



The VEAL STORY

Veal as we know it today had its origins in Europe. Prior to the mid-60s, veal was produced solely in Europe with many U.S. dairy farmers selling skim milk — a natural by product of butter and cheese processing — to veal producers in the Netherlands. Dutch veal producers found that feeding veal calves a diet of skim milk, whey and fat led to increased weights and improved meat quality.

On dairy farms, it has always been an accepted industry management practice that a cow gives birth once each year in order to continuing producing milk. Female calves or heifers are raised to be replacements in the herd and produce milk. The male calves, or bulls, have very little or no value to the dairy farmer. Thanks to the veal industry, otherwise unneeded bull calves, milk and cheese by-products are now put to good use, providing you with a healthy food choice — veal.

The American Veal Association

The American Veal Association (AVA), founded in 1984, represents approximately 1,000 veal family farmers, suppliers and affiliated industry personnel. The AVA is dedicated to setting and maintaining industry standards and committed to supplying safe, wholesome and nutritional quality veal products to consumers from the farm to the grocer.

Today, veal producers have become an integral part of American agriculture and represent a \$700 million a year industry. In addition, veal farmers support the dairy industry through purchases of products and calves totaling \$250 million each year.



The Veal Producer



COMMITTED *to the* highest standards

Modern veal farms are family-run operations that provide a safe, clean and healthy environment designed to produce a high-quality meat product in an ethical, humane manner. Veal farmers, also called veal producers, know that a clean environment, along with nutritious feed and tender loving care, will produce healthy animals. In turn, those animals produce a better food product. The veal farmer gives personal attention and care to each calf at least twice a day, usually around feeding time. That way loss of appetite or any other symptom of illness can be readily diagnosed and quickly treated.

Veal housing is designed to keep calves safe, healthy and comfortable. Each calf is housed in an individual stall that partitions the animal only up to the shoulder level. Individual housing allows animals to receive their own feed, individual care and attention. Calves can comfortably lie down in natural positions, stand up, groom themselves and interact with neighbors. Most importantly, individual housing has been shown to help prevent the spread of disease by limiting calf-to-calf contact while allowing socialization.

Veal farmers also take advantage of modern technology and state-of-the-art tools and equipment to help provide a safe environment for calves and protect the natural environment as well. Veal farmers closely monitor barn climate by using computerized ventilation and heating systems that help provide a comfortable environment for the calves in both winter and summer. Modern ventilation systems allow fresh air to be circulated into the building and old air removed. In addition, most buildings are equipped with a back-up energy source to power feed mixing equipment, ventilation and heating in case of a power outage. Veal farmers also use a complete waste management system that not only maintains good animal health, but also prevents degradation of water, soil, and air quality, and protects public health and the environment.

[**American veal farmers are proud of the wholesome, quality meat product they produce for consumers.]**

Assuring Quality

[Through the Veal Quality Assurance Program, farmers are trained in animal husbandry best practices.]



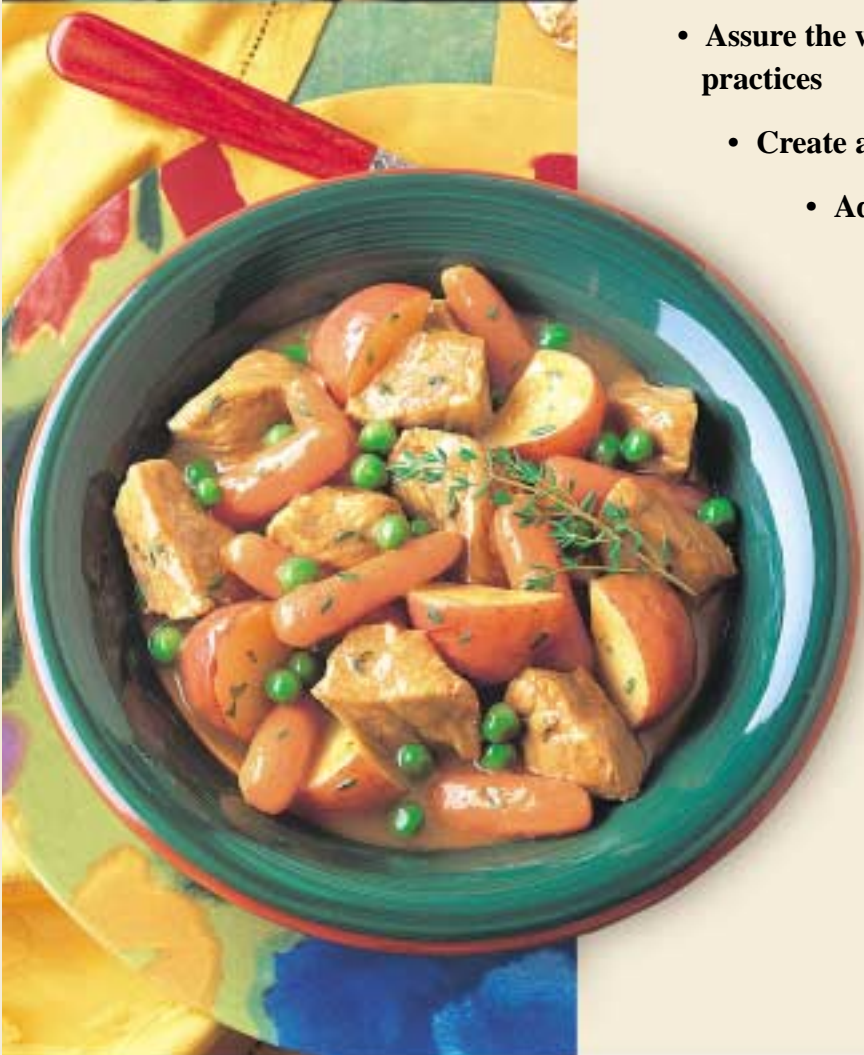
from farm to table

Over the years, veal producers have proven themselves innovators in animal care and management. The Veal Quality Assurance (VQA) Program is a first-of-its-kind certification program created by the veal industry to ensure that, from farm to table, veal products are of the highest quality.

The program includes the commitment and participation of all segments of the veal industry — family veal farmers, local veterinarians, feed companies, veal animal health suppliers, processors and the American Veal Association. A voluntary, self-regulated program, the VQA program's goals are to:

- **Assure the well-being of animals and conscientious animal husbandry practices**
- **Create a wholesome, safe supply of veal for consumers**
- **Advocate safe, effective uses of animal health care products**

In addition, the American Veal Association and its members are committed to increasing awareness of proper handling and preparation of veal at home and in the food service industry. The veal industry takes great pride in producing a high-quality meat product and ensuring that fresh veal reaches food preparers and retailers safely.



Delicious Choice



for today's **HEALTHY DIET**

With only 166 calories in a trimmed, cooked 3-ounce portion, veal is a complete, nutrient dense food that is packed with protein, iron, zinc, Thiamin, Niacin, and vitamins B12 and B6. Veal is also low in fat compared to other meat-protein sources. On average, 3-ounce serving contains 5.6 grams of total fat with only 1.6 grams from saturated fat. And although veal is higher in cholesterol (average of 100 mg per 3-ounce serving), a serving contributes only one-third of the Daily Value of 300 mg cholesterol/day recommended by the American Heart Association.

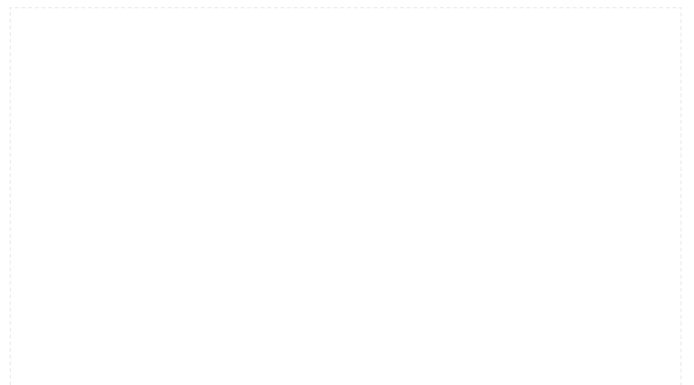
The type of veal is determined by the way calves are raised and fed, and categorized by color and texture of the meat. The most popular veal found in grocery stores and restaurants in America is known as “milk-fed” or “special-fed” veal. Calves are fed nutritionally complete milk supplement. The meat is ivory or creamy pink, with a firm, fine and velvety texture. Grain-fed veal calves are initially fed milk, and then receive a diet of grain and hay. The meat tends to be darker in color and has additional marbling and often-visible fat.

Veal's versatility makes it exciting — and surprisingly easy — to prepare. Veal's delicate flavor can be developed in countless ways using seasonings and ingredients from the traditional to the innovative.

Whether it's served as a special entrée or with salads, soups and pasta dishes, veal can be enjoyed as part of an overall healthful diet.



[With its delicious flavor and nutritional value, veal is a special treat that consumers can enjoy everyday as part of a healthy, low fat diet.]



The American Veal Association represents veal producers and other related industry suppliers dedicated to setting and maintaining industry standards, promoting safe and conscientious veal calf production and consumer awareness.

For more information about veal, contact the American Veal Association or visit the following websites:

The American Veal Association
www.vealfarm.com

The Veal Committee
www.veal.org

Veal USA
www.vealusa.com

Purchase veal online
www.vealstore.com

The National Cattlemen's Beef Association
www.beef.org

US Department of Agriculture
www.usda.gov

Wisconsin Beef Council
www.beeftips.com



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