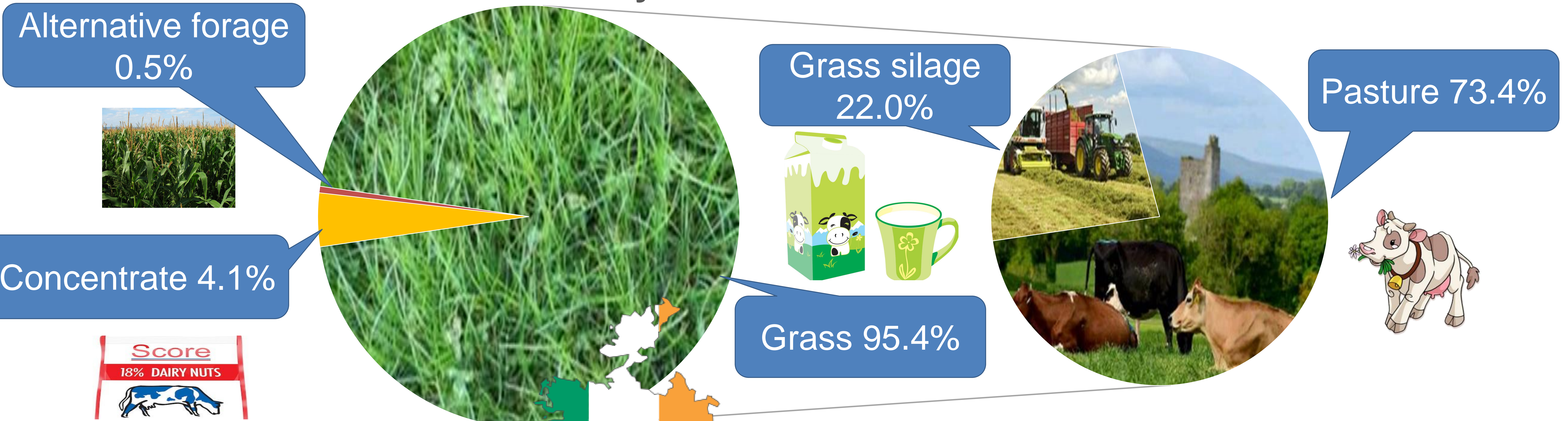


What is grass fed Irish milk?

'Grass fed figure' = % of dairy cow diet from fresh grass

Dairy Cow's Annual diet in 2017



National Farm Survey
- 330 to 350 representative farms

Take home messages

- ☑ Irish milk's grass fed figure is normally 95%
- ☑ Grass fed is exporter's unique selling point