



**A GREENER WORLD**

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

**FOR IMMEDIATE RELEASE**

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## **FIRST FARM IN GEORGIA AWARDED TOP GRASSFED AND ANIMAL WELFARE CERTIFICATION FOR GOATS**

**-- The breeding goats at Jumping Frog Farm in Cedartown, GA, are now Certified Grassfed by AGW, demonstrating transparency and sustainability --**



**CEDARTOWN, GA (AUGUST 8, 2017)**--Jumping Frog Farm is the first farming business in Georgia to be Certified Grassfed by A Greener World (AGW) for goats. This is the only certification and logo in the U.S. and Canada that guarantees food products come from animals fed a 100 percent grass and forage diet, raised outdoors on pasture or range for their entire lives, and managed according to the Animal Welfare Approved leading welfare and environmental standards on an independent family farm. While other grassfed labels exist, none has fully met consumer expectations when it comes to a grassfed and forage diet, environmental management, and farm animal welfare--until now.

Tracy Sargent manages a herd of Certified Grassfed by AGW Kiko goats, a breed originating from New Zealand by crossing a wild goat with a dairy breed. Kiko goats perform best in hot and wet climates, and are known for their resilience, parasite resistance and good mothering abilities, making them ideal for pasture-based farms in the Southeast region.

Although Jumping Frog Farm has been certified by Animal Welfare Approved since 2013 for their high-welfare and environmental management practices, Sargent was eager to gain Certified Grassfed by AGW status for her grassfed breeding goat business.

**Tracy Sargent of Jumping Frog Farm says,**

"We've seen a dramatic increase in public awareness and shift in social responsibility over food and farming, and more people now understand they have real choices when it comes to the source of their food. As a goat breeding business, I consider the Animal Welfare Approved and Certified Grassfed by AGW logos as vital tools for helping me connect with other farmers and customers."

While demand for grassfed meat is sky-rocketing, not all grassfed certifications are meeting consumer expectations--and some continue to permit highly questionable practices. Some meat currently marketed as grassfed *could* come from animals confined on dirt feedlots for long periods outside the growing season, or where growth hormones and subtherapeutic antibiotics are used--just as long as they were fed cut grass or forage.

AGW's new Certified Grassfed label is the **only** grassfed program in North America to guarantee:

- Ruminant animals raised outdoors on pasture for their entire lives, with an entirely grass and forage diet
- Animals raised according to the highest animal welfare and environmental standards in the U.S. and Canada
- High-welfare handling, transport, and slaughter of animals--including an annual review of slaughter facilities

Certified Grassfed by AGW is an optional, additional accreditation for farmers meeting Animal Welfare Approved standards of production. Animal Welfare Approved has been lauded by Consumer Reports as the only "highly meaningful" label for farm animal welfare, outdoor access and sustainability.

**A Greener World Director of Outreach Emily Moose says,**

"No other grassfed label can match the breadth, integrity and transparency offered by AGW's practical and achievable Certified Grassfed standards and certification procedures. We're proud to support farmers and ranchers like [Jumping Frog Farm](#) and to help them promote their high-quality grassfed breeding goats and sustainable farming practices."

Jumping Frog Farm is approved as a source farm for Certified Grassfed by AGW goats, meaning the farm can sell breeding goats and kids to other Animal Welfare Approved and Certified Grassfed by AGW farm, as well as any farmers interested in purchasing high-quality goats suitable for pasture-based production. For more information about purchasing Jumping Frog Farm Farm's Certified Grassfed by AGW breeding goats, call **770-722-4241** or visit [jumpingfrogfarm.com](http://jumpingfrogfarm.com).

For more information about the Certified Grassfed by AGW label visit <http://animalwelfareapproved.us/standards/grassfed/>.

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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](#) 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 and transparent, yet realistic and achievable for farmers.

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, online, and as a smartphone app). For more information visit [agreenerworld.org](http://agreenerworld.org).

#### **ABOUT ANIMAL WELFARE APPROVED**

[Animal Welfare Approved](#) (AWA) certifies and supports farmers raising their animals according to the highest welfare standards, outdoors on pasture or range. Consumer Reports has acknowledged AWA as the only "highly meaningful" label for farm animal welfare, outdoor access and sustainability. All standards, policies and procedures are available on the AWA website. Combined with AWA's ISO/IEC 17065 accreditation, this demonstrates the highest level of transparency and accountability. AWA is a program of A Greener World, the nonprofit home of America's leading food labels. For more information visit [animalwelfareapproved.us](http://animalwelfareapproved.us).