

Superior Grass-Fed Dairy.

There is a growing global trend towards natural, sustainable and ethical food production processes, with an increasing number of brands offering grass-fed dairy to consumers.

Leveraging the grass-fed advantage.

You can leverage the excellence of NZMP's New Zealand grass-fed dairy in your marketing. **Products using our grass-fed dairy can claim:**

NATURAL ENVIRONMENT

The New Zealand environment is ideal for growing grass. Moderate temperatures, fertile soil, plentiful rainfall and abundant sunshine help our pastures grow thick with lush green grass. Our farming follows the natural patterns of pasture growth in New Zealand, making it one of the few places in the world where cows graze on grass for most of the year.

NATURAL FOOD SOURCE

Grass is a natural food source for cows. Annually, on average 85% of our cows' diet is grass. In New Zealand, we're experts at growing grass and farming on it, and we've invested years of research into improving grass quality.

NATURAL BEHAVIOURS

Our cows can graze naturally outdoors on the grass of open pastures, as nature intended. On average, they spend 90% of their time outside on pasture during the year. They are free to roam around paddocks and exhibit natural behaviours. Our cows are healthy and contented, and we are internationally recognised for our high standards of animal welfare.



THE NEW ZEALAND GRASS-FED CLAIM

We have created an icon that can help you leverage the excellence of New Zealand grass-fed dairy. For further information, including conditions of use and availability to use in your market contact your NZMP Account Manager.