



# AMERICAN VEAL ETHICAL COMMITMENTS

The American veal industry is committed to producing safe, healthy, nutritious protein in a responsible and sustainable manner. The American Veal Association represents the vast majority of milk-fed veal raised in the U.S. Members include businesses and individuals, from veal farmers to feed companies and veal processors.

Milk-fed veal is a USDA classification that describes veal calves that originate from dairy farms and are fed a special milk formula rich in nutrients. Calves are raised to about 6 months of age and a market weight of 500 pounds or more.

Resourcefulness and sustainability are core to the heritage of the veal industry. Milk-fed veal utilizes Holstein bull calves from dairy farms and excess whey and skim milk powder from cheese and butter manufacturers to produce a high-quality protein product. This process reduces food waste, enriches communities of rural America, and provides an excellent source of nutrition for consumers.

AVA members recognize and embrace our responsibility toward the animals, people and natural resources entrusted to our care. These Ethical Commitments outline our dedication to producing veal in the most sustainable and ethical manner today and in the future. As the American Veal Association, we will create understanding and accountability among our veal farm partners and employees to achieve these commitments, and we will openly share our progress in meeting these standards.

**ANIMAL  
WELFARE**

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**ENVIRONMENT**

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**FOOD SAFETY**

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**HEALTH &  
WELLNESS**

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**LABOR &  
HUMAN RIGHTS**

**THESE ETHICAL COMMITMENTS OUTLINE  
OUR DEDICATION TO PRODUCING VEAL  
IN THE MOST SUSTAINABLE AND ETHICAL  
MANNER TODAY AND IN THE FUTURE.**



# ANIMAL WELFARE

## Quality care for our animals at every stage of life

**AVA members are committed to:**

- Follow standards of the [Veal Quality Assurance \(VQA\)](#) program, which is updated at least every five years.
- Establish, train and demonstrate compliance to standard operating procedures that support the Five Domains of Animal Welfare.
  - Nutrition
  - Environment
  - Health
  - Behavioral Interactions
  - Mental State
- Calves are in housing that meets or exceeds VQA standards.
- Establish and maintain a veterinarian-client-patient-relationship (VCPR) and Veterinarian of Record (VOR) for animal health diagnosis and treatment in accordance with [guidelines](#) of the American Association of Bovine Practitioners.
- Follow accepted standards of veterinary care at all stages of life, including euthanasia when necessary, following recommendations of the American Association of Bovine Practitioners and the American Veterinary Medical Association.
- Follow animal welfare standards, including animal handling at transport and slaughter, which are aligned with the [Protein PACT](#).



ANIMAL WELFARE INDICATORS	TARGET
Veal industry and independent animal welfare experts update Veal Quality Assurance (VQA) program at least every five years to demonstrate continuous improvement and incorporate new science and research.	Updates in 2018, 2023
All AVA member farmers are certified in Veal Quality Assurance (VQA) by accredited veterinarians and/or equivalent audits.	100%
All AVA members conduct training with their veal farm partners, in accordance with VQA and/or equivalent audits.	100%
All calves on AVA member farms are in housing that meets or exceeds VQA standards, and calves are never tethered.	100%
All those transporting calves to and from AVA member farms are trained in industry-accepted handling and transport practices.	100%

# ENVIRONMENT

## Conservation of our precious natural resources

**AVA members are committed to:**

- Continually review and adopt management practices that conserve energy and natural resources, including land, soil, air and water.
- Manage manure, water and food processing residuals to cultivate soil health, enhance plant growth and protect our water supply.
- Assess the environmental impacts of U.S. veal, including greenhouse gas emissions, and identify ways to mitigate/reduce our impact.

ENVIRONMENT INDICATORS	TARGET
In accordance with state and local regulations, AVA member farmers follow a Nutrient Management Plan.	100%
Life Cycle Analysis (LCA) is initiated by 2025 to quantify the environmental impacts of U.S. veal farm production and identify ways to mitigate/reduce environmental impacts.	By 2025
All AVA packer/processor member companies have approved science-based targets to reduce emissions in line with the Paris Agreement goals by 2030.	100% by 2030



# FOOD SAFETY

## Safe, quality food as our first responsibility

### AVA members are committed to:

- Continually review and adopt practices that protect food safety
- Use animal health products when medically necessary and under guidance of a licensed veterinarian
- Prevent food safety and security issues through use of proven technologies and biosecurity practices
- Trace U.S.-raised veal from veal farm to product package

FOOD SAFETY INDICATORS	TARGET
All AVA members have verifiable food safety programs in place and achieve successful third-party audits.	100%
All AVA members annually review food safety programs to ensure continuous improvement and incorporate new, proven practices when applicable.	100%
Antibiotic residues at zero for U.S.-raised milk-fed veal, as reported in the National Residue Program, issued quarterly by USDA Food Safety and Inspection Service.	Zero
All AVA members follow a written biosecurity plan.	100%
Implement traceability of U.S.-raised veal from veal farm to product package by 2024.	By 2024



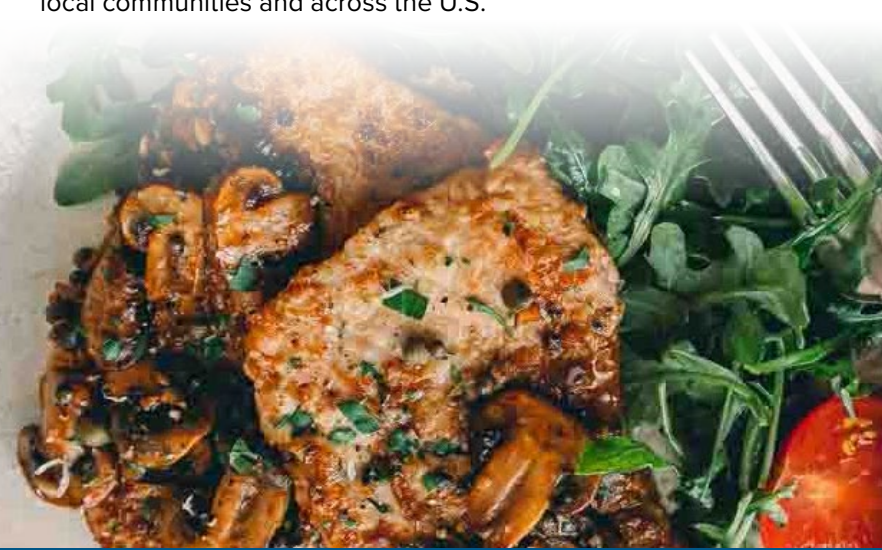
# HEALTH & WELLNESS

## Veal's role in a healthy diet

### AVA members are committed to:

- Provide accurate, science-based information on the nutritional value of veal and its role in a healthy diet
- Serve under-nourished people through food donations, in our local communities and across the U.S.

HEALTH & WELLNESS INDICATORS	TARGET
AVA member companies annually report their donations (product and/or monetary) to help fill the protein gap to ensure families in need have enough high-quality protein to meet U.S. dietary guidelines.	100% report
AVA member veal processors share science-based nutrition information about veal on their website and other platforms (i.e., product packaging, social media).	100% report
AVA veal farmers invest in educational programs and initiatives through the Beef Checkoff on role of veal in healthy diet.	As conducted and reported by Beef Checkoff



Veal Marsala by Girl Carnivore



# LABOR & HUMAN RIGHTS

Enhancing the quality of life for people and our communities

AVA members are committed to:

- Treat all people with dignity and respect
- Support diversity in our workforce
- Provide training and professional growth for our workforce and veal farmers
- Promote a safe and healthy work environment
- Strengthen our communities through an engaged workforce and local volunteerism
- Engage neighbors and the community with integrity and respect

LABOR & HUMAN RIGHTS INDICATORS	TARGET
AVA members annually report total number of full-time employees and contractors directly engaged in the veal business.	100% report
AVA members support philanthropic efforts and volunteerism, and they record company donations and volunteer activities (hours).	100% report
AVA members annually conduct safety trainings and implement programs designed to keep employees safe in the workplace*.	100% report
AVA members report Occupational Safety and Health Administration (OSHA) recordable injuries and illnesses*.	100% report
Aligned with the Protein PACT, veal processors will report and contribute to further reduce our workplace injuries by 50% by 2030 (from 2019 baseline), on top of the 75% reduction achieved from 1999 to 2019 – reported as total recordable incident rate (TRIR).	100% report



\*Those that are required by law



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