

# **GRASSFED**

ASSOCIATION OF SOUTH AFRICA

We are a farmer's organisation established to enable farmers to produce certified free range and/or grass fed meat for consumers.

Our goal is to create a landmark that when consumers see it, they know with certainty that what the label says can be trusted .

At the same time we want all GFASA farmers to be able to market their product as directly to consumers as possible.

This allows partners to give assurance to their market that they have the highest standards of transparency, traceability and confidence. It also assures customers that the establishment practises the fair trade principles which is a cornerstone in GFSA.

## **Trademarks:**

- GrassFed Association of South Africa Grass Fed
- GrassFed Association of South Africa Free Range



**Definition: Free Range:** An animal has from birth leading up to culling roamed freely on a farmer's land without permanent restriction or being penned.

**Definition: Grass Fed:** "Animal has from weaning up to its culling consumed its daily nutritional intake off grazing pastures (which includes natural and cultivated pastures). Pastures should be supplemented when nutrients are deficient, which supplementation may not contain any grain.

**This Protocol serves as the national minimum standard for Free Range / Grass Fed meat production and certification in South Africa.**

## **Protocol specifications:**

**This protocol is based on the following guiding principles and Standard operating procedures:**

- Farmers must farm ruminant livestock in accordance with the following:
  - ✓ produce livestock in a free ranging system;
  - ✓ on grazing pasture;
  - ✓ animals must be free of administered growth enhancing drugs (Ionophores, hormones, growth stimulants, routine antibiotics and beta antagonists);
  - ✓ marketed in a manner that is mutually beneficial to the producer (fair price) and the consumer (quality and value).

- ✓ As part of the SOP's special attention has been given to: Farm Plan, Origin of Stock – Traceability, Confinement, Grazing, Supplementation and Traceability Documentation Farm to Abattoir ...
- At the point of slaughter the protocol address the following:
  - ✓ Humane treatment of animals during the slaughter process
  - ✓ Abattoir Standards
  - ✓ Classification
  - ✓ Traceability procedures & documents onwards.
- DEBONING PLANTS AND MEAT WHOLESALERS , RETAILERS, BUTCHERS, HOTELS AND RESTAURANTS:
  - ✓ Compliance with prescribed standards and regulations of product handling is required with regards to:
  - ✓ Hygiene, processing, ingredients added, labelling and maintaining the full traceability right to the very end in a transparent manner.
  - ✓ Market the product appropriately and in a fair manner.

**Owner of the trademarks:** GrassFed Association of South Africa

**Contact info:**

**Contact person:** Adrian Cloete | **Tel:** +27 82 213 2120 | **email:** [info@grassfedsa.org](mailto:info@grassfedsa.org) |  
**Website:** [www.grassfedsa.org](http://www.grassfedsa.org)