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SISKIYOU COUNTY, CA RANCHERS CELEBRATE 10 YEARS WITH LEADING FARM SUSTAINABILITY CERTIFIER

**--Gareth and Millie Plank of Scott River Ranch in Etna, CA, celebrate 10 years of certification with
Certified Animal Welfare Approved by AGW--**



Photo Credit: Scott River Ranch

ETNA, CA (NOVEMBER 18, 2020)—Gareth and Millie Plank of Scott River Ranch in Etna, CA, 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.

For the Planks, farming has been a life-long commitment. Millie, a daughter of fourth-generation California farmers, swore she would never get into the business until she met Gareth, who persuaded her back into the farming lifestyle. The two, along with help of their family, are committed to raising

cattle in a low-stress, natural environment to ensure the best tasting and highest quality beef. The Planks achieved Certified Animal Welfare Approved by AGW certification for the herd of beef cattle in 2010 and have since become Certified Grassfed by AGW as well. Plank [participated in a video interview](#) to mark the occasion and 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.

Gareth Plank of Scott River Ranch says,

“Our job is to raise the highest quality beef for our customers, and we know that the finest beef comes from cattle that live in their natural environment and eat their natural food source. We are proud, especially during these challenging agricultural times, to celebrate a decade of Certified Animal Welfare Approved by AGW certification.”

AGW Executive Director Andrew Gunther says,

“We’re so proud to celebrate 10 years with Scott River Ranch and we applaud their commitment to good stewardship, community values and transparency. Gareth and Millie Plank 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 **Scott River Ranch**, visit scottriverranch.com, stay connected with the ranch’s [Facebook](#), [Instagram](#) and [Twitter](#) feeds or contact Gareth Plank at gareth@scottriverranch.com and **(530) 467-4006**.

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 public 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.

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