

THE Connection

Fall 2021 Volume 3, No. 3

IN THIS ISSUE

**Addressing acidosis on Ontario
veal farms**

**VFO advocacy results in more
responsive RMP**

**The Real Deal on Veal – in a virtual
experience!**

VEAL 
Farmers
of Ontario





MORE THAN **MILK** REPLACER

- ☑ Quality ingredients
- ☑ Hands-on research
- ☑ On-farm support

Milk replacer, colostrum & supplements for calves

Contents

The Connection is published quarterly by Veal Farmers of Ontario.

Reproduction, in whole or in part, of the editorial or advertising content is expressly forbidden without the written consent of the editor.

Opinions expressed herein are those of the author and/or editor and do not necessarily reflect the opinions or policies of the Veal Farmers of Ontario. *The Connection* always welcomes letters to the editor.

Publication of advertisements does not constitute endorsement or approval by *The Connection* or Veal Farmers of Ontario of products or services advertised.

Editor in Chief: Jennifer Haley

Managing Editor: Jennifer Bullock

For advertising inquires contact: Jennifer Bullock

Design: Lynn Schouppe

Printed at: Sportswood Printing, 2021

Cover photo: Tamara Hamilton

Address correspondence to:

Veal Farmers of Ontario

449 Laird Road, Unit 12

Guelph, ON N1G 4W1

519-824-2942

info@vealfarmers.ca

Canadian Publications Mail Product

Sales Agreement # 40026642


Postmaster:


return undeliverable Canadian addresses to:

Veal Farmers of Ontario

449 Laird Road, Unit 12

Guelph, ON N1G 4W1

 @OntarioVeal

 @CalfCareCorner

 @CalfCareCorner



4 Chair's Message

5 Executive Director's Report

6 Finding alternatives for antibiotics in calf production

8 Addressing acidosis on Ontario veal farms

10 Controlling Shiga toxin-producing *E. coli* on veal carcasses

12 VFO advocacy results in a more responsive Veal RMP

14 Inspiring a veal craving with the consumers

16 The Real Deal on Veal – in a virtual experience!

18 Canadian Veal Association update

20 Knowing your financial statements – Cash flow statements

22 Developing a fire safety plan and why you need one

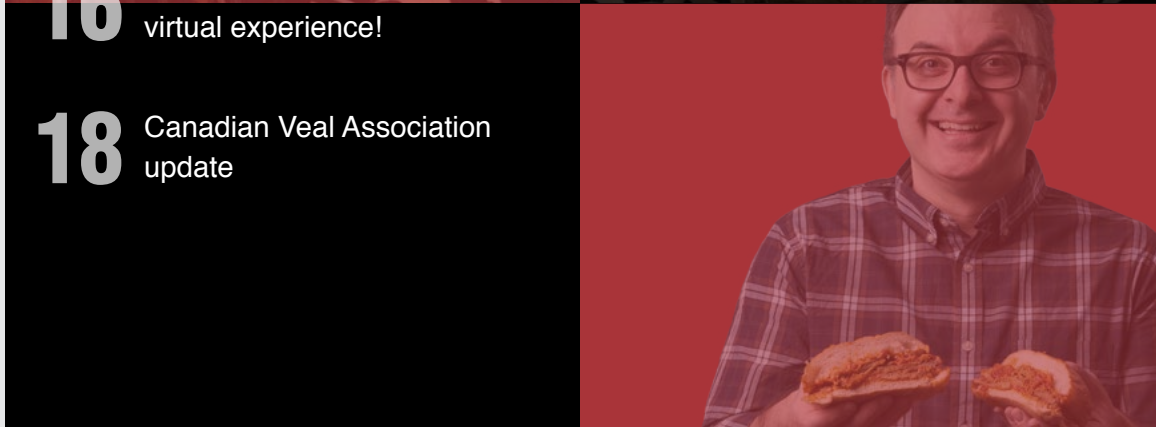
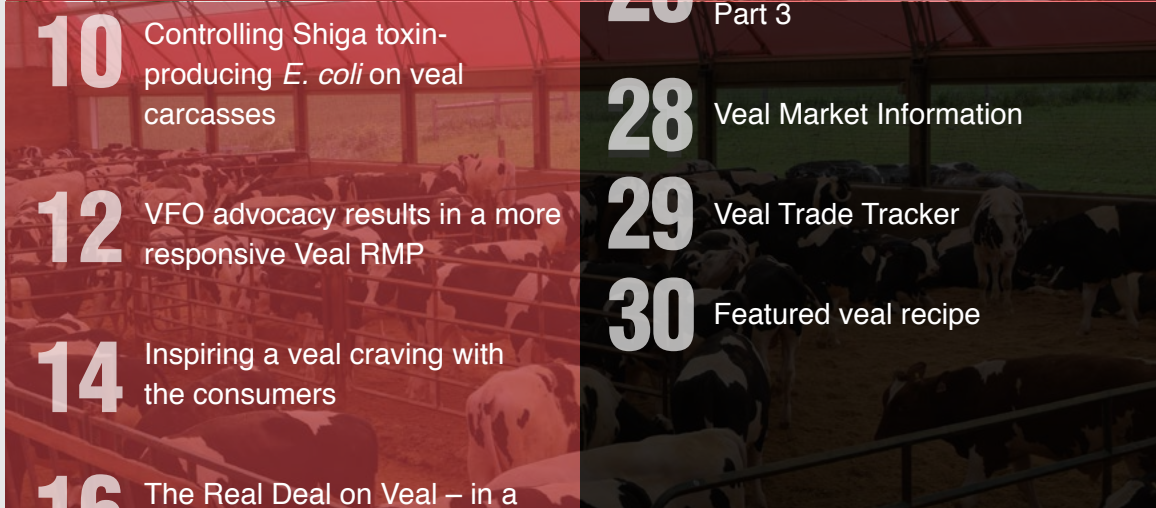
24 Industry updates

26 The history of veal in Ontario: Part 3

28 Veal Market Information

29 Veal Trade Tracker

30 Featured veal recipe





Chair's MESSAGE



Pascal Bouilly

Managing your risk with RMP

As we all know, the difference between making it or breaking it in the veal sector is a very fine line! More often it feels like we are losing money and at the mercy of the market conditions. This year, keeping our cost of production in check will be our biggest challenge. The availability of Holstein calves is putting pressure on the market and with the rising cost of feed, veal producers need to make sure they have their pencils sharpened and keep an eye on the bottom line.

One of the most important tools you can utilize as a veal farmer is the Veal Risk Management Program (RMP). In fact, the RMP program is one of the only business risk management tools available to veal farmers. Veal Farmers of Ontario (VFO) is very pleased to have the 2021 RMP program finally roll out for producers to either re-enrol or to sign-up as a first-time participant.

VFO has worked very diligently with the Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA) staff to bring forward meaningful changes to the program that will deliver a stronger and more responsive program for veal farmers. Especially after a 2020 Veal RMP program year that did not meet producer expectations, these changes will ensure the Veal RMP program remains responsive to increasing on-farm costs, changing market conditions, and more accurately reflects the true costs of veal production in Ontario. For more information about the specific changes made and how they will support the veal sector in 2021, please refer to page 12. If you have any questions about the program, please do not hesitate to call into the office.

As Ontario starts to re-open, the restaurant and hospitality industry will hopefully regain some of the lost business as customers come back to dining out again. This will be welcome news for the veal industry as well, as a large portion of our business is dependent on the foodservice, hospitality, and tourism markets.

On behalf of VFO, I would like to welcome and congratulate Minister Thompson to her new role with the Ministry of Agriculture, Food and Rural Affairs. We are looking forward to working with Minister Thompson on the many priority issues impacting all farmers. VFO would like to thank Ernie Hardeman for his time as Minister and his contributions to the agri-food sector. Mr. Hardeman and his staff were always available, approachable, and helpful.

As summer turns to fall, VFO is looking towards 2022 and what that might bring for all the in-person events our sector hosts. However, at the same time, we have learned a lot about virtual events and the benefits that they bring too in terms of less time off the farm. As we navigate the re-opening, stay tuned for more details about the Annual General Meeting and producer education workshops.

If you have any questions or would like to discuss any veal issue, please do not hesitate to contact any of the VFO Directors (listed in the back page) or staff at anytime – we are here to help. Best wishes to everyone for a bountiful harvest this fall and here is to a strong finished veal market as well! ■





Jennifer Haley

Adapting to the changing needs of the consumer will be key to maintaining demand

As a result of changes and shifts in the marketplace due to the COVID-19 pandemic, the way the food industry interacts with the consumer has changed. There is no going back to the 'way it used to be' according to several recent consumer studies. How those involved in the food industry adapt and respond to meet the consumer expectations will be the key to achieving success.

A Deloitte consumer research study suggests that the consumer will have 'dueling personalities' – they want the pandemic to end but they do not want to return to the way things used to be. Deloitte's research also shows the return of the 'homemade meal' as a generation now has learned how to cook. This can be good news for the Canadian veal sector as more consumers feel comfortable cooking at home and making more elaborate meals than just a grilled cheese sandwich.

Deloitte asked consumers what their expected net activity change will be post-pandemic (per cent of more vs. less activity) when compared to pre-pandemic and 51 per cent indicated that they will be cooking more at home; 30 per cent indicated they will buy more fresh food; 27 per cent will want to work from home; and seven per cent will order more for takeout or delivery. Conversely, consumers indicated that they expect a decrease in their activity with a 31 per cent decline in eating at a restaurant and 35 per cent decrease in attending public events.

Now what consumers say they will do and what they actually will do are two different things, but if these results are any indication of a trend, the Canadian veal industry should look to retail to expand veal sales and encourage consumers to try cooking more veal at home. We will not be able to rely completely on the foodservice sector as we have in the past.

Corus Entertainment – the company that owns the Food Network channel – also presented some interesting consumer insights and how the COVID-19 pandemic has changed grocery purchase patterns. Consumers are buying more groceries and buying different items with 58 per cent of those surveyed indicating that they are doing a larger shop but less often with 42 per cent buying less fresh and more products than can be frozen.

Almost three-quarters of consumers reported that they feel the cost of groceries has gone up but 30 per cent feel this increased cost is being offset by not eating out as much. Like so many of us, 55 per cent reported that they are cooking more at home than before COVID-19 with most expecting

to keep cooking and only 12 per cent reporting that they will cook less.

As well, 34 per cent of consumers who are cooking more are also more creative, 32 per cent more indulgent, and 29 per cent have eaten as a family more. This bodes well for the veal sector as consumers feel more confident in trying new recipes and indulging in items that they might only have had in a restaurant before.

But like many of us, consumers also report that when they feel in a rut and just do not want to cook all the time, they are turning to takeout and delivery options. However, 47 per cent of consumers report that they order food in based on what they are craving and 41 per cent suggest that they order based on a rotation of a couple of favourites. For the veal sector, we need to spark a 'craving' with the consumer to make veal part of their rotation – whether it is a veal sandwich or a classic veal dish.

The Canadian veal sector has no choice but to take notice of these shifts in consumer preference and figure out a way, together with our supply chain partners, to chart a path forward that meets the needs of our consumers, makes veal offerings available consistently at retail, inspires them to include veal in their regular rotation of meals, and creates a craving for veal takeout. The future of the industry is more complex than ever before and how we adapt will be the key to maintaining demand for Canadian veal moving forward. ■

Finding alternatives for antibiotics in calf production

Lautaro Rostoll Cangiano, PhD Student
Dr. Dave Renaud, Assistant Professor
Dr. Michael Steele, Associate Professor

University of Guelph



It is well known that calves can have high levels of disease. Diarrhea is the leading cause of death in preweaned calves, with 25 to 30 per cent of calves having at least one bout of diarrhea or a digestive issue during this period, amounting to treatment costs of around \$34 per calf per year. In addition to treatment costs, it is important to point out that diarrhea will impact animal growth and could make the calf more susceptible to other diseases.

Despite all these challenges, we still do not have a very efficient way of dealing with this problem in our management toolbox. Traditionally, antibiotics have been used to treat diarrhea, and one recent report indicates that as many as 80 per cent of calves receive at least one treatment for disease on Canadian veal farms. Despite these treatment levels, only a small amount of diarrhea cases actually requires antibiotic treatment. In addition, antibiotic use in food animals is coming under increasing public scrutiny and the scientific community is beginning to

question the efficacy of antibiotics to treat and prevent diarrhea, resulting in a need for viable alternatives to antibiotic use in diarrheic calves.

In the past decade, we have greatly improved our understanding of how gut microbes affect the health of young calves – we continue to understand more and more about how they interact with the calf and influence its physiology. Specific probiotics in the market have been shown to promote gut health and decrease diarrhea in young calves. Probiotics are defined as live strains of specific microorganisms which, when administered in adequate amounts, confer a health benefit to the animal.

Young pre-ruminants can be supplemented with probiotics in milk or starter feed to promote gut health, stimulate earlier solid feed consumption, and improve growth. We recently published a review article on the effects of probiotics and prebiotics on calf growth, development, and health, and found that calves supplemented with probiotics had modest improvements in average daily gain (ADG) during the preweaning period, mainly as a result of reduced incidences of diarrhea and mild improvements in rumen development and starter feed intake.

On average, from all the studies we summarized, supplementation of probiotics during the preweaning period resulted in 100 grams more of ADG. The most commonly used probiotics fed to young calves are live yeasts, mainly *Saccharomyces cerevisiae* (SC), yeast cultures of SC, and different strains of lactobacillus. In the case of yeast supplementation, some, but not all, of the studies we reviewed showed a reduction in the incidence and severity of diarrhea, as calves supplemented with yeast cultures boasted better fecal consistency and overall health.

In a recent study our group conducted in Ontario and published in the *Journal of Dairy Science*, we showed that supplementation of the yeast strain *Saccharomyces cerevisiae boulardii* (SCB) in milk replacer lowered the incidence of diarrhea and mildly reduced the need for antibiotic treatments. Supplementation of SCB has shown promising results in enhancing immune function in the gut, increasing the calf's ability to fight enteric pathogens. Lastly, yeast supplementation has shown improvements in starter intake, possibly as a function of improved fibre digestion, and mild improvements in rumen development in early life.

Addressing acidosis on Ontario veal farms

Kathryn Kroeze, Beef Cattle Livestock Assistant

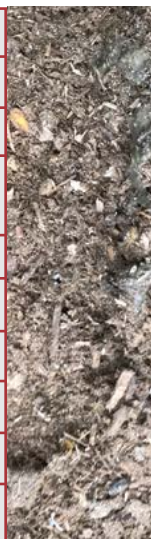
Ontario Ministry of Agriculture, Food and Rural Affairs



It is important to ensure that a nutrition program for veal cattle sets them up for success in every feeding phase. Acidosis is an ongoing issue in veal cattle production. Acidosis can occur if a ruminant consumes a highly digestible feed source, such as grains, too quickly or in excess. It is well known that high-grain diets lacking in fibre can cause acidification of the rumen, in part due to the lack of chewing activity. Chewing creates saliva and saliva buffers the acidity of the rumen. If the rumen is not adequately buffered, acids can accumulate in the rumen causing acidosis. Acidosis occurs when the rumen pH falls below 5.6 for an extended period of time. The normal range is between a pH of 5.5 and 7 for a healthy rumen (BCRC, 2019). Acidosis is a health issue for cattle and also impacts your bottom line.

The table below summarizes other factors that can increase and decrease rumen pH. Remember that a sustained reduction in rumen pH results in acidosis.

Factor	Increased pH	Decreased pH
Forage proportion and particle size	Greater proportion, longer particles	Lower proportion, shorter particles
Grain type	Corn	Barley, wheat
Grain processing	Whole, coarsely rolled	Finely ground, steam flaked; flat flakes, decreasing bulk density, high moisture
Feed additives	Ionophores, buffers	
Management	Consistent daily allocation and delivery time	Inconsistent allocation and delivery time
Frequency of feeding	2 or more x per day	1 x per day
Duration of feeding	Shorter time on feed	Longer time on feed
Dietary transition and adaptation	Gradual transition, longer adaptation to diet	Abrupt dietary transition, short adaptation to diet
Feed sorting	Preferential selection of long particles	Preferential selection of grain



Adapted from the Nutrient Requirements of Beef Cattle (2016).

Ruminal acidosis has a range of effects, including:

- poor rumen motility (lack of rumen contractions)
- impaired nutrient absorption
- reduced fibre digestion
- production of toxins
- liver abscesses
- laminitis

Acidosis can present in one of two forms, acute or subacute. Acute acidosis is a sudden sharp drop in rumen pH that then remains low for an extended period of time. Subacute acidosis comes and goes; it is a short-term imbalance between acid production and absorption. An animal with subacute acidosis may not show any overt clinical signs but it may present as poor performance with lower daily gains and reduced feed efficiency. This is the form of acidosis that can take a larger financial toll on the industry due to the inability to recognize it.

It is important to be aware of other stressors that may predispose cattle to acidosis, such as cold stress and bunk competition. These stressors can cause a reduction in feed intake. When an animal is uncomfortable or cannot access feed, they stop consuming as much feed as they normally would. This reduction in feed intake causes veal cattle to have a shorter

rumination time, which in turn results in less saliva production. Saliva contains bicarbonate that helps to reduce the rumen pH. Therefore, when there is a reduction in this buffering saliva the rumen begins to acidify.

What to look for

Acidosis can be challenging to monitor because without pH measurement it is difficult to understand what is happening in the rumen. However, there are a few symptoms to keep your eye on. Off-feed or erratic feeding behaviour can be a sign of acidosis, along with otherwise unexplained performance issues such as reduced average daily gain, dry matter intake, and feed efficiency. A tell-tale sign of digestive upsets, often associated with acidosis, is the appearance of manure that has a greyish, runny consistency with the presence of bubbles (see Figure 1). Sometimes there is also the presence of full grain kernels.

Figure 1 Greyish, runny manure with the presence of bubbles often associated with acidosis in veal cattle.



Photo courtesy of OMAFRA.

Current work

The Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA) beef team and Veal Farmers of Ontario (VFO) teamed up this past summer to investigate acidosis risk factors on Ontario finishing veal operations. The project focused on fibre inclusion benchmarking for finishing veal cattle rations to better understand typical roughage inclusion rates and particle size distribution using grain particle sieves and Penn State shaker boxes. We also investigated typical fecal starch levels for finishing veal cattle. Stay tuned for results anticipated in the Winter 2021 issue of *The Connection*. Special thank you to those who participated in our survey and on-farm work. ■

Kathryn Kroeze is a summer student working with the OMAFRA beef team, supervised by Megan Van Schaik, Beef Cattle Specialist.

References available upon request.



B-W FEED & SEED LTD.

BEYOND NUTRITION

bwfeed.ca | 1-800-267-8194 | New Hamburg, ON

- colostrum replacer •
- milk replacer •
- calf starter •
- 36% Red Veal •

Maximize Growth → Reduce Costs



Controlling Shiga toxin-producing *E. coli* on veal carcasses

Jeanine Boulter-Bitzer, Ph. D., Microbial Analyst, Food Safety Science Unit
Troy Jenner, Manager, Food Safety Science Unit

Ontario Ministry of Agriculture, Food and Rural Affairs



Figure 1

What do your animals look like at shipping time?

While every animal may not be as clean as Figure 1, avoid shipping animals with as much tag as Figure 2 to avoid costly delays during processing.

“Shiga toxin-producing *Escherichia coli* (*E. coli*)”, or STEC for short, cause human foodborne illness which can range from mild diarrhea to very severe and life-threatening conditions, even death. There are several STEC strains frequently associated with human illness in North America; the most common is *E. coli* O157:H7. STEC live within the gut of cattle without causing them illness and are therefore also present in manure and on hides as well. Throughout processing, if a carcass is contaminated with STEC, it is possible for contaminated meat to enter the food chain and potentially infect consumers.

The main food safety goal during growth and processing of bovines is to minimize and remove bacterial contamination because this is a major risk for subsequent food-borne illnesses in humans.

Ongoing work at OMAFRA

The Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA) conducted a study in 2016 that showed that levels of STEC on bovine carcasses processed at provincial plants were high. Veal were more than twice as likely as beef to be carrying STEC in their gut and on the hides. Since this study, OMAFRA has been actively working with provincially-licensed abattoirs to control this risk.

How *E. coli* and STEC growth are controlled during processing

Throughout processing, it is critical to maintain excellent Good Manufacturing Processes (GMPs) and apply microbial control interventions to the surface of carcasses to reduce the risk of STEC. Since July 1, 2019, provincially-licensed abattoirs have been mandated to apply an approved

microbial control intervention to all bovine carcasses processed in their facilities, the most common of these being organic acids like peroxy-acetic/peracetic acid (PAA), lactic acid, acetic acid, hot water (greater than 74 °C), and closely monitored dry-aging.

What can veal farmers do on-farm and during transport?

The in-plant control measures mentioned above are not enough to prevent pathogens from entering the food chain. Other jurisdictions have shown that greater emphasis needs to be placed on prevention during the growth phase of meat production. This translates to a farm-to-plate approach where food safety controls are in place at all stages of bovine production, including controls in herd management, as well as during all transport and handling.

There are a number of factors that influence how much STEC is carried by veal and beef: farm management practices, season of the year, whether cattle come from a farm or feedlot, age, fasting or temporary change of ration prior to processing, cleanliness of hides, and transport and handling conditions between farm and processing.

Basic recommended principles or best practices of cattle management to reduce spread of STEC during the production cycle include:

- Providing clean water, clean feed, and a clean environment that is appropriately drained, as well as separate housing of calves and heifers. Farms that house bovines from a large number of herds, overcrowded conditions that cannot be managed to control hide cleanliness, as well as lack of efficient manure removal systems, can create situations where STEC will persist in the herd and spread to younger animals.



Figure 2

- Implementing biosecurity management practices to prevent the movement of disease-causing agents on to, and off of, agricultural operations.
- Excluding animals other than livestock from access to cattle feed and water since rodents and other animals such as sheep and deer are known to be carriers of STEC.
- Maintaining clean clothes and equipment for farm and feedlot personnel to help reduce the opportunities to transmit STEC between herds or between cattle on the same farm.
- Reducing feed volume prior to transportation can help reduce hide contamination that often occurs during transit and holding by reducing gut contents.
- Transporting animals in sanitary trailers and housing them in pens with sufficiently clean bedding will decrease the amount of mud, manure, contaminated bedding, and other materials present on hides that increases the risks of carcass contamination during dressing.

Management at processors should consider farms that incorporate practices that reduce carriage of STEC and contemplate relying on those farms as the source of animals. Processors may need to retain dirty animals and/or take additional time during dressing to decrease the risk that contaminants from the hide get onto the carcass. These measures can result in delay and extra costs for both producers and processors.

There is no single activity that will control all pathogens in the entire meat production process, but rather a multiple step approach that includes each step from on-farm through transportation and processing. Food producers need to recognize that applying effective controls at all levels are the most effective means to producing safe food and safeguarding the industry. ■

As a rule of thumb, the Verified Veal Program (VVP) recommends that 75 per cent of calves on-farm have no more than 30 per cent of their abdomen coated in manure. To help keep veal cattle sufficiently clean at all times, including their flanks and legs, there are a few things you can do:

1. **Keep cattle bedded and investigate bedding material options.**
2. **Improve drainage in pens.**
3. **Avoid overcrowding.**
4. **Clip cattle with long hair.**



Add seaweed to your veal calves' nutrition program and see the results for yourself!



Call Bio-Ag Consultants today!
1.800.363.5278 or visit
www.bio-ag.com

VFO advocacy results in a more responsive Veal Risk Management Program



Patrick MacCarthy
Projects Coordinator

To respond to the changing needs of Ontario veal producers, the Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA), in consultation with Veal Farmers of Ontario (VFO), has redesigned the Veal Risk Management Program (RMP). Over the past year, VFO board members and staff have worked diligently with OMAFRA to make necessary changes to the Veal RMP program in order to deliver a stronger, more responsive insurance-based program. VFO has been veal producers' voice with OMAFRA, advocating and delivering impactful changes to the cost of production (COP) methodology. After a 2020 Veal RMP program year that did not meet producer expectations, these changes will ensure the Veal RMP program remains responsive to increasing on-farm costs, changing market conditions, and more accurately reflects the true costs of veal production in Ontario.

The RMP COP is calculated based on three main components: feed costs, cattle purchases, and yardage. The feed costs and cattle prices vary weekly based on market conditions while the yardage is fixed for the year based on an average calculated by OMAFRA. This average draws upon producer reported data from AgriStability which can vary greatly. As the veal producers' voice, VFO has delivered numerous program improvements that will start in the 2021 calendar year.

2021 program improvement highlights

- The yardage calculation (all veal production costs excluding bob calf purchases and feed) will now better focus on average production costs taken from AgriStability tax filers. This will be done using an Olympic average, where the 15 per cent highest and 15 per cent lowest COP costs for each component are removed from the sample. This method ensures that both the extremely high and low, non-representative production costs will no longer be included. This will better align the yardage calculation to more accurately reflect average on-farm costs.
- An additional per head adjustment, as calculated by industry and reviewed by OMAFRA, will be added to the yardage component of the COP formula to account for variations in costs between the AgriStability sample population and the commercial population of veal producers.

- While all 2021 RMP premium rates across the board are being held at 2020 levels, for veal producers, 2021 premiums will be discounted by 25 per cent to better reflect low claims triggered in 2020. These changes will result in an average premium reduction of \$2.83 per head at the 100 per cent coverage level.
- An additional 10 days on feed have been added to the COP to reflect the additional time required to finish veal cattle to the recently increased weight limit of 190 kg.
- Starting with the 2021 program year, Agricorp will be implementing a new, veal sector-specific fund to hold both government and producer premiums for RMP. Producers will still pay their premiums and receive payments from Agricorp as per usual, but government and producer funds will be held in an account exclusively for use in the Veal RMP program. This means that funds not used for veal claims in any given year will carry over and be available for future veal-only payments.

The Veal RMP program is the industry's principal business risk management plan. It provides critical support to help producers mitigate varying market conditions. Producers with questions about enrolment should contact Agricorp by phone at 1-888-247-4999 or visit their website here: <https://bit.ly/rmpapplication>. ■

How does the Risk Management Program work?

Ontario's Risk Management Program (RMP) helps producers manage risks beyond their control, like fluctuating costs and market prices. The Veal RMP program was designed in consultation with representatives of veal industry in Ontario. RMP for the veal sector works like insurance to help Ontario producers offset losses caused by fluctuating commodity prices and production costs. Participants pay premiums based on their insured production and their chosen coverage level. Veal producers have been eligible for RMP since 2012.

A FUTURE WITH FULL BOTTLES

Heifers that have had bovine respiratory disease produce up to **525 kg** less milk than their healthy counterparts in the first year of lactation.¹ Talk to your veterinarian about how vaccination with **INFORCE 3[®]** can prevent BRD.



Want to find out about effective solutions to BRD and get our industry's latest news?

Join today!
zoepro.ca



Reference: 1. Dunn TR, Ollivett TL, Renaud DL, et al. 2018. The effect of lung consolidation, as determined by ultrasonography, on first-lactation milk production in Holstein dairy calves. *J Dairy Sci*;101(6):5404-5410.

Zoetis[®] and INFORCE 3 are registered trademarks of Zoetis or its licensors.
©2021 Zoetis Services, LLC. All rights reserved.



HEALTHY CALVES
PART OF DAIRY WELLNESS

zoetis

Inspiring a veal craving with the consumers



Jennifer Haley
Executive Director

Over the course of the past 18 months, everyone involved in the food industry has had to pivot, change, and adapt not only to the direction provided by health officials but also to the changing needs of the consumer.

And what does the Ontario veal industry do with their marketing campaigns when you have a premium product that is typically consumed in restaurants and those same restaurants are shut down due to a global pandemic? We pivot, too. Veal Farmers of Ontario (VFO) has been targeting and teaching consumers to enjoy veal at home. We have been supporting the beleaguered foodservice industry by promoting all the veal takeout, and when available, patio dining. And of course, we have been working with butchers and retailers to make sure local Ontario veal is available in-store and in the consumer's grocery cart.

To support the consumer, and to get more veal on the grill, VFO has partnered with Chef Ted Reader for another great summer promotion. With nine new veal recipes including step-by-step instructions from the Godfather of the

Grill himself, consumers are inspired to get barbecuing with Ontario veal. Delicious veal meatballs, burgers, chops, and kebabs are featured on Chef Reader's and the Ontario Veal Appeal social channels, websites, and our bi-weekly consumer e-newsletter.

Partnering with the LCBO's popular *Food & Drink* magazine, VFO spiced up the pages of the summer issue with Chef Reader's authentic taqueria-style Ontario Veal Street Tacos recipe. We have also partnered with local media outlets to provide veal recipes and cooking tips in print media and have been showcased in a number of TV segments hosted by celebrity chefs across the province. Look for our featured veal recipe in the Holiday issue coming out late this fall. We will have a

special recipe geared towards entertaining and celebrating the holidays with a special veal meal.

We have also taken the time to revamp our consumer website ontariovealappeal.ca to really highlight the veal recipes and information. Consumers can use a search function by cut, recipe name or see the most popular veal recipes. The goal is to make it as easy as possible for the consumer to be inspired to cook with veal at home.



Ontario
VEAL
appeal

With a zesty tequila lime marinade and taco seasoning, veal scaloppini is infused with Mexican flavours and transformed into authentic Street Tacos. These little pockets of deliciousness, created by Chef Ted Reader, are meant to be a snack but it is almost impossible to stop at one or two. Using veal scaloppini in this recipe cuts the marinating time from the usual six hours plus to as little as 30 minutes. For the full taqueria experience serve with traditional toppings like refried beans, tomato salsa, pickled red onions and smashed avocado. You can save time and purchase the toppings pre-made or visit ontariovealappeal.ca for the full recipe.



Honouring our local veal sandwich-makers

This fall, VFO will be launching a special campaign that will feature the finalists and winners of previous years of the very popular *Ontario's Best Veal Sandwich* (OBVS) contest. We had to put the contest on hold for 2020 and 2021, but we know consumers are craving their veal sammies. VFO wants to put a spotlight on the incredibly hardworking restaurant families who have faced so many challenges while navigating the uncertainty of COVID-19 and yet keep feeding their customers throughout it all!

Launching right after Labour Day and continuing until early November, we will be releasing videos, interviews, and social media content that features all of our favourite sandwich-makers. Many of these family-run, small businesses are just like our farmers – hardworking and dedicated to producing great products – and we want to highlight all the great veal sandwiches and bring media attention to our local food heroes. And of course, our favourite celebrity veal sandwich judge – John Catucci – will also join us!

The video campaign will also feature our very own VFO Board member – Dylan Yantzi – who makes an appearance to thank all our supply chain partners and sandwich-makers. It has been great reconnecting with past contest participants, learning what a great impact the OBVS contest has had for their businesses and hearing first-hand what they have had to do to navigate the impacts of COVID-19.



Game on:

Search for Ontario's Best Veal Sandwich returns in 2022



After a break due to pandemic restrictions, the very popular consumer campaign – the *Search for Ontario's Best Veal Sandwich* – will return once again in 2022! The contest will be launching early in 2022 and we are looking forward to re-engaging with consumers and the contest that brings out the most passionate and vocal veal sammie lovers.

The Ontario and Canadian veal sector has no choice but to take notice of these shifts in consumer preference and figure out a way, together with our supply chain partners, to chart a path forward that meets the needs of our consumers, makes veal offerings available consistently at retail, inspires them to include veal in their regular rotation of meals, and creates a craving for veal takeout.

The future of the industry is more complex than ever before and how we continue to adapt will be the key to maintaining demand for veal moving forward. ■

Make sure to follow and share all the great things about Ontario veal with your followers:



@ontariovealappeal



@ontariovealappeal



@ontvealappeal



The Real Deal on Veal – in a virtual experience!

Madeline Rodrigue, Communications Manager
Farm & Food Care Ontario



Visiting a farm is a perfect way to connect the average Canadian with their food and those who produce it; unfortunately, this is not always possible. The FarmFood360° project uses 360° cameras and virtual reality technology to give Canadians the chance to tour real, working farms and food processing plants, all without having to leave their homes or classrooms.

Veal Farmers of Ontario (VFO) is a silver member of FFCO and a longtime supporter of FFCO's work. FFCO is partnering with VFO to produce a new virtual tour where viewers will learn about many aspects of veal farming.

The project, which started over a decade ago and was modernized with the release of 360° technology in recent years, is in high demand from teachers, youth clubs, and agricultural societies.

These tours were a natural fit for the thousands of teachers and students transitioning to online learning and agricultural organizations seeking to connect with consumers virtually in 2020. As a result, the FarmFood360° website welcomed over 835,000 users and 2.95 million page

views in 2020, a 1222 per cent and 470 per cent increase over 2019, respectively.

Building on this success, FFCO has continued to expand the FarmFood360° project in 2021, with four new tours scheduled for release before the end of 2021, including the veal farm, a mushroom farm, grain farm and tour focusing on advancements in Canadian agriculture using genomics.

The virtual tour was recently filmed at an Ontario veal farm and is now in the editing phase. It will be accompanied by four traditional videos that dive deeper into specific topics, such as veal cattle care and nutrition, the life of a veal farm family and The Real Deal About Veal — which will explore misconceptions about the veal sector. The videos will include interviews with the farm family, as well as the farm's veterinarian.

Jennifer Haley, Executive Director of VFO, said, "Veal farming has a long history and plays an important and fundamental role in Canada's agricultural sector; however, the industry can be the subject of misconceptions and questions by our consumers." She added, "We're delighted

Canadians looking for the real story about how veal farmers make animal care a top priority will soon be able to visit an Ontario veal farm in virtual reality at FarmFood360.ca, a project by Farm & Food Care Ontario (FFCO).

CalfRail - healthier calves with less effort



OPTIMAL FEEDING

- up to 8 times daily
- optimally tempered
- in age-appropriate portions

BEST CALVES

- improved digestion
- early growth
- less diseases

HIGHEST EFFICIENCY

- up to 80% less working time
- more flexible work schedule
- highest performance capabilities



to partner with FFCO to open the doors to an Ontario veal farm and answer those questions directly. Our farmers are proud of their farms and animal care standards and we're eager to show that."

Visitors can access these tours on tablets and desktop computers and through mobile phones and VR (Virtual Reality) devices. FFCO hopes that with the return of in-person events in the future, the FarmFood360° tours will once again be showcased in interactive exhibits across Ontario at events like fall fairs and the Royal Agricultural Winter Fair, where thousands of families, teachers, and students will try out the experience.

In 2022, a series of classroom activities will be added to the project, developed by Agriculture in the Classroom Canada. This resource will allow students to engage with the FarmFood360° videos in ways that fit the curriculum and will be promoted to educators across Canada with the help of provincial agriculture in the classroom organizations.

In a time where a growing number of Canadians may never have the opportunity to visit a farm in person, FarmFood360° is a window into the world of food production and an introduction to the people who work hard to produce it.

The growing library can be accessed at FarmFood360.ca. ■



Foerster-Technik North America Inc. | foerster-technik.com |

Phone: 519-239-9756 | jan.ziemerink@foerster-technik.com

INFO@TRUVITAL.CA

226-747-8356



INTRODUCING

Truvitalyte

AN INNOVATIVE NEW
CALF ELECTROLYTE

Truvitalyte is a scientifically formulated electrolyte powder with a validated blend of buffers, amino acids, and energy sources, that effectively support sodium and water absorption in dehydrated calves.

*Now with new
flavouring for
enhanced palatability!*



AVAILABLE FROM
WWW.TRUVITAL.CA

TruVital
ANIMAL HEALTH

Canadian Veal Association update



Patrick MacCarthy
Projects Coordinator



American veal cattle housing regulations threaten to disrupt trade

On January 1, 2022, the state of California will implement Proposition 12, the Farm Animal Confinement Initiative, which amends the requirements for animal housing in the state. These changes are the result of a ballot initiative, whereby if enough voters sign a petition, it is placed on the ballot for all Californians to vote on. Therefore, these new regulations did not originate from the legislature, but from the animal rights activists who wrote the proposition and gathered petition signatures.

The overly prescriptive new law requires that veal cattle, laying hens, and breeding sows be housed in indoor systems that comply with specific standards for freedom of movement, cage-free design, and minimum floor space. In addition, the new requirements prohibit a farm owner or operator from knowingly causing any of the above animals to be confined in a cruel manner, which is defined for veal cattle as having less than 43 square feet (sq. ft.) of usable floorspace per animal.

It also prohibits a business from knowingly engaging within the state of California the sale of animal products that do not conform to the new standards. This applies to all veal that enters the state, even if it is destined for final sale in another jurisdiction such as cruise ships. **Veal produced inside and outside the state must conform to these regulations.**

Impact on Canadian veal producers

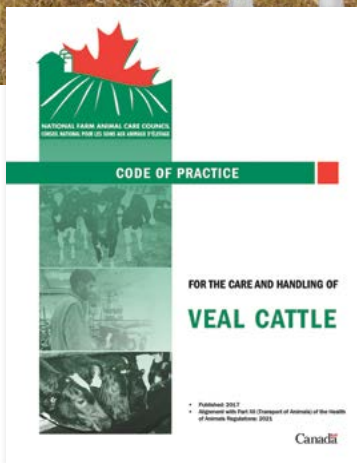
The United States of America (USA) is the principal market for Canadian veal, representing well over 80 per cent of Canada's veal exports. Canada and the USA have enjoyed an important trading relationship in veal that could be restricted by these measures. When veal is imported into the USA it can be transported from the initial state of importation into a variety

of states. Many Canadian veal farms produce veal cattle that might yield meat that could eventually be sold into the USA and then into California or any other state. This means that Canadian veal farmers, processors, and distributors must now comply with a complex, costly system to label, certify, and segregate veal cattle destined for the USA, where some level of error is almost certain.

Furthermore, the 43 sq. ft. animal confinement space allowances prescribed in the Act are not based in any published scientific literature or accepted as standards within the scientific community to reduce human food-borne illness, promote worker safety, the environment, or other human or safety concerns. In addition, these standards will not apply to the dairy, dairy-beef, or beef sectors which are raised in a similar manner to Canadian veal cattle. It appears that the sole purpose of this section of the Act is to reduce or eliminate veal consumption in California.

CVA response

The Canadian Veal Association (CVA) along with the Canadian Meat Council (CMC) and Agriculture and Agri-Food Canada (AAFC) have written to the state of California informing them that Canada currently has some of the highest animal care standards for raising veal cattle using outcome-based guidelines. The *Code of Practice for the Care and Handling of Veal Cattle* (the Code) requires that all veal cattle, whether raised indoors or outdoors, in individual housing or in groups, must be able to easily stand up and lie down, turn around, groom, adopt sternal and lateral resting postures, and rest on the enclosure floor at the same time. The CVA has requested that equivalency standards be granted to all Canadian veal farms such that compliance with the Code is compliance with these regulations. The CVA believes the USA has an obligation to implement these agreements under the Canada-United States-Mexico Agreement (CUSMA).



Looking forward, 26 other states could pass similar legislation through ballot requirements which could create a patch work of import requirements and certification documents that would make importing veal into the USA difficult and costly. A Massachusetts ballot measure is also expected to come into force in 2022 and will require a certification process that is different from California's. The CVA has concerns about each state asserting their own specifications, regulations, and certifications. Veal producers should not have to meet 50 different individual state requirements to keep Canada-USA trade flowing, especially when other commodities such as beef and dairy are not subject to these regulations.

This type of legislation is the newest strategy in a series of attempts by animal rights activists to eliminate livestock production and consumption. An even more extreme ballot measure was proposed in Colorado that attempted to ban the use of artificial insemination. Going into future election cycles, animal activists will continue to attempt to use this strategy to advance their agenda. While Canada does not have the same type of legislative process, the Canadian veal industry is still strongly impacted by the USA market and the regulations they prescribe.

The CVA will continue to monitor developments in new proposed legislation and work diligently to advocate for Canadian veal producers. ■

PROBIOTECH
INTERNATIONAL

NEW-START
NEW-START OP
ORGANIC PRODUCTION

- Helps the functions of the immune system
- Natural supplement for young ruminants
- Promotes a healthy intestinal microflora
- Scientifically proven
- Direct use on the farm

PROBIOTECH.COM | 1 800 267-7252

ONCE PMH[®] IN

Bacterial pneumonia

OUT.

For more information, please contact your Merck Animal Health representative or our customer service team at:
1 866 683-7838.

Always read and follow the label instructions to ensure this product is suitable for the animal to be vaccinated.

ONCE PMH[®] IN is a registered trademark of Intervet Inc. Used under license.
MERCK[®] is a registered trademark of Merck Sharp & Dohme Corp.
© 2020 Intervet Canada Corp. All rights reserved.
CA-BOV-200400001 V1.0

Knowing your financial statements - Cash flow statements

Erich Weber, CPA, Business Finance Specialist

Ontario Ministry of Agriculture, Food and Rural Affairs

Your yearly financial statements contain a wealth of information that can benefit your farm business. In previous editions of *The Connection*, we examined what a balance sheet and income statement are, what type of information they contain, and how to analyze that information. In this edition, we will examine the cash flow statement, its purpose, and the analysis you can do with the information it contains.

Cash flow statement and its purpose

The cash flow statement outlines the money that is coming into the farm business and the money that is being spent. The statement is split into three sections:

- Cash from operating activities (net income/loss on a cash basis)
- Cash from investing activities (asset purchases or sales)
- Cash from financing activities (new debt incurred or pay down debt)

By totaling the three sections of the cash flow statement, you will be able to determine if your farm operation has a cash surplus or deficit. Similar to income statements, cash flow statements are usually done on a yearly basis (for the fiscal year ended December XX, 20XX) but can be done on a monthly (for the month ended June XX, 20XX) or quarterly (for the quarter ended September XX, 20XX) basis depending on the size and needs of your farm business. Depending on the needs of your business, cash flow statements can be done using multiple currencies (e.g., CAD, USD, etc.). A cash flow statement outlines what your actual cash flow is where a cash flow budget/projection will help you forecast what your cash flow could be.

Your cash flow statement will be able to answer:

- How did the farm business generate or spend its cash? (i.e., did the farm take out a new loan?)
- How much of the cash surplus (or deficit) was from your farm business operating activities?
- At the end of the year, how much cash (or similar assets) does your farm business have?

Figure 1 shows what a cash flow statement would look like if your farm business uses cash accounting.

Figure 1

ABC Veal Farms	
Cash Flow Statement	
For fiscal year ended December 31, 2020	
Cash from operating activities	
Net income (loss) cash basis	12,000.00
Net increase (decrease) operating activities	12,000.00
Cash from investing activities	
Purchase of new loader tractor	- 80,000.00
Sold a gravity box wagon	2,000.00
Net increase (decrease) investing activities	- 78,000.00
Cash from financing activities	
Proceeds for new tractor loan	80,000.00
Principal payments made on mortgage	- 10,000.00
Net increase (decrease) financing activities	70,000.00
Cash Surplus (Deficit)	4,000.00
Opening balance: Farm Bank Account	3,000.00
Ending balance: Farm Bank Account	7,000.00

How to prepare a cash flow statement

Similar to balance sheets and income statements, your accounting software will have an option to create a cash flow statement. If you are not sure how to do this, check your software manual or get assistance from your accountant or the person who prepares your income tax.

If you use a spreadsheet to track your bookkeeping entries, you can use the *Ontario Farm Accounting Workbook* (found at bit.ly/farmworkbook) to help you prepare a cash flow statement.

Analyzing your cash flow statement

Reviewing your cash flow statement can help you determine how your farm has brought cash into the business and how the cash is spent. This type of information can inform the farm's decision-makers on what the farm is doing well (e.g., making a profit, investing back in the business, ability to weather any storms, etc.) or where your farm can do better (e.g., should your farm be more profitable to sustain its growth, refinance its debt to reduce its debt payments, etc.). By doing this type of analysis on a regular basis, you will be able to make more accurate and timely decisions for your farm business.

You can also use your cash flow statement as a starting point to create monthly cash flow budgets. Monthly cash flow budgets can help you plot out what your farm business' cash needs are over the year and when and how much cash will come into the business. Monthly cash flow budgets can warn you if the farm will be short on cash, so that you can either arrange financing or increase the farm business savings to bridge the gap. To start creating cash flow budgets, you can use your accounting software program or if you are using Excel, OMAFRA does have a worksheet that will walk you through creating cash flow budgets (bit.ly/plancashflow).

The cash flow statement is a good tool to help you view the overall health of your business. By preparing and analyzing the information found on the cash flow statement, you will be able to make timely decisions to help your farm business succeed. ■

NEW AND IMPROVED NATURAL ALTERNATIVE FOR SCOUR TREATMENT & PREVENTION

WGS
is a multi-vitamin,
electrolyte, and
polyphenol extract
supplement for gut
regulation in calves.



- Use it as a preventative tool for scours, or double dose for treatment
- Use WGS on resistant scours that won't go away

Scours are frustrating, time-consuming and expensive.
Administering WGS is quick and easy and the calves
love the taste and aroma. And it works!

EASY -SIMPLE-EFFECTIVE



Mount Elgin, Ontario
1.800.376.8861
tripleconsulting@execulink.com
www.tripleconsulting.net

"Locally owned / Family Operated
Truly Canadian"



- ✓ **Easy to Prepare**
- ✓ **An Excellent Choice**
- ✓ **Unique Protein Matrix**

*Serval Milk Replacer is available from selected
feed dealers and distributors across Canada*



Visit
www.SERVALCANADA.com
to learn more...

519 359-3036
819 228-5551

Developing a fire safety plan and why you need one

Cheryl DeCooman, CHRL, President

People Management Group/UdderlySAFE



From 2008 to 2014, there was a total of 1163 agricultural structure fire incidents in Ontario resulting in financial losses totaling over \$200 million. The three main causes of these fires can be categorized as misuse of ignition sources/equipment, mechanical/electrical failure, and design/construction/maintenance deficiency.

Leading causes of barn fires

Ignition source and flammables

Ignition sources can include matches, lighters, and cigarettes, including cigarette butts. It is important to ensure that no one smokes in the barn and that you have designated a smoking policy. Ensure smoking areas (if permitted on the property) are at least nine metres away from an entrance/exit. Other sources of ignition may include sparks from welding equipment, batteries, certain chemicals which may ignite, heaters, and any electrical appliances or equipment. Fuel storage and spills as well as fuel-soaked rags can be highly flammable and heat from equipment or tools can trigger or exacerbate fires. Manure gas, highly flammable bedding and materials create high risk ignition hazards.

Mechanical/electrical failure

Mechanical or electrical failures include short circuit or ground fault in electrical equipment. It can also include failure of the built-in automatic controls in mechanical equipment or systems. All electrical components and equipment must meet current safety standards. Always ensure you inspect equipment before use as well as on a regular schedule such as during a monthly inspection of the workplace. You must also inspect cords and wires; improper use of extension cords such as using broken/frayed cords or attaching multiple cords together can also lead to barn fires. It is mandatory that a preventative maintenance program is created for equipment and building components. The program should be specific to your farm, and you must keep documented proof of all preventative maintenance. All team members should be trained on the preventative maintenance program and fire prevention policies.

Design, construction, or maintenance deficiency

Improperly constructed building features or systems, such as improperly installed heaters or other equipment, can lead to fires. In addition,

improper maintenance such as failure to remove accumulation of combustible dust or debris, which is then ignited by heating appliances, processing equipment or electrical equipment, can cause fires.

Fire safety plan

Fire safety plans are an essential part of being proactive about preventing fires on your operation.

Having a fire safety plan in place ensures that in the event of a fire, everyone on the farm knows how to react quickly and safely. Having a plan not only helps minimize the potential loss from a fire, but also can hopefully prevent any accidental deaths. Fire safety plans should not only identify what to do in the event of a fire, but also preventative measures and controls that have been put into place to reduce the risk of fire.

Fire safety plans should cover two main topics; the plan and prevention.

1 The plan

Your fire safety plan should be detailed and cover the following:

- What to do in the event of a fire.
 - Include steps on evacuating the area, alerting others, animal safety, contacting emergency services, etc.
- Site and building specific evacuation maps
 - Ensure that these maps include a basic layout of the building and surrounding area, exits, fire extinguisher locations, the muster/meeting point, eye wash stations, First Aid kit locations, a compass, etc.
- Emergency contact numbers such as police, fire department, local gas company, and owner numbers
- Operation address
- Muster/meeting point for employees and visitors to go to in the event of a fire

- Location of all fire extinguishers
- Designated emergency safety personnel who will be in charge in the event of a fire and give direction to other employees and emergency response personnel
- Preventative measures to reduce the risk of a fire
 - Such as annual inspections, schedule of inspections for electrical equipment, machines, fire extinguishers, etc.

Your municipality may have different requirements for a fire safety plan. Contact them to ensure your fire safety plan meets their requirements.

2 Prevention

Being proactive is one of the best ways you can help to stop a fire from starting. After you have created a fire safety plan, you need to put controls in place to be proactive about preventing fires. Some controls you should implement include creating a schedule to perform regular maintenance and inspections on electrical and wiring. Set up a cycle of regular maintenance on equipment and machines. Ensure that chemicals are stored in a secure area and follow the proper storage directions on the chemical's safety data sheet. Heat lamps should be inspected regularly for damage and should also be used and suspended according to the manufacturer's recommendations. Ensure everyone on your operation is

doing their part to maintain good housekeeping practices. Ensure that you have the proper fire extinguishers installed in your buildings and that they are inspected annually by a professional company. Store and maintain motorized equipment away from livestock. Store combustibles in a designated area away from livestock and in the appropriate containers. Finally, monthly inspections should be conducted by your health and safety representative. These monthly inspections are essential to ensuring the safety of all farm employees and to identify hazards that can be fixed.

Training

Of course, even with the best proactive and preventative measures in place, fires can still occur on your operation. Having a fire safety plan is only useful if everyone on the farm knows what the plan is and if you practice it. In a fire, there is not time to stop and think about what to do. You should conduct annual fire safety drills on the farm. All team members should know where emergency evacuation doors and fire extinguishers are. Ensure that all employees have reviewed the fire safety plan and sign an acknowledgement form. By having and reviewing a fire safety plan, you will know what steps to take in order to keep yourself, your coworkers, and animals safe. ■

References available upon request.

WET NURSE™

MILK REPLACER

ESSENTIAL 4 Life
Lipids 4 Life

Is a unique fatty acid technology for immune system support.

- Reduces scours
- Improves feed efficiency
- Improves ADG
- Improves frame growth

found in



- Wet Nurse Premium 28-28-18**
 - Ideal for accelerated feeding programs
- Wet Nurse Turbo Boost 24-24-18**
 - Well suited for accelerated dairy replacement feeding programs
- Wet Green Tag 20-20-20**
 - Designed for rapid growth and 20% fat for cooler climates



- Easily mixed without boiling water (40°)
- Mildly acidified
- Highly digestible
- Calves love the taste

www.pmtgroup.com

☒ customerservice@pmtgroup.com

🇨🇦 Made in Canada

☎ 1-800-299-7904





Ontario Veal Appeal celebrates June's Local Food Week with media tour

Veal Farmers of Ontario (VFO) celebrated Local Food Week with a media tour in collaboration with several of our commodity group partners. Recipe demonstrations by cookbook author, home economist and chef Emily Richards featuring Ontario veal and other locally grown favourites were showcased on social media and local TV broadcasts. Bahamian chef Raquel Fox also helped us celebrate the abundance of fresh, healthy food that's grown right here at home with a TV segment on CHCH.

VFO engaged with consumers through our social accounts, sharing veal recipes featuring Ontario-grown products, and directing them to the Meat & Poultry Ontario website to source veal locally. Producers were encouraged to get involved on social using the hashtag #loveONTfood and sharing their favourite way to choose local.

Food & Drink



Local Food Week

June 11, 2021, 10:55 am

The first full week of June each year is Local Food Week in Ontario...

Veal sector explores fibre levels in finishing rations

Feeding small amounts of fibre is an important way to promote rumen health and function in veal cattle. This summer, VFO and the Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA) undertook a joint project to better understand fibre and roughage inclusion rates in Ontario veal finishing rations as well as feeding practices during the finishing phase.

Data collection is now complete, including on-site visits to 10 farms in southwestern Ontario that will inform fibre inclusion benchmarking for the sector. Thank you to those producers who also took the time to complete the online survey; the only way our industry will be able to improve is through engagement by our producers, and we strongly encourage everyone to consider participating in future opportunities for the betterment of our industry.

The results of the study are now being finalized and will be shared in the Winter issue of *The Connection*.

VFO market report now offers more data for better business decisions

After consultation with producers, the weekly veal market report has been updated, providing more information to help make profitable business decisions in response to rising input costs.

As the veal industry's main resource for market pricing, the report now includes the Chatham-Kent corn price as reported by Grain Farmers of Ontario. To help producers compare trends in market prices, the price for the corresponding week of the previous year (last year's price) is now reported in both the Ontario Direct to Packer and the Quebec Grain-fed Veal Market tables.

The Ontario provincial slaughter numbers have been removed from the report and will be updated monthly on the Market Info page on vealfarmers.ca.

Learn more about how to read the new features of the weekly veal market report here: bit.ly/newmarketreport.

Join VFO's private Facebook groups for producers

VFO has two private Facebook groups to help foster connections between members, share timely sector updates, and provide a space for discussing production and industry issues.

The *Marketing of male dairy calves in Ontario* group is designed for dairy and veal producers, and for those starting calves for the dairy-beef market. The *Finishing grain-fed veal in Ontario* group is geared towards producers finishing male dairy cattle for veal markets.

To join, send a request! Both are great forums to ask questions and start important conversations.

Free online workshop covering male dairy calf transport now available

Missed the "Working through the new transportation regulation: Dairy calves and cull cattle" webinar in March? This VFO-sponsored virtual session is now available on the Canadian Live-stock Transport (CLT) website at no cost.

To access the webinar, register on the CLT homepage or use your existing account to learn more about behaviour and handling, transport, and risk management in male dairy calves. Visit the CLT website at clt.online-compliance.com to learn more.

Dairy Code update

The Code Committee continues to work hard on updating the dairy Code having met several times in April, May, and June. These virtual meetings focused mainly on housing and health topics. A series of discussions on calf housing were initiated with a review of research summarized and presented by the Co-Chair of the Scientific Committee. From there, committee members were able to establish several calf housing proposals for the group's consideration. Likewise, and thanks to their many past discussions, the committee has established three to four options for heifer and cow housing systems/designs.

At this point, nearly all sections of the updated Code are drafted and ready for the comment period. The main topics the committee continues to deliberate on fall under the housing chapter. Additional meetings will be scheduled for late August and September.

Learn more at bit.ly/dairyupdate.

Transportation Code update

Work on the Livestock & Poultry Transport Code of Practice is continuing throughout the summer months, with the two remaining sub-committees of the Code Development Committee (CDC) meeting online approximately every three weeks. This follows the completion of work by the Fitness and the Loading/Unloading Sub-committees, each of which met virtually seven times between November 2020 and May 2021. The Equipment & Ventilation Sub-committee started meeting in May 2021 and is responsible for several challenging topics such as passive and mechanical ventilation, transporting animals in hot, humid, and cold conditions, bedding, boarding, and loading densities. The Personnel & Planning sub-committee held its first call in early July and is drafting content on topics such as knowledge and skills of personnel, on-road practices, and pre-trip planning.

The CDC and its sub-committees are tasked with drafting content that is for the most part, common for most if not all species covered by the Code. After review by the CDC, species-spe-

cific Working Groups (WGs, many of which have been temporarily paused) will supplement the text with animal-specific guidelines. The goal is to reactivate the species-specific WGs this fall after the CDC has reviewed sub-committee content.

The Intermediary Sites WG has had eight virtual meetings since January 2021. The WG has been actively engaged in working through the challenges associated with capturing three different sectors (assembly facilities; sales yards/auctions; feed/water/rest stations) and 12 different species within one section of a Code under a compressed timeline.

The inability for most of the WGs and the CDC to meet in an in-person environment over the past 18 months as well as for the foreseeable future has meant that challenging topics have not had the benefit of fulsome face-to-face discussions to develop consensus. However, June remains the targeted start date for the public comment period at this point.

Learn more at bit.ly/transportcode. ■



rlb Chartered Professional Accountants

People Count. Communities Count.

Reach out to a trusted advisor at RLB to set your business up for success.

Have questions? We can help.

- Accounting
- Business Advisory Services
- Business Valuations
- Estate Planning
- HR Consulting
- Tax Planning
- Succession Planning

Fergus • Orangeville • Guelph • Kitchener
rlb.ca 1.866.822.9992



Supplying Ontario Veal Producers

- Veal Feeding Programs - birth to market
- Milk Replacers
- Pelleted & Textured Calf Starters



Feeding Success

Wallenstein, ON
1-800-265-8858 | www.wfs.ca



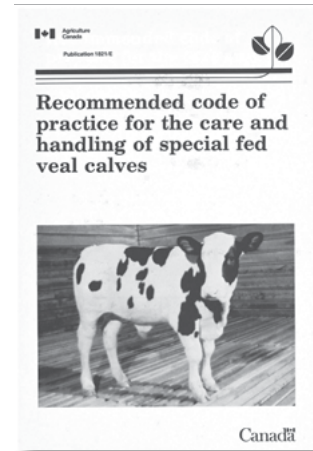
The history of veal in Ontario

Veal grading then and now



Kendra Keels

Industry Development Director



Published 1988

As veal producers in Ontario do you wonder why veal is not graded? Grading throughout the history of veal has always been mentioned and it was important, but today grading in Ontario is not used. Our focus is on weight.

In 1910 a report was commissioned under then Federal Agriculture Minister, the Hon. Sydney A. Fisher, on beef-raising in Canada. Included in this report was a comprehensive summary of veal-raising at the time. The following chart is a summary of the classes of veal from that report.

In a handbook for butchers dating from 1936, we read,

"A calf that is destined for fattening straight after birth, will be fed nothing but whole milk, and depending on the region, a few eggs. The soft, cheap meat from newborn calves can be used as the basic ingredient for sausages, or for making stock."

	Comments	Weight	Description
Heavy		>200 lbs. not desired except for Christmas or Easter to display in the shop window	<ul style="list-style-type: none"> • Cuts are too large • Tough • Coarse of grain • Bad colour • Too dark for veal • Too pale for beef
Fat	Good price	Dresses 65 to 70 per cent, hide on	<ul style="list-style-type: none"> • Juicy, fat, finely grained • Fat is almost pure white and firm
Rough	Not as desirable as prime		
Prime	<ul style="list-style-type: none"> • Approximately six per cent of the 90,000 calves on offer bring a premium price • Always in demand 	120 to 160 lbs.	<ul style="list-style-type: none"> • Represented a small portion of the calves sold • Must be between four and eight weeks and well-fattened • Good depth of flesh on the back – more because of breeding than feeding
Common (good)	<ul style="list-style-type: none"> • Approximately 30 per cent of the calves on offer • Very young calves • Insufficiently fed 	100 to 200 lbs.	<ul style="list-style-type: none"> • Majority was canned • Flesh has a bluish tinge • Fat is dull and yellow, soapy and sticky to touch • Meat lacks nutritional value
Very inferior	>50 per cent of the calves on offer		

From this chart it is obvious it was a very loose way of defining veal and most of the veal offered were not the highly desired prime.

As time progressed and farms became more efficient, there were fewer dairy cows on farms and calf numbers began declining. In 1961 Ontario had declined by 372,400 calves to 706,000 on offer by 1974. Between Ontario and Quebec, the Canadian calf population declined by 49.5 per cent, reducing the number of male calves available for veal.

Not only was this affecting the market but in 1974 Canadian calf-raising was further hurt by the loss of the European markets for calves and boned-out veal. To add to the decline of calf numbers, the USA applied a quota on veal and the export of veal from Eastern Canada stopped in November 1974 and remained closed until 1975, which led to a decrease in prices in Eastern Canada and a significant shift in veal production.

Total veal slaughter in 1974 was 77,415 million lbs. a decline from 124,441 million lbs. in 1961. Carcass weights had increased from 118 lbs. to 125.7 lbs. As a comparison, today's veal carcass dresses less than 419 lbs. (190 kg), quite a size increase.

It was in the 70s when veal began to differ between Ontario and Quebec. Ontario had already begun producing heavier calves as mentioned in previous articles – this was the beginning of the grain-fed veal market (red veal).

During this time a lot of research was being conducted on heavy veal production. The high grain diets lead to rumen development and provided more iron than the all-milk diets, resulting in a darker colour meat – darker than milk-fed veal but not as dark as beef.

By 1988 veal was defined under the *Veal Carcass Grading Regulations*:

“Veal” means the meat of a bovine animal having the maturity characteristics set out in Schedule I and a carcass weight of:

- (a) Less than 165 kg (363.4 lbs.) with hide on, or
- (b) Less than 150 kg (330.4 lbs.) with hide off

With no mention of colour in the weight definition by the early 90s there was concern with consumers over colour. Veal numbers were increasing and there were several hundred full- and part-time veal growers. The industry was trying hard to become stable, however there was a divide between milk-fed (white) and grain-fed (red) veal producers.

By 1993 red veal (grain-fed veal) weights were now reaching between 550 to 650 lbs. live, around six months of age. The average size of a

grain-fed veal farm during this time was approximately 30 animals; there were more farms with less veal, and these calves were referred to as country calves.

During the same time period, there was a declining number of butcher shops and a shift in consumer demand towards shelf-ready and ready-to-serve products. These products were growing in the grocery stores, resulting in less demand for primal cuts. At the same time there was a decrease in upscale restaurants and veal was losing its restaurant market.

With the shift in the veal market and veal not being graded at that time, there were discussions in 1994 of evaluating a grading change because of the changes with colour and weight. Remember the main characteristic of veal is colour and that is the basis of grading.

At the same time processors began discounting carcasses over 425 lbs. by three cents up to 10 cents for carcasses over 515 lbs. It was during this time that veal dressing over 165 kg was labelled as “ungraded beef”. The colour and weight were an ever-growing issue. It was quoted in the Spring 1995 edition of *Ontario Veal News* that “We need to have production targets for weight and colour to give us a more consistent product for the consumer,” Tony Facciolo, Holly Park.

By 1996, the hide on veal carcass weight increased to 450 lbs. and government enforcement of the veal weight began for the first time, but grading was still voluntary. By 1997, a lot was happening with respect to grading. In February 1997 the National Veal Grading Committee met and set a new Grading Standard for 10 veal grades: A1, A2, A3, A4, B1, B2, B3, C1, C2, C3. The letter refers to the muscling and conformation and the number refers to the colour, 1 for the lightest and 4 for the darkest. Grading and stamping would occur up to 363 lbs. Grading and no stamping for 364 to 400 lbs. No grading or stamping for 401 to 450 lbs. There was a sunset clause for this category – it would disappear by January 2001. It was also identified that 70 per cent of the veal produced dressed in the 400 to 450 lbs. (hide on) range.

This time in the industry was a crossroad between heavier grain-fed veal and the lighter milk-fed veal which brought its own challenges. Today in Ontario, veal is not graded and in Quebec it is graded – the grading is used as a way of settling payment and not as a way of selling meat to consumers.

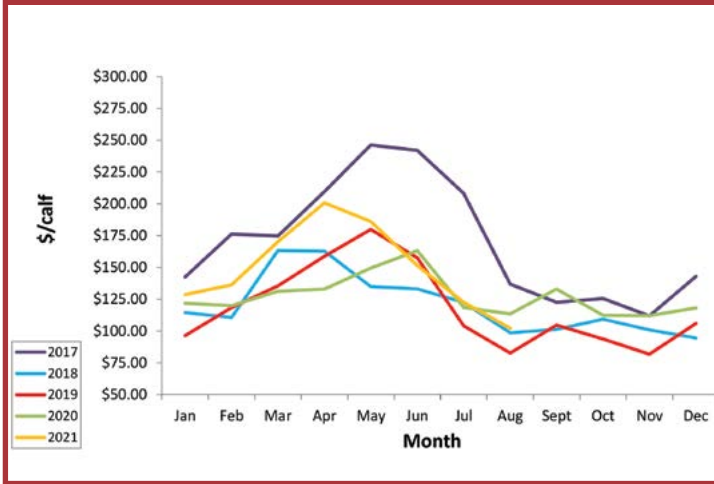
In the next issue we will continue this walk down memory lane where we will end the year with the last article and the latest changes in the veal industry. ■



Veal Market Information

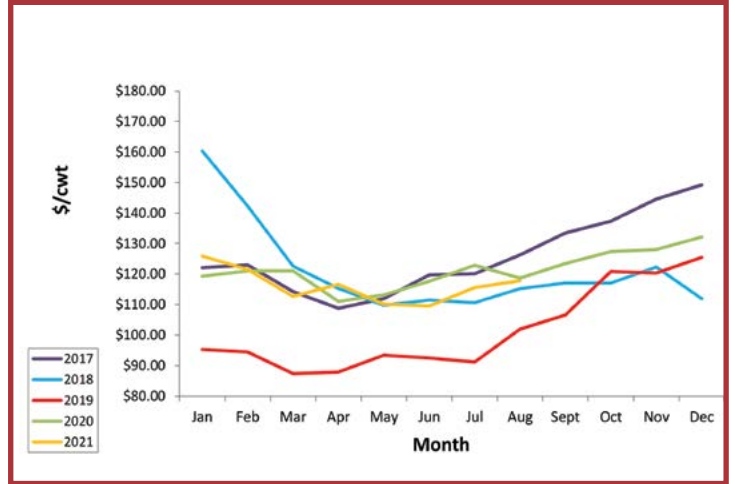
This information is collected from various sources and disseminated by Veal Farmers of Ontario.

Bob Calf Pricing



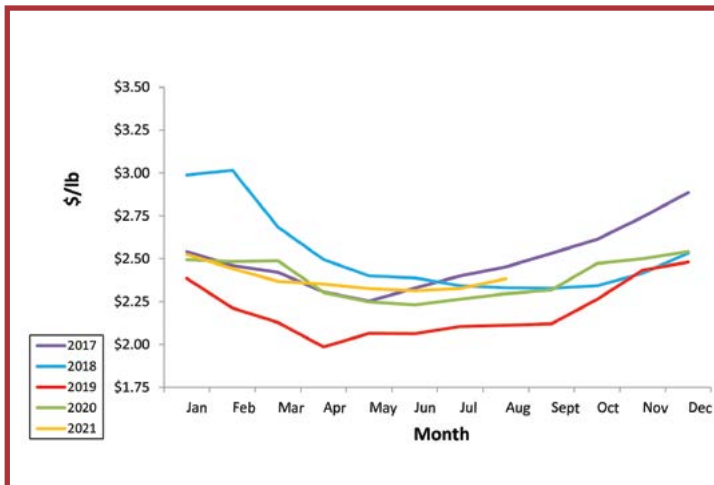
This price range is collected and tabulated from participating sale barns throughout Ontario based on average pricing. This information is used to follow trends.

Sale Barn Veal Pricing



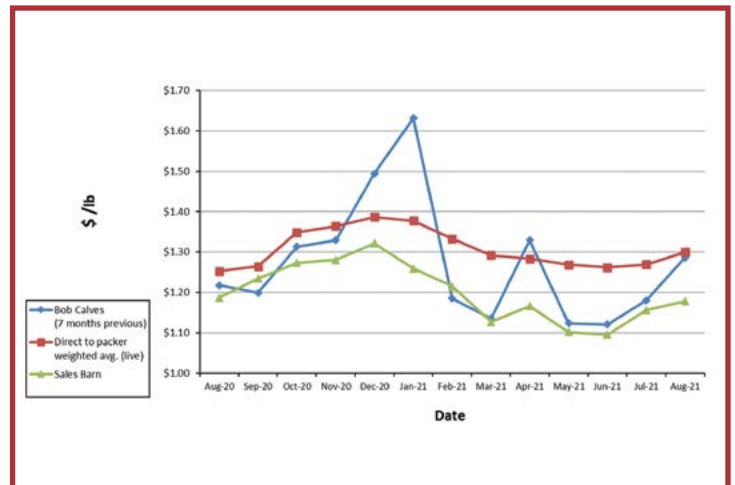
This price range is collected and tabulated from participating sale barns throughout Ontario based on average pricing. This information is used to follow trends.

Rail Grade Veal Pricing



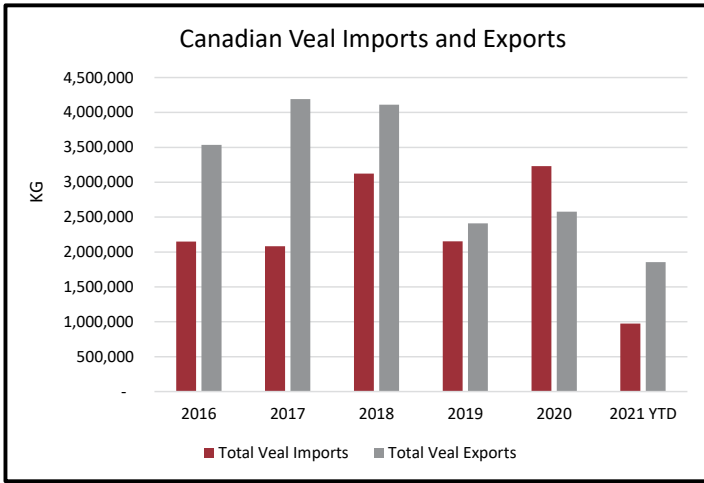
This information is collected from producer contributions on a weekly basis. Once the numbers are collected a weighted average is calculated. The weighted average gives a more realistic price of what is happening in the market. This information is used to follow trends.

Finished price compared to bob calf prices (Seven months previous)

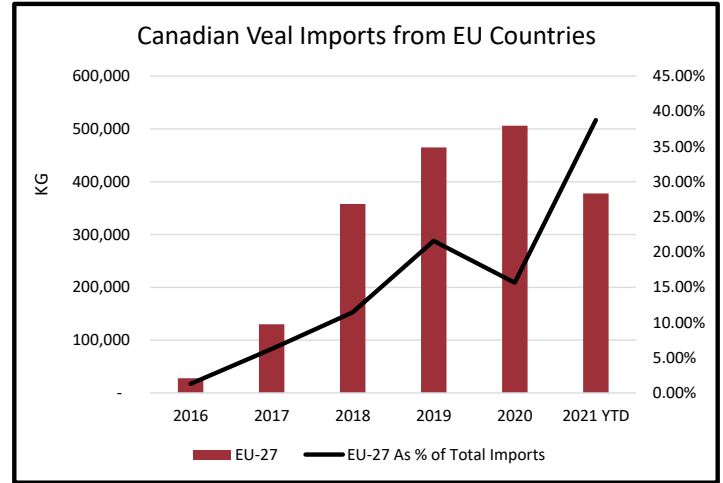


This graph is used to compare the finished price from both the sale barn and rail grade pricing to the bob calf prices seven months prior. This information could help when deciding on the purchase prices of calves and what market they will be shipped in. This information gives a quick glance at both bob calf pricing and finished veal pricing.

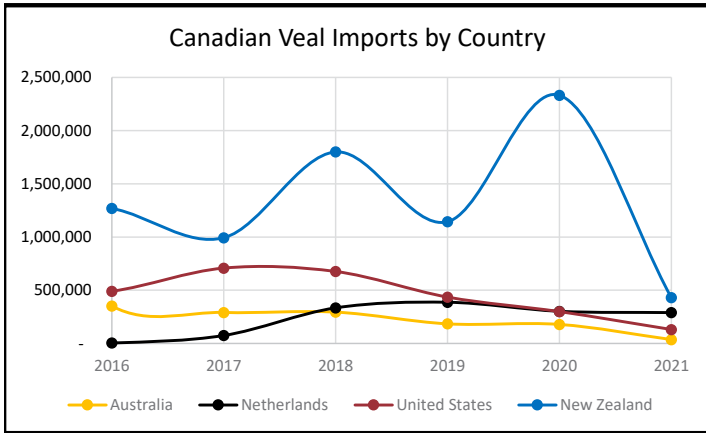
A quarterly snapshot of Canada's veal trade



The 1st half of 2021 continues to show strong veal exports, resulting in a trade surplus. Canadian veal exports amounted to 1.85 million KGs, a year to date (YTD) increase of 84% when compared to 2020. Notably, veal imports also increased significantly compared to 2020, with volumes up to nearly 1 million KGs.



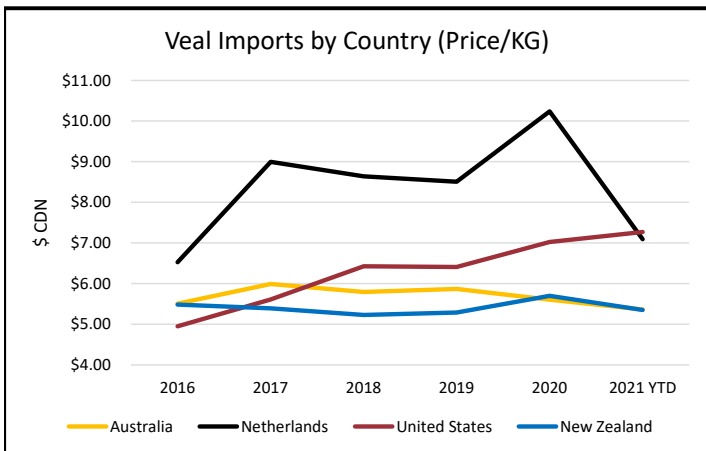
The volume of veal imports from the EU (red) is up 161% YTD, to over 375,000 KGs in the first half of 2021. The percentage of total imports from the EU (black) increased from 16% in 2020 to 39% in 2021. While the Netherlands still represents the largest supplier of European imports, there has been an increase in imports from Italy and, to a lesser degree, Germany.



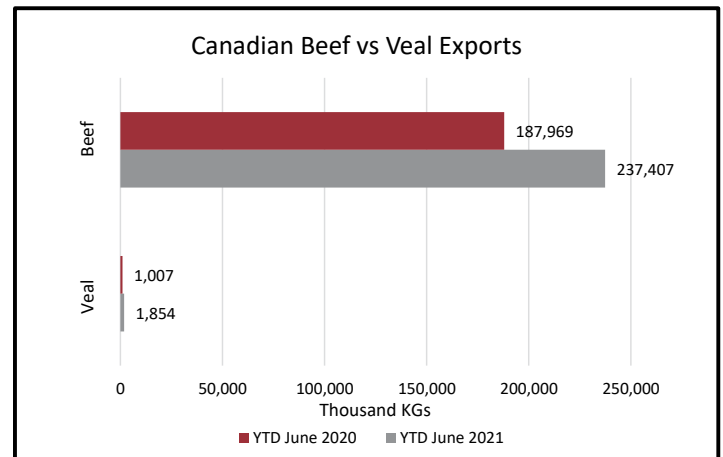
The plurality of Canada's veal imports continues to originate from New Zealand. Imports from the Netherlands and USA have increased from 2020, while few Australian imports have been reported so far this year. More veal is now imported from the Netherlands than the USA.



Veal exports to the USA increased YTD by 80% compared to 2020. A coding error by Statistics Canada meant that veal previously reported as being exported to Japan was actually beef. A small amount of veal continues to be exported to the Middle East.



The per KG price of veal imported from the Netherlands has declined significantly. This is a new development that will be monitored closely as EU veal imports are generally higher quality cuts and usually command a price premium. The value of American cuts also continues to increase in 2021.



While veal represents just a small fraction of Canada's red meat trade, both veal and beef exports have increased in 2021.

All data retrieved from AAFC and Statistics Canada, red meat section.

Ontario VEAL *appeal*

Grilled Veal T-Bones with Maple Mustard BBQ Sauce

Servings: 4

In this tasty recipe from expert BBQ Chef Ted Reader, sweet maple syrup and smoke from the grill add complex flavours that balance out the spiciness of the mustard and chili sauce.

Ingredients:

2, 1-1 ½ inches thick Ontario Veal T-Bone chops
2 tbsp olive oil
Salt and freshly ground black pepper to taste

Maple Mustard BBQ Sauce

½ cup maple syrup
¼ cup prepared mustard
2 tbsp Dijon mustard
1 tbsp grainy Dijon mustard
2 tsp Sambal Oelek chili sauce
1 tbsp chopped fresh tarragon

Instructions:

In a small pot, over medium-low heat, combine the maple syrup, mustards, and chili sauce. Warm slowly, stirring occasionally until bubbling, then remove from heat. Add fresh tarragon and season to taste with salt and pepper. Brush the Ontario Veal chops with the maple-mustard mixture on all sides. Cover and refrigerate for 4 hours or overnight

Fire up your grill to high 500°F.

Brush chops with a bit of olive oil, season with salt and pepper and head to the grill. Grill chops for 5 to 6 minutes per side for medium-rare doneness basting with extra maple mustard BBQ sauce after the first turn of the steaks. ■



Source: Ted Reader BBQ for OntarioVealAppeal.ca



CHAIR

Pascal Bouilly
Mississauga, ON
519-651-9656

VICE CHAIR

Cameron Knip
Lucan, ON
519-200-9928

DIRECTORS

Sid Atkinson
Roseneath, ON
705-395-2146

Judy Dirksen
Harriston, ON
519-321-9101

Brian Keunen
Drayton, ON
519-577-3730

Phil Kroesbergen
Mount Brydges, ON
226-456-1517

Kurtis Moesker
Stratford, ON
519-276-7314

Dylan Yantzi
Tavistock, ON
226-880-0849

Licensed dealers

As a veal (bob calves and finished veal cattle) producer, you should be dealing with licensed dealers who are remitting veal licence fees (check-off) on behalf of the farmers they are collecting from.

If you are selling bob calves from your dairy farm, the \$5.50 check-off is to be collected by the person purchasing those calves. If you sell your calves to a sales barn, the check-off is remitted on your behalf. Please contact the Veal Farmers of Ontario (VFO) office to ensure we have your updated contact information, including your email address.

If you are dealing with an unlicensed dealer, you are not protected under the Ontario Beef Cattle Financial Protection Program (OBCFPP). You could be in jeopardy of losing the money from the sale, especially if you received a cheque for payment. If it is unclear if the dealer is licensed, ask to see the licence, check the Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA) website at bit.ly/omafralicenseddealers or contact the VFO office.

Licence fee reminders

In order to assist those who have not yet remitted their male dairy bob calf (up to 150 pounds) and preconditioned intact male dairy calf (up to 450 pounds) purchases from private treaty or dealer sales, the VFO has a **Monthly Licence Fee Remittance Worksheet** available to assist in calculating remittances from January 1, 2021 to December 31, 2021.

Please take the time to fill this worksheet out if you are not currently remitting on a regular basis. As a reminder, Regulation 58/15 (i) requires any person who receives veal cattle to deduct from the money payable for the veal cattle any licence fees payable to the local board by the person from whom the veal cattle is received and to forward the licence fees to the local board. Bob calves and preconditioned calves are considered veal cattle.

If you have not already sent in Form 1 identifying yourself as a veal producer, please do so. They can be emailed, faxed, or sent by regular mail to the office.

If you require additional copies of the **Monthly Licence Fee Remittance Worksheet, Form 1** or **Form 5**, please visit bit.ly/licencefeeforms or contact the VFO office.

Ontario Beef Cattle Financial Protection Program

Agricorp is the Delivery Agent of the OBCFPP and Administrator for the Livestock Financial Protection Board. All communication, including but not limited to: Late Payments Reports, Claims to the Fund, and Licensing inquiries, must be directed to Agricorp. Visit bit.ly/agricorp or call 1-888-247-4999 for more information. ■

THE
Connection

Coordinates and Staff

449 Laird Road, Unit 12
Guelph, Ontario, N1G 4W1

Tel: 519-824-2942
Fax: 519-824-2534
info@vealfarmers.ca

Jennifer Haley
Executive Director
jhaley@vealfarmers.ca

Kendra Keels
Industry Development Director
kkeels@vealfarmers.ca

Jennifer Bullock
Projects & Communications Manager
jbullock@vealfarmers.ca

Molly Mazerolle
Administrative Assistant
info@vealfarmers.ca

Geoff Holwell
Inspection and Compliance Officer
gholwell@vealfarmers.ca
519-277-2371 (cell)



Opti-Veal Feeding Programs

Trouw Nutrition leads the way with our Opti-Veal Feeding programs and feed products, which are formulated with optimum levels of bypass protein for newly weaned calves.

The Opti-Veal product lineup includes veal starter, grower and finisher rations, providing optimal nutrition to support your calves' growth and healthy immune function. The pelleted supplements help ensure uniform intake of nutrients with minimal fines.

These products offer great versatility and can be adapted to fit your on-farm feeding situation.

Contact a Trouw Nutrition sales representative or your local Shur-Gain® dealer for more information.

Photo credit: Zach Harper

www.trouwnutrition.ca

 **trouw nutrition**
a Nutreco company