



THE TRULY GRASS FED STANDARD



95%
Grass Fed*



250 days
on pasture*



Non GMO
Project Verified



Animal welfare
approved



No artificial
growth hormones

The Irish dairy system

The Irish dairy farming system is globally unique. Irish cows calve every spring to coincide with the onset of grass growth and they stop production in early winter as grass growth lessens. Our grazing cows produce milk for up to 300 days and then they rest for two months to enable them to prepare for the next season. This is called the cows' 'dry period'. Irish cows produce high quality milk with a nutritional composition which is distinct from many other dairy systems. As our cows are grazing outside in their natural habitat, they have less stressors which encourages a longer lifespan.

Our Grass Fed promise

To attain and retain the Truly Grass Fed standard for supply of grass fed milk:

- Dairy Farms must ensure that all dairy cows live and graze in a free-range manner all-year round and have daily access to pastures and associated feed all year except when it is necessary to temporarily remove cows from pasture due to:
 - Milking (typically twice per 24-hour period)
 - Weather conditions
 - Veterinary advice
- Lactating cows have their dietary needs met predominantly by grass and forage, as per the detail outlined below. The Milk Supplier agrees to be audited by a qualified and independent third party who will provide data back to Tirlán Ireland enabling us to ensure compliance to this grass fed standard.

The cow's diet be predominantly (minimum 95%) from forage consisting of:

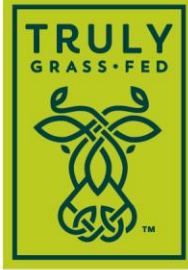
- ✓ Grass (annual and perennial) hay, haylage, baleage, silage and crop residue (without grain) Forbs (e.g., legumes, Brassica) Cereal grain crops in the vegetative (pre-grain) state
- ✓ In addition, a small amount (maximum 5%) of concentrate feed including mineral and vitamin supplements may be fed to animals for the purpose of maintaining animal health.
- Milk samples must be taken at the farm when milk is transferred to a milk tanker and tested and verified to be antibiotic free at the plant before being used.
- Cows must not be given rBST or any other growth hormone (artificial or otherwise) at any time in their lifetime.
- The Milk Supplier must abide by the Tirlán Open Source Dairy Code of Practice to ensure high standards of milk production, farm management and animal welfare are maintained at all times.

*Based on a 3 year average

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Proving our promise – monitoring of and adherence to claims

- ✓ On-going compliance to the 95% Grass Fed claim is monitored through information obtained as part of the SDAS (Sustainable Dairy Assurance Program). The SDAS - part of SGS, a leading inspection, testing, verification and certification body is ISO17065 internationally accredited and is administered by Bord Bia (Ireland's National Food Board). Each farm is audited by an independent auditor every 18 months and is assessed for compliance against the criteria set out in the SDAS. Our claims are further benchmarked against the Irish National Farm Surveys which are produced by Teagasc (a state agency providing research and advisory in agriculture, horticulture, food and rural development in Ireland)
- ✓ In a typical year the level of supplementary feed fed to our cows is less than 5%. However, on occasion, our Irish weather can be challenging and on these days our cows come inside to ensure they have adequate shelter and feed.
- ✓ If weather conditions are challenging for an extended period, the percentage contribution of supplemental feed given may sometimes exceed 5% for the annual period. As this rarely occurs on a 3-year average 95% grass fed is delivered for our herds and an average of 250 days a year with access to pasture.
- ✓ Milk for Truly Grass Fed products is produced by our herd in the Southeast region of our overall catchment area. This represents c.3,000 family farm herds and relates to those farms supplying our manufacturing plants in Wexford, Ballyragget and Belview.

For compliance with Truly Grass Fed we ensure that the running 3 year average of herds within this catchment area is meeting our stated claim of 95% grass fed and 250 days with access to pasture. Compliance with the Non GMO Project Verified Standard is renewed on an annual basis.



Animal Welfare Approved

[Our farms are certified to the industry leading animal welfare standard - Animal Welfare Approved, part of A Greener World](#)



Non GMO Project Verified

[TGF ingredients have been certified by Non GMO Project Verified as compliant with their standard in North America for GM avoidance](#)