



Website Campaign FAQs – Making Greatness from Grass

What does 'Making Greatness from Grass' mean?

Making Greatness from Grass reflects the important role that grass and pasture play in Irish beef and dairy production, and the quality, taste and characteristics of the food produced from these systems.

Ireland's climate and ability to grow high-quality pasture support production systems where grass and grass-based forage play a significant role in cattle diets. Irish beef and dairy products have also received recognition at international food and quality competitions.

Does 'grass-fed' mean cattle and cows eat only fresh grass all year?

No. Ireland's beef and dairy systems are grass-based, but that doesn't mean cattle eat fresh grass all year round. Ireland's mild climate supports a long grass-growing and grazing season. Teagasc research shows that Irish dairy cows enjoy more time at pasture and a much higher number of days at pasture compared to anywhere else in Europe and the majority of the world, while grazed and conserved grass accounts for the vast majority of the lifetime feed consumption of Irish suckler beef cattle. When cattle are not grazing, conserved grass such as silage forms an important part of their diet, which is supplemented with other feed when necessary.

Is Irish food really 'world class'?

Irish food has received significant international recognition across a range of categories.

For example, as referenced in this campaign, an Irish grass-fed Angus steak was named World's Best Steak at the 2025 World Steak Challenge, while Irish dairy and other food products have received awards at international food and quality competitions.

"World class" celebrates that recognition; it does not suggest that every Irish food product is the best in the world.

What standards are behind the campaign?

Irish food production is supported by established statutory requirements and quality assurance schemes covering areas including food safety, traceability and animal welfare.



For example, the Bord Bia Quality Mark applies to products and producers that meet the requirements of the relevant Bord Bia Quality Assurance Scheme. These schemes include standards covering areas such as traceability, animal welfare, environmental care and the safe use of medicines and chemicals at farm level. Members are independently audited against the relevant standards.

Irish cattle are also subject to statutory animal welfare requirements covering areas including appropriate feed and water, care of animals that are ill or injured, suitable accommodation and freedom of movement.

Can Irish food be traced back through the supply chain?

Yes. Food businesses operating in Ireland are subject to mandatory traceability requirements under European food law.

Ireland also operates statutory animal identification and movement systems for cattle, pigs, sheep and goats. Together, these systems support traceability through the food supply chain and allow food and food-producing animals to be traced through relevant stages of production, processing and distribution.

What do the campaign's nutrition claims mean?

The campaign's nutrition claims are based on recognised nutritional data.

"Protein Packed" refers to beef and is supported by nutritional composition data showing that lean beef meets the conditions for the authorised nutrition claim "high in protein" under EU regulations.

"More Nutrition in Your Glass" refers to the nutritional value of milk, which naturally provides nutrients including calcium and protein.

Does the campaign only represent beef and dairy?

No. Making Greatness from Grass is the first phase of a wider programme of campaigns and activity from Our Food Roots. While grass and pasture are particularly central to Irish beef and dairy production, the wider campaign celebrates the quality and recognition of Irish food more broadly.

The campaign includes examples from a range of Irish food categories, including beef, dairy, lamb, pork, poultry, mushrooms and cereals.

Future Our Food Roots campaigns and programmes will broaden the focus across other areas of Irish food and farming.



Is this campaign comparing Irish food with food from other countries?

The campaign uses playful creative language and examples of international recognition to highlight the quality of Irish produce.

References to other countries are used in this creative context and are not intended to suggest that all Irish food is better than all food produced elsewhere. The campaign focuses on the international recognition that Irish food products have achieved.

Who is funding this campaign?

Our Food Roots brings together organisations from across Ireland's agri-food sector, including farming organisations, state agencies, academia and industry.

Our members and supporters include the Irish Farmers' Association (IFA), Irish Creamery Milk Suppliers Association (ICMSA), National Dairy Council, Dairy Industry Ireland, UCD School of Agriculture and Food Science, Bord Bia, Tirlán, ABP, Dawn Meats, Kepak, Irish Country Meats and Liffey Meats, with representatives from many of these organisations comprising the Our Food Roots Board.

Making Greatness from Grass is funded through Our Food Roots as part of its wider programme of public engagement.

What is Our Food Roots?

Our Food Roots is an initiative focused on reconnecting consumers with Irish farming, the agri-food sector and the food it produces.

"Making Greatness from Grass" is a consumer campaign developed as part of this wider work, using accessible and engaging creative to highlight the role of Irish farming and the quality of Irish food.

For further information about the campaign or the evidence supporting its claims, please contact:

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