

Certification Standards for Ruminant Livestock and Products from Ruminant Livestock

PASTURE
FOR LIFE



PORFA
AM OES



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0. Regulatory Information

It is a condition of use that the mark shall not be used without indicating that it is a certification mark. Where the mark is used in one of the forms as registered this satisfies that condition.

0.1 Declaration

Pasture-Fed Livestock Association CIC (trading as Pasture for Life) declares that it does not carry on a business involving the supply of goods of the kind certified to comply with the requirements laid down in Schedule 2 paragraph 4 of the Trademarks Act 1994.

Any future amendments of the Regulations will be subject to approval by the Registrar (Schedule 2 paragraph 11 of the Trademarks Act 1994).

0.2 Goods

The goods and services covered by the certification mark are:

- Class 18: Animal skins; Cattle skins; Kid; Hides; Skins and hides; Worked or semi-worked hides and other leather.
- Class 22: Wool (Shorn -); Animal hair; Cattle hair; Natural fibres; Raw or treated wool.
- Class 29: Meat and meat products; Beef; Prepared beef; Beef steaks; Lamb products; Mutton; Hogget; Kid goat meat; Venison; Water buffalo meat; Dairy products; Milk; Milk products; Cheese; Butter; Yoghurt; Cream.
- Class 31: Beef cattle; Ruminant Live animals; Sheep; Live cows; Water buffalo; Deer; Goats.

The regulations set out in the certification standards relate to the live animals mentioned in class 31. The remaining goods are to be understood as goods derived from or produced by a herd or flock of said animals.

0.3 Schedule 2 Paragraph 6 (2) characteristics

The essential minimum characteristics in order to be certified are set out in the sections of the main document as shown in the table below.

Section	Exceptions	Applicability
1	None	Farms with live animals and businesses processing animal products from certified farms
2	None	Farms with live animals and businesses processing animal products from certified farms
3	Recommended standard 3.19	Farms with live animals
4	Recommended standards 4.3.11, 4.3.12, 4.5.2	Farms with live animals
5	Recommended standards 5.1.6, 5.1.7	Farms with live animals
6	None	Farms with live animals
7	None	Farms with live animals
8	None	Businesses processing animal products from certified farms
9	None	Farms with live animals
10	Recommended standards 10.1.1, 10.1.2, 10.2.1, 10.2.2, 10.2.3, 10.2.4, 10.2.5, 10.3.1, 10.3.2, 10.3.3, 10.3.4, 10.4.1, 10.4.2	Farms with live animals
11	This section provides definitions relating to other sections of the Standards	Farms with live animals and businesses processing animal products from certified farms

1 Pasture for Life – A Distinct Livestock Production System

The natural diet for ruminant livestock is grazed plants; principally grass and the accompanying herbs and legumes found in diverse pastures. However, the majority of livestock production in today's farming is based upon the inclusion of grains and other forms of concentrate feed (such as soya) to boost production.

The inclusion of concentrate feed in a ruminant animal's diet brings a number of costs in terms of the quality of the produce, the environmental impact and risks associated with animal health and welfare. Pasture for Life represents a distinct method of farming where the raising of ruminant livestock is based exclusively upon pasture. The produce from this system of farming is also distinct and is typically associated with particular health and other benefits. The Pasture for Life Certification Mark (referred to as the Certification Mark) provides a trusted means of clearly identifying this produce and its integrity at the point of sale.

The details of this particular form of livestock production are set out in the Pasture for Life Certification Standards for Ruminant Livestock (hereafter referred to as the Certification Standards), and these are published both online and in printed form by the Pasture-Fed Livestock Association C.I.C. (Pasture for Life). The standards are reviewed regularly to ensure they deliver the overarching objectives of pasture-based livestock production and Pasture for Life.

1.1 Scope of the Certification Standards

At farm level these Certification Standards cover all ruminant livestock. This includes but is not limited to cattle, sheep, goats, bison, water buffalo and farmed (domesticated) deer.

- Products that can be certified are:
- Meat
- Dairy
- Leather, shearing and other skins
- Fibre, including but not limited to wool and mohair.
- Products derived from certified animals for example tallow, bones etc.

Producers may choose to certify all their ruminant enterprises or individual enterprises which produce one or more of the products listed above. As the Certification Standards are not a whole farm standard, each individual ruminant enterprise which produce one or more of the products listed above that is audited as meeting the standards is designated as a Certified Enterprise. The Certificate issued by the Pasture for Life approved Certification Body specifies which products are certified.

The above types of farm businesses are hereafter collectively described as "Certified Businesses" i.e., businesses that hold Certification for at least part, if not all of their business activities.

Beyond the farm gate, any subsequent stages of processing up to the point where the product is either sold to the consumer or packaged for retail are covered by an approval process.

These stages include:

- Butchers and processors of meat into finished food products
- Creameries
- Wholesalers
- Leather goods, wool and cosmetics manufacturers
- Retailers

The above types of supply chain businesses are hereafter collectively described as “Approved Businesses” i.e., businesses that are approved to process and sell certified produce and products.

See section 2.4 for further information on each of these categories.

1.2 Pasture for Life

These standards define Pasture for Life (Pfl) production. In developing these standards Pasture for Life have considered the practicalities of ruminant farming as well as the expectations of consumers who wish to purchase Pasture for Life products.

Overarching objectives:

1. These standards cover the life of the animals that produce certified products. There are limited circumstances where an animal that was not born and raised as part of a Certified Enterprise can produce certified meat or milk. See section 3 for further information.
2. The term “pasture” encompasses, for the most part, a range of different grasses, flowers, herbs and forbs that are grown in diverse mixes. These standards define what is and is not considered pasture. See section 3.4 for further information.
3. Pasture for Life was founded by producers seeking to define and recognise sustainable ruminant production systems. These standards therefore cover land as well as animal management to ensure that farms with Certified Enterprises deliver environmental goods rather than just avoiding environmental harm. See section 1.4 for further information.
4. Good animal welfare is fundamental to Pasture for Life production. The principle of a Pasture for Life system is that animals are outside grazing in their natural environment. However, the standards also include other animal management to ensure the five domains of welfare are delivered by Certified Enterprises. See sections 1.5 and 4 for further information.
5. Aside from offering a sustainable farm business model, meat and milk from 100% pasture-fed and grain free animals has been shown to have beneficial nutritional outcomes. These standards aim to ensure that certified meat and dairy products are of high quality, with good flavour and deliver these nutritional advantages. See section 1.3 for further information.

1.3 Distinct Quality

The following are amongst the benefits that have been identified by independent, peer reviewed and published research papers as being associated with produce derived from livestock raised solely upon a pasture-based diet:

- Higher in total omega-3 fatty acids (good fats)
- A healthier ratio of omega-6 to omega-3 fatty acids
- Higher in conjugated linoleic acid (CLA), a potential cancer fighter
- Higher in vaccenic acid (which can be turned into CLA)
- Higher in vitamin E
- Higher in B vitamins
- Higher in beta-carotene

See the [Pasture for Life website for more information.](#)

1.4 Environmental Benefits

The Certification Standards encourage the use of legumes such as white and red clover to enhance production and provide important sources of protein in livestock diets and in doing so significantly reduce or eliminate the use of chemical fertilisers. Clovers and other legume crops such as vetches and trefoil, together with herbs such as chicory, also provide important sources of feed for insects and other animals, whilst also avoiding the use of finite resources used in the production of synthetic fertilisers.

Grazing animals return nutrients and organic matter back to the ground as they pass by and deposit their dung. This natural process ensures the soil remains healthy and fertile.

On a complete life-cycle analysis, the carbon footprint of pasture farms has been found to be lower than that of some farms where cereal crops are grown to feed the animals. Pasture plays an important role in carbon capture and storage through both photosynthesis and by building organic matter throughout the soil profile.

The Certification Standards specifically prohibit the use of soya, the production of which is often associated with deforestation and the resulting environmental damage.

1.5 Animal Welfare Benefits

The Certification Standards place important conditions that ensure livestock are able to achieve appropriate nutritional intake through grazing pasture, when soil and climatic conditions allow. The pasture-based diet effectively determines the stocking rates, allowing animals to follow a natural pattern of grazing behaviour.

The combination of these mean that livestock that are part of Certified Enterprises often experience less stress and associated health problems, than their counterparts raised within more intensive production systems. Further requirements on animal welfare can be found in section 4.

1.6 Sustainable Pasture Management

The productivity of grassland and the ability of soils to carry livestock varies throughout the country. However, on all farms with Certified Enterprises, factors such as the productivity of the grass and the measures taken to deliver the wider environmental benefits, mean that the numbers of cows or goats in a herd or sheep in a flock reflect agroecological farming practice as distinct from intensive production.

Grazing management techniques such as adaptive multi paddock, mob, tall grass or holistic planned grazing, which mimic the natural pattern of herds moving from one area of fresh pasture to another are often practiced within Certified Enterprises. This provides benefits both in terms of the productivity of the pasture, the biodiversity and the resilience of the leys. Further detail on the importance of grazing management and biodiversity is covered within the standards. Extensive grazing management such as conservation grazing practices are also practiced within Certified Enterprises, which also have benefits for biodiversity, habitat management and product quality.

Whatever grazing system and stocking density is used, the overarching objective is to ensure there is sufficient area for animals to achieve appropriate nutritional intake through grazing, and for the farm to be primarily self-sufficient in forage throughout the different seasons, with minimal external inputs.

2 Understanding the Certification Mark and Production Standards

2.1 Understanding the Certification Standards

To become certified all applicable standards must be met by a producer or business. In certain areas, there may be standards that are recommended rather than required, these are listed both within the standards and where they relate to wider environmental management, within the appendix. These recommended standards do not need to be met to become certified, however they are suggestions to where producers and businesses could be aiming on their journey.

Sections 1, 2, 8 and the Appendices apply to all those wishing to gain Certification or supply chain approval under these Standards.

Sections 3 to 6 and the Appendix in section 9 apply to Certified Enterprises at farm level only. Unless otherwise stated, all standards in these sections apply to all species and all types of production. Standards specific to meat or dairy or to a specific species are denoted as such.

Section 7 applies to Approved Businesses only. Standards specific to butchers are denoted as such.

2.2 Overarching Objectives and Expectations

Overarching objective paragraphs are included in some sections of the standards. These explain the overarching objectives that lie behind the Certification Standard or section within the Standards and are provided in order to avoid the risk of any misinterpretation and help to explain why a particular Standard is considered to be important.

Pasture for Life requires all farms with Certified Enterprises and Approved Businesses who use the Certification Mark, to abide by both the letter and spirit of the Standards. Reference to the overarching objectives will help ensure the integrity of certified pasture-based systems and should also provide an answer for any particular details that may not be specifically addressed within the Standards.

Certification may be withdrawn by the Pasture for Life approved Certification Body where there is deemed to be a clear conflict in objectives between enterprises that are covered by Certification and related business activities which are not. Cases where such a right may be exercised are likely to include instances of animal cruelty, fraudulent practice, or deception.

Pasture for Life expects all farms with Certified Enterprises and Approved Businesses to meet applicable legislation.

2.3 The Pasture for Life Certification Mark

The Certification Mark is a trusted symbol that represents the complete range of benefits of pasture-based livestock production, both in terms of the method of farming and the quality of the produce. The Certification Mark is a registered trademark and must only be used by those who are certified or are Approved Businesses selling certified products.

2.4 Certified Enterprises and Approved Businesses

Livestock and produce can only carry the Certification Mark if there is an unbroken chain of certified, compliant practice from the field to the point of production of the finished product, ready for sale.

A Certified Enterprise relates to the farm level production of meat, milk and/or fibre. Each Certified Enterprise must be linked to a named person or business that is responsible for all aspects of rearing an animal and any associated production.

Post farm gate, other businesses processing, packing or retailing certified produce will need to be seek Approved status from Pasture for Life.

Butchers are defined as those who break down a carcass for wholesale or retail sale as well as those that carry out further processing, for example to make broths, pies, ready meals and other similar products where Certified meat may be combined with other ingredients.

Creameries are defined as those who bottle milk and/or manufacture cheese, ice cream, butter, yoghurt and other similar dairy products for wholesale or retail sale, as well as products where Certified dairy may be combined with other ingredients.

Wholesalers are defined as those who supply certified products to retailers or other outlets, but not direct to the end consumer.

Leather goods manufacturers are defined as those who manage the process of converting skins and hides from certified animals into tanned goods.

Retailers are defined as those who sell products to the end consumer. Retailers that break down, pack, re-pack, re-label or otherwise process certified products out of sight of the final customer must be approved to do so under these standards.

There is no requirement for those wishing to become certified or approved to be a member of Pasture for Life. However, anyone who wishes to be certified and use the Certification Mark must pay an annual licensing fee to do so. If the licensing fee is not paid permission to use the Certification Mark will be removed. Details on the licensing fee can be found [here](#).

All stages in the chain from the farm to the customer are subject to the same standards governing the use of the Certification Mark.

If a certified producer sells direct to consumers and only sells their own certified produce, no secondary business approval is required. When a certified producer also runs a supply chain business that processes or sells non-certified Pasture for Life products, then that business will need to apply for Approved Business status. See Section 7.

2.5 The Application Process

The application process to become a farm with Certified Enterprise(s), Approved Butcher, Approved Creamery, Approved Wholesaler and/or Approved Retailer is available online through the Pasture for Life [website](#).

It is important to ensure that the details recorded by the potential certified producer or approved business in the 'Business Profile' section are accurate and an honest reflection of the business.

Applicants are encouraged to read the Certification Standards carefully and consider any potential changes they need to make to their existing business before proceeding with the application process. Standards relating to Approved Businesses can be found in Section 7.

Before any certification can be granted or renewed, the applicant must complete and return any requested agreements concerning actions that are to be taken to comply with the Certification Standards, along with any other information requested, to the satisfaction of the Pasture for Life approved Certification Body.

2.6 The Application and Conversion Planning Process for Dairy Cow Herds

The transition from mainstream dairy cattle practice to Pasture for Life dairy cow production can represent a significant challenge. A typical modern herd averaging 8500L per cow per year will depend upon the bulk of that production being derived from concentrate feed. As such, even relatively minor changes will have an immediate impact upon both milk quantity and quality. Furthermore, many modern breeds of cow will continue to produce milk at the expense of her own health and body condition if the diet is not carefully matched to the demands of milk production.

It is also important that Pasture for Life Dairy and Pasture for Life Meat are entirely compatible systems and that the two enterprises offer an integrated path for non-dairy replacement stock to be used efficiently.

Due to the potential impacts that the conversion to a certified cattle dairy system could involve, the application process for certified cattle dairies farms is more complex than for beef, sheep or goat production.

A proportional approach is used, whereby the degree of planning required before an application is accepted by the Certification Body reflects the degree of change in livestock management that is required. Factors that are taken into consideration include:

- Current average milk production
- Breed(s) used
- Current use of concentrate feed (Kg/head/year)
- Current stocking rate
- Grassland management practice

Pasture for Life can offer support for those wishing to transition to certified dairy cattle production. This will typically include a farm visit by a Pasture for Life specialist to ensure that all the practical aspects have been fully understood and to offer further advice where needed. Interested applicants should contact the Pasture for Life office.

2.6.1 The application process to become a certified dairy cattle herd requires the preparation of a detailed conversion plan. This plan must be reviewed as part of the certification renewal process and also when there are any significant changes in the herd management. The conversion plan must include the following details:

- A feed plan for each group of animals (e.g. youngstock, dry cows, early lactation etc.)
- Livestock Management Plan
- Breeding plan
- Grassland management
- Stocking rates
- Production profiles and market requirements
- The sale or management of calves that are not required as replacement stock
- The sale or management of culled milking animals

2.6.2 The conversion plan, which will cover the transition period and beyond, must be agreed with the Pasture for Life approved Certification Body and be in place before the initial certification process can be completed.

2.7 The Inspection Process and its Objectives

2.7.1 The audit and inspection process takes a risk-based approach. It begins with a self-assessment application made by the prospective producer or business, in which they are able to declare compliance or otherwise with the Certification Standards.

- 2.7.2 The next step is the on-site inspection. The purpose of the inspection process is to provide an independent third-party verification that the actual practice in the Enterprise, Butchery, Creamery, Wholesaler or Retailer meets the Standards. This gives due recognition to those producers and businesses who take a conscientious and responsible approach to their business.
- 2.7.3 The Certified Enterprise or Approved Business must provide access to sites, documents, equipment, records and personnel that the Pasture for Life approved Certification Body determines necessary to access.
- 2.7.4 The Certification Mark is carried by products that have been certified as having met the requirements of a Certification Scheme by a Pasture for Life approved Certification Body. Certification covers a 12-month period from the point of approval and is thereafter renewed on an annual basis. A list of farms with Certified Enterprises is published on the Pasture for Life website. The website also contains a list of other Approved Businesses.
- 2.7.5 The independent inspection of farms with Certified Enterprises, and other Approved Businesses is necessary to maintain the integrity of the Certification Mark and to provide the necessary reassurances to customers who support it through the purchase of produce. The audit process also provides an opportunity for Pasture for Life to monitor the effectiveness of the Certification Standards in delivering the desired objectives.
- 2.7.6 Those seeking to become a farm with Certified Enterprise(s) agree to a minimum of one visit a year from a Pasture for Life approved Certification Body, with the possibility of additional visits if deemed necessary, as per their inspection agreement. It is possible to request a triennial inspection arrangement, details of which can be found in the inspection fee guidance.
- 2.7.7 Those seeking to become an Approved Butcher, Creamery, Wholesaler or Retailer agree to a minimum of one audit activity a year from Pasture for Life, this could be online or in-person.
- 2.7.8 The Pasture for Life approved Certification Body may require additional inspections when:
- There is a significant change in the enterprise(s) covered by certification.
 - The farm with Certified Enterprise(s) or the Approved Business moves to new premises.
 - A complaint is received regarding the farm with Certified Enterprise(s) or the Approved Business.
 - The farm with Certified Enterprise(s) or the Approved Business is selected as part of the spot-inspection programme.
 - Re-inspection is required to make sure the farm with Certified Enterprise(s) or the Approved Business has corrected any non-compliances.
 - The risk assessment of the farm with Certified Enterprise(s) or the Approved Business suggests the need for further inspection.
- 2.7.9 The Pasture for Life approved Certification Body will arrange to visit and audit the applicant's enterprise(s) or business. Wherever possible, inspections will be combined with existing inspections, such as those for farm assurance e.g. Red Tractor or Organic certification however this will not always be possible due to varying inspections regimes.
- 2.7.10 The Pasture for Life approved Certification Body reserves the right to carry out unannounced inspections where it is deemed to be necessary and appropriate.

Note: *The Pasture for Life approved Certification Body has the right to recoup any expenses incurred in conducting additional inspections.*

2.7.11 In cases of minor non-compliance, any previously granted certification or approval may remain valid provided all compliance issues are resolved with the Pasture for Life approved Certification Body within an agreed time span.

2.7.12 In cases of major non-compliance or manifest infringement there will be an immediate suspension of the certification and use of the Certification Mark on any produce.

Manifest infringement includes but is not limited to:

- Animal welfare abuses
- Fraudulently marketing animals or products under the Certification Mark
- Serious environmental pollution incidents

Note: In England, Wales, Northern Ireland or Scotland this would be defined as incidents caused by the Certified Enterprise or Approved Business that are classified as category 1 or 2 by the Environment Agency, Natural Resources Wales, Northern Ireland Environmental Agency or Scottish Environment Protection Agency. In Ireland this would be defined as incidents caused by the Certified Enterprise or Approved Business that are classified as serious, very serious or catastrophic.

2.7.13 Certified Enterprises and Approved Businesses must disclose matters that may impact on certification or approval status or potentially bring Pasture for Life into disrepute such as pending or past prosecutions relating to the keeping of livestock, environmental protection and food safety.

2.7.14 Certified Enterprises and Approved Businesses will be contacted by the Pasture for Life approved Certification Body before the expiry of their certificate so the renewal process can ensure continued certification.

2.7.15 All Certified Enterprises and Approved Businesses must meet all relevant legislation.

2.8 Records and Record Keeping

Overarching Objective

A coordinated inspection process aims to minimise any overlap or duplication between Pasture for Life Certification and any other existing farm certification or environmental stewardship schemes. Information required for audit purposes should also be used, wherever possible, to add to the value of produce bearing the Certification Mark

Certified Enterprises and Approved Businesses must maintain accurate records to demonstrate that the Standards are being adhered to.

2.8.1 As detailed within these Certification Standards, producers must maintain records and plans and have contingency measures in place.

The Certification Standards seek to avoid duplication of good management practice covered by existing farm assurance and animal welfare schemes that producers may already have in place.

Plans and records produced for other certification programs may also be used for Pasture for Life certification. For example, a livestock health plan developed for organic certification may be put forward for review by the auditor at a Pasture for Life inspection.

2.9 Inspection Fees and Levies

Overarching Objective

The Inspection process should represent a worthwhile investment in terms of underpinning the integrity of certified produce at the point of sale, confidence in the methods of production and transparency throughout the food chain.

- 2.9.1 Inspection fees and annual licensing fees are set by the Pasture for Life approved Certification Body and cover the cost of the audit process and any costs associated with maintaining the certification process as a whole.
- 2.9.2 Pasture for Life reserves the right to apply a levy fee on the sale of any livestock at the point of slaughter or produce that is traded under the Certification Mark. If the levy is not paid, Pasture for Life reserve the right to revoke certification, as per section 8.5.1.
- 2.9.3 The levy is payable by farms with Certified Enterprise at the point the animal leaves the farm for slaughter. Farms with Certified Enterprises are notified of any relevant levy fees as an integral part of the application process.
- 2.9.4 The levy fee, where applied, is published by Pasture for Life and will be clearly stated at the initial application stage of the Certification process and thereafter at the renewal stage.
- 2.9.5 This levy contributes towards the promotion and marketing of Pasture for Life produce and will allow future growth of the network of producers and retailers. Depending upon the volume of sales, levy fees may be collected annually in arrears or more frequently where appropriate.
- 2.9.6 No levy is applied to the sale or transfer of live animals at any point in the chain.

A list of the [current fee structure](#) and [levy arrangements](#) is published on the Pasture for Life website: www.pastureforlife.org

3 Livestock and Feed

The Certification Standards should be seen by producers as a framework that defines an efficient, productive and sustainable system of farming rather than a series of constraints.

The Certification Standards relating to production have been developed by producers who have successfully refined their own pasture-based farming systems. As such they reflect practical measures based upon principles of good farming husbandry, as well as an efficient use of natural resources.

Prospective certified producers may find that becoming a farm with Certified Enterprise(s) will require a degree of change in their farming and livestock production methods. It is important to remember that certification is a voluntary decision that should only be taken when the producer is confident in their ability to manage any such change.

3.1 Source of Livestock and Identification – All Species

- 3.1.1 All animals in the herd or flock relating to the Certified Enterprise on the farm must be managed to be in compliance with the Certification Standards.

Note: *Animals that are prepared for shows, demonstrations or competitions cannot be treated as an exception and must be managed to the same Certification Standards.*

- 3.1.2 'Parallel production' whereby Certified and non-Certified animals within the same farming enterprise are raised under different *feeding* management regimes is prohibited.

Note: Pasture for Life Dairy and Pasture for Life Meat are regarded as two completely separate enterprises and although they may comprise animals of the same species, it is possible for one to be certified and the other not, provided there is an appropriate distinction between the two enterprises and in the produce being sold.

- 3.1.3 Breeding stock must be of suitable type to fit 100% Pasture for Life systems and the farm environment and reflected as such through monitoring activities set out in the animal health plan.

- 3.1.4 Records of purchase and sale of certified animals must be kept.

- 3.1.5 All animals must be identified in accordance with current legislation (e.g. ear tags) to enable complete traceability and integrity of the Certification Mark.

- 3.1.6 When livestock is temporarily removed from the main farm site but remain in the ownership of the producer who is responsible for the Certified Enterprise, they must be kept in accordance with the Certification Standards.

Note: Examples of acceptable reasons for temporary removal of livestock from the main farm site associated with the Certified Enterprise(s) may include:

- Shows and demonstrations.
- Movement for breeding
- Movement for seasonal grazing

- 3.1.7 Non-certified breeding stock can be brought onto the Certified Enterprise, but they must be managed to these standards from the day they arrive.

- 3.1.8 Replacement breeding stock purchased from non-certified sources must not be sold as Pasture for Life meat.

- 3.1.9 *Recommended:* When replacement breeding stock must be brought in, they should be sourced from Certified Enterprises whenever possible.

3.2 Source of Livestock and Identification – Meat Animals Only

- 3.2.1 Livestock that are marketed for meat under the Certification Mark must be certified as being managed in compliance with these Standards from birth to the point of slaughter.

Note: The only exception to this standard is at initial certification. Farms that can demonstrate that past management met Pasture for Life standards may be permitted to include animals on farm as part of their certified herds and flocks.

- 3.2.2 Any purchased store animals or youngstock that are to be raised for meat production *and sold as Pasture for Life Certified* must be sourced from other Certified Enterprises. Non-certified animals within the same enterprise must be managed to the same standards; they cannot be sold as certified.

Note: The only exception to this standard is at initial certification. Farms that can demonstrate that animals that were purchased as stores came from farms that even if uncertified had management that met Pasture for Life standards may be permitted to include these animals as part of their certified herds and flocks.

3.3 Source of Livestock and Identification – Dairy Animals Only

3.3.1 Livestock that are to produce milk under the Certification Mark must be managed in compliance with these standards for at least three months before they can produce certified milk.

Note: Once certified the entire dairy herd must be managed to meet the Pasture for Life standards, however replacement breeding animals from non-certified herds must meet the requirement above. The only exception to this standard is at initial certification. Farms that can demonstrate that past management met Pasture for Life standards may be permitted to market certified milk from the date of first certification.

There are different requirements for animals that produce Pasture for Life meat and those that produce Pasture for Life dairy as the impact of switching to 100% pasture diets on the nutritional content of milk occurs more quickly than the changes in the nutritional content of meat.

Note that if farms with Certified Dairy Enterprises wish to market dairy animals as beef or veal they must additionally certify as a Certified Meat Enterprise and meet standard 3.2.1.

3.3.2 Once certified, dairy animals must be kept to Pasture for Life standards throughout their lactation and any dry periods.

3.3.3 The practice of using “flying” dairy herds is prohibited. This term is used to describe systems where replacements are made on a total-herd-basis and/or where replacement heifers are routinely raised as part of non-Certified Enterprises.

3.4 Overall Feed and Nutrition

3.4.1 Animals must be provided with pasture and forage that provide suitable nutrition for their age and stage of production.

3.4.2 Animals must have free access to clean, fresh water at all times.

3.4.3 Pasture and forage must be the only feed source consumed for the lifetime of the animal, with the exception of milk consumed by youngstock prior to weaning. Animals must not be fed grain or any other form of feed concentrate.

Note: Pasture and forage includes grass (annual and perennial), legumes (e.g. clover, trefoil, vetches), brassicas (see section 3.6) and herbs within pasture leys. Also permitted are forbs, browsing of shrubby growth, and arable silage or wholecrop, harvested in the vegetative (pre-grain) state (see section 3.7). With the exception of brassicas, which must be grazed, all of the above may be provided for grazing or as conserved products (e.g. hay and silage). Lucerne, grass and meadow nuts are permitted, as is windfall fruit if grazed where it fell as part of the animals’ natural grazing behaviour in a silvopastoral setting.

3.4.4 The following sources of feed are specifically prohibited under the Certification Standards and any animal that consumes them will lose certified status:

- Grains
- Dry harvested grain legumes (e.g. peas, beans, lupins)
- Maize and maize silage
- Soya
- Sunflower and safflower grains and meals
- Oilseed and expeller products
- Grain residue or by-products including brewer’s grains
- Any harvested root crops and root crop products including sugar beet, fodder beet and derived products.
- Fodder beet whether harvested or grazed, fresh or processed

- Any by-products from food processing or animal feed processing industries
- Stock feed potatoes, vegetables or fruit
- Waste food products such as bread
- Urea

Note: The feeds listed above must not be used as feeds, feed additives or feed supplements. A lack of a specific prohibition for any feed or supplement within the Certification Standards does not imply that their use is permitted. It should be assumed that any non-forage supplements or feedstuffs are prohibited unless otherwise specifically stated within the Certification Standards. The Pasture for Life approved Certification Body should be consulted if there is any doubt whether a particular ingredient is permitted.

- 3.4.5 Genetically Modified Organisms (GMOs) or derivatives of GMO are specifically prohibited.
- 3.4.6 Molasses must only be used as a binding agent for mineral and/or vitamin supplements. The molasses content of the supplement must not exceed 40%. It cannot be used as a feed in its own right nor as a binder for grass nuts or similar feeds.
- 3.4.7 A list of ingredients or specification for any feed or supplement made available to a group of certified animals must be retained and be made available at inspection.
- 3.4.8 Animals that are sick, ill or otherwise in poor condition must not have prohibited feeds withheld if these are necessary to maintain animal health and welfare. If an animal in a certified enterprise is fed prohibited feed, they cannot be sold as certified.

Note: As per standard 3.4.4 such animals cannot be marketed under the Certification Mark.

- 3.4.9 If inadvertent (accidental) exposure to non-forage foodstuffs occurs, the incident must be recorded and reported to the approved Certification Body within seven days.

Note: As per standard 3.4.4 animals that have eaten prohibited feedstuffs cannot be marketed under the Certification Mark.

- 3.4.10 Records must be maintained with ear tag numbers, or other forms of animal identification for any animals that consume non-forage supplements. These must not be sold under the Certification Mark or otherwise implied that they are covered by the Certification Mark.

3.5 Grazing

Overarching Objective

The number of livestock should be properly matched to the capacity of the pasture and the soil conditions. Pasture for Life recognises that in practice, the sustainable stocking rate is as diverse as the pasture. Both understocking and overstocking can have an adverse effect on species diversity, which is important in helping to maintain animal health. It is well recognised that legumes and particularly herbs and forbs contain significantly higher levels of minerals, including trace minerals, than grass.

Farms must be able to demonstrate that the number of livestock on their holding does not compromise the soil condition, the productivity of the pasture or the welfare of the animals. See also Section 5.

- 3.5.1 All livestock operations must be based upon providing access to pasture or other forage areas where animals can graze. A zero-grazing system, where fresh forage is harvested during the growing season and fed to confined animals, is prohibited.
- 3.5.2 At all times when conditions allow, Certified Animals must be maintained on rotational pastures, permanent pasture, fields of forage crops or on unbroken ground.

Note: See Standard 4.3.2 for conditions under which Certified Animals can be removed from pasture.

- 3.5.3 Certified Animals may be supplemented with hay, haylage, silage, crop residue (straw) without grain, and other natural sources of roughage while on pasture, but during the growing season these must not be the main source of nutrition.

3.6 Grazing Brassica and Root Crops

Overarching Objective

Brassica and root crops can play an important role in sustainable, rotational livestock farming systems. Towards the end of summer, a brassica crop such as stubble turnips or kale sown into post-harvest stubble fields can provide useful supplementary fodder at a time when the nutritional value of grass declines. Livestock will spread manure onto these fields as they graze, adding valuable fertility to the following crop planted.

However, brassicas and root crops have a different nutritional composition to grasses, herbs and forbs, and in addition feeding a predominantly brassica-based diet can lead to taint. Brassicas must therefore only be fed to certified animals as a grazed, mixed crop when the animals have access to the green leafy tops of the plant as well as any root.

The cultivation and grazing of brassica crops must also be managed with the protection of soil health and soil structure in mind.

- 3.6.1 Brassicas and root crops must be grazed. Harvested brassicas and root crops must not be fed to certified livestock.
- 3.6.2 Brassicas and root crops must be planted in a mix that includes at least one other species that is not another brassica or root crop.

Note: Pasture for Life Standards do not permit the use of monocultures. Certified animals must always have access to multiple plants species as part of their daily diet.

- 3.6.3 Animals fed brassicas must have access to additional high-fibre forage.

Note: Brassica crops are low in fibre, so additional high fibre forage (for example hay) must be available when animals are fed brassicas. There is no set amount of high fibre forage that must be provided, but it must be freely available to all animals.

- 3.6.4 Animals grazed on brassicas must have access to a place to lie down that is not muddy, or waterlogged.

3.7 Arable Silage and Wholecrop

Overarching Objective

Cereal crops such as wheat and barley are part of the same family of plants as grasses, but over millennia they have been selected to produce grain as their main output rather than the leafy vegetation of other grasses. In the early stages of growth however, cereal crops are very similar to grass and when grown as a mix of species and grazed or harvested before grain is present, can be used as part of the diet of certified animals.

Integrating livestock with arable systems can lead to better use of natural resources. Manure from livestock can be used to build fertility rather than relying on artificial inputs and mixing livestock and crop

enterprises helps break weed, pest and disease cycles. Pasture for Life encourages arable producers to integrate livestock into their farm systems for these and other benefits.

Mixed farms, with both livestock and arable enterprises, where pasture is grown in rotation with other crops, may use cereals as a “nurse crop” to protect newly sown pastures. The faster growing nurse crop helps to reduce weeds, prevents erosion and provides shelter for the pasture. The nurse crop is then harvested leaving well established pasture. Cereal crops may also be used as cover crops to protect soil from erosion between harvest and the establishment of the next crop. For the best use of resources these crops can be managed to meet the standards below and can then be utilised as feed for certified animals.

The terms arable silage and wholecrop are used in the agricultural sector to designate crops that have been harvested before they produce a dry grain. There is often confusion over the precise definition of each term. For clarity, these standards instead set a maximum growth stage of the harvested plant to define whether it is suitable for pasture for life animals.

3.7.1 Arable silage or wholecrop for certified animals must be planted in a mix that includes at least one other non-cereal species.

Note: Pasture for Life Standards do not permit the use of monocultures. Certified animals must always have access to multiple plants species as part of their daily diet. Common options for suitable arable mixes include barley or rye with peas or vetch, but there are many other combinations that may be used.

3.7.2 Arable silage or wholecrop must be grazed or harvested prior to the cereal species reaching growth stage 59 (ear emergence).

3.7.3 To ensure that the requirements of standard 3.7.1 and 3.7.2 are met, arable silage or wholecrop must be grown under the management of a farm with Certified Enterprise(s).

Note: In most instances the farm with a Certified Enterprise will grow arable silage or wholecrop for their own use, but this standard permits the purchase of arable silage or wholecrop from other farms with Certified Enterprises.

4 Animal Welfare

Overarching Objective

Pasture for Life certification standards represent sustainable farming practice, and they also reflect the associated high customer expectations in terms of animal welfare and ethics.

Certified animals must be maintained in a state of good welfare with respect to the Five Domains. The Five Freedoms are well known, but in recent years there has been a shift away from avoiding negative welfare to promoting positive welfare. The Five Domains (listed below) encapsulate this approach with the first four “physical” domains together affecting the fifth “mental” domain and all five together providing the state of animal welfare.

- Nutrition and hydration
- Environment
- Health Status
- Behaviour
- Mental State

4.1 Stock-people

4.1.1 All stock-people must be trained and competent in animal husbandry and welfare.

Note: This applies to contract stock workers – for example contract shearers – as well as full and part time employees and family members who work with certified animals.

4.2 Health – All Species

4.2.1 There must be a written animal health plan that emphasises prevention of illness or injury and promotion of positive health to limit the need for treatment. The health plan should be prepared in consultation with the farm’s vet or other expert advisor.

It must address:

- Avoidance of physical, nutritional or environmental stress
- Nutrition
- Vaccinations and other methods to cope with prevailing disease challenges
- Pasture management to prevent potential animal health problems
- Emergency euthanasia
- Biosecurity and quarantine measures
- Emergencies with actions to be taken to mitigate these (e.g. fire, flood, drought)
- Lameness and foot/h hoof care
- Mastitis
- Internal and external parasites
- Strategies for controlling disease such as BVD and Johne’s disease in cattle and/or scab and flystrike in sheep if these are a risk on farm

4.2.2 Records must be kept of the administration of veterinary medical products. The information must include:

- Date of purchase
- Name of product
- Batch number and expiry date of product
- Quantity purchased
- Identity and number of animals treated
- Quantity administered per animal or per group
- Reason why animals were treated
- Date when treatment started and finished
- Withdrawal times and date when meat or milk may be marketed

4.2.3 Any sick or injured animal must receive treatment as soon as the illness or injury is discovered.

4.2.4 Any animal that is sick or injured without hope of recovery, must be promptly and humanely euthanised.

4.2.5 Prophylactic or sub-therapeutic use of antibiotics is prohibited.

Note: The routine use of dry cow treatment represents prophylactic use of antibiotics and is prohibited. Inert teat sealants such as Orbeseal are permitted.

4.2.6 When antibiotic treatment is required for individual animals, third- and fourth generation cephalosporin antibiotics must not be used unless the farm’s vet states that they are the only suitable option.

Note: These antibiotics are important in human medicine and should be used sparingly in animal treatments.

4.2.7 Stocking rates, the use of ‘clean’ and ‘mixed’ grazing and pasture management must be the first approach towards controlling and avoiding internal parasites. Faecal Egg Count (FEC) testing

should take place prior to treatment of gastrointestinal parasites. Where preventative treatment measures are required, these should be undertaken using a risk-based approach, supported by a vet as set out in the animal health plan.

- 4.2.8 When treatment against parasites is required, Avermectin compounds must be avoided unless absolutely necessary.

Note: Avermectin compounds have a negative impact on soil flora and fauna. Their use may be necessary where there is resistance to other wormers or when a vet advises their use.

- 4.2.9 Organophosphate and organo-chlorine compounds must not be used in any form.

- 4.2.10 Breeding management must ensure good welfare for the mother and her offspring.

Note: Breeding management includes factors such as choice of sire, age at first breeding and nutrition during pregnancy so that mothers give birth unassisted to healthy offspring.

4.3 Living Environment

See also Section 3.5 Grazing which requires Certified Enterprises to be based on access to grazing.

- 4.3.1 Animals must always have access to shade and/or shelter as appropriate to ensure they can maintain thermal comfort.

- 4.3.2 Certified Animals may only be removed from pasture and housed under the following circumstances:

- Over-wintering periods when grazed plants are not growing
- Conditions likely to lead to soil damage
- Conditions that lead to a clear risk to animal welfare
- Community or national requirements relating to specific animal biosecurity measures.

- 4.3.3 When Certified Animals are off pasture the stocking density in housing must meet the requirements in Appendix 1.

- 4.3.4 There must be no competition for feed or water when animals are housed.

- 4.3.5 All areas where animals are pastured, housed and handled must be designed and maintained to avoid causing injury.

- 4.3.6 All housed animals must have a dry and comfortable bedded lying area.

- 4.3.7 Manure, uneaten fodder and other wastes must be removed as often as necessary to maintain good air quality.

- 4.3.8 Housed animals must have access to natural light and ventilation.

- 4.3.9 Where artificial light is used, it must not extend the daylength beyond 16 hours.

- 4.3.10 Tethering or close confinement of any animal is prohibited.

Note: Animals may be restrained for the purposes of delivering veterinary treatments, completing management tasks or similar, but must be held for the shortest time possible to complete such actions. Tethering is permitted at shows.

4.3.11 *Recommended* When Certified Animals are housed for an over-wintering period, they should be given access to pasture whenever conditions allow.

4.3.12 *Recommended* Housed animals should be provided with enrichments.

Note: This requirement does not apply to animals held temporarily overnight e.g. prior to transport or shearing. It also does not apply to animals that are housed for calving, lambing or kidding.

Suitable enrichments for housed sheep and goats include raised platforms such as hay or straw bales or stacked and secured wooden pallets. Suitable enrichments for cattle include cow brushes either purpose built, or a broom head attached to a wall or post at a suitable height. Enrichments are suggested at one for every 50 animals.

4.3.13 Water buffalos must have access to a wallow.

Note: When given the opportunity water buffalo like to spend time in pools or muddy wallows. On pasture, water buffalos will create shallow dust baths. In warm weather these can have water added to create a wallow.

4.4 Welfare Outcome Assessments

Overarching Objective

Welfare outcome assessments are a useful way to ensure that the measures put into practice are delivering the desired beneficial outcomes for animals. It is not necessary to have written records of scoring, but producers should be aware of the benefits of monitoring the outcomes below. The Pasture for Life approved Certification Body may carry out any of assessments listed below as part of the farm audit. For further information on welfare outcome assessments and tools to carry out these assessments see <http://www.assurewel.org/>

4.4.1 Body Condition Scoring (BCS) should be carried out at key times in the production cycle, for example breeding, weaning and for dairy herds during early lactation.

4.4.2 Lameness should be monitored at least every six months with greater frequency of assessments where there is a higher risk.

Note: Some beef herds have little or no problem with lameness, but in dairy cattle herds and sheep flocks this can be a much bigger issue.

4.4.3 Mortality rates must be monitored and if they exceed expected or typical benchmark levels, action including veterinary advice, must be taken.

4.4.4 The percentage of assisted births must be monitored and if it exceeds 10% of the number of animals that give birth in any one cycle, action must be taken.

Note: For the purposes of this standard, assistance is defined as a situation where the animal could not give birth naturally without human intervention. If a large proportion of animals must be assisted it suggests that either breed choice or nutrition need adjustment.

4.4.5 Animal cleanliness must be monitored regardless of whether animals are on pasture or housed. If animals cannot keep themselves clean, they must be moved to new pastures and/or bedding must be replenished.

4.5 Husbandry Operations

4.5.1 The need to carry out operations such as castration, disbudding, dehorning and tail docking must be justified in the animal health plan required in Standard 4.2.1 and these actions must align with

current legal requirements as set out by the species-specific code of recommendations for the welfare of livestock.

- 4.5.2 *Recommended* Pain relief should be provided when animals are castrated or tail docked.

4.6 Young Animal Management

Overarching Objective

Unweaned calves, lambs, kids and fawns are described as young animals in the standards below. All young animals from Certified Enterprises that produce meat must be managed to these standards. Young animals from Certified Pasture for Life dairy herds or flocks that are not going to be reared as Pasture for Life Meat, or as replacements for the Certified Dairy Enterprise must be reared to these standards at least until weaning.

Most herds or flocks producing animals for meat allow young animals to be raised by their mothers until weaning. In contrast, most dairy enterprises remove young animals from their mothers shortly after birth and rear them artificially. Pasture for Life encourages dairy farmers to investigate systems where young dairy animals stay with and are reared by their mothers or foster mothers.

- 4.6.1 Newborn animals must be given good quality colostrum by the time they are 12 hours old.

Note: In newborn ruminants, intestinal closure starts at around six hours and by 12 hours there is relatively little absorption of antibodies. Therefore, newborns must be given colostrum before 12 hours and it is recommended that the first feeding should be completed before six hours.

- 4.6.2 Calves and fawns must not be weaned off milk before they are 12 weeks of age.
- 4.6.3 Lambs and kids must not be weaned off milk before they are at least 45 days old.
- 4.6.4 Young animals must not be sold through auction markets before the weaning ages specified in standards 4.6.2 and 4.6.3.
- 4.6.5 Young animals must not be euthanised for any reason other than non-recoverable illness or injury.
- 4.6.6 Young animals must not be sold for live export.
- 4.6.7 Farms with Certified Dairy Enterprises must manage young animals to meet these standards until at least the weaning ages specified in standards 4.6.2 and 4.6.3.

Note: Farms with Certified Meat Enterprises must rear all animals within the herd or flock to the Pasture for Life standards for their entire lives. Farms with Certified Dairy Enterprises are encouraged to do the same, but may choose to transfer young animals that are not required as dairy replacements to non-certified meat enterprises at weaning.

- 4.6.8 Farms with Certified Dairy Enterprises must have in place a management plan that identifies suitable market(s) for all male young animals and any female young animals that are not reared as breeding replacements.

Note: Pasture for Life promotes a compassionate approach to the issue of male animals from dairy herds or flocks. Male animals, and any females that are unsuitable as breeding replacements, do not have to be raised beyond weaning as Pasture for Life for meat, but a suitable outlet for these animals should be found.

- 4.6.9 Nose paddles/flaps are permitted for weaning calves and must be used in accordance with the manufacturer's instructions.

4.7 Handling and Transport

- 4.7.1 Animals must always be handled calmly in a way that minimises stress and avoids injury.
- 4.7.2 The use of electric prods is prohibited.
- 4.7.3 There must be a written plan to ensure that animal welfare is maintained during transport both around the farm and off the farm. The plan should, where applicable, also include actions to be taken in the event of an accident or vehicle breakdown. This can be included as part of the Animal Health Plan.
- 4.7.4 Animals must be fit for transport. Sick or injured animals must only be moved under the direction of a vet.
- 4.7.5 Water must be available up to the point of transport.
- 4.7.6 Stocking density in transport must meet the requirements in Appendix 1.

4.8 Slaughter

- 4.8.1 Animals to be marketed as Certified Pasture for Life meat must only be slaughtered at abattoirs that are FSA approved. Deer may be slaughtered on farm, in accordance with the code of recommendations for the welfare of farmed deer.

Note: Pasture for Life will review existing certifications, FSA reports and other information to ensure that abattoirs handle, lairage, stun and kill animals to meet best practice animal welfare requirements.

- 4.8.2 All animals to be marketed as Certified Pasture for Life meat must be stunned prior to slaughter.

5 Sustainable Pasture Management

Overarching Objective

Livestock play an essential role in maintaining many important habitats, such as species-rich meadows and pasture, wetlands and marshes and wood pasture. However, it is important that appropriate stocking rates and suitable breeds of animal are used to achieve the most beneficial outcomes.

Inputs applied to the land have an impact. Application of artificial fertilisers and herbicide sprays can have a detrimental effect upon the value of pasture. For instance, synthetic fertilisers can adversely affect soil flora and fauna, reduce earthworm populations, leading to the acidification of soils and causing the oxidation of organic matter. Herbicide sprays are often broad spectrum, killing many more plants than the targeted species, so their use must be carefully controlled.

Semi-natural and species-rich pastures have evolved as a result of decades or even centuries of low-intensity farming and comprise of native strains of grasses and flowers. These plant communities have a very high conservation value, because they have become incredibly rare and fragmented across the UK, with a decline of at least 95% since 1940. These pastures are important for rare plants, fungi, and a host of associated insects and other fauna. These standards prohibit the use of monocultures and promote diverse and species rich pastures.

The diversity of plant species within pasture is one of the most important elements of pasture-fed production and has been shown to improve soil health. Leguminous plants, particularly clover, significantly reduce the environmental footprint of livestock production and contribute towards raising the levels of protein available within the animal's diet.

Herbs and other native plants such as Chicory, Burnet, Yarrow, Sainfoin and Ribwort Plantain provide a source of vital trace elements, offering the opportunity for self-medication by livestock. Some plants can also significantly reduce methane emissions in ruminant animals.

5.1 Pasture Management

5.1.1 All farms must have a grazing management plan that takes into account the following:

- Stocking rate
- Ley composition
- Re-seeding/over-seeding targets
- Nutrient management including fertiliser/manure application targets
- Weeds and their control
- Actions to eliminate soil erosion and other damage to soil structure
- Actions to maintain and build soil nutrients, soil organic matter and soil microbiological activity
- Seasonal variations

5.1.2 Semi-natural pastures, unimproved pastures and species-rich meadows that are of benefit as wildlife habitats must be managed to maintain or enhance their biodiversity.

Note: The use of manures and artificial fertilisers, re-seeding, drainage and cultivations can all cause damage to semi-natural, unimproved and species-rich pastures.

5.1.3 When Certified Animals are given supplementary feed or forage on pasture, feeding sites must be moved frequently enough to manage any potential risk of poaching.

Note: Feeding sites include ring feeders, hay racks or areas where hay or other forages are spread on the ground. This requirement does not apply to feeding sites that form part of an overwinter feeding pad, where straw, woodchip or other material forms a dry area for livestock to lie and prevents poaching.

5.1.4 When Certified Animals are given supplementary feed or forage on pasture, feeding areas must not be sited where rare or otherwise locally important species of plant are growing.

5.1.5 Pasture management must encourage biodiversity and reflect the importance of herbs and other native species within grass swards (see also section 6). Monoculture crops for grazing or conservation are prohibited.

Note: Pasture management to encourage biodiversity includes maintaining or restoring diverse leys with a range of grass, herb and wildflower species.

5.1.6 Recommended Farm level soil health monitoring should be carried out.

Note: This could include carrying out earthworm counts, slake testing, soil organic matter tests, digging soil pits and similar activities.

5.1.7 Recommended Regular forage testing should be carried out.

6 Biodiversity and the Wider Environment

Overarching Objective

Pasture plays a vital part in UK agriculture. Grasses and other forages have been a major resource for UK producers for hundreds, if not thousands of years and both farmed animals and native wildlife have adapted to utilise them.

Many UK wildlife species have suffered a massive decline in numbers in the past 50 years. Sustainable livestock production as defined by the Certification Standards includes the principle of ensuring that wildlife habitats are not further destroyed or damaged. Many important and threatened species of native wildlife depend on grazing, so their conservation can be supported through appropriate pasture management.

6.1 Management for Wildlife and Biodiversity

6.1.1 There must be a farm map that identifies the following habitats across all of the land owned or managed by the farm with Certified Enterprises:

- Woodland
- Hedges
- Rivers, ponds and streams
- Wetlands
- Areas of natural or semi-natural permanent pasture
- Statutory protected sites of importance to wildlife such as Sites of Special Scientific Interest, Special Areas of Conservation, National Nature Reserves and Local Nature Reserves
- Non-statutory protected sites of important to wildlife such as Local Wildlife Sites
- Areas under Countryside Stewardship or Environmental Stewardship management

6.1.2 The certified enterprise must demonstrate that they are maintaining and managing areas of wildlife habitat.

6.1.3 Riverbanks must be managed to keep erosion and soil run-off to a minimum.

6.1.4 Ridge and furrow fields must not be levelled.

6.1.5 Fields containing ancient monuments must not be cultivated.

6.1.6 The Control of Pollution (Silage, Slurry and Agricultural Fuel Oil) Regulations 2010 must be followed when making and storing silage.

6.1.7 Effluent from silage clamps, bags and big bales must not pollute water courses or groundwater.

Effluent collection tanks must:

- have enough storage for unusually wet silage
- prevent water entering which may cause an overflow

Additional recommended standards relating to environmental management can be found in Appendix 2.

7 Approved Businesses Beyond the Farm Gate

The preceding sections have dealt with the management of certified animals and careful stewardship of the farmland on which they are raised. For the efforts of the producer to be reflected at the point of sale, it is important that the rest of the supply chain reflects the same standards of integrity.

In many cases, the quality of certified produce will be complemented by artisan methods of processing. The standards provide the flexibility to support such methods.

Businesses operating beyond the farm gate to process and sell Pasture for Life Certified products will need to become Approved Businesses, meeting the standards as set out below.

7.1 Separation of Certified and Non-Certified Produce

7.1.1 Approved Businesses must have clear protocols in place to ensure that both Certified and non-certified produce are clearly identified and that there are no means by which any non-certified produce can be inadvertently processed and labelled as being Certified.

7.1.2 These protocols must cover each stage of processing under their control and also include any sub-contracted services.

Note: Tanneries used by certified leather goods manufacturers are considered to be subcontractors and do not need to be approved in their own right. The approved leather goods manufacturer must maintain traceability as required by section 7.3 when hides and/or skins are sent to be tanned.

7.2 Statutory Requirements

7.2.1 Approved Businesses must be registered with the local Trading Standards and their Environmental Health Authority as appropriate for their activities.

7.3 Traceability and Record Keeping

7.3.1 Approved Businesses must have a traceability system that meets the Pasture for Life TRACKS requirements by including:

- Produce that is supplied to them is covered by a current, valid Pasture for Life certificate
- There is a unique reference number that allows produce to be traced from certified enterprise(s) through all stages of processing
- Volume, date and origin of certified product entering the business is recorded
- Details of processing and addition of ingredients to certified products is recorded (e.g. manufacture of sausages, ice cream etc.)
- Volume of certified product transferred or sold from the business is recorded

Note: The traceability system must provide a means of easily tracing both the identity and quantity of produce from point of sale back to the producer and production batch.

7.3.2 Sample labels showing use of the Pasture for Life symbol and methods of batch identification must be available when requested by Pasture for Life during any audit process.

Note: Use of the TRACKS ID number and / or QR code, fulfils this requirement.

7.3.3 Records of Local Environmental Health Authority registration and visits must be kept and made available at audit on request.

7.4 Point of Sale Requirements

7.4.1 The Pasture for Life Certification Mark relates solely to ruminant livestock production and products from ruminant livestock. It is important to ensure that it is not implied, either intentionally or

otherwise, that any associated monogastric livestock (e.g. pigs or poultry) systems fall within the scope of Pasture for Life production.

- 7.4.2 Complex products e.g. salami, sausages with natural casings etc., that are primarily made from certified ingredients should be labelled as “made with PFL certified product” as well as carrying the Pasture for Life Certification Mark.

8 Use of the Certification Mark - Conditions and Guidelines

8.1 Ownership

- 8.1.1 The Pasture for Life identity is a registered Certification Mark and belongs to the Pasture Fed Livestock Association (trading as Pasture for Life).
- 8.1.2 Use of the Certification Mark is subject to a fee, an agreement to comply with the Certification Standards and the terms and conditions set out in these guidelines.

8.2 Permitted Users

- 8.2.1 The Certification Mark must only be used to identify or promote produce that fully complies with the Certification Standards. Those applying the Certification Mark must be certified by the Pasture for Life approved Certification Body as a Certified Enterprise or other Approved Business, or alternatively do so with the permission of the Pasture for Life as part of a complete supply chain that is fully compliant with Pasture for Life Standards.
- 8.2.2 When applied to either certified products or live animals the Certification Mark must be used in conjunction with traceability records that demonstrate certified status.
- 8.2.3 In addition, the Certification Mark may be used by Certified producers and Approved Businesses on their website, stationery and promotional items, including leaflets and point-of-sale materials. Retailers may use the logo on their own-branded products and promotional materials when sourcing from an Approved Butcher or Creamery, provided the integrity of the produce can be guaranteed.
- 8.2.4 Other persons or organisations (such as the media) may use the logo, if the use supports the aims of the scheme and where written permission is given by Pasture for Life. Such use must also strictly adhere to these guidelines.

8.3 Application of the Certification Mark

The Pasture for Life Certification Mark must be applied according to the details set out in the ‘Brand Guidelines – Certified Members and Businesses’, which is available from Pasture for Life on request.

8.4 Supervision of the Certification Mark

The audit process for Certified Enterprises and other Approved Businesses is necessary to underpin the integrity of the system of farming, and to provide the necessary reassurances to customers who support it through the purchase of produce bearing the Pasture for Life Certification Mark.

The producer group structure that is encouraged within the network of farms with Certified Enterprises, and other Approved Businesses supports the development of short, transparent food chains.

- 8.4.1 Pasture for Life is responsible for approving a Certification Body to carry out audit and certification functions. Any Certification Body approved by Pasture for Life must be accredited to the relevant current ISO/IEC standards (currently 17065:2012).
- 8.4.2 Inspection intervals - Please refer to Standard 2.7.6
- 8.4.3 Unannounced inspections - Please refer to Standard 2.7.9
- 8.4.4 In cases of minor non-compliance, any previously granted Certification remains valid provided all compliance issues are fully resolved with the approved Certification Body within an agreed time span. See also Standard 2.7.10
- 8.4.5 In cases of major non-compliance or manifest infringement there will be an immediate suspension of the Certification and use of the Certification Mark on any produce. See also Standard 2.7.11
- 8.4.6 Pasture for Life TRACKS product ID system enables traceability that meets Pasture for Life requirements as outlined in Standard 7.3.1. Traceability covers animals and produce being supplied by farms with Certified Enterprises and other Approved Businesses. TRACKS is an online database, which is accessible only by farms with Certified Enterprises and Approved Businesses that hold a current, valid certificate. It is recommended that Approved Businesses utilise this system (see also standard 7.3.2).
- 8.4.7 Alternative systems to Pasture for Life's online TRACKS that meet the requirements of Standard 7.3.1 may be used by Approved Businesses if these prove to be more convenient, particularly for those processors with existing, proven systems in place.
- 8.4.8 In order for produce to be labelled with the Certification Mark:
- Livestock must be in an unbroken chain of certification throughout their life
 - Slaughter must be carried out as per Standard 4.8.1
 - Any processing (e.g. butchery, cheese making etc.) must be carried out at Approved Businesses
 - Responsibility for accurate labelling and the integrity of produce sold under the Certification Mark rests with the Approved Business.
- 8.4.9 All produce carrying the Certification Mark must also carry a batch reference number. If the online TRACKS system is used, a unique ID number will be generated as part of the record keeping process. A further option on labels, is the inclusion of a 'QR' code (2- dimensional barcode) which may be used to directly link to the Pasture for Life website and thereby to details of the producer, the butcher and to the animal (or batch of animals) from which it was derived.

8.5 Suspension and Termination of Certification

8.5.1 Grounds for suspension or termination

The Pasture for Life approved Certification Body has the authority to suspend a Certified Enterprise or Approved Business or terminate their certification in instances that may include the following:

- As a result of any act or omission, the Certified Enterprise or Approved Business fails to comply with the Certification Standards
- The Certified Enterprise or Approved Business refuses to allow an inspection by Pasture for Life or approved Certification Body
- The Certified Enterprise or Approved Business does not pay their levies and/or inspection fees
- The person responsible for the Certified Enterprise or Approved Business is absent on the agreed day of inspection or cancels an inspection without reasonable cause

- The person responsible for the Certified Enterprise or Approved Business fails to demonstrate competence in business and/or livestock management
- Any document, application or any information supplied to or inspected by Pasture for Life or their approved Certification Body is found to be inaccurate, incomplete or otherwise misleading
- The Certified Enterprise or Approved Business brings, or may bring Pasture for Life into disrepute or threatens to undermine the integrity of the Certification Mark

The decision whether to suspend or terminate Certification will be taken by the Pasture for Life approved Certification Body and will depend on the severity of the issue.

8.6 The Appeals Process

The purpose of the approved Certification Bodies independent Certification Committee (CC) is to ensure that certification decisions confirming compliance, or otherwise, are technically correct and are made in a consistent, fair, impartial, and objective fashion. Confidentiality must also be maintained.

If a Certified Enterprise or Business disagrees with any decision reached by the Certification Officer (CO) or the Certification and Compliance Manager (CCM) concerning the compliance with the Pasture for Life Standards, the operator shall appeal in writing to the approved Certification Body, making known the reasons for the appeal and providing the evidence to support it. All appeals will be handled by the CC in a fair, consistent, and transparent manner and shall ensure that any decisions do not result in any discriminatory actions against the appellant.

The CC meet five times per year and part of their responsibilities is to review inspection reports to ensure calibration is maintained throughout the assessment process and discuss any issues regarding Certification and integrity of the Pasture for Life standards.

Where a decision of the CC is not accepted by the operator, he/she may appeal to the approved Certification Body Appeals Panel, as the highest authority at the approved Certification Body.

The Appeals Panel shall provide sufficient balance within the representation for the process to be seen as independent and transparent, and that both the interests of Pasture for Life and the appellant are fully represented. To ensure the Appeals Panel fulfils its purpose, members will be selected to ensure they have sufficient knowledge and experience of all the types of enterprise for which the approved Certification Body offers certification and provide a balance of interests such that no single interest predominates.

8.6.1 Appeals to the approved Certification Body Certification Committee.

If a Certified Enterprise or Business disagrees with any decision reached by the Certification Officer (CO) or the Certification and Compliance Manager (CCM) concerning the compliance with the Pasture for Life Standards, the operator shall appeal in writing to the Certification Officer (CO) of the approved Certification Body, making known the reasons for the appeal and providing the evidence to support it.

The CO shall present the appeal and documents to the CCM, who will consider the case and come to a decision, based on precedent decisions of the CC. The CO shall make the decision known to the operator.

Where the operator does not accept the decision of the CCM, he/she may make a further appeal, to the CC. The CCM/or CO will add the appeal to the agenda for the next meeting. The CCM shall present the appeal and documents to the CC, which will consider the case and come to a decision. The CCM shall make the decision known to the CO. The CO will inform the operator, in writing, of the result of the appeal.

8.6.2 Appeals to the Certification Body Appeals Panel

Where a decision of the CC is not accepted by the operator, he/she may appeal to the Appeals Panel of the approved Certification Body. (Note - further appeals may be made to the scheme owners etc. as appropriate.)

The operator must write to the CCM, appealing to the Appeals Panel, stating the reasons why they are disputing the decision of the CC and provide the evidence to support their appeal. The letter detailing the appeal against the CC decision must arrive at the OF&G offices within 30 days of the date of issue of the Compliance Notice/letter detailing the CC decision.

The CCM will report the appeal to the CC for inclusion on the agenda for the next meeting and to the Chief Executive Officer (CEO) of the approved Certification Body.

The CCM will liaise with the Board of the approved Certification Body to set up an Appeals Panel as required. The operator will be asked to attend the meeting in person if they wish to explain their case and to answer questions. The Appeals Panel will make a decision, which will be recorded as a minute of the meeting.

Where an operator is unhappy about the way their appeal has been handled, they may make a formal complaint to the scheme owners as appropriate.

8.7 Inspection and Licensing Fees

8.7.1 Farms with Certified Enterprises and Approved Businesses are liable to annual fees for inspection and licensing for use of the Certification Mark. The level of these fees can vary depending upon whether the inspection is combined with an audit for organic certification or similar assurance schemes.

8.7.2 Farms with Certified Enterprises and Approved Businesses are notified of the inspection and licensing fees as an integral part of the application process. A full list of fees is also available upon request from the Pasture for Life approved Certification Body and is also published to members through the Pasture for Life website. The [current fees are available here](#) however, these are subject to change.

9 Appendix 1: Stocking density

9.1 Stocking Density in Housing

9.1.1 Cattle raised for meat must be provided with at least the following space requirements in housing:

Note: The following requirements are equivalent to those required by organic certification.

Live weight (kg)	Lying area (must be under cover and bedded) m ² per head	Additional space (may be indoors or outdoors) m ² per head	Total m ² per head
<100	1.5	1.1	2.6
101- 200	2.5	1.9	4.4

201- 350	4.0	3.0	7.0
351 – 500	5.0	3.7	8.7
>500	1.0m ² /100kg	0.75m ² /100kg	1.75m ² /100kg

9.1.2 Dairy cattle must be provided with least the following space requirements in housing

Note: The following requirements are equivalent to those required by organic certification.

Live weight (kg)	Lying area (must be under cover) m ² per head*	Additional space (may be indoors or outdoors) m ² per head	Total m ² per head
<600	6.0	4.5	10.5
>600	1.0m ² /100kg	4.5	As calculated

*This figure is the total indoor area for cubicle house.

9.1.3 Cubicles must be suitable for the size of the animals in the Certified Enterprise.

Weight of cow (kg)	Total length of bed (m)		
	Open front	Closed front	Head to head
550	2.1	2.40	4.2
700	2.3	2.55	4.6
800	2.4	2.70	4.8

9.1.4 There must be at least 5% more cubicles than number of cows, unless there is adjacent, adequately sized loose housing.

9.1.5 Sheep and goats must be provided with least the following space requirements in housing.

Note: The following requirements are equivalent to those required by organic certification.

Type of animal	Lying area (must be under cover and bedded) m ² per head	Additional space (may be indoors or outdoors) m ² per head	Total m ² per head
Sheep/goat	1.5	2.5	4.0
Lamb/kid	0.35	0.5	0.85

9.1.6 Deer must be provided with at least 5m² lying area for every 100kg liveweight.

9.2 Stocking Density in Transport

Note: The following requirements are the legal requirements for stocking density in transport.

9.2.1 Cattle must have the following space allowances in transport.

Type of animal	Approximate weight of animal (kg)	Minimum area per animal (m ²)
Small calves	55	0.30 - 0.40
Medium sized calves	110	0.40 – 0.70
Heavy calves	200	0.70 – 0.95
Medium sized cattle	325	0.95 – 1.30
Heavy cattle	550	1.30 – 1.60
Very heavy cattle	>700	>1.60

9.2.2 Sheep and goats must have the following space allowances in transport.

Type of animal	Approximate weight of animal (kg)	Minimum area per animal (m ²)
Shorn animals and lambs/kids 26kg and over	<55	0.20 - 0.30
	>55	>0.30
Unshorn animals	<55	0.30 – 0.40
	>55	>0.40
Heavily pregnant ewes/does	<55	0.40 – 0.50
	>55	>0.50

9.2.3 Deer in transport must be provided with at least 0.6m² for every 100kg liveweight.

10 Appendix 2: Additional Recommended Environmental Standards

10.1 Diversity within pasture

10.1.1 *Recommended* Grazing management should allow a variety of vegetation structure to develop – short to tall, sparse to tussocky.

Note: A variety of vegetation structure benefits a much wider range of wildlife than short swards or those of consistent height.

10.1.2 *Recommended* Diverse mixes of plants such as grasses, legumes and herbs should be established and/or maintained in pastures.

10.2 Field Margins and Hedgerows

Strips that can be left ungrazed and uncut provide the tussocky grass margins required by nesting birds such as yellowhammers, voles that provide food for barn owls and nest sites for harvest mice. It is important to avoid applying fertiliser to these strips to encourage a greater variety of plants. Where possible the strips should be managed to provide a diversity of sward height, maturity and density to increase the benefits for birds and insects.

10.2.1 *Recommended* The environmental value of field boundaries should be maximised.

Note: Hedges, ditches and walls are important features for wildlife. Making the most of these features is one of the simplest ways to help wildlife on farmland, with no impact on the farming business.

10.2.2 *Recommended* Hedge trimming and ditch management should be carried out on a two to three year rotation.

Note: Managing hedges and ditches on a two to three year rotation rather than annually, boosts flowers, fruit and refuges for wildlife. This is most suited to thorn-dominated hedges and ditches where rotational management will not compromise field drainage.

10.2.3 *Recommended* Hedgerows should be fenced off far enough away from the centre of the hedge to allow a dense hedge base to develop.

Note: Rather than tightly following the curves of the hedge, producers should consider fencing longer straight runs, requiring less posts and stays, so that some rough grass can develop where the fence is further from the hedge.

10.2.4 *Recommended* Where appropriate a wide range of new hedgerow trees should be established to maintain or restore former numbers within the landscape.

10.2.5 *Recommended* Rough grass at the edges and corners of fields should be created and/or maintained.

Note: Areas of rough grass can help slow down run-off from fields, buffer important features and provide habitat for small mammals and beneficial insects. This is particularly important for farms that do not have unimproved or semi-natural pasture.

10.3 In Field Operations

The switch from hay to silage has been one of the most significant changes in grassland management over the last century. While helping to ensure the availability of good quality winter forage for livestock, it has allowed changes in pasture management that have reduced wildlife interest. Although traditional hay meadows have the greatest wildlife value, modifications in the management of agriculturally improved meadows can benefit wildlife. Meadows can provide nesting habitat for a number of birds. Ground-nesting birds that require cover, such as the curlew, skylark, yellow wagtail, whinchat and corn bunting, can nest in meadows.

10.3.1 *Recommended* At least some fields to be cut for a crop of hay or silage should not be cut before mid-July.

10.3.2 *Recommended* Where fields are cut for hay or silage awkward field corners or whole margins should be left uncut.

Note: When grasses and flowers have the chance to flower and seed, they provide many benefits to wildlife.

10.3.3 *Recommended* Where fields have ground-nesting birds, pasture management practices such as harrowing, rolling and topping have the potential to be destructive. Avoid such practices when birds are nesting or have small young yet to fledge.

10.3.4 *Recommended* In mown meadows where waders (snipe, lapwings, redshanks, curlews) breed, leave damp hollows/corners uncut as unfledged chicks are most likely to use these areas.

10.4 Wetland and Riparian Areas

10.4.1 *Recommended* Where required, rushes should be cut between September and November, ideally followed by aftermath cattle grazing.

10.4.2 *Recommended* Waterside management should preserve the structure of any banks, protect habitat and maintain aquatic diversity.

11 Appendix 3: Definition of terms

Avermectin: A type of wormer or other anti-parasiticide from a particular chemical class or group of products.

Baled Silage and Haylage: A practice that involves cutting the forage crop with conventional hay harvesting equipment, allowing the forage to wilt to between 30 and 60 percent dry matter, then baling it into tight bales and wrapping them immediately. Bales are wrapped mechanically using equipment that tightly stretches layers of plastic around the crop to exclude oxygen and allow the nutrients to be conserved through the ensiling process.

Brassica: A family of annual forage vegetables used for fertility-building and nutrient retention transition within crop rotations, or as a supplementary feed source for extending the grazing season when other forages are less productive. The most commonly used in this family of plants includes rape and kale.

Browse: Leaf and twig growth of shrubs, woody vines (e.g. Ivy), trees, and other non-herbaceous vegetation available for animal consumption. Hence the term “to browse”, which is the consumption of browse in situ by animals.

Clean grazing: Managing livestock and pastures to avoid/reduce parasite burdens. For example, putting animals most susceptible to parasites such as lambs onto pastures that have not been used by sheep in the previous year.

Concentrate: All feed, low in fibre and high in total digestible nutrients, that supplies primary nutrients (protein, carbohydrate, and fat); for example, grains, Soya, wheat bran and food by-products.

Crop Residue: The portion of plants remaining after the seed has been harvested. In animal diets, this largely refers to straw from barley, wheat, oats, peas or beans.

Diet: The feed regularly offered to or consumed by an animal.

Fawn: A young deer.

Feedstuff: Any of the constituent nutrients of an animal ration.

Flushing: Increasing nutrition in the run up to breeding to increase the rate of ovulation.

Forb: Any herbaceous broadleaf plant that is not a grass and is not grass-like.

Grain by-products: Feedstuff products derived from grains, including corn gluten pellets, distillers' grains, the residues from corn dressing etc.

Growing season: The period from the last frost to the first frost each calendar year.

Hay: Forage crops stored in the dry form for animal feeding.

Haylage: Haylage is the feed produced by storing in an airtight silo or wrapped bale a forage crop which has been dried to a moisture level of about 45-55%.

Herbage: The biomass of herbaceous plants, other than separated grain, generally above ground but including edible roots and tubers. Green plants especially when used or fit for grazing.

Legumes: members of the Fabaceae plant family (formerly known as the Leguminosae family). Legumes are dicots (produce two seed leaves), produce seed in a pod, have netted

leaf venation, and usually have a taproot type of root system. Most legumes have the ability to interact with bacteria of the genus *Rhizobium* to fix nitrogen in nodules on their roots.

Ley: mixture comprising of grasses with the possible addition of legumes (e.g. clover) and herbs to provide pasture for grazing and conservation as part of an arable rotation.

Meadow: Area covered with grasses and/or legumes, often native to the area.

Pasture: Grasses, legumes, forbs, herbs and other plants as included as permissible under these standards.

Ration: the total amount of feed (diet) allotted to one animal for a 24-hour period.

Residue: that which remains of any particular substance.

Roughage: Any feed high (over about 20%) in crude fibre and low (under about 60%) in total digestible nutrients, on an air-dry basis.

Silage: The feed resulting from the storage and fermentation of green or wet crops under anaerobic conditions.

Stubble: The basal portion of the stems of herbaceous plants left standing after harvest.

Supplement: A nutritional additive (salt, minerals, vitamins, etc.) intended to improve the nutritional balance and remedy deficiencies of the diet.

Supplementary feeding: The practice of supplying feedstuffs to correct nutritional deficiencies in an animal's "natural" diet.

Sward: term used to describe grass growing, usually in a descriptive sense (e.g., a dense sward, a low sward, tussocky sward etc.)

Vegetative: Non-reproductive plant parts, (leaf and stem) in contrast to reproductive plant parts (flower and seed) in developmental stages of plant growth. The non-reproductive stage in plant development.

Vegetative State: Stage prior to the appearance of fruiting structures.

Young animals: Calves, lambs, kids or fawns prior to weaning.