

Joint Veal Committee

The Veal Go-To-Market Strategy is an integrated marketing plan designed to increase consumer demand for veal and educate the industry on responsible production practices.

**Veal Retail Promotions –**

In FY2011, year two of the Veal Columbus Day promotion was a clear success, supported by over 4,000 grocery stores, an increase of 37% over last year. This promotion, funded by The Beef Checkoff, celebrates veal as the official dish of Columbus Day and encourages home cooks to prepare veal on the Italian-themed holiday. One million recipe labels were distributed, featuring classic Italian veal dishes, to stimulate purchase at the point of sale. A national sweepstakes with a grand prize trip to Italy added an element of excitement and attracted 150,000 entries via the VealMadeEasy.com website, up 60% from 2010.

In FY2012 retailer participation signed up for the Healthy Eating promotion starting in mid-January is at over 1800 stores representing 21 chains. This is an increase of 50% over FY2011 in the number of retailers participating in the first of three national promotional periods throughout the year. This will be followed with Summer Grilling and Columbus Day promotions later in FY2012.

**Veal Foodservice Channel Outreach –**

FY2012 is off to a great start with 5 veal menu placements in 3 chain restaurants. These chains include Il Fornaio, Macaroni Grill and The Palm Restaurants.

**Veal Communications –**

The Veal Social Media task force has prepared a recommended plan to present to the committee mid-January for approval. The group has held three conference calls during the first quarter of FY2012 and is comprised of representatives from NCBA staff, State Beef Council Staff, veal committee members and agency partners.

**Veal Issues Management and Veal Quality Assurance –**

In development to be completed in FY2012 include a veal farm tour resource kit, a technical bulletin focused on group housing and an educational handout focused on veal calf quality/farm dairy best practices. Ongoing updates are made to the VealFarm.com website and it is maintained as one of the top Google searches for veal production online.

