



**A GREENER WORLD**

Our Food. Our Farms. Our Future. Let's Choose!

**FOR IMMEDIATE RELEASE**

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## **COLORADO FARMERS CELEBRATE 10 YEARS WITH LEADING FARM SUSTAINABILITY CERTIFIER**

**—Cynthia and Ira Houseweart of Princess Beef in Hotchkiss, CO, celebrate 10 years of certification  
with Certified Animal Welfare Approved by AGW—**



*Photo Credit: Princess Beef*

**HOTCHKISS, COLORADO (SEPTEMBER 20, 2023)**—Cynthia and Ira Houseweart of Princess Beef in Hotchkiss, CO, are celebrating 10 years of certification with Certified Animal Welfare Approved by [A Greener World](http://A Greener World) (AGW), the leading animal welfare and sustainability label across North America.

Cynthia and Ira Houseweart have deep roots in Colorado cattle ranching. Cynthia's great-grandfather, along with his brother, were successful ranchers in the late 19th and early 20th century in Phillips County, controlling many sections of the Colorado prairie. In 1913, Ira's great-grandparents acquired land to farm on Rogers Mesa in Delta County. Cynthia and Ira and their two daughters, Izzi and CeCe, live on the Houseweart Ranch with other family members, and Izzi and CeCe are now the fifth generation of Houseweart cattle ranchers.

The Princess Beef herd began in 1999 with a cow named Princess, and the herd has grown to approximately 100-head of Angus-Simmental cattle grazing year-round. The family achieved Certified Animal Welfare Approved by AGW certification for the herd of beef cattle in 2013. The Housewearts received a commemorative metal farm sign to acknowledge the decade of certification this October—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.

**Cynthia Houseweart of Princess Beef says,**

“It was an easy decision to choose certification through A Greener World. Although we encourage visitors, not everyone can come out to the ranch to see it for themselves, so we feel like that it's one more way to tell people we're doing what we say we do. Having the Certified Animal Welfare Approved by AGW logo on our products is one more way to stay ahead of the competition. We're proud of our decade of certification.”

**AGW Executive Director Emily Moose says,**

“We're so proud to celebrate 10 years with **Princess Beef** and we applaud their commitment to good stewardship, community values and transparency. Farmers like Cynthia and Ira Houseweart 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 Princess Beef, visit [princessbeef.com](http://princessbeef.com), stay connected with the farm on [Facebook](#) and [Instagram](#) and contact Cynthia Houseweart at (970) 216-5897 and [princessbeef@gmail.com](mailto:princessbeef@gmail.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](#), [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).

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