

## 95% Of Glanbia's Natural Dairy Milk Ingredients From Grass Fed Cows

Published on Sep 12 2018 9:35 AM in [Fresh Produce](#) tagged: [Trending Posts](#) / [Glanbia](#) / [Truly Grass Fed](#) / [Animal Welfare Approved](#)

### 95% Of Glanbia's Natural Dairy Milk Ingredients From Grass Fed Cows

Truly Grass Fed (TGF) - a natural dairy ingredients range from Glanbia Ireland has recently been Certified Animal Welfare Approved by A Greener World (AGW), which confirms that the ingredients is made with milk from cows that have been 95% grass fed and are free to roam on Irish pastures for most of the year.

Launched in 2016, TGF ingredients are also Non-GMO Project Verified and rBST-free, the group said in a statement.

The Animal Welfare Approved certification is reportedly rated as having the highest impact on consumer purchasing of any food label (The Hartman Group) and is the only truly pasture-based welfare label, providing consumer confidence in an environment of loose claims such as 'Natural' or 'Humane.'

'Consumer demand for verified sustainable and welfare-certified products has steadily increased - especially among millennials,' said Glanbia.

"'Truly Grass Fed' is about bringing great dairy to our customers which is also third-party welfare-certified and grass fed verified," said Nicola O'Connell, head of marketing.

"Every one of our Truly Grass Fed dairy farmers is audited for compliance to world-renowned welfare standards by A Greener World, and audited by the SDAS (Sustainable Dairy Assurance Scheme) on an 18-month basis for our grass fed claims."

### Sustainable Farming

Wayne Copp, Executive Director for A Greener World Europe said: "We are delighted to work closely with Irish farmers and their co-operative Glanbia Ireland.

"Their vision and enthusiasm for sustainable farming and high standards of animal welfare has impressed us from the very start of this project."

O'Connell said that when food manufacturers use dairy from these farms in their recipes and formulas, they will earn the right to use the Truly Grass Fed™ seal on their products to emphasize their commitment to top-quality dairy with a conscience."

© 2018 *Checkout* – your source for the latest Irish retail news. Article by Donna Ahern.  
Click [subscribe](#) to sign up for the *Checkout* print edition.