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GEORGIA FARMER CELEBRATES 10 YEARS WITH LEADING FARM SUSTAINABILITY CERTIFIER

**—Fred Liebl of Wagon Wheel Ranch in Watkinsville, GA, celebrates 10 years of certification with
Certified Animal Welfare Approved by AGW—**

WATKINSVILLE, GA (JULY 12, 2022)—Fred Liebl of Wagon Wheel Ranch in Watkinsville, 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.

Fred Liebl has been farming since 1970. He grew up working with dairy cattle in New York State. During his time in the Air Force, he was stationed in Montana cattle country, where he worked on nearby ranches. The next two years he was stationed in Nebraska, living on a dairy farm and taking prerequisite courses towards his future veterinary degree at the University of Georgia. He then attended veterinary school at the University of Georgia and has farmed in the state since that time. Liebl achieved Certified Animal Welfare Approved by AGW certification for his herd of beef cattle in 2012 and Certified Grassfed by AGW in 2015. The herd of beef cattle are a three-way cross of Santa Gertrudis, Hereford and the popular Angus breed, which perform well in pasture-based, outdoor systems. Liebl 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



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research company, reveals Certified Animal Welfare Approved by AGW label has the **highest impact** on consumer purchasing behavior of any food label.

Fred Leibl of Wagon Wheel Ranch says,

“My decade of AGW certification allows me to communicate to my customers that Wagon Wheel Ranch beef is truly of the highest quality and managed according to their full expectations.”

AGW Executive Director Emily Moose says,

“We’re so proud to celebrate 10 years with Wagon Wheel Ranch and we applaud their commitment to good stewardship, community values and transparency. Fred has 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 Wagon Wheel Ranch, contact Fred Leibl at fredleibl@aol.com and (706) 340-3344.

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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