



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

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## **TENNESSEE FARMER CELEBRATES 10 YEARS WITH LEADING FARM SUSTAINABILITY CERTIFIER**

**—Robert Tucker of Liberty Flat Farm in Greeneville, TN, celebrates 10 years of certification with Certified Animal Welfare Approved by AGW—**



**Photo Credit: Liberty Flat Farm**

**GREENEVILLE, TN (JUNE 3, 2021)**—Robert Tucker of Liberty Flat Farm in Greeneville, TN, 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.

In 1969, Robert Tucker took over Liberty Flat Farm, a 100-year-old family farm in northeast Tennessee. Like his father and grandfather before him, Tucker prides himself on breeding high-quality cattle that are easy to handle. He has been farming cattle his whole life and transitioned the farm from a cow-calf operation selling to the conventional market to a system where he manages a herd of Angus beef cattle outdoors on pasture from birth through slaughter, selecting breeding cattle that thrive on a grass and forage-based diet. Tucker achieved Certified Animal Welfare Approved by AGW certification for the herd of beef cattle in 2011. In 2016, he was the first farmer in Tennessee to achieve the Certified Grassfed by AGW certification for his herd of beef cattle. This is the only certification and logo that guarantees food products come from animals fed a 100% grass and forage diet, raised outdoors on pasture or range for their entire lives, and managed according to the highest welfare and environmental standards on an independent farm. Tucker 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.

**Robert Tucker of Liberty Flat Farm says,**

“I am glad to celebrate a decade of Certified Animal Welfare Approved by AGW certification. I am proud of this milestone and proud to offer the very best beef to my customers.”

**AGW Executive Director Emily Moose says,**

“We’re so proud to celebrate 10 years with Liberty Flat Farm and we applaud their commitment to good stewardship, community values and transparency. Robert Tucker has 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.”

Liberty Flat Farm’s Certified Grassfed by AGW beef is sold in quarters, halves and wholes. For more information, contact Robert Tucker at **(423) 234-8192** or **(423) 367-9069**.

**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](http://agreenerworld.org).

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