



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

**FOR IMMEDIATE RELEASE**

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

**—The Barron Family of Indian Creek Angus in Carnesville, GA, celebrates 10 years of certification with  
Certified Animal Welfare Approved by AGW—**



**Photo Credit: Indian Creek Angus**

**CARNESVILLE, GA (SEPTEMBER 28, 2021)**—Along with his family, fourth-generation cattleman Dennis Barron of Indian Creek Angus in Carnesville, 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.

Barron established Indian Creek Angus in 1995 to provide top quality beef to customers across Georgia. A true family affair, he was joined on the farm by his oldest son, Denny, along with his daughter, Laura Barron McCook and her husband Donnie McCook, who lead the business and marketing sides of the grassfed beef operation. Barron achieved Certified Animal Welfare Approved by AGW certification for the herd of beef cattle in 2011. In 2018, the farm achieved Certified Grassfed by AGW certification for the herd, which includes crosses of Murray Grey, Hereford, Charolais and Angus cattle. Certified Grassfed by AGW is the first—and only—food label in the U.S. and Canada that guarantees food products come from animals fed a 100% grass and forage diet, and raised entirely outdoors on pasture or range. Barron 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.

**Dennis Barron of Indian Creek Angus says,**

“I believe that cattle should be bred and raised with high-welfare practices in a natural and low stress environment. We are proud of the hard work that has gone into our farm and our decade of AGW certification.”

**AGW Executive Director Emily Moose says,**

“We’re so proud to celebrate 10 years with Indian Creek Angus and we applaud their commitment to good stewardship, community values and transparency. The Barrons 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 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 Indian Creek Angus, visit [indiancreekangus.com](http://indiancreekangus.com) and the farm’s **Facebook**, **Twitter** and **Instagram** pages or contact the farm at [info@indiancreekangus.com](mailto:info@indiancreekangus.com) and **706-384-2648**.

## **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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