

Glanbia's "Truly Grass Fed" ingredients certified Animal Welfare Approved

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Launched in 2016, TGF is a range of natural dairy ingredients from Glanbia Ireland made with milk from cows that have been 95% grass fed and are free to roam on Irish pastures for most of the year. TGF ingredients are also Non-GMO Project Verified and rBST-free.

Consumer demand for verified sustainable and welfare-certified products has steadily increased - especially among millennials. A recent study by The Hartman Group reveals that "avoiding inhumane treatment of animals" outranks nearly every other attribute important to purchasing decisions, second only to quality.

The Nielsen Company reported that 73% of millennials and 72% of Generation Z consumers are willing to pay more for sustainable products and services, and notes that consumer brands demonstrating a commitment to sustainability outperform those that don't. Sustainability can also impact loyalty: a 2017 Cone Communications CSR Study found 89% of consumers are willing to switch brands to one associated with a good cause, given similar price and quality.

Use in recipes

Nicola O'Connell, head of marketing, said, "Truly Grass Fed is about bringing great dairy to our

customers which is also third-party welfare-certified and grass fed verified. 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.

“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.”

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.*

“To be part of bringing a suite of products to consumers carrying the Certified Animal Welfare Approved by AGW seal - where they can make a positive choice - is particularly special.”