



AMERICAN VEAL

RAISED BY FAMILIES
YOU CAN TRUST

From farm to fork, member farmers and companies of the new American Veal Association (AVA) do things differently.

AMERICANVEAL.COM

TAKE A CLOSER LOOK AT AMERICAN VEAL

We've been listening, investing in new approaches, exceeding requirements, and the results are meaningful changes in how milk-fed veal gets from the farm to the dinner table.

- **Veal calves are raised on family farms and cared for in group pens.**
 - » Loose housing provides ample space for natural animal behavior.
 - » Expressing natural behavior is among the Five Freedoms of Animal Welfare and group pens allow calves to stand, stretch, lie down, groom themselves and socialize with other animals.
- **Veal calves receive a nutritious diet of milk, supplemented with grain for 20-24 weeks, with a target market weight of 500 pounds.**
 - » Delivers the quality, taste and texture expected by retail and foodservice customers.
- **No added hormones ever; a practice not permitted in U.S. veal.**
- **Antibiotic use is strictly regulated, used only as needed for the well-being of the calf and under the direction of a veterinarian.**
- **Animal health products for veal are limited and must receive FDA approval.**
 - » U.S. requirements for veal products are more stringent than requirements in other countries.
 - » Not all products approved for bovines are approved for use in veal.
- **The well-being of milk-fed veal calves is a priority.**
 - » No castration, dehorning, tail docking or tethers are practiced on AVA member farms.



SAFE, FRESH, PREMIUM QUALITY MEAT BEGINS WITH **AMERICAN VEAL**

Changes on the farm, coupled with rigorous food safety and meat quality requirements, translate to exceptional veal we are proud of...and where there are opportunities to do more than what is required, we do so.

SAFE, QUALITY MEAT comes from processing facilities that meet or exceed USDA food safety requirements as well as HACCP (Hazard Analysis and Critical Control Points).

INNOVATIVE, SCIENCE-BASED technology for pathogen interventions is implemented daily to verify comprehensive testing procedures including STEC testing not performed in other countries.

MILK-FED U.S. VEAL comes from federally-inspected processing plants with onsite USDA inspectors.

CONTINUOUS FOOD SAFETY TRAINING

for processing plant employees is a high priority. American veal is marketed within a day or two of processing to assure freshness and shelf life unmatched by imported meat.



American Veal adheres to Veal Quality Assurance certification standards – a science-based best practices program that ensures veal calves receive the highest quality care, nutrition, and humane housing through every stage of life. The result is delicious, wholesome veal that meets or exceeds regulatory requirements and customer expectations.



AMERICAN VEAL
FRESH, NUTRITIOUS, PREMIUM QUALITY,
SUCCULENT TEXTURE

Humanely-raised by local family farmers.

We strive to earn your confidence in what we raise and process right here at home.

We are the new American Veal Association, representing American family businesses committed to providing the best care for our calves, ensuring safety in our plants, and producing the highest quality meat our U.S. customers deserve.

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