

Veal Industry Center of the Plate 2023

July 25, 2023

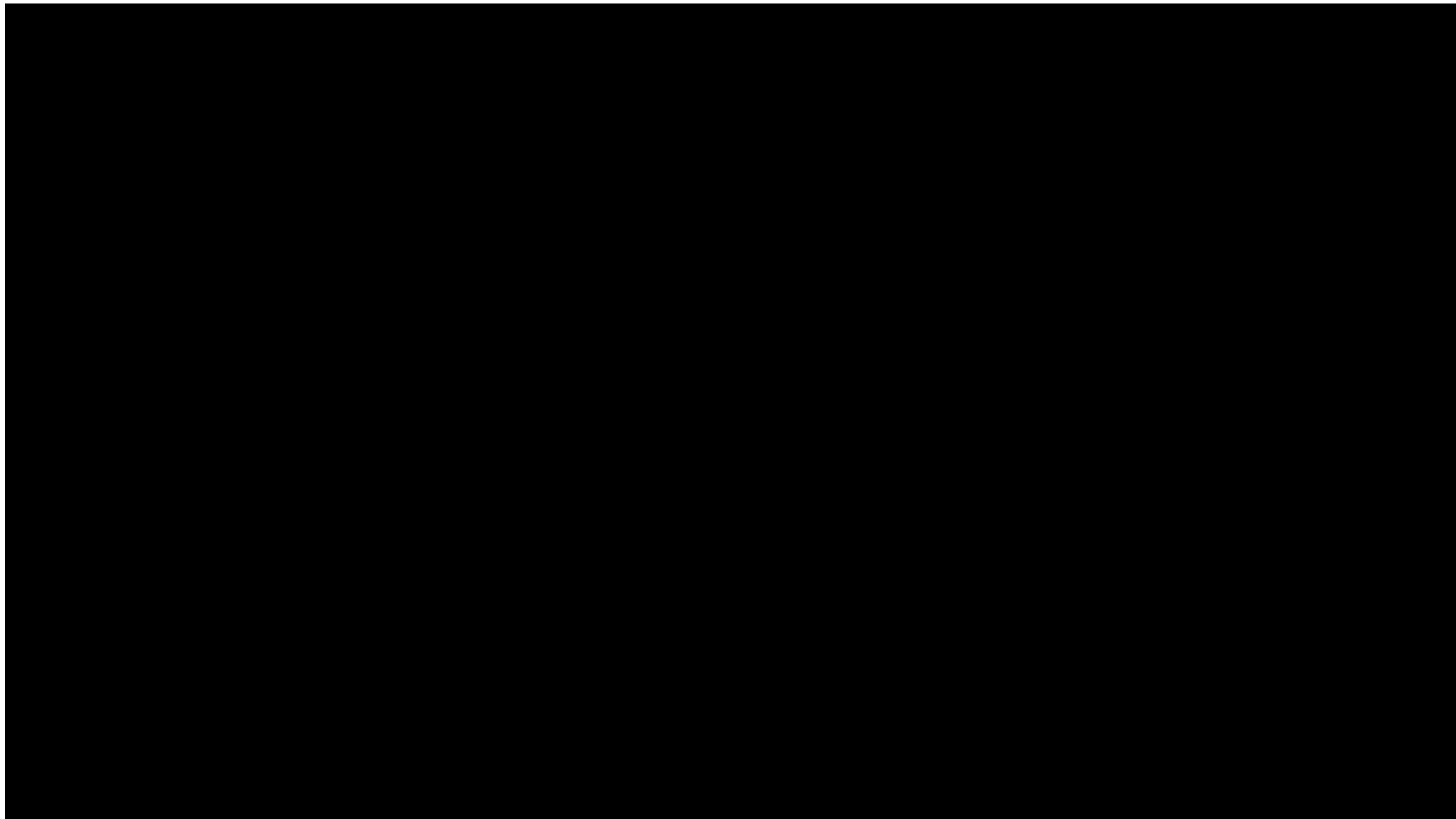


Sonia Arnold, Ph.D., AVA President
AmericanVeal.com



AVA

AMERICAN VEAL ASSOCIATION



AVA Executive Board





AMERICAN VEAL ETHICAL COMMITMENTS

ANIMAL WELFARE

Quality care for our animals
at every stage of life

ENVIRONMENT

Conservation of our precious
natural resources

FOOD SAFETY

Safe, quality food as our
first responsibility

HEALTH & WELLNESS

Veal's role
in a healthy diet

LABOR & HUMAN RIGHTS

Enhancing the
quality of life for people
and our communities



AMERICAN VEAL ETHICAL COMMITMENTS

Life Cycle Assessment of U.S. Milk-Fed Veal

Using a cradle-to-farm gate approach, the true greenhouse gas (GHG) impact of farms raising milk-fed veal will be documented and reported



SCAN ME

What is Veal?

Dairy Farm



Heifers



Image credit: Progressive Dairyman



Dairy Beef Steers

- Marketed at 1200- 1400 pounds



Bob Veal Calves

- Marketed at 80 – 150 pounds



Milk-Fed / Formula-Fed Veal

- Marketed at 500 pounds or more

Domestic Veal Harvest Numbers

| Class of Veal | 2022 # Calves | Meat Pounds |
|--------------------------------|---------------|---------------|
| Bob Veal | 195,851 | 11.75 million |
| Milk-Fed Veal (150-400 lbs) | 133,360 | 38.00 million |

*Grain fed veal is a separate category that exists in Canada and Europe where calves are fed mostly grain and finished on 100% grain. These calves also tend to be raised to an older age. The meat from these calves has characteristics more similar to beef. This system is not common in the U.S.

U.S. Veal Imports

| | Total Veal Imports | | Netherlands | | Canada | |
|----------|--------------------|--------------|-------------|--------------|-------------|--------------|
| | Metric Tons | % change YOY | Metric Tons | % change YOY | Metric Tons | % change YOY |
| 2021 | 13,082 | | 2,455 | | 6,790 | |
| 2022 | 13,840 | ▲ 6% | 3,442 | ▲ 40% | 7,252 | ▲ 7% |
| 2023 YTD | 6,936 | ▲ 6% | 1,950 | ▲ 6% | 4,176 | ▲ 6% |

Canada contributes the largest share of U.S. veal imports, but the Netherlands are a close second. In 2022, the U.S. produced about 17,000 metric tons of veal and imported 13,000 metric tons.

Comparison of Domestic and European Industries

Domestic Veal

- No government subsidies
- Very few antibiotics approved for use in veal
- Significantly lower food miles from farm to market in U.S.

European Veal

- Farmers receive government subsidies to produce and export veal
- Wide variety of antibiotics approved for large bovines also used in veal
- Significantly higher food miles farm to market in U.S.

Comparison of Domestic and European Industries

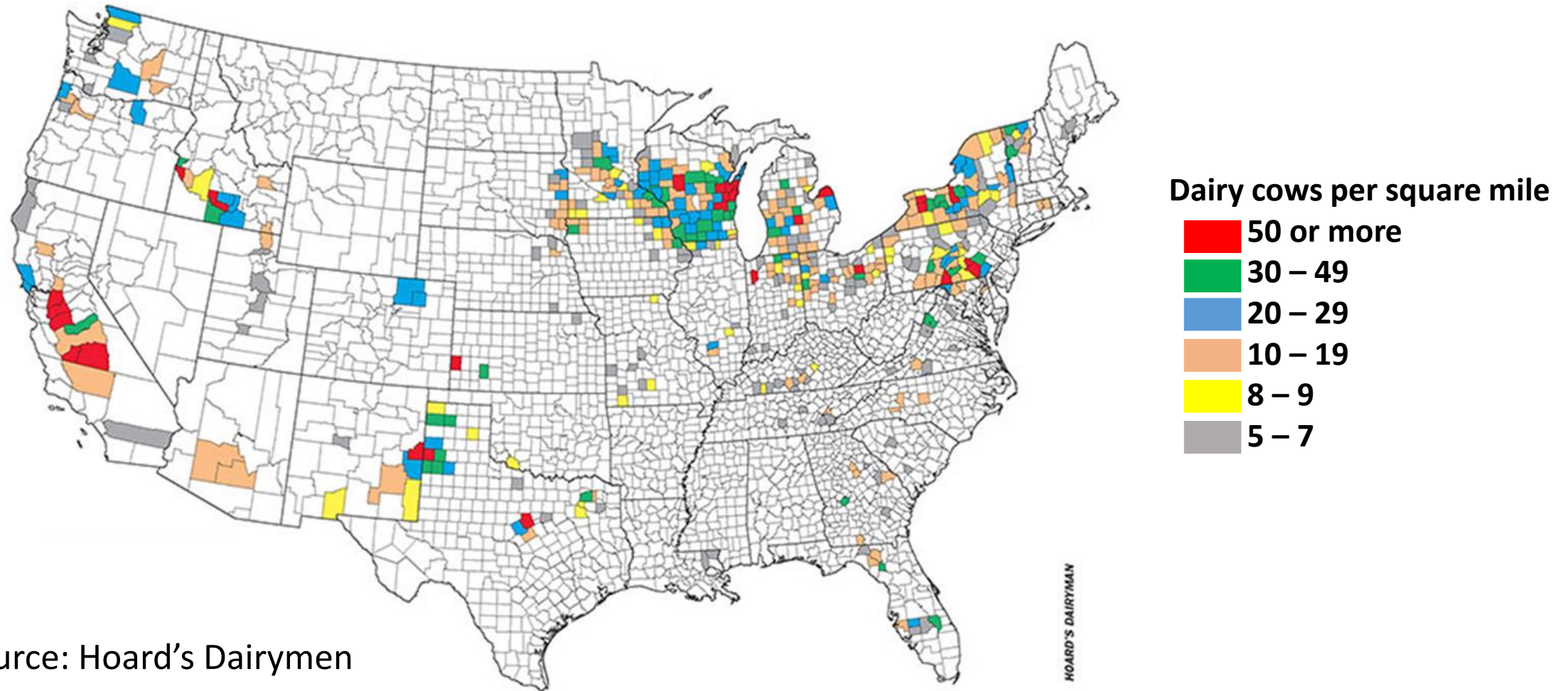
Domestic Veal

- Age at harvest:
 - 20-25 weeks
- Milk to Grain Ratio:
 - 60-80% milk and 20-40% grain
- Meat Characteristics:
 - Light pink, smooth, mild flavor

European Veal

- Age at harvest:
 - 27-30+ weeks
- Milk to Grain Ratio:
 - 50% milk and 50% grain
- Meat Characteristics:
 - Dark pink to red, flavor profile and texture more similar to beef

Where is veal produced?



Source: Hoard's Dairyman

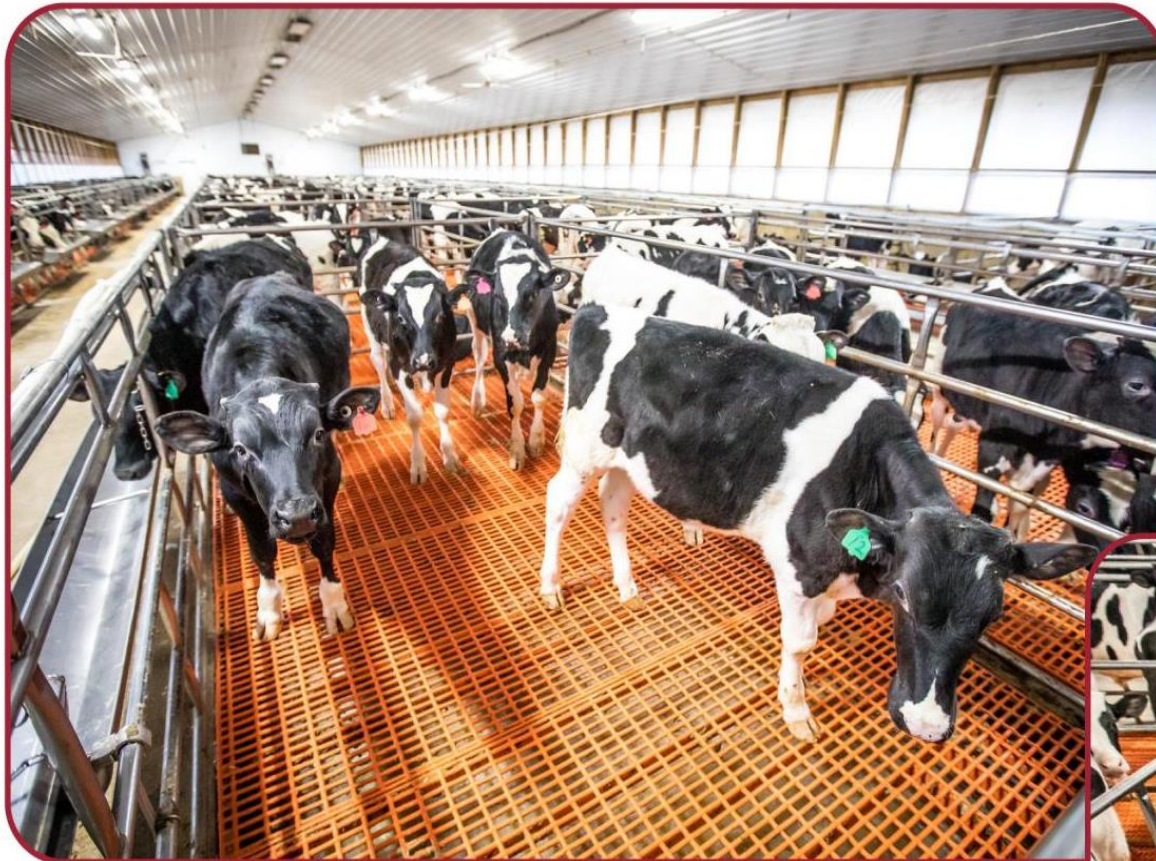
Individuals Pens



When newborn calves arrive at the farm they start out in individual pens because they are born with essentially no immunity. That's right! It is critically important to their health and wellbeing to not have direct contact with other calves until they build immunity to protect them from sickness and disease.

Group Pens

After about 8 weeks, calves are grouped with other calves. Each calf has space to stand up, lay down, turn around, groom itself and socialize with other calves.



Veal Quality Assurance



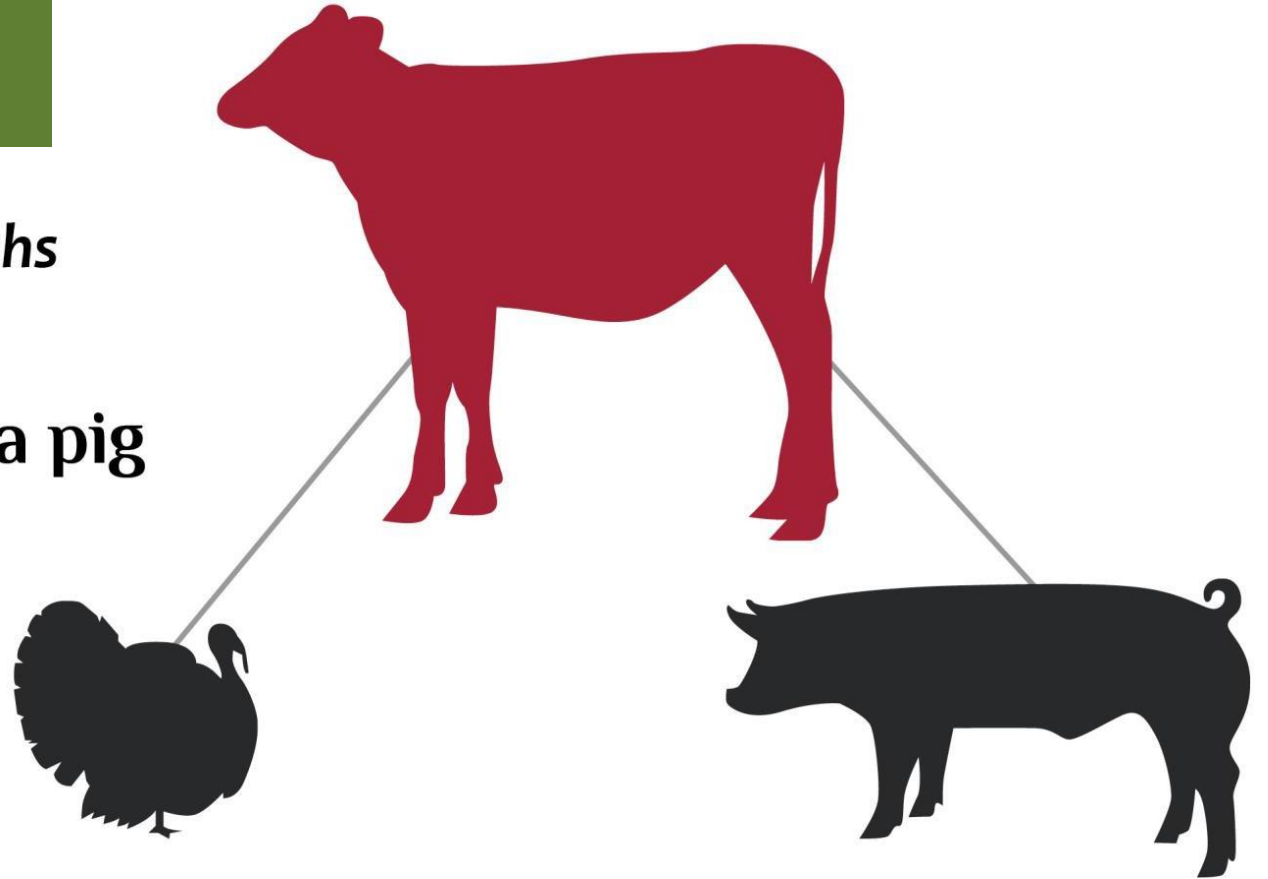
- **Best Management Practices**
 - Animal Health
 - Feed and Nutrition
 - Housing and Facilities
 - Handling and Transportation
 - Antibiotic Stewardship Program
 - Validated by Licensed Veterinarians



Harvest

Veal calves are raised for about **6 months** to a market weight of **500 pounds**.

Veal calves are bigger than a pig and older than a turkey at the time of harvest.



Once calves arrive at the processing plant, they are inspected by federal and state agencies throughout each step of the harvest to ensure food safety.



Veal is available at restaurants and grocery stores or you can order online. Cutlets, roasts, chops and ground veal are most popular.

The meat is tender, light pink, with a mild flavor making it popular with both culinary and home chefs.

Find veal recipes at [Veal.org](https://www.veal.org)





Questions
AmericanVeal.com
Veal.org

Thank You!



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