

Industry Information *Veal* Program Highlights



Funded by the Beef Checkoff.

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

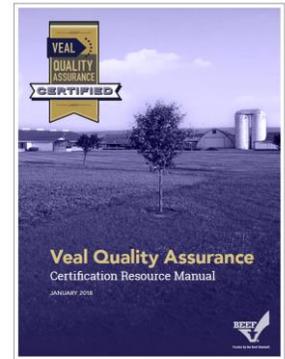


These programs directly support the **Grow Consumer Trust in Beef and Beef Production** and **Protect and Enhance the Business Climate for Beef** which are core strategies of the Beef Industry Long Range Plan. The strategic initiatives include: **Certify and Verify Production Practices / Protect Beef's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

Veal Quality Assurance

Re-certification was robust this year as veterinarians and industry representatives worked with their growers to ensure all best management practices outlined in the VQA program are being followed. Helping to raise awareness of these practices was a new clipboard that outlined animal health recommendations to protect calf health and the food supply. Barn signs featuring nutrition, animal handling and facility requirements of VQA were also created and distributed to industry contacts to extend to veal growers.

Given 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, Four Star Veterinary Service, LLC, provided best management practices for dairy bull calves in a column distributed to dairy publications. Early placement of the article include: 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 onto 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

VEAL - FROM FARM TO FORK *Webinar*

Here's your opportunity to learn more about the veal industry! 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.

To register for the webinar contact donnam@lookeast.com

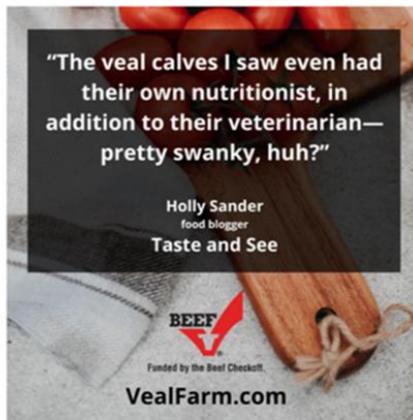
July 2020 Industry Information Program Update funded by the Beef Checkoff.....www.VealFarm.com

Veal Farm Blogs Address COVID-19, Meat Safety, and How Veal is Raised Today

Is Our Meat Safe? Meat scientist, Janeal Yancy, PhD, 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.



BELLA'LIMENTO LEARNS ABOUT VEAL FROM FARM TO FORK



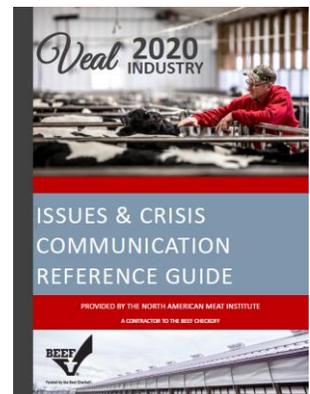
FOOD BLOGGER SHARES NEW-FOUND-KNOWLEDGE OF VEAL



IS OUR MEAT SAFE?

Crisis Workshop Goes Virtual in May

An in-person training workshop planned for March was held online as a 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 on 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 long-term success of the veal industry. 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. 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.***