



A GREENER WORLD

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

FOR IMMEDIATE RELEASE

CONTACT: Stephanie Wuorenma

Phone: 202-446-2138

Office: Terrebonne, OR (Pacific Time Zone)

Email: mediarelations@agreenerworld.org

Website: agreenerworld.org

ALABAMA FARMERS CELEBRATE 10 YEARS WITH LEADING FARM SUSTAINABILITY CERTIFIER

**—Jan and Rinske de Jong of Working Cows Dairy in Slocomb, Alabama, celebrate 10 years of
certification with Certified Animal Welfare Approved by AGW—**



Photo Credit: Working Cows Dairy

SLOCOMB, AL (APRIL 25, 2024)—Jan and Rinske de Jong of Working Cows Dairy in Slocomb, AL, 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.

In 1985, Jan and Rinske de Jong came to America from The Netherlands, with a dream to establish their own dairy. With the \$5,000 they had saved, the de Jongs started working as relief milkers on several farms in Florida, before renting land and slowly building up their own herd. In 1991, the family moved to their current location in Slocomb, Alabama, where they ran a commercial dairy for 15 years, milking as many as 700 cows three times a day. However, this wasn't the type of farming they had originally envisioned, so they began to farm the way they wanted and moved toward the goal of direct marketing their own products. In 2010, the de Jongs, now joined on the farm by their sons, established an on-farm bottling plant for their Grade A pasteurized milk: Alabama's Organic Dairy Products. In addition to bottling milk for regional distribution, the farm also produces butter and award-winning cheeses that have been finalists and/or winners of the Good Food Awards national competition in 2020, 2022 and 2023.

The de Jongs achieved Certified Animal Welfare Approved by AGW certification for the herd of dairy cattle in 2014 and later achieved Certified Grassfed by AGW status for the herd of grassfed dairy cattle in 2017. The couple 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 “excellent” food label for animal welfare and verification.

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.

Rinske de Jong of Working Cows Dairy says,

“We appreciate third-party verification as a way to communicate our practices to our customers, and we are proud of our decade of Certified Animal Welfare Approved by AGW certification. Pasture-based management leads to healthy, happy dairy cows and the very best dairy products for our customers.”

AGW Executive Director Emily Moose says,

“We're so proud to celebrate 10 years with Working Cows Dairy and we applaud their commitment to good stewardship, community values and transparency. Jan and Rinske de Jong

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.”

The de Jongs produce a wide array of Certified Animal Welfare Approved by AGW, Certified Grassfed by AGW dairy products for retail and wholesale customers throughout the region—including heavy whipping cream, chocolate milk, whole milk and skim milk. Working Cows Dairy’s butter and a line of cheeses sold under the Rinske’s Farmstead Cheese brand are available both direct from the farm and through online order with nationwide shipping. For more information, visit workingcowsdairy.com, follow the farm on [Facebook](#) and [Instagram](#) and get in touch with Rinske de Jong at contact@workingcowsdairy.com or (334) 886-3839.

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.

###