Ministry for Primary Industries
Manatū Ahu Matua

MPI RECOGNISED NEW ZEALAND GRASS-FED SCHEME

The NZ Red Meat Grass-Fed Programme

Has been assessed as having met the criteria to be recognised by MPI under the New Zealand Meat Grass-Fed Administrative Standard

Scheme and Scheme Owner Details	
Scheme Name	NZ Red Meat Grass-Fed Programme
Scheme owner	New Zealand Farm Assurance Incorporated (NZFAI)
Scheme Owner Type	Non-Certifying Scheme Owner
Scope of Scheme	• Meat and meat products • Farm systems • Meat processing systems
Scheme Owner's address	Level 4, Wellington Chambers, 154 Featherston Street, WELLINGTON 6140, New Zealand
Recognition Date	26 August 2025
Expiry Date	**31 October 2026**
Scheme Owner's Client Details	
Scheme Client	Greenlea Premier Meats Limited
Scheme client's address	247 Kahikatea Drive, Hamilton 3204
Scheme Client's approval date (as notified by the scheme owner)	21 October 2025
Scheme Client's approval expiry date (as notified by the scheme owner)	**31 October 2026**

MINISTRY FOR PRIMARY INDUSTRIES
NEW ZEALAND

Shaleen Narayan
Manager Approvals
Ministry for Primary Industries

Explanatory Notes

The New Zealand Meat Grass-Fed Administrative Standard (the Standard) describes the typical outdoor grass-based farming practices that distinguishes New Zealand products from those of other farming systems that are based around more intensive housing and grain-based diets. The Standard sets out both the definition and the quality assurance frameworks that private scheme owners need to have in place for MPI to recognise their schemes and allow them to reference the Standard in their promotional material.

Different schemes may also choose to apply additionally criteria above and beyond the Standard and reference these separately.

The scheme owner's client details as set out in this certificate are as notified by the scheme owner. Scheme owners are accountable for ensuring appropriate compliance by their clients or participating members and any assurances that may be provided by scheme owners to third parties are not Official Assurances. MPI's continued recognition of grass-fed schemes is contingent upon periodic re-evaluations and the scheme owner maintaining its scheme in good standing.