

What is grass fed Irish milk?



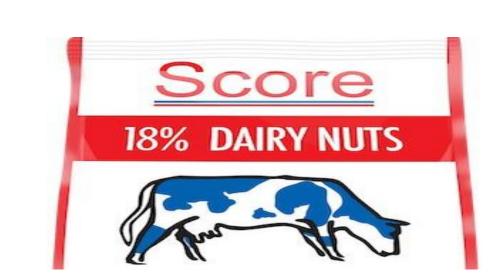
'Grass fed figure' = % of dairy cow diet from fresh grass

Dairy Cow's Annual diet in 2017

Alternative forage 0.5%



Concentrate 4.1%



National Farm Survey

- 330 to 350 representative farms

Grass silage 22.0%



Grass 95.4%



Pasture 73.4%



Take home messages

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