



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

WASHINGTON FARMERS CELEBRATE 10 YEARS WITH LEADING FARM SUSTAINABILITY CERTIFIER

**—Jessi and Dennis Maurer of Lucky Hook Farm in Moses Lake, WA, celebrate 10 years of certification
with Certified Animal Welfare Approved by AGW—**



Photo Credit: Lucky Hook Farm

MOSES LAKE, WA (SEPTEMBER 28, 2021)—Jessi and Dennis Maurer of Lucky Hook Farm in Moses Lake, WA, 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.

Jessi Maurer always wanted to be involved in farming, so she started buying livestock when she turned 20 and moved to the country. More than 40 years later, she and her husband, Dennis, are focused on high-welfare management of their herd of dairy goats and growing their business. The Maurers achieved Certified Animal Welfare Approved by AGW certification for the herd of Alpine and Saanen dairy goats in 2011. In 2016, the farm achieved Certified Grassfed by AGW certification, 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. With these certifications, Lucky Hook Farm became the first dairy in Washington state to be both Certified Animal Welfare Approved by A Greener World (AGW) and Certified Grassfed by AGW for their pasture-raised dairy goats. The couple 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.

Jessi Maurer of Lucky Hook Farm says,

“We are proud of our decade of AGW certification. While the economics of farming are tough, we work hard to continue to grow our small business as well as improve animal welfare practices and farm infrastructure.”

AGW Executive Director Emily Moose says,

“We’re so proud to celebrate 10 years with Lucky Hook Farm and we applaud their commitment to good stewardship, community values and transparency. Jessi and Dennis Maurer 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 Lucky Hook Farm, visit luckyhookfarm.com, stay connected with the farm’s [Facebook page](#) and contact Jessi Maurer at luckyhookfarm@accima.com and (509) 431-7329.

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.

###