



A GREENER WORLD
Our Food. Our Farms. Our Future. Let's Choose!

FOR IMMEDIATE RELEASE

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VIRGINIA FARMER CELEBRATES 10 YEARS WITH LEADING FARM SUSTAINABILITY CERTIFIER

**—John Whiteside of Wolf Creek Farm in Madison, VA, celebrates 10 years of certification with
Certified Animal Welfare Approved by AGW—**

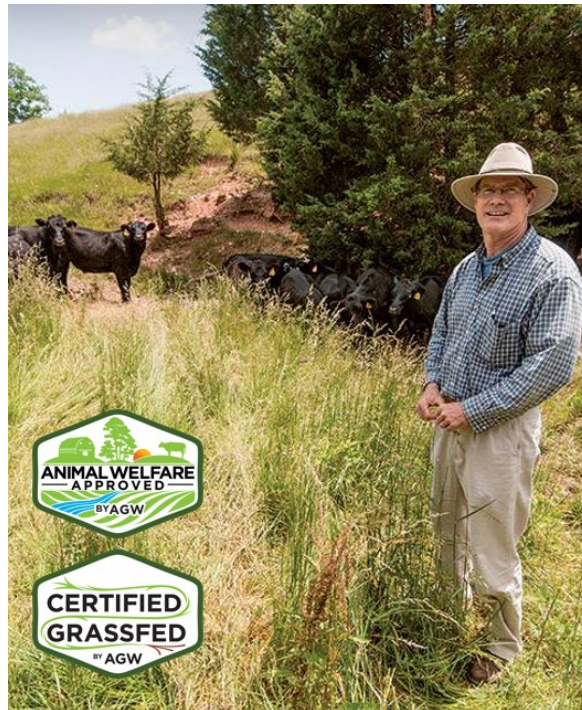


Photo Credit: Wolf Creek Farm

MADISON, VA (JULY 28, 2022)—John Whiteside of Wolf Creek Farm in Madison, VA, 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.



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John Whiteside got his start as a cattle rancher in the 1980s. In 2000, after years of genetic selection to produce a cattle herd that was best suited to thriving on pasture alone without grain supplementation, a search for the right farmland on which to expand his herd, and a lifelong commitment to animal welfare, sustainability and land stewardship, Whiteside bought Wolf Creek Farm. The farm sits on the edge of the Blue Ridge Mountains and Shenandoah National Park. Whiteside achieved Certified Animal Welfare Approved by AGW certification for the herd of beef cattle in 2012 and became the first farm in Virginia to be Certified Grassfed by AGW in 2015. Whiteside 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.

John Whiteside of Wolf Creek Farm says,

“Our objective is to not only provide our customers with nutritional sustenance for their bodies, but also to feed their souls with the knowledge that they are part of a growing movement to reconnect people to a more natural, wholesome, and healthy existence. We are proud of our decade of AGW certification.”

AGW Executive Director Emily Moose says,

“We’re so proud to celebrate 10 years with Wolf Creek Farm and honor their commitment to good stewardship and transparency. AGW-certified farmers like John Whiteside have consistently been at the forefront of the growing market for sustainable food, 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 Wolf Creek Farm, visit www.wolfcreekfarm.com, stay connected to the farm on [Facebook](#) and [Twitter](#) and contact John Whiteside at john.whiteside@wolfcreekfarm.com and **(540) 948-5574**.



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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](#), [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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