 2020)**—The Bendele family of Grassfield Farm in Hondo, TX 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.

Grassfield Farm is a fifth-generation family farm focused on providing high-welfare, sustainable beef and eggs for customers in the San Antonio and Austin areas. While Grassfield Farm was founded in 1984, Fohn and Jana Bendele have farming roots in Medina County, TX that date back to the 1800s. The Bendeles made high-welfare, pasture-based management central to their operation at Grassfield Farm. They achieved Certified Animal Welfare Approved by AGW certification for the herd of beef cattle in 2010. In 2013, they achieved Certified Animal Welfare Approved by AGW certification for their flock of

laying hens. The Bendeles 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 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.

**Fohn Bendele of Grassfield Farm says,**

“As a result of the time and care invested in our cattle, customers will find our beef flavorful and nutritious—healthy for people, healthy for animals, healthy for the planet and healthy for communities. Our certification through A Greener World underscores this, and we’re excited to celebrate a decade of being Certified Animal Welfare Approved by AGW.”

**AGW Executive Director Andrew Gunther says,**

“We’re so proud to celebrate 10 years with Grassfield Farm and we applaud their commitment to good stewardship, community values and transparency. AGW-certified farmers and ranchers like the Bendeles 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 people 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 **Grassfield Farm**, visit [grassfieldfarm.com](https://grassfieldfarm.com) and stay connected with the farm on [Facebook](#) and [Instagram](#).

#### **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**, **Certified Regenerative 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](https://agreenerworld.org).

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