



A GREENER WORLD
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SUSTAINABLE CATTLE FARMER NAMED TOP GEORGIA PRODUCER

— Certified Animal Welfare Approved by AGW farmer, Joseph Egloff of Rocking Chair Ranch, named 2021 Producer of the Year by the Georgia Cattlemen's Association —



FORSYTH, GA (FEBRUARY 23, 2022) — Joseph Egloff, a fourth-generation cattle farmer, was recently named the 2021 GCA Producer of the Year at this year's Georgia Cattlemen's Association (GCA) Convention.

The Georgia Cattlemen's Association Producer of the Year award recognizes an exceptional GCA member each year for their cattle and farming operation. The award winners were announced on February 17 at the awards ceremony held at the Marriott Savannah Riverfront in Savannah.

Egloff raises his herd of 140 head of mixed breed Certified Animal Welfare Approved by A Greener World (AGW) beef cattle according to the highest animal welfare standards at Rocking Chair Ranch in Forsyth, GA, and is a proud proponent of pasture-based management and sustainable farming. The Animal Welfare Approved by AGW certification and food label lets consumers know these 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.

With the growing disconnect of consumers from the source of their food and the plethora of misleading labels, Rocking Chair Ranch found it essential to have third-party validation demonstrating their exceptional practices to a market hungry for truthful information about their food. Egloff chose Certified Animal Welfare Approved by AGW certification to gain market recognition for their high-welfare management practices and to stand out on the shelf. Rocking Chair Ranch is leading the way in meeting consumer demand for verified, high-welfare and sustainable beef.

Joseph Egloff of Rocking Chair Ranch says,

"At Rocking Chair Ranch our aim is to supply our customers with the best beef we possibly can, and we are committed to promoting animal welfare and health, as well as to leaving a minimal impact on our environment. We chose to pursue Animal Welfare Approved by AGW certification because having a third party give us credit for our commitment to animal welfare and sustainability matters to our customers, and it adds value to our bottom line. It's what makes us stand out in the marketplace."

AGW Executive Director Emily Moose says,

"It is an honor to work with outstanding farmers like Joseph Egloff who are producing food in ways that are good for people, animals and the planet. Rocking Chair Ranch is a leader in sustainable agriculture and we applaud their commitment to good stewardship, community values and transparency. We couldn't be more excited for them on this well-deserved recognition."

Certified Animal Welfare Approved by AGW beef from Rocking Chair Ranch is available direct from the farm, at area farmers' markets, as well as restaurants and retailers in middle Georgia. For more information about Rocking Chair Ranch call **478-731-6262** or visit rockingchairranchcattle.com.

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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