

The New Zealand Dairy Grass-Fed Administrative Standard

NEW ZEALAND.COM
LICENCE NO. 123456



NEW ZEALAND
GRASS-FED &
PASTURE-RAISED
ASSURED

The Administrative Standard 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.

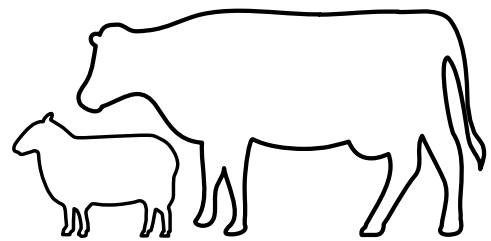
This facilitates confident and credible domestic and international marketing of New Zealand grass-based farming systems and their products, a key point of difference for the quality, taste, and nutrition of dairy from New Zealand.

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% grass¹



Free to roam **340** days
of the year, for at least eight hours per day²

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



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