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

## OKLAHOMA FARMERS CELEBRATE 10 YEARS WITH LEADING FARM SUSTAINABILITY CERTIFIER

—Peter and Diane Dickinson of Shepherd's Cross Incorporated in Claremore, OK, celebrate 10 years of certification with Certified Animal Welfare Approved by AGW—



**CLAREMORE, OK (NOVEMBER 12, 2021)**—Peter and Diane Dickinson of Shepherd's Cross Incorporated in Claremore, OK, are 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.

Peter and Diane Dickinson were both raised on farms, and the two began raising sheep in the part of Oklahoma known as Green Country after graduating college. Over the years, they have developed their own line of sheep they call Shepherd's Cross Sheep, which are well-suited to the temperature extremes of Oklahoma's climate. The Shepherd's Cross Sheep also produce quality wool and meat from pasture without supplemental feed, and they possess excellent milk and mothering traits, delivering vigorous and hardy lambs on pasture with minimal assistance. The Dickinsons also raise Dexter cattle, a breed well suited to their land and management practices. The Dickinsons achieved Certified Animal Welfare Approved by AGW certification for the flock of sheep and herd of beef cattle in 2011. In 2015, the farm achieved Certified Grassfed by AGW certification for the herd of beef cattle and flock of sheep. 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 are raised entirely outdoors on pasture or range. The Dickinsons 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.

**Diane Dickinson of Shepherd's Cross Incorporated says,**

“We do not use chemicals on the property, and we do not use hormones on the animals. We focus on high-welfare handling. The standards for Certified Animal Welfare Approved by AGW represent what we believe in and how we have operated our farm for years. We're glad to celebrate this decade of certification with AGW.”

**AGW Executive Director Emily Moose says,**

“We're so proud to celebrate 10 years with Shepherd's Cross Incorporated and we applaud their commitment to good stewardship, community values and transparency. The Dickinsons 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 Shepherd's Cross Incorporated, visit [shepherdcross.com](http://shepherdcross.com) and find them on [Facebook](#) and [Instagram](#).

#### **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).