

NEW ZEALAND.COM  
LICENCE NO. 123456



NEW ZEALAND  
GRASS-FED

# The New Zealand Dairy Grass-Fed Administrative Standard

This Administrative Standard facilitates confident and credible domestic and international marketing of New Zealand grass-based farming systems and their products, a key point of difference for the quality, taste, and nutrition of dairy from New Zealand.

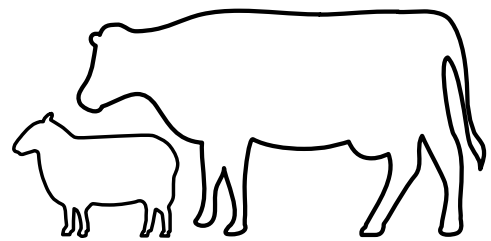
It provides recognition by the New Zealand Ministry for Primary Industries that milk from dairy farm operators or processors that are certified to a Scheme recognised under this Standard have met the requirements and attributes for New Zealand Grass-Fed.

Dairy products that meet the New Zealand Grass-Fed Administrative Standard and are licensed to carry the Grass-Fed FernMark logo are producing milk from herds that:



Enjoy a diet that consists on average of

**90%** grass<sup>1</sup>



Free to roam

**340** days  
of the year, for at least eight hours per day<sup>2</sup>

1. The definition of grass feed types is defined in Schedule 2 of the New Zealand Grass-Fed Dairy Administrative Standard

2. The calculation for days grazing is in Schedule 1 of the New Zealand Grass-Fed Dairy Administrative Standard



NEW ZEALAND