



A GREENER WORLD
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SONOMA COUNTY, CA RANCHERS CELEBRATE 10 YEARS WITH LEADING FARM SUSTAINABILITY CERTIFIER

—Steve and Marci Jacobs of J Brand Cattle Company in Rohnert Park, CA, celebrate 10 years of certification with Certified Animal Welfare Approved by AGW—

ROHNERT PARK, CA (AUGUST 24, 2021)—Steve and Marci Jacobs of J Brand Cattle Company in Rohnert Park, CA, are celebrating 10 years of certification with Certified Animal Welfare Approved by [A Greener World](http://agreenerworld.org) (AGW), the leading animal welfare and sustainability label across North America.

Both Steve and Marci have worked in agriculture most of their lives, and it was a natural fit for them to start their own farm using animals from their family's old-line lineage cattle herd, which has been in the family for generations. Steve and Marci achieved Certified Animal Welfare Approved by AGW certification for the herd of beef cattle in 2011 and Certified Grassfed by AGW in 2017. Steve and Marci will receive 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.

Steve Jacobs of J Brand Cattle Company says,

“When I read the Certified Animal Welfare Approved by AGW guidelines it was an easy decision for us to apply. The program’s philosophy is how I do everything anyway, and it is based on common sense farming. I’m proud to celebrate a decade of certification.”

AGW Executive Director Emily Moose says,

“We’re so proud to celebrate 10 years with J Brand Cattle Company and we applaud their commitment to good stewardship, community values and transparency. Steve and Marci Jacobs have consistently been leaders in high-welfare, sustainable livestock management and 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 **J Brand Cattle Company**, contact Steve Jacobs at steve@jbrandllc.com or **(707) 838-4266**.

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.

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