

The New Zealand Advantage.

NZMP is proud to market dairy from New Zealand, a place that is known around the world for its natural beauty, purity and farming excellence, along with food safety and quality.

Leveraging the New Zealand advantage.

You can leverage the excellence of NZMP New Zealand grass-fed dairy. **Products using NZMP New Zealand dairy can claim:**

REMOTE AND PROTECTED

As remote islands in the South Pacific, New Zealand has a natural biosecurity advantage. We are free from many pests and diseases that affect dairy farming in other parts of the world. We care for the source of our dairy goodness and aim to leave things better than we found them for future generations.

GLOBAL REPUTATION FOR SAFETY AND INTEGRITY

New Zealand is a trusted source of dairy. This is thanks to uncompromising standards of food safety and quality at every step in our supply chain. Our New Zealand processing sites are all Government and FSSC22000 certified, with leading quality and safety systems, rigorous processes and stringent final ingredient testing. We undertake more than 6 million quality tests every year, and are continually looking for ways to enhance our world-class systems.

DEEP DAIRY EXPERTISE

The world knows New Zealand as the home of dairy expertise. This expertise is built on the know-how and hard work of generations of farmers. As a country, we have been producing dairy since 1871, and have been exporting it for almost as long. It's why we are so good at getting dairy to the world. And we're passionate about protecting our reputation as the dairy experts.

GRASS-FED GOODNESS

The New Zealand environment is ideal for growing grass. Grass is a natural food source for cows, and our cows graze outdoors on it for most of the year. They grow healthy and contented and consistently produce high-quality, nutritious milk.



THE MADE WITH NEW ZEALAND DAIRY CLAIM

We have created an icon that can help you leverage the excellence of New Zealand dairy. Claims from the grass-fed page can also be used in conjunction with these New Zealand dairy claims.

For further information, including conditions of use and availability to use in your market contact your NZMP Account Manager.