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FLORIDA FARMERS CELEBRATE 10 YEARS WITH LEADING FARM SUSTAINABILITY CERTIFIER

**—Julia and Wayne Shewchuk of Serenity Acres Farm in Pinetta, FL, celebrate 10 years of certification
with Certified Animal Welfare Approved by AGW—**



Photo Credit: Serenity Acres Farm

PINETTA, FL (SEPTEMBER 9, 2021)—Julia and Wayne Shewchuk of Serenity Acres Farm in Pinetta, FL, 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.

The Shewchuks have owned and operated Serenity Acres Farm since 2008. Beginning with a desire to offer high-welfare, healthy and sustainably produced milk, soap and skincare products, they have grown their farm and popular skincare line over the years, now reaching customers across the country. The Shewchuks achieved Certified Animal Welfare Approved by AGW certification for their herd of dairy goats and flock of laying hens in 2011. They have received a commemorative metal farm sign to acknowledge the decade of certification—and their 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.

Julia Shewchuk of Serenity Acres Farm says,

“We love our animals and want them to be happy and healthy, so we work hard to provide the healthiest and most natural environment for them. Becoming Certified Animal Welfare Approved by AGW was a validation of our operation and an additional marketing tool—communicating to our customers with the help of an independent third-party certification that we raise our animals according to the highest welfare standards in the industry.”

AGW Executive Director Emily Moose says,

“We’re so proud to celebrate 10 years with Serenity Acres Farm and we applaud their commitment to good stewardship, community values and transparency. Julia and Wayne 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 labelled meat, dairy and eggs. We celebrate our shared successes over the last decade—and look forward to the next.”

For more information about Serenity Acres Farm, visit serenitygoats.com, stay connected with the farm on [Facebook](#) and [Instagram](#) and contact Julia Shewchuk at info@serenitygoats.com and 1-877-601-SERE(NITY).

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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