



Veal Farmers of Ontario

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FOR IMMEDIATE RELEASE

Veal Farmers of Ontario Launch New “Dining with Ontario Veal” Initiative

Spotlight on creating connections with consumers, farmers and restaurants

Guelph, Ontario, [January 15, 2026] – Veal Farmers of Ontario (VFO) is pleased to launch *Dining with Ontario Veal*, a new province-wide initiative supported by the Ontario Ministry of Agriculture, Food and Agribusiness (OMAFA). This project aims to raise year-round awareness of Ontario grain-fed veal, highlight the restaurants and chefs who feature it, and deepen consumer understanding of the quality, versatility, and culinary experience that Ontario veal offers.

With funding from the Government of Ontario, *Dining with Ontario Veal* will help showcase restaurants serving exceptional veal dishes, spotlight chefs and culinary stories across the province, introduce a new online restaurant discovery map, feature a monthly “hero restaurant” visit and video segment with television personality and Ontario Veal Appeal (OVA) ambassador John Catucci. The program will also include targeted social media content, ambassador-led restaurant reviews, and opportunities for community-based events and activations.

“Our government is proud to support the Veal Farmers of Ontario’s marketing campaign which benefits our farmers, our local economy and protects our local food system,” said Trevor Jones, Minister of Agriculture, Food and Agribusiness. “By showcasing restaurants and chefs bringing Ontario-raised veal to restaurant tables, VFO is highlighting the excellent quality of our local food while supporting the farmers in our communities who make this excellence possible.”

“We are delighted to launch this initiative with the support of OMAFA,” said Jennifer Haley, Executive Director of Veal Farmers of Ontario. “More and more Ontarians are looking for authentic food experiences close to home. *Dining with Ontario Veal* will shine a spotlight on the incredible chefs and restaurants working with Ontario veal, and the many different delicious and creative menu items that feature grain-fed veal. While we’re well known for our Search for Ontario’s Best Veal Sandwich contest, this initiative allows us to celebrate the full range of veal dishes found across the province and give consumers engaging new ways to discover and enjoy veal all year long.”

Beginning January 2026, VFO will feature a new hero restaurant each month, including on-site video content captured with John Catucci, as well as curated events led by participating restaurants. Weekly restaurant reviews and ongoing ambassador-driven content will highlight veal dishes across Ontario, encouraging consumers to explore and support local veal offerings.

Through these activities, VFO aims to enhance visibility for Ontario veal, strengthen partnerships across the value chain, and inspire consumers to enjoy veal beyond traditional occasions. The initiative supports local food systems and promotes meaningful connections between consumers, restaurants, and Ontario farmers.

To follow along, visit www.ontariovealappeal.ca and find Ontario Veal Appeal on social media channels @ontariovealappeal.

For additional updates, follow the hashtag #DiningONVeal.

Veal Farmers of Ontario is a farmer-run organization that represents the interests of Ontario veal and dairy calf farmers, providing leadership to promote industry development through collaboration and communications.

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For more information or to arrange an interview, please contact:

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