

Joint Veal Committee Summer Meeting

July 31, 2010



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The Beef Checkoff

VIM/VQA 2010 Strategy/Objectives

- **Overall VIM Strategy:**
Continue with consumer information and producer education outreach designed to promote the positive story of veal production by engaging trade and culinary media, chefs and students, industry and others to link the production story to those audiences in better understanding today's veal.
- **Overall VQA Strategy:**
Review and update the VQA producer education and certification program to maximize participation and ensure alignment with customer expectations. Use the VQA standards to provide consumers, customers, producers and others with timely information and education of on-farm practices that deliver safe, quality veal products.



VIM/VQA Updates

- VIM
 - Veal Course
 - Farm Tours
 - FFU
 - Website
- VQA
 - Tech Bulletins
 - Program Update
 - Certification
- Next Steps



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VEAL COURSE

Outline



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Curriculum components

- Veal Production
- Animal Care
- Veal Safety
- Veal Nutritional Benefits
- Packers, Processors, Distributors
- Veal Consumer
- Environmental Stewardship
- Beef Checkoff



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Next Steps

- Phase I: (FY 09/10) Initial curriculum development and launch. Position as educational materials available to key audiences.
- Phase II: (FY 10/11) Expand to additional targeted audiences, incorporate directly into MBA, establish as part of culinary school curriculum, and provide additional opportunity for certification and outreach.
- Phase III: (FY 11 and beyond) Update curriculum for additional targeted audiences, incorporate grassroots/advocacy component for industry/industry supporters, create independent web-based platform.



Farm Tours

- April 15 & 16: NY Beef Council Veal and Dairy Tour
- June 18: Kendall College Culinary Tour
- Sept TBD: Kendall College Culinary Tour

- New Components of Tours:
 - Notebook
 - Survey
 - Evaluation



Kendall College Culinary Tour

June 18, 2010



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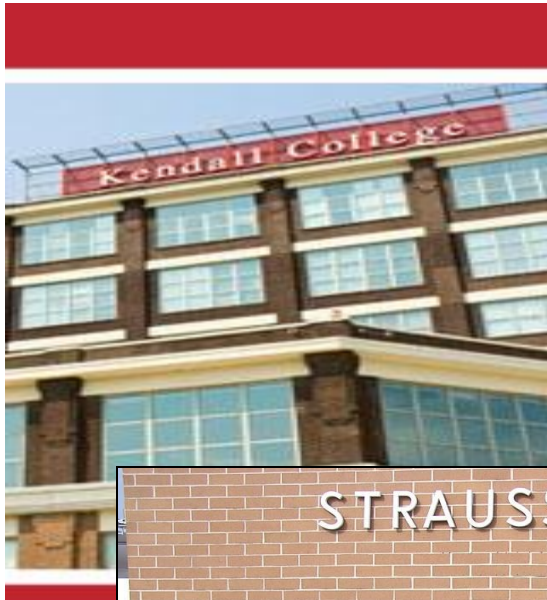
Tour Agenda

- 1st Stop Strauss Brands Veal Plant – Franklin, WI
- 2nd Stop Chris Landwehr, Veal Grower
Country Lunch on the Fox River - DePere, WI
- 3rd Stop Landwehr Farms – Veal Farm
- 4th Stop Karen Truttman, Veal Grower



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Kendall College Culinary Tour



Participant Survey

- Pre and post tour survey
 - 4 questions
 - I could explain how veal is produced to customers.
 - I understand the unique benefits of veal in developing a signature dish for a restaurant operation.
 - I understand the type of customer that would request veal.
 - I personally came to this tour with some hesitancy in considering veal as a culinary choice.
- Response Options
 - a. strongly agree
 - b. somewhat agree
 - c. Neither agree nor disagree
 - d. Somewhat disagree
 - e. Strongly disagree



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Results

I could explain how veal is produced to a customer.

	Pre-Tour	Post –Tour Movement
a. Strongly agree:	0	0
b. Somewhat agree:	4 (27%)	100 % to (a.)
c. Neither agree/disagree	5 (33%)	80 % to (a.) 20 % to (b.)
d. Somewhat disagree	4 (27%)	100 % to (a.)
e. Strongly disagree	2 (13%)	100 % to (b.)

Summary: The Kendall College Tour improved the ability of 100% of participants to explain how today's veal is produced



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Results

I understand the unique benefits of veal in developing a signature dish for a restaurant operation.

	Pre-Tour	Post-Tour Movement
a. Strongly agree:	1 (6.5%)	none
b. Somewhat agree:	10 (67%)	50 % to (a.) 50 % to (b.)
c. Neither agree/disagree	3 (20%)	67 % to (a.) 33 % to (b.)
d. Somewhat disagree	1 (6.5%)	100 % to (b.)
e. Strongly disagree	0	0

Summary: The Kendall College Tour improved the ability of 93% of participants to understand what a veal signature dish can offer a restaurant



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Results

I understand the type of customer that would request veal.

	Pre-Tour	Post-Tour Movement
a. Strongly agree:	1 (7 %)	none
b. Somewhat agree:	3 (20%)	67 % to (a.) 33 % to (b.)
c. Neither agree/disagree	8 (53%)	63 % to (a.) 25 % to (b.) 12% no change
d. Somewhat disagree	3 (20%)	67 % to (b.) 33% no change
e. Strongly disagree	0	0

Summary: The Kendall College Tour improved the ability of 55% of participants to better understand the type of customer that would request veal



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Results

I personally came to this tour with some hesitancy in considering veal as a culinary choice.

	Pre-Tour	Post-Tour Movement
Strongly agree:	0	0
Somewhat agree:	2 (13%)	0
Neither agree/disagree	5 (33%)	20% to (d.) 80% no change
Somewhat disagree	5 (33%)	60 % to (e.) 40 % no change
Strongly disagree	3 (21%)	100 % no change

Summary: 67% of respondents were less hesitant to consider veal as a culinary choice after the Kendall College Tour. 20% of those who came to the tour with no opinion moved to the less hesitant column.



Overall Tour Evaluation

- Participants were asked to rate both the individual segments of the tour and content of each segment on a scale of 1 (poor) to 5 (excellent).
- Key Results:
 - 100% ranked the overall tour 4 or higher.
 - Each tour segment received at least a majority rank (54%) of 4 or higher.
 - The second farm stop was viewed as redundant by some.



Key Comments

- Key Comments:
 - “I think this tour should be part of the Kendall College curriculum.”
 - “Everyone needs to see where their food comes from.”
 - “Enjoyed the tour and now know much more than I did before.”
 - “Tom was very knowledgeable. More time with him would have been good.”
 - “I was impressed by how much care the animals are given.”



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**Wisconsin Beef Council & Joint Veal
Committee- Veal Issues Management/
Veal Quality Assurance**

**WISCONSIN VEAL GROWERS
ASSOCIATION INC**

**Chris Landwehr
Farms**



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Farmers Feed Us

The screenshot shows the website's navigation menu with options: HOME, OUR FARM FAMILIES, RECIPES & NEWS, FUN FARM FACTS, and OFFERS & PROMOTIONS. The left sidebar lists various Wisconsin farm associations, including the Wisconsin Beef Council. The main content area features a video player with a red border showing a farmer in a barn, and a quote from Chris Landwehr: "With our system we really do look for the individualized care on all these calves." Below the video is a "Meet Another Farmer" button. The bottom of the screenshot shows a Windows taskbar with several open applications and a search bar.



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www.vealfarm.com

- Redesign of www.vealfarm.com
- Modeled after www.explorebeef.org platform
- More interactive, fresher and ability to manage content in-house as needed
 - Will include content manager for improved VQA recordkeeping
- NCBA team estimates completion by Sept 30
- Full Launch October



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Veal Quality Assurance

- Four technical bulletins
 - Calf pre-conditioning—completed, under review
 - Antibiotics –in process
 - Shipping Market Calves—in process
 - IgG status, colostrums and effect on performance—to be completed in August
- VQA Update and Gap Analysis:
 - In process, to be completed by September
 - FY 10/11 launch of new materials



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Veal Quality Assurance

- **Certification:**
 - Full VQA list reviewed, purged and updated
 - With launch of website, will develop new content management program
 - Online certification test to launch July/August
 - Certification test update in process
 - Contact each VQA participant with link to test for easy recertification
 - New Certificate will be distributed for recertification



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Going Forward—FY 2011

- Launch and media engagement for www.vealfarm.com redesign
- Continue to improve VQA process and participation
- Launch and create new materials for updated VQA program
- Establish editorial calendar to maintain media outreach throughout the year to support “Go To Market Strategy” with positive production story
 - Utilize media trained producers
- Farm tour toolkit
- Continue Veal Course development based on draft phase plan



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