



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

FOR IMMEDIATE RELEASE

CONTACT: Stephanie Wuorenma
Phone: 202-446-2138
Office: Terrebonne, OR (Pacific Time Zone)
Email: mediarelations@agreenerworld.org
Website: agreenerworld.org

GEORGIA FARMER CELEBRATES 10 YEARS WITH LEADING FARM SUSTAINABILITY CERTIFIER

**—Robin Rau of Shelby Acres Farm in Colquitt, GA, celebrates 10 years of certification with Certified
Animal Welfare Approved by AGW—**



Photo Credit: Shelby Acres Farm

COLQUITT, GA (JULY 6, 2021)—Robin Rau of Shelby Acres Farm in Colquitt, GA, is 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.

A CEO of a local hospital by day, Rau started a farm many years ago with the sole intention of producing enough food to meet the needs of her family. Initially interested in pasture-based systems because of

the difference in meat quality as compared to products from confinement and feedlot systems, she discovered the superiority of pastured meats and decided to raise her own. Rau initially achieved Certified Animal Welfare Approved by AGW certification in 2011 and has 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.

Robin Rau of Shelby Acres Farm says,

“As my farm has grown in size and scale over the years, I have appreciated AGW’s certification process because it verifies my farm management practices and humane handling and care of my animals. Shelby Acres Farm provides AGW-certified beef to healthcare systems across Georgia, and in this age of antibiotic abuse and healthcare leaders involvement in antibiotic stewardship programs, providing Certified Animal Welfare Approved by AGW beef is a natural fit because it benefits the health of humans, animals and the environment.”

AGW Executive Director Emily Moose says,

“We’re so proud to celebrate 10 years with Shelby Acres Farm and we applaud their commitment to good stewardship, community values and transparency. Robin 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.”

For more information about Shelby Acres Farm and their Certified Animal Welfare Approved by AGW beef, contact Robin Rau at shelbyacres@windstream.net and **(229) 416-5199**.

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.

###