

An introduction to New Zealand farming



Our cows graze outdoors on pasture year round



New Zealand cows live in spacious environments

Our cows are grass-fed



96%

of our cows' diet is grass¹.

Each of our cows have between

35m² - 179m² of space

as cows move from paddock to paddock following grass growth.



Our farmers care for their cows

Our cows spend on average



350

Days of a year on pasture

Cows are at the heart of our farms' and their wellbeing is of utmost importance to us.

That's more than anywhere else in the world².



We farm using regenerative agricultural practices

¹Grass-fed means cows mainly grazing on grass and crops in paddocks where they roam. Some farmers may include supplementary feed to support cows' nutrition. Visit Fonterra.com/grass-fed for more information.

²Of the top 15 dairy exporting countries (based on annual dairy product export volumes in 2023 and including New Zealand), only Ireland operates a similar pasture-based model to New Zealand. Data in the study, O'Brien et al. 2018, shows that Irish dairy cows have access to pasture, on average, 255 days per year. The Bord Bia (Irish Food Board) 2023 statistics show an average of 240 days on pasture. Fonterra's annual data shows that on average, in New Zealand, our farmers' cows spend more than 350 days grazing outside on pasture.

New Zealand farmers are amongst the world's most emissions efficient dairy producers¹



**Pasture-based
farming system**



**Long sunshine
hours**



**Good grass
and soil**



**High animal
health and welfare**



**Plentiful
rainfall**



**Renewable
energy²**

¹ Mazzetto, A. M., Falconer, S., & Ledgard, S. (2022). Mapping the carbon footprint of milk production from cattle: A systematic review. *Journal of Dairy Science*, 105(12), 9713-9725. [https://www.journalofdairyscience.org/article/S0022-0302\(22\)00585-9/fulltext](https://www.journalofdairyscience.org/article/S0022-0302(22)00585-9/fulltext)

² 85.5% of electricity generated in New Zealand in 2024 came from renewable sources. August 2025. Ministry for Business, Innovation and Employment, New Zealand Government. https://www.mbie.govt.nz/assets/energy_in_new_zealand_2025.pdf



Natural dairy claims

Stand out to your consumers today.

Differentiate your product with our natural dairy claims and amplify your marketing with emotive content.

nzmp.com/natural-dairy-claims



New Zealand dairy claims

Connect with your consumers with our New Zealand grass-fed* story.



Organic dairy claims

Appeal to consumers seeking premium organic claims including 'free from' claims that are without antibiotics, growth hormones, synthetic pesticides, fertilisers and GMOs.



Supplier credibility claim

Demonstrate your products come from a trusted and credible supplier with NZMP™ dairy.



* Grass-fed means cows mainly grazing on grass and crops in paddocks where they roam. Some farmers may include supplementary feed to support cows' nutrition. Visit Fonterra.com/grass-fed for more information.