

Grass-Fed FernMark Eligibility Criteria

To use the Grass-Fed FernMark logos, your business must be a FernMark Licensee and have an eligible Grass-Fed product, by meeting the criteria below.



FernMark Licensee criteria

A New Zealand exporter that:

- Is GST-registered in New Zealand
- Is compliant with all New Zealand laws and relevant regulations
- Is of good character and repute
- Has substantial New Zealand ownership, governance, and full-time employees
- Has been exporting for a minimum of 12 months
- Owns or controls the products and brands being applied for
- Has at least one product that qualifies in our Made In New Zealand category

Grass-Fed product criteria over page →



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Grass-Fed product criteria

A Grass-Fed product that:

EITHER meets the 85% threshold – Grass-Fed Standard logos

- Product is predominantly made of New Zealand Grass-Fed material
- At least 85% of the product (by weight) is New Zealand Grass-Fed dairy or meat
- 100% of that 85% meets the Grass-Fed attributes in the relevant [New Zealand Grass-Fed Administrative Standard](#) and is sourced from suppliers listed on the [MPI List of Confirmed Grass-Fed Schemes and Scheme Owners](#)
- Only minor additions (herbs, seasoning, marinades) allowed

OR meets the 30% threshold – Grass-Fed Ingredient logos

- A New Zealand Grass-Fed ingredient is a main or highlighted component
- The Grass-Fed ingredient is at least 30%* of the product (by weight)
- 100% of that 30%* meets the Grass-Fed attributes in the relevant [New Zealand Grass-Fed Administrative Standard](#) and is sourced from suppliers listed on the [MPI List of Confirmed Grass-Fed Schemes and Scheme Owners](#)
- Packaging clearly specifies the Grass-Fed ingredient (list of identified ingredients available)

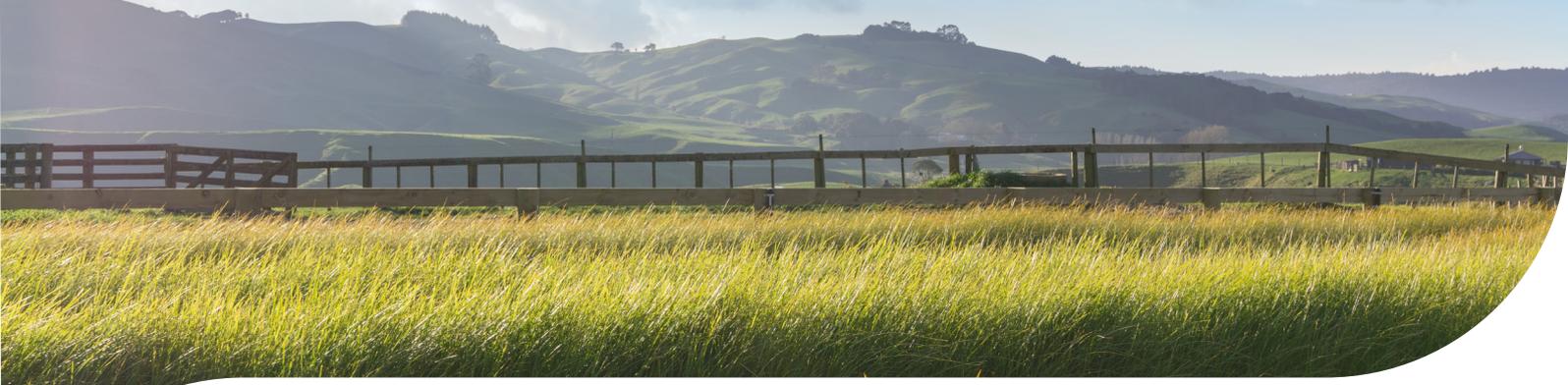
AND is of Grass-Fed origin

- Complete a Grass-Fed Product Eligibility Declaration (template provided) including qualifying product threshold and approved scheme and supplier
- Able to provide documentation verifying origin and traceability of the Grass-Fed material into the Grass-Fed product(s) (if requested)

*Note: exception for infant formula (0 – 12 months)



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Grass-Fed ingredients

List of eligible Grass-Fed ingredients:

- Anhydrous Milk Fat (AMF)
- Beef
- Butter
- Buttermilk powder
- Casein
- Caseinate
- Cheese
- Colostrum
- Cream
- Cream Cheese
- Dairy
- Lactoferrin
- Lamb
- Milk
- Milk Powder
- Milk Protein Concentrate
- Mozzarella
- Mutton
- Sheep milk
- Venison
- Whey protein



Grass-Fed FernMark Standard logo



Grass-Fed FernMark Ingredient logo



Grass-Fed Standard logo



Grass-Fed Ingredient logo



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