

VEAL'S RENEWED FOCUS



2020 VEAL SUMMIT CREATES STRATEGIC DIRECTION

Veal industry stakeholders gathered (virtually) to discuss and review the marketing and promotion direction for long-term success of the veal industry at the Veal Summit held online in May. Helping to facilitate this planning was Kevin Ochsner of Agcellerate, facilitator of the Beef Industry Long Range Plan. Consumer research, industry interviews and online surveys were carefully assessed along with a Veal Long Range Plan that mirrors the beef industry plan. During the Summit, veal growers, industry leaders and state beef councils prioritized initiatives and charted a renewed and focused direction for veal.

This input prioritized the following core strategic initiatives:

- Enhance veal eating experiences by creating meal solutions and capitalizing on taste, value and versatility
- Facilitate innovative approaches for consumers to access and purchase veal
- Grow consumer trust and confidence in veal and veal production

The focus of all programming and messaging for veal promotion and industry information funded by the Beef Checkoff moving forward should include three areas:

Discovery of, Access to and Confidence in veal as a protein choice.

VEAL PLANNING TIMELINE

October 2019: Creation of Veal Long Range Plan (LRP) modeled after the Beef Industry LRP

October – December 2019: Consumer Research (Northeast), Syracuse University

January – February 2020: Consumer Research (National)

March 2020: Stakeholder Research—Agcellerate, Kevin Ochsner

May 2020: Veal Industry Summit, Facilitation of LRP & Strategic Initiatives, Kevin Ochsner

June 2020: Development of Veal Authorization Requests (AR) for Fiscal Year 2021

July 2020: Summer Beef Checkoff Committee Meeting

September 2020: Operating Committee Review and Approval

October 2020: Beginning of New Program Year



Funded by the Beef Checkoff.



Veal Promotion and Industry Information programs are managed by the North American Meat Institute and funded by the Beef Checkoff. Beginning in October 2020, the New York Beef Council will serve as a sub-contractor to NAMI in execution of the Veal Promotion AR. Look East will continue to serve as a sub-contractor to NAMI in execution of the Veal Industry Information AR.

Our Beef Checkoff Mission Statement for Veal: Increase veal demand by sustainably producing and marketing veal as a quality protein of choice.

FY21 PROMOTION AR PROPOSED



TACTIC A CHANNEL MARKETING

The goal of channel marketing is to connect the channels of retail and food service with the consumer. Channel marketing efforts are key to ensure consumers not only discover veal in the marketplace but to also gain consistent access to purchasing veal in a variety of ways.

Connect Consumers through:

- Online retail direct to consumer promotion and sales
- Foodservice Distributor Incentive Programs
- On-line delivery service (Chicory, Fresh Direct, Amazon Fresh)

TACTIC B CONSUMER OUTREACH

The goal of consumer outreach programming is to connect and communicate directly with consumers, specifically millennials and first-time veal eaters. Programming will focus on increasing consumer's awareness of veal and encouraging confidence when cooking or ordering veal.

Connect and Communicate Directly with Consumers through:

- Traditional consumer media focusing on food and lifestyle content through print and digital media avenues
- In-person and online interactive veal sponsored cooking classes
- Support of State Beef Council veal focused consumer outreach events and programs

TACTIC C INFLUENCER OUTREACH

The goal of this tactic is to continue to capitalize on current and developing media communication and outreach opportunities to deliver memorable veal messages. Utilizing digital platforms to aid in the discovery of veal, where to access veal and gain confidence in veal from farm to fork.

Engaging Influencers through:

- Creation of veal recipes, videos and collateral depicting the ease of cooking veal
- Work with digital influencers to showcase restaurants that menu veal enticing consumers to order veal when dining out
- Engaging influencers on a veal farm tour

TACTIC D DIGITAL MARKETING

This program tactic will focus on creating engaging and unique learning experiences that highlight both veal's culinary virtues and its on farm story. The goal is to engage digital influencers (blogger/culinary/fitness) and engage them as advocates for veal. This will include the creation of inspiring recipes as well as sharing veal's on farm story with their consumer followers.

Digital Marketing through:

- Branding veal for consistent messaging with industry and beef council engagement
- Integrate Veal Made Easy and Veal Farm website platforms for cohesive messaging
- Increase awareness of veal's social media platforms



The New York Beef Council will be a subcontractor to NAMI in FY21 and implement the veal promotion programs. Welcome Ashley Russell, Director of Veal Marketing, NYBC.

FY21 INDUSTRY INFORMATION AND PROMOTION AR PROPOSED

The objective of the Industry Information initiatives is to help inspire confidence in veal and veal production by sharing the industry's story of animal care and sustainability. These programs provide reinforcement to the consumer and channel marketing efforts in the Veal Promotion AR.



TACTIC A VEAL QUALITY ASSURANCE

The VQA program provides best management guidance and confirmation that formula fed veal calves receive quality care through every stage of life and are raised using production standards that result in a safe, wholesome, quality product that meets or exceeds regulatory standards and customer expectations. This program tactic ensures VQA certification through ongoing program management. A new initiative this year includes the introduction of an Antibiotic Stewardship Education program with The Ohio State University which will be implemented through on-farm workshops.

TACTIC B VEAL ADVOCACY TRAINING AND ENGAGEMENT

Research continues to show consumers trust farmers and other on-farm experts when they can hear from them directly to help answer their questions about how food is produced. Advocates for veal need to be continually identified and empowered to help share their message about the veal industry. The focus of this tactic is to provide communications training and resources to industry advocates and engage them in consumer and influencer outreach efforts.

TACTIC C VEAL EDUCATION AND OUTREACH

Veal education and outreach includes sharing the veal farm story and its commitment to Veal Quality Assurance to channel marketing professionals including online distributors, retail meat managers, company/culinary chefs, and foodservice distributors such as Sysco and PFG. The goal is to enhance their understanding of the Veal Quality Assurance program and the industry's commitment to animal care and sustainability to inspire confidence in veal. In collaboration with the Promotion AR and State Beef Council, a veal farm tour will be implemented for channel marketing professionals.

TACTIC D ISSUES AND CRISES MANAGEMENT

Crises management resources were developed in the 2020 AR and a virtual training webinar was shared with veal industry stakeholders. The 2021 AR will continue to build on these resources and provide counsel should issues arise and crises develop.



WHAT IS VEAL?

Uniquely positioned between both the dairy and beef industries, veal is a meat derived primarily from young Holstein bull calves. Bull calves are typically sold shortly after birth through local auction markets or purchased directly by others who will raise them for beef or veal. Most Holstein bull calves are raised for beef and some are marketed for veal. There are two primary classes of veal.

- Bob veal are those dairy calves sold and marketed shortly after birth.
354,137 bob calves were processed in 2019.
- Formula-fed calves are those dairy bull calves that are raised for about 6 months and harvested at approximately 500 pounds or more.
196,887 formula-fed calves were processed in 2019.

Given the size of these calves at harvest, in 2019 formula-fed calves provided 76% of the veal meat available to consumers.

A VERSATILE MEAT

Veal meat is light pink in color, is very tender and has a mild taste, making it popular with restaurant and home chefs for taking on flavors. Cutlets are the most common cut of veal; roasts, rib chops and ground veal are also popular.

Veal is a high-quality protein source and is rich in essential vitamins and minerals like vitamin B-12, niacin, zinc and selenium. A 3-ounce serving of cooked, trimmed lean veal has just 170 calories, making it one of the most nutrient-dense protein foods around.

BENEFITS TO BEEF AND DAIRY

Formula-fed veal calves are also referred to as milk-fed or special-fed. Every formula-fed veal calf typically contributes \$2 to the beef checkoff, and every dairy bull calf raised for veal is one less steer in a feedlot. A 550-pound calf produces one-third the meat it would if raised all the way to a finished steer. That's beneficial to the beef industry. Raising veal also benefits dairy by providing an outlet for bull calves as well as purchasing whey solids for creating the milk formula fed to calves. The American Dairy Products Institute recently stated that one-third of the whey solids produced each year in the U.S. are not used for further processing. The veal industry is an excellent outlet adding value to those solids.

RAISING VEAL IS A FAMILY AFFAIR

Veal is primarily raised in the Northeast including the states of New York, Pennsylvania, Ohio, Michigan, Wisconsin and Indiana. Raising veal is very much a family affair. Most farms annually raise about 200 calves or more.

VEAL FARMING TODAY

Formula-fed veal production has reinvented itself with new and updated facilities including group housing for all calves and best management practices that consistently deliver safe, quality meat. There is a strong commitment by the industry to providing high standards of animal care as outlined by the Veal Quality Assurance (VQA) program. Confirmed through licensed veterinarians, over 95% of all U.S. domestically produced formula-fed veal is derived from VQA certified farms.



For most of my life, I had...misconceptions about what veal actually was, and even more so the veal lifecycle and farming practices...I am SO glad that I now know and understand what veal is and had the chance to get behind the scenes and learn and see first-hand, modern-day veal farming. The veal industry has changed SO much. Veal is delicious, versatile and nutritious! Plus it is sustainably raised, which is important to me.

Colleen Kennedy, blogger
Souffle Bombay