

NEW ZEALAND.COM  
LICENCE NO. 123456



NEW ZEALAND  
GRASS-FED

# The New Zealand Meat Grass-Fed Administrative Standard

A key point of difference for New Zealand's farming systems is that animal diets are predominantly pasture based, animals live outdoors, and they are free to express their normal grazing behaviours year-round.

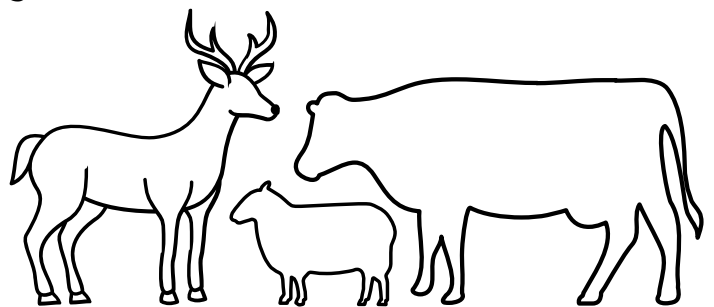
This Administrative Standard provides recognition by the New Zealand Ministry for Primary Industries that meat and meat products certified to a recognised Scheme have met the criteria and attributes of a New Zealand pasture-based farming system.

It 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 meat and meat products from New Zealand.

Meat and meat products that meet the New Zealand Grass-Fed Administrative Standard and are licensed to carry the Grass-Fed FernMark logo are from animals that:



Enjoy a diet that is  
**predominantly grass<sup>1</sup>**



Free to roam  
**outside all year-round**

<sup>1</sup> The definition of grass feed types is defined in Schedule 1 of the New Zealand Grass-Fed Meat Administrative Standard



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