What is grass fed Irish milk?

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

Dairy Cow’s Annual diet in 2017

- Grass 95.4%
- Grass silage 22.0%
- Pasture 73.4%
- Concentrate 4.1%
- Alternative forage 0.5%

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