

**BORD BIA**  
IRISH FOOD BOARD



# Buyer Guide: Grass Fed Dairy from Ireland

The World's First  
Independently Verified  
Grass Fed Dairy Certification

# About the Irish Dairy Industry

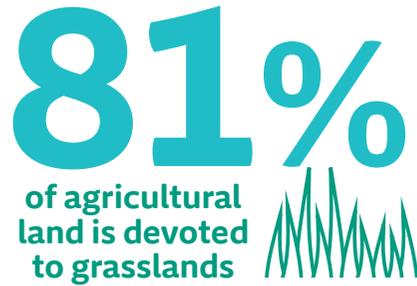
Dairy from Ireland is different. It is built upon a tradition that is rooted in grass fed production at farm level. The Irish climate, warm with plentiful rain, means that there is strong grass growth 9 months of the year. As such, Irish cows graze outdoors most of the year, free to roam on lush grass pasture.

Today's conscious consumer expects that their food is produced in a humane, sustainable and responsible manner while demanding higher nutritional benefits from their food choices.

Grass fed dairy offers a unique solution to these demands.

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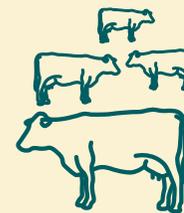
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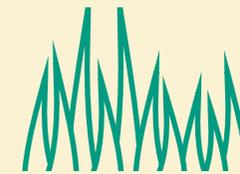
## About the Bord Bia Grass Fed Standard

The Standard is the world's first independently verified grass fed certification. It provides reassurance that dairy products carrying the independent certification have been produced using milk from Irish grass fed cows. This creates the opportunity for international customers to promote their Irish-sourced dairy products as certified grass fed, an increasingly important driver of consumer preference.

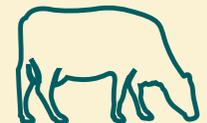
## Dairy products certified to carry the Bord Bia Grass Fed Standard are produced using milk from herds that:



are members of the independently verified Bord Bia Sustainable Dairy Assurance Scheme (SDAS).



enjoy a diet that consists of **95.1%** grass.<sup>1</sup>



spend an average of **240** days of the year out on pasture.<sup>2</sup>



## Meet Bruce

Bruce is an 8th generation dairy farmer in Ballyfin, Co Laois. Bruce is passionate about sustainability and the welfare of his cows and so he maximises the amount of time his cows spend at grass through excellent management practices. In a typical year, Bruce’s cows graze at pasture for over 280 days, with 96% of his cows’ diet coming from grass.

## What makes grass fed dairy different?

### Demand for Grass Fed Dairy is Increasing



#### Health Benefits

Grass fed dairy has higher levels of beneficial nutrients compared to indoor based dairy, supporting healthy lifestyles.<sup>3</sup>



#### Improved Animal Welfare

Irish dairy cows can lead more ‘natural’ lives out on pasture.<sup>4</sup>



#### Improved Environmental Sustainability

Irish grass fed dairy emits the lowest greenhouse gas footprint in the EU.<sup>4</sup>



#### Consumers Will Pay a Premium for Grass Fed Dairy

Half of consumers globally said that grass fed would influence their choice of dairy. Over 60% of consumers in key markets claim that they would pay more for grass fed.<sup>5</sup>

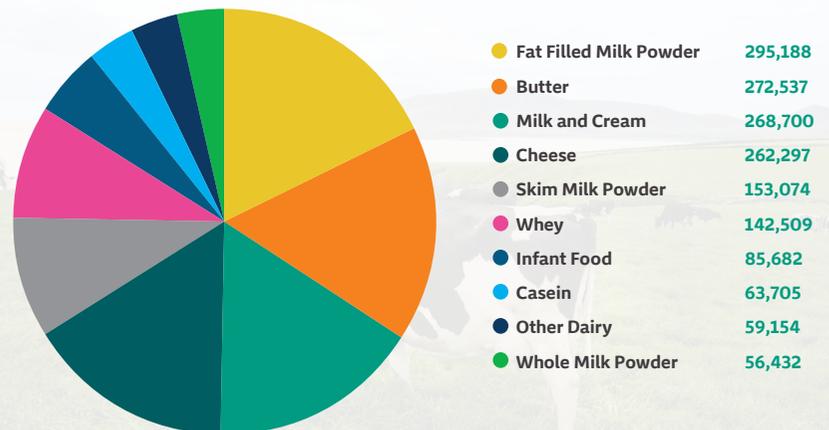


## How can you use the logo?

Food manufacturers can use the Bord Bia Grass Fed logo to promote Irish dairy products to consumers. Please contact [dairy@bordbia.ie](mailto:dairy@bordbia.ie) to find out more.



## Volume of Irish dairy exports 2021 (mt)





## Sourcing dairy from Ireland:

A full list of Origin Green verified dairy exporters from Ireland can be found at [irishfoodanddrink.com/dairy](http://irishfoodanddrink.com/dairy) Otherwise please contact [dairy@bordbia.ie](mailto:dairy@bordbia.ie) to arrange an introduction to one of our team.

## About Bord Bia

Bord Bia (The Irish Food Board) is the Irish government agency charged with the promotion, trade development and marketing of the Irish food, drink and horticulture industry.

## Origin Green - the world's only national food and drink sustainability programme

Origin Green is Ireland's food and drink sustainability programme. It is a fully integrated supply chain programme, led by Bord Bia, that brings together our food industry - from farmers to food manufacturers, retailers and foodservice operators - with the common goal of sustainable food production. [www.origingreen.ie](http://www.origingreen.ie)



## The Sustainable Dairy Assurance Scheme (SDAS)

The Sustainable Dairy Assurance Scheme is a national dairy scheme with close to 100 percent participation from Irish dairy farmers. The SDAS monitors quality assurance requirements and collects farm performance data.

Irish dairy herds must be certified members of SDAS to be considered for assessment against the Grass Fed Standard. Information gathered during the SDAS audits provides confirmation that the farm system meets the grass fed rules.

[www.bordbia.ie/farmers-growers/get-involved/become-quality-assured/sustainable-dairy-assurance-scheme-sdas/](http://www.bordbia.ie/farmers-growers/get-involved/become-quality-assured/sustainable-dairy-assurance-scheme-sdas/)

1. The minimum acceptable grass fed figure for a herd to qualify for the standard is 90% on a fresh weight basis. Milk pooled from different dairy processors must achieve a grass fed average of 95%.
2. On average, Irish dairy cows spend 240 full days a year out on pasture. It is expected that 99% of Irish dairy farms meet the threshold
3. O' Callaghan, 2019
4. Joubran et al., 2021
5. Ernst and Young Research, 2018



Contact details: [dairy@bordbia.ie](mailto:dairy@bordbia.ie)