

The Grasslands Meat Protocol

Statement of intent

The Grasslands Meat Protocol's objective is to bring free range grass fed meat to the market that guarantees the consumer that the products have been produced from animals that have been raised according to an agreed set of principles, which incorporates both the well being and humane treatment of the animals as well as the quality and healthiness of the meat produced.

Animals that are sourced from farms where they are allowed to roam free and forage for food in their natural environment, expressing normal behaviour for their species.

Only abattoirs that practice humane slaughter techniques are used, and the pre-slaughter treatment of animals is strictly monitored. Meat must be processed at a modern refrigerated facility that conforms to an acceptably high standard of hygiene.

Principles of the protocol

Grasslands Meats will only interact with farmers who apply

1. Responsible agricultural practices
2. Consideration for the environment
3. Humane animal husbandry
4. Dependable veterinary programmes.
5. Good record keeping system and traceability

And Abattoirs that practice

1. High standards of Hygiene
2. Operate in a sterile environment and maintain a cold chain post slaughter
3. Practice humane slaughter methodology
4. Maintain good record keeping systems and traceability

Specific Exclusions from the protocol

1. Animals that have been finished in a feedlot, or any zero grazing system.
2. Animals that have been fed grains, or animal by products.
3. Animals from farms where calves/lambs are unnaturally weaned or bucket reared.
4. Animals that have had any form of growth promoter administered. Use of hormonal growth stimulants or steroidal feed additives is prohibited.
5. Animals where routine antibiotics have been administered or antibiotic powders mixed into feed rations or licks.

Definition of Grasslands Free Range Grass Fed Animals

The animals spend their entire lives roaming freely, foraging on natural vegetation or suitable planted pastures never having been fed grains. The animals have easy unlimited access to clean drinking water at all times. The animal is provided with adequate shade, shelter and space.

During the winter months when South African veld may become dormant and its nutritional value decreases, or in times of drought or other adverse environmental conditions, which may cause the animal stress or hunger, supplementary feeding is recommended to maintain the health and well being of the animal. However these feed mixes or licks may not contain grains, artificial growth stimulants or any animal by-products.