Veal Industry Information programs are managed by the North American Meat Institute and funded by the Beef Checkoff.

These programs directly support the Grow Consumer Trust in Beef and Beef Production and Protect and Enhance the Business Climate for Beef which are core strategies of the Beef Industry Long Range Plan. The strategic initiatives include: Certify and Verify Production Practices / Protect Beef’s Image / Engage Beef Advocates / Develop Crises Management Plans

Veal Quality Assurance
Re-certification was robust this year as veterinarians and industry representatives worked to ensure their growers are following all best management practices outlined in the VQA program. A new clipboard outlining animal health recommendations to protect calf health and the food supply helped raise awareness of these practices. Industry contacts distributed barn signs featuring VQA’s nutrition, animal handling and facility requirements to veal growers. Thanks to equivalency audits plus industry certification efforts through valid Veterinarian-Client-Patient-Relationships, 95% of those raising formula fed veal are VQA-certified in the U.S.

Bull Calves: Maintaining Health and Consumer Confidence
Veterinarian Brad Schmitt, DVM of Four Star Veterinary Service, LLC, provided best management practices for dairy bull calves in a column distributed to dairy publications. So far, the article has been featured in Lancaster Farming, Dairy Business and Morning Ag Clips. Schmitt said, “In the past, bull calves were seen as an inevitable byproduct of the dairying process, but that ideology has since evolved. Dairy bulls now go on to be reared for either high quality veal or ‘dairy beef,’ for which there is great consumer demand.” The column went on to explain the importance of timely, quality colostrum, naval care and a healthy environment. Best management practices for calf care on the dairy are also featured in a new infographic which can be seen online at www.VealFarm.com

Beef and dairy producers, calf raisers, students and teachers, allied industry representatives are invited to an educational webinar August 4 at 11:30 A.M. Eastern. Speakers include: Dale Bakke, American Veal Association president, Chris Landwehr, Wisconsin veal grower, Jessica Pempek, PhD, The Ohio State University, and Janeal Yancey, PhD, University of Arkansas Division of Agriculture.
Veal Farm Blogs Address COVID-19, Meat Safety, and How Veal is Raised Today

“Is our meat safe?” Meat scientist Janeal Yancy, PhD, of the University of Arkansas, addressed that question in a timely blog post on Veal Farm. In total, six new blog posts were added to the Veal Farm website including information from food influencers as they talked about their experiences visiting veal farms. Content is designed to be shared by State Beef Councils and through the Veal Made Easy social media platforms.

Crisis Workshop Goes Virtual in May

An in-person training workshop planned for March was held as an online webinar due to COVID-19 circumstances. The workshop enabled industry participants to review elements of a crisis plan, learn how to apply these strategies through crisis scenarios and effectively deliver key messages through their communication efforts. Details were outlined in a resource guide provided to industry constituents. Participants in the webinar indicated the information was valuable to enhancing their crises preparedness efforts. The webinar also included crisis management information from staff at Dairy Management Inc.

Veal Farm Video Views Increase

People of all ages spent more time online in recent months. According to one study Gen Z consumers say they consumed 50% more time watching online videos. Millennials spent 31% more-time online watching videos. That trend benefited the videos on the website Veal Farm. Video views about how veal calves are raised and what they eat showed one in four people watched 50% of the video and 17% watched nearly the entire video. Since January 10.6 million people were reached with information about how veal is raised today.

Veal Industry Leaders Establish New Strategic Initiatives

Veal industry stakeholders gathered through a series of virtual meetings to discuss and review the
marketing and promotion direction for the veal industry’s long-term success. Kevin Ochsner of Agcellerate, facilitator of the Beef Industry Long Range Plan, helped facilitate this planning. The stakeholders carefully assessed consumer research, industry interviews and online surveys along with a Veal Long Range Plan that mirrors the beef industry plan. The recommended core strategic initiatives for veal promotion and industry information include three areas: Discovery of, Access to and Confidence in veal as a protein choice.