

THE Connection

Winter 2023 Volume 5, No. 4

VEAL
Farmers
of Ontario

IN THIS ISSUE

Harvesting insights

**Ontario Veal is the heart of
holiday celebrations**

Tracking margins



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Pancetta Wrapped
Veal Tenderloin



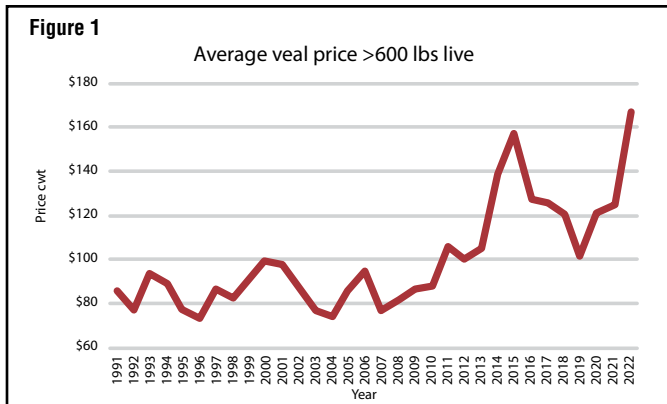
Chair's MESSAGE



Phil Kroesbergen

Looking into the future – my perspective on the veal markets

For veal farmers, high pricing is exciting. All the hard work and risk taken to feed veal cattle is paying off. Earning a profit is always the goal of the business but as we see in Figure 1, sometimes, for years, we experience bearish pricing and thin margins. The market has been at a high level in 2022 and at an all-time high now in the fall of 2023. This begs the question – how long will this market cycle last for? Should we expect the good-times to be over soon?



I personally think the market for grain-fed veal will stay strong for some time for a number of reasons. Profit margins may go up and down throughout the years but there is a considerable level of pressure from the market to maintain veal production. For starters, Canada has had considerable immigration over the last few years. The base level of demand for food and for meat products, such as veal, has risen.

The economy and disposable income must also be considered when looking at the market. If times are tough, people have to choose between a nice cut of meat at a restaurant or in the grocery store or cooking a cheap meal at home. Veal, as a more luxury meat, is “inelastic”, as is said in economics, as the quantity purchased doesn’t vary notably when price changes. Customers who love veal won’t be deterred from higher pricing as they are already consuming a higher-priced meat.

On top of this, from my economic outlook, I believe there is a strong chance the next number of years will be prosperous. The very short explanation is that I believe that the central banks and government will be forced to stimulate the economy. Just like 2020 to 2021, this will encourage consumers to buy more and push the economy.

I can’t spend this whole column talking about the currency situation of North America, but I can say for sure that the Canadian dollar will stay weak around the \$0.72 range and may fall sub-\$0.70. This brings the third reason for the market outlook, which is beef. A hefty number of beef animals are being sold to the Americans. Since our dollar is weak compared to USD this is giving an excellent price for cattle to go south.

The droughts in the West and Midwest have persisted and have forced a reduction in the beef herd that can’t be replaced quickly. This has incentivized beef production in Canada to the level where beef-cross calves and even Holsteins are being put in feedlots at feverish pace. This has strained the supply of Holsteins for veal production and will strain it even further. As veal is a suitable substitute for beef, the price of veal will follow along to some extent as well.

It is also worth noting that the cost of production (COP) has skyrocketed. The amount of money put into the animals has almost doubled over the last 10 years. The market has absorbed those costs and is baking it into wholesale and retail pricing as there is very little chance the COP will reduce significantly. From my analysis, there is demand pressure and supply shortage that will last and there is not enough evidence to suggest the market will lower to levels pre-2021.

The next step is how us producers react to what the market is giving us. I encourage dairy farmers to invest in their Holstein calves. The veal market needs these animals in good shape and the return on that investment is considerable. For some calves that extra week or two can make a calf’s value go from \$200 to \$400 or \$500. For veal farmers, I would encourage them to maintain numbers. The market has clearly shown it will pay for this product. Good-times never last forever but as long as dairy exists there will be calves to feed and domestic veal production is worth keeping in Ontario. ■

Join the VFO Board of Directors!

Call for nominations now open

The Veal Farmers of Ontario (VFO) Board of Directors is asking interested veal and male dairy calf producers to get involved with our organization. VFO Directors work on behalf of the sector on projects, issues, and initiatives that benefit our membership, and are responsible for planning and establishing VFO’s strategic direction.

Input from directors is vital to maintaining a strong and active voice for our sector. We are seeking candidates from a variety of backgrounds; skill sets and sizes of farm operations. All voting producer members of VFO, with their membership in good standing, are eligible for nomination.

Board meetings are two hours in length and held virtually once per month (and sometimes twice per month). The Board also schedules full-day in-person meetings held in the Guelph-area spaced throughout the year as needed (on average there are three in-person meetings per year).

Directors collaborate with our industry partners on committees in areas of interest that highlight their skill set on both the provincial and national level, represent VFO at meetings and events, and interact with officials at all levels of government. VFO Directors are provided a meeting per diem and reimbursement for approved travel expenses as applicable.

Interested candidates must complete a self-nomination form found at vealfarmers.ca and submit it no later than Friday, January 26, 2024, for review by the Nominating Committee. Nominations from the floor will not be accepted. Elections, if required, will take place at the VFO Annual General Meeting on Wednesday, March 13, 2024.

For more information, and to receive the nominations guide, please contact Jennifer Haley, Executive Director at 519-824-2942 or jhaley@vealfarmers.ca. ■





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Jennifer Haley

Industry partnerships are key for VFO

It is hard to believe we are wrapping up our 2023 projects and activities and 2024 is already knocking on our door! 2024 will be another busy and exciting year as we have started planning for the 2024 Healthy Calf Conference as well as the return of the *Search for Ontario's Best Veal Sandwich* contest and consumer marketing campaign.

It has been a successful year for Veal Farmers of Ontario (VFO) with the completion of our revised and updated Strategic Plan for the next five years. While no one can predict exactly what the future holds, the VFO board and staff have developed the strategic plan with a focus squarely on the needs of the dairy calf and veal cattle sectors as we move into the next five-year period of 2024 to 2028. This doesn't mean that the strategic plan cannot change or be updated, but it is a starting point from which the board and staff evaluate priorities and opportunities that will benefit and support our members. More details about the revised and updated strategic plan will be presented at our Annual General Meeting (AGM) on March 13, 2024.

One of our biggest undertakings this year was the downsizing of our physical office space. In an effort to reduce costs and find efficiencies, we have been able to re-allocate these overhead costs back into VFO programs, projects, and activities. Our offices are now located in the Beef Farmers of Ontario (BFO) building where we share space with Ontario Sheep Farmers, Meat & Poultry Ontario and BFO. It has been a great collaboration with our industry partners to date. As we move into 2024, this office downsizing will be an opportunity to also reinvest into projects and initiatives that will support the industry.

The Veal Risk Management Program (RMP) has responded to inflationary costs with payments to enrolled producers. The Veal RMP Reference Committee meets regularly with the Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA) and Agricorp to review the program and the costs of production. While market prices have certainly increased for the cattle sector, so have the input costs. The RMP program is an important risk management tool for veal cattle producers. Together with our Ontario Agriculture Sustainability Coalition (OASC) partners, we continue to work with Minister Thompson and her team to lobby for additional funding for the program.

You may have noticed that we have made some improvements to the weekly market report to help provide additional information and insight into the dairy calf and veal cattle marketings. Work is ongoing to update our market report app and integrate the market report data. If you have any

questions about the market report, please let Kendra know as she is always available to help and will gladly take additional market report information into consideration.

At our AGM, we will also be installing the Board of Directors for another term. There is currently a vacancy that needs to be filled. I would ask each of you to consider how you might be able to contribute some of your time and expertise to your organization — you might think it is a huge time commitment but with Zoom meetings and technology, meetings have become quite efficient and respectful of your time. We know everyone is busy, but as our industry continues to change, it is critically important that we maintain a full board of eight directors who can provide input and feedback into the issues that impact all dairy calf and veal cattle producers. If you want more information about what is involved in being a director, please give me a call anytime.

In this busy agri-food sector with so much going on and constantly changing, I would like to thank our VFO staff members Kendra and Jen for their passion and dedication to the industry and helping to support the organization and its members. I would like to thank some of our contract service providers including Brad (licence fee inspection), Aerin (bookkeeping), and Cara (consumer marketing). We are also fortunate to have excellent professional support from our accountants, banking, and legal partners. VFO is all about collaboration and we are very fortunate to work closely with a number of other agricultural organizations and government partners. Lastly, a special thank you to our VFO Board of Directors for all their contributions, insights, and feedback that helps shape and guide the work we do. Together, we really do make a great team and I am proud of the work that gets accomplished together between the board and staff.


Here is to a great 2024 and all of the exciting opportunities it will bring. Wishing everyone a very Merry Christmas, the happiest of holidays and all the best for a healthy, happy, and prosperous New Year! ■

Jen

Herbed Veal Roast



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HARVESTING INSIGHTS:

Farm tours lead to a deeper understanding of farming practices while cultivating connections

Farm & Food Care Ontario



Food influencers spent the day on-farm at the University of Guelph's Elora research stations – touring the dairy research barns, beef research barns and soil health facilities.

To see photos from the event, visit <https://bit.ly/FFCOtour1>.

While farming and farmers have continued to evolve and adopt new technology to produce more food to better serve Canadians and the world, consumers, without realistic frames of reference, have a growing suspicion of technology, large-scale farming and a variety of misconceptions that can drive fear-based narratives about the food they eat.

This year, Veal Farmers of Ontario (VFO) partnered with Farm & Food Care Ontario (FFCO) on two farm tours with the objective of providing credible information to influencers, chefs, registered dietitians, dietetic interns and professional home economists.

Originally designed as a “myth-buster” exercise to give reporters the facts on farming, the FFCO tour program has exceeded those expectations. Over 18 years, these tours have helped to forge strong relationships between Ontario's “foodies” and farmers and have resulted in a much stronger understanding and appreciation of the work that farmers put into producing food.

On September 20, 2023, 19 food influencers from Toronto, Hamilton and surrounding areas joined FFCO and partners VFO and Hello Canola for a day-long educational journey from the process of farm to fork in Ontario. The group spent the day at the University of Guelph's Elora research stations – touring the dairy research barns, beef research barns and soil health facilities. These tours are planned to allow for engagement throughout the day, with time on the bus being precious for information sharing and questions. Jennifer Haley, VFO Executive Director, started the presentations with “Veal 101” on the bus ride to the day's first stop.



Food influencers enjoyed an exquisite stuffed herb and craisin veal tenderloin on the September 20 food influencer tour.

All topics were on-limit for the group eager to have their questions about veal farming answered. Haley covered everything from animal care and comfort to cuts, cooking methods and more. This real-time FAQ period is an integral part of the tour day, which opens up the opportunity to carry on the conversations throughout the entire day. Veal was front and centre at a gourmet lunch hosted at The GrandWay Events Centre in Elora. A stuffed herb and craisin veal tenderloin left guests raving about the meal.

In a post-tour survey, attendees were asked if their impressions of Ontario farms changed after participating in this tour.

Answers included:

“Creating these trips really debunks many myths out there regarding how our food is produced and processed. We need to keep the public well-informed through these education processes.”

“I was impressed with the information I learned on this tour and am feeling positive about the state of farming in Ontario. The importance of research was evident in the work being done in the dairy, beef, and veal industries to produce a safe, healthy, tasty product. There is also work continually being done to be very mindful of the industries' impact on the environment. I was also impressed with the work being done for soil health. Generally not a topic of conversation, soil health management is crucial in Ontario today.”

“Greatly improved impression. Excellent to have VFO present and have a platform to speak to us.”

“Connecting with farmers and researchers and getting the right information is critical for us to educate others.”

On October 3, 2023, FFCO offered Registered Dietitians and dietetic interns a tour in partnership with VFO and More than a Migrant Worker (a project of the Ontario Fruit & Vegetable Growers' Association sharing the stories of some of the many seasonal workers in the fruit and vegetable industry). A group of 30 professionals enjoyed an unseasonably warm October day east of Toronto with stops at Thunder Ridge Bison and Wilmot



Jennifer Haley discusses tips for cooking veal with food influencers.

Orchards (a blueberry farm and apple orchard). The day was rounded off by a demonstration about bird abatement by the orchard's falconer. In a salute to the incredible seasonal workers that were celebrated throughout the day, a Caribbean-inspired veal stew was the centre of the plate. On each tour hosted with VFO, Haley spoke to the group after lunch, highlighting cuts, nutrition, cooking methods and sourcing products across Ontario. A bus presentation was well-received by guests who actively participated in the information sharing and Q & A session.

In a post-tour survey, attendees were asked about the presentation from VFO.

Answers included:

“Very informative, makes me want to explore veal recipes more for future dishes.”

“Learned a lot about the misconceptions vs. facts about veal.”

“Thank you for dispelling some myths around veal. And the veal was delicious!”

“It was super interesting to learn about the age of veal when harvested, because it's true we always hear people saying they don't eat veal because they don't want to be eating a baby cow but they're really not babies.”

“Thank you for organizing these tours for us. Builds our knowledge and confidence in areas so rarely tapped into during our dietetic programs”

Comments like these show the value of these opportunities for proactive connections.

Thank you to VFO for your partnership and support of FFCO's 2023 tours. These partnerships provide accurate information on modern farming practices while building relationships with guests so that they know where to go for third-party information on agricultural topics. Since 2004, FFCO has hosted 140 tours for 4,300+ guests. For more information on upcoming tours and opportunities email: events@farmfoodcare.org ■



A Caribbean-inspired veal stew was enjoyed by guests who included the seasonal agriculture workers at Wilmot Orchards.



Jennifer Haley spoke to the group after lunch highlighting veal cuts, nutrition, cooking methods and sourcing product across Ontario.



The group tours the apple orchards at Wilmot Orchards to learn about growing apples while engaging with seasonal agriculture workers.

To see photos from the event, visit <https://bit.ly/FFCOtour2>.



Biosecurity stop signs and resources

The Ontario Livestock and Poultry Council (OLPC) has biosecurity stop signs in stock. Signs are \$20.00 + HST. If you are interested in ordering biosecurity stop signs, visit <https://bit.ly/biosigns> for a biosecurity form or mail your cheque and order to OLPC, 3rd Floor, 195 St. David Street South, Fergus, Ontario, N1M 2L3.

OLPC also has biosecurity videos on DVD. The videos work well for training non-agricultural staff and for 4-H or school groups. You can view the videos at <https://www.ontlpc.com/videos.html>

A list of all biosecurity resources can be found at <https://www.ontlpc.com/resources.html>

Stop! Biosecurity Measures are in Effect!

Preventing the introduction of disease in a calf rearing facility

Dr. Cynthia Miltenburg

on behalf of the Bovine Ontario Animal Health Network

After an outbreak of disease, producers are often left wondering – where did it come from? For many farms, particularly calf-raising operations, there are multiple avenues for introduction, and we might never know beyond speculation exactly how a new disease was introduced. However, a review of the avenues into a farm can help producers consider what gaps might exist and how we can close them. In this article, we will consider the possible routes of introduction and what biosecurity barriers can help reduce the risk.

1. Introduction of diseased cattle or healthy cattle that are incubating a disease

For calf-raisers that are receiving cattle from multiple sources, the risk of introduction will always be high, particularly for cattle that are sourced through auction. Where direct buying relationships exist, regular communication with the source herds on their health status and colostrum and vaccine protocols can reduce the risk. For all cattle, but especially cattle sourced from auction, maintaining small, static groups can reduce spread should a new pathogen be introduced. Handling healthy animals before sick, and young before old can help protect the most susceptible animals.

2. On people via clothing and boots

Visitors to our farms includes everyone from neighbours to service providers, and farm tour participants to international visitors. No visitor should wear clothing or footwear that has been on another farm without first being cleaned and disinfected. Ask if clothing has been laundered in hot water and dried on hot, for example, or provide clean coveralls you will wash. Providing disposable boot covers are a simple way to cover shoes or footwear that isn't easily cleaned or changed. Don't assume any visitor will automatically follow good biosecurity protocols and be prepared to enforce your own farm protocols.

3. Farm equipment and vehicles

Any vehicles that go between farms have the potential to carry and spread disease. Wherever possible, do not bring unnecessary vehicles close to the farm buildings. Instead have visitors park away from the livestock facility to limit cross-contamination between your farm and previous locations visitors have attended. Livestock for transport and deadstock for pick-up should be loaded away from the building to prevent external vehicles from accessing the zone around the facility traversed by the farm's own vehicles and equipment.

4. Other animals on the farm including other livestock species, pets, wildlife, rodents, and insects

Farm dogs and cats are common on operations and may play an important role in rodent control and security. To protect cattle, restrict cat and dog access to livestock and feed storage areas to avoid urination or defecation in cattle feed or water sources. All cats and dogs should be up to date on vaccines and parasite control. Not only does this keep them healthy but reduces the risk of spreading diseases such as leptospirosis, rabies, toxoplasmosis, or tapeworms to livestock. Pets that are spayed or neutered are less likely to roam and visit other properties or attract other cats or dogs to the farm.

If other food production species are present on the farm, maintaining separate facilities and using dedicated clothing, boots, and equipment for each group will limit the risk for introduction of disease to cattle.

Keeping buildings secure and repaired will limit opportunities for wildlife to access the buildings. Livestock feed is the biggest attractant so keeping feed areas secure and cleaned up daily will reduce interest from raccoons and other animals. Wild birds are often attracted to livestock barns and can contaminate feed and water through droppings and spread diseases

such as *Salmonella*. Observing how birds are entering and taking steps to minimize bird entry are key. A pest control company may be needed to assist with persistent wildlife issues.

Rodents can spread some serious diseases including *Salmonella* Dublin. Evidence of rodents such as droppings or nests should prompt action to address these pests. Flies and other insects can spread bacterial and viral diseases and be a nuisance to cattle. A multimodal approach to control includes sanitation and manure management, mechanical control such as tape or traps, and chemical control.

5. Contaminated feed, water, or bedding

If purchasing feed or bedding substrate, know the supplier and report back if any quality issues are observed. Reuse of any material that has already been in contact with livestock elsewhere is high-risk. Water sources on-farm should be secured to prevent contamination from manure or chemicals.

6. Airborne

Some pathogens can be shed into the air through the respiratory tracts of animals or animal feces and remain in the air as particles or attach to

dust. For most pathogens, such as IBR (Infectious bovine rhinotracheitis caused by bovine herpesvirus), the particles are carried short distances and only animals in adjacent pens are at risk of infection via this route. Vaccine programs can help prevent transmission to other animals on the farm. Longer distance airborne transmission is rare for cattle diseases but does occur in other commodities such as Malignant Catarrhal Fever spread to bison on nearby farms or Coxiella in small ruminants. Although both diseases can also affect cattle, they are usually less severe in cattle. Knowing the livestock farms in close proximity to your own can help understand this risk.

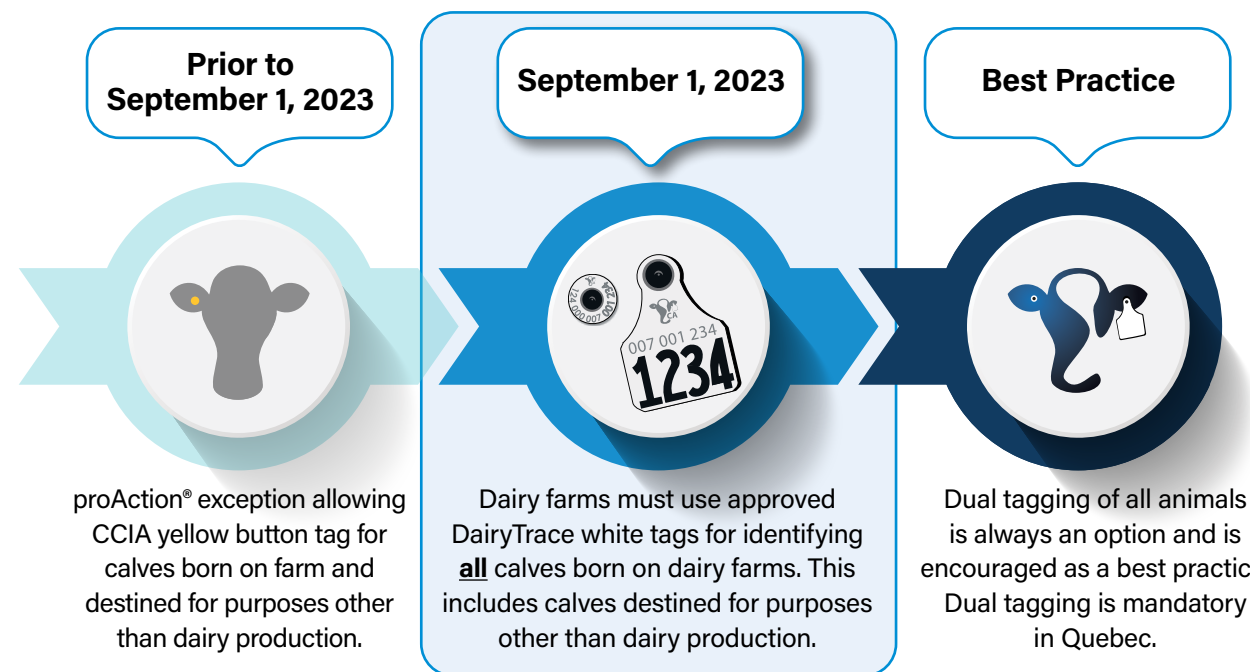
Simply put, biosecurity is using management practices to prevent the introduction and spread of infectious disease. We often only consider the costs such as the inconvenience of the protocol or the purchase of materials such as boot covers, however protecting our farms from introducing disease helps protect overall productivity and farm income. It's challenging when well-done biosecurity results in nothing exciting happening – but that nothing is saving you money! While some risk will always exist, attention to avenues for introduction can help manage the gaps and biggest vulnerabilities. ■



The Bovine Ontario Animal Health Network is a group of veterinarians and specialists working in government, university research and laboratory, and in beef, dairy, and veal practice who meet regularly to monitor and discuss disease trends in Ontario. Our goals are to facilitate coordinated preparedness, early detection, and response to animal health and welfare in Ontario. For our recent reports or more information visit www.oahn.ca



Tag Requirement Changes Effective September 1, 2023



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What's the deal with *Salmonella* Dublin in Ontario?



Katherine Perry, MSc, and Dr. Dave Renaud, Associate Professor

University of Guelph

Salmonella Dublin (S. Dublin) has been increasingly discussed as an emerging problem facing the dairy, beef, and veal industries in Ontario. Although, it has been difficult to quantify how big that problem was, as it had only been sporadically identified at premises across the province.

New research from the University of Guelph aimed to change this by improving our understanding of S. Dublin in Ontario. This research focused on S. Dublin presence at Ontario dairy farms, and additionally identified management practices or herd-level factors that increased the risk of S. Dublin presence in a dairy herd.

But first, what is S. Dublin?

Salmonella Dublin is a type of bacteria that is host-adapted to cattle and can also elicit infections in humans through direct contact with animals or raw/under-cooked food. Associated outbreaks on cattle farms are characterized by high morbidity and mortality rates – usually marked by symptoms of respiratory disease and sudden deaths in young calves. Animals that survive the initial infection can then become chronically infected, continuing to shed bacteria into the environment through milk and feces without visible symptoms. To make matters worse, most strains of S. Dublin identified in Ontario are largely resistant to commonly used antimicrobials, which contributes to why S. Dublin infections can lead to devastating economic losses for producers and animal welfare challenges.

What is the status of S. Dublin in Ontario?

Initially identified in 2012, S. Dublin had since been isolated from laboratory sample submissions across Ontario dairy, beef, and veal farms. A new study was conducted where a convenience sample of 100 Ontario dairy farms were visited to characterize S. Dublin infections and identify management practices that increased the risk of S. Dublin identification in the herd. The research team collected blood samples from 20 heifers

aged four months to two years old, as well as a bulk tank milk sample. Researchers identified S. Dublin from at least one blood or bulk tank milk sample at 25 of the 100 Ontario dairy farms visited.

Although, this prevalence was not generalizable to all of Ontario, due to the methodology of the study. Which is why the researchers conducted another study that aimed to estimate the prevalence of S. Dublin across Ontario dairy farms. Based on one bulk tank milk sample collected from every commercial dairy farm in Ontario, the research team estimates that S. Dublin is present at 4.5 per cent of dairy farms in Ontario. However, the research suggests that this number could be higher if youngstock were sampled.

What might put dairy herds at risk?

An important aspect of both of these studies was identifying some management practices or herd-level factors that might be associated with an increased likelihood of S. Dublin positivity.

In the study evaluating 100 Ontario dairy farms, five practices were associated with an increased risk of S. Dublin identification: introduction of animals from outside the herd, allowing cattle to temporarily leave the herd and return (such as cattle shows, embryo collection centres or loan to other dairy farms), and poor calving area hygiene. This included practices such as infrequent addition of bedding material to calving pens, frequent removal of manure from the surface of bedding in calving pens and allowance of greater than three cows per pen in the calving area.

The larger study that investigated S. Dublin at every commercial dairy herd in Ontario also identified herd-level factors that might increase the risk of S. Dublin presence at the farm. An increased likelihood of S. Dublin identification was observed at dairy herds located in Western Ontario, those with greater than an average of 102 total cows, farms with higher average 305-day milk production as well as those with higher average somatic cell count measures.

What does this mean for veal farmers?

Current research suggests that S. Dublin is an emerging concern in Ontario, and it is present at a number of dairy farms across the province. Laboratory sample submissions also indicate that S. Dublin is present at several Ontario veal operations. The animal health challenges, and economic losses associated with S. Dublin, should be a considerable driver for preventing S. Dublin from entering and spreading within veal farms. When purchasing calves from other farms, veal producers could consider ensuring that animals or their source farms are negative for S. Dublin and speak with your herd veterinarian for additional ways to mitigate your risk.

This research was funded by Dairy Farmers of Ontario and the Ontario Ministry of Agriculture, Food and Rural Affairs.

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Ontario Veal is the heart of holiday celebrations



Jennifer Haley
Executive Director

For many of us, we will soon gather to celebrate Christmas with our friends and family. However, for many Canadians, there are other traditions and holiday celebrations taking place at this time of year as well. The great thing about people gathering together to celebrate is that there is always food around the table! Ontario Veal has a place on everyone's menu and our holiday promotional campaign, now underway, aims to put veal at the heart of everyone's holiday celebrations.

The Ontario Veal Appeal holiday campaign is focusing on providing entertaining meal solutions with a target audience of those consumers looking for a premium eating experience. Our market research tells us that the veal consumer is not price sensitive and cooking with veal is a planned approach with a specific cut of veal or recipe that they are wanting to prepare. Our goal is to inspire consumers to include Ontario Veal in their holiday celebrations with a number of different menu suggestions and cuts, from appetizer to main course.

One of the ways we are looking to reach consumers is by partnering with key social media influencers to develop veal-specific recipes and content with posts, stories, and reels. More and more, consumers get their meal inspiration from social media. Ontario Veal can leverage the followers of content creators to talk to new audiences who are 'foodies' looking for new recipes to try. This extends our reach across a number of channels and platforms and adds a third-party endorsement to the Ontario Veal Appeal brand with consumers.

This holiday season we are partnering with:

- Chef Jason @culinarypickpocket has developed a succulent Pancetta Wrapped Veal Tenderloin recipe that he will post on Instagram with a post and a video reel showing the steps involved in cooking the tenderloin to perfection to his 20,000+ followers.

- Fariha Ekra @lifewithfarihaa has created a Veal Meatball and Crispy Potatoes in a Creamy Tahini Yogurt Puddle recipe that will be posted to her Instagram and TikTok accounts. Fariha has over 10,000 followers and she specializes in Halal recipes targeted to her Muslim followers. Fariha gets excellent engagement on her veal posts from her followers who love Ontario veal.
- Irene Matys @irene_matys is a farm-to-fork advocate and a regular contributor to the LCBO Food & Drink magazine. Irene will be creating a delicious brunch menu item, with drool-worthy photography, using Ontario Veal that will go out to her over 24,000 followers.

The Ontario Veal Appeal campaign also includes traditional print and digital advertising. In LCBO stores now is the Holiday Edition of the LCBO Food & Drink magazine where we are featuring a luscious Herbed Veal Roast.

Partnering with *Canada Food & Drink Magazine*, we are featuring the Pancetta Wrapped Veal Tenderloin recipe in a print ad. Along with this campaign is a series of digital ads that are on various highway billboards along the Gardiner Expressway in Toronto.

Foodism is a magazine targeted to the 'foodies' and we have partnered with an advertisement featuring the Pancetta Wrapped Veal Tenderloin as well as editorial information about how to put Ontario Veal at the centre of your dinner-planning menus with recipe suggestions and cooking information. This promotion also included an online presence with the *Foodism* website and Ontario Veal Appeal was included in their targeted monthly email newsletter.

Our "Vealing Delicious" e-newsletter, which is distributed bi-weekly, is also focused on holiday entertaining recipes and information. At the same time, our social media posts are promoting the library of Ontario Veal recipes that are great for entertaining.



Surprisingly, Pinterest has once again become a social media platform where consumers are looking for meal inspiration and menu planning ideas. Ontario Veal Appeal has created various story boards with our recipes and photos to help consumers find inspiration for all their upcoming holiday entertaining.

No matter the celebration or occasion, Ontario Veal can fit into any menu, any culture, or time of the year. Planting the seeds of suggestion and inspiration by providing menu ideas along with recipes, cut selection and cooking information is our goal to consumers putting Ontario Veal in the centre of their plates this holiday season. ■

Are you following our social media pages? Please make sure to 'follow, like and share' to promote Ontario Veal to your social network.

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- Website: ontariovealappeal.ca





We are back for 2024!

The *Search for Ontario's Best Veal Sandwich* (OBVS) will be coming back in 2024 bigger and better than ever! With an extended contest entry period, an emphasis on encouraging new restaurants to participate, partnering with foodservice distributors to promote to their customers, and more we are doubling down on our efforts! The OBVS 2024 will be another great opportunity to promote Ontario Veal to consumers in a way that will tap into their passionate loyalty for their favourite restaurants all over Ontario. Veal Farmers of Ontario is proud to once again partner with Food Network Canada star John Catucci as our contest ambassador and we have a number of exciting plans to extend the reach of the contest even further in 2024. Stay tuned for more details to come!



VEAL Farmers of Ontario

Risk Management Program

Veal Farmers of Ontario (VFO), along with our Ontario Agriculture Sustainability Coalition (OASC) partners, continue to work with Minister Thompson and her team to bring improvements to the Risk Management Program (RMP) including an additional investment of \$100 million to ensure the program is sustainable and will be able to support the next generation of farmers coming into the sector. Producing food and ensuring Ontario's food supply is a huge responsibility and it is important that farmers today and those of tomorrow have risk management programs in place to address all of the uncertainties that the sector faces.

VFO licence fees and inspection

Work continues with the Licence Fee Inspection and Compliance Inspector. The work conducted is important to keep licence fees fair and equitable for all. The money collected for licence fees goes towards working on industry programs like business risk management and marketing, to

name a few important areas. Under the *Farm Products Marketing Act*, VFO has the regulations to collect the licence fees and to perform audits. Licence fees for the previous month's sales are due on the 15th of the following month unless prior arrangements have been made.

Clarification on the use of dexamethasone in calves

Through VFO's work with the Canadian Veal Association, we were able to seek clarification on the use of dexamethasone in calves with Health Canada. There is a new proposed maximum residue limit for cattle, and it will include calves being processed for veal. For more information on the use of dexamethasone, consult your herd veterinarian.

LRIC strategic planning sessions

VFO participated in the Livestock Research Innovation Corporation (LRIC) strategic planning sessions. LRIC is an organization that provides members services and a centralized hub for livestock research, innovation, networking, and mentorship. It is a trusted intermediary between industry, government, and academia.

Emergency preparedness

VFO continues to work with industry partners on emergency preparedness. Work is underway to investigate options on how to work together in the event of a livestock emergency in Ontario. To learn more about emergency preparedness, visit <https://bit.ly/farmprep>.

Livestock Financial Protection Program

VFO continues to work with the Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA) on the Livestock Financial Protection Program. This important program provides financial protection to cattle sellers when a licenced dealer defaults on payment. The program works to ensure the program is fair and equitable for everyone. As a reminder it is your responsibility to ensure you are doing business with a licenced dealer. A list of licenced dealers can be found at <https://bit.ly/LicDealers>.

Constitutional challenge of Bill 156

The *Security from Trespass and Protecting Food Safety Act* (colloquially known as Bill 156) protects Ontario's food supply chain, from farm to table, without infringing on the right to peacefully protest. VFO has been a strong supporter of this legislation since it was first introduced, and we continue to stand behind it as we await the verdict of the constitutional challenge by special interest groups. VFO will continue working on this priority issue to protect our livestock, our farms, and our families. ■



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A safer tomorrow begins today: Restrict Category I drug use

Kendra Keels

Industry Development Director

What are Category I drugs and why are they important?

Category I drugs are of the highest importance to humans. Products in this category are deemed a “last resort” in human medicine. As responsible stewards of public health, we must take collaborative action to safeguard these critical resources. The most effective way to protect these resources is by restricting their use in animal agriculture.

Antibiotics play an important role in providing a safe product for consumers, as well as veal cattle for their health and welfare. Antibiotics help to maintain healthy cattle, thereby ensuring a safe food supply for consumers and to prevent any potential food safety problems.

When treating cattle on your farm, are you aware which products are Category I drugs? Before treating any livestock there should be an established treatment protocol set with the herd veterinarian on which antibiotics should be used for each disease and in what order. The right drug for the bug! This will ensure consistency and proper meat withdrawal times.

Examples of Category I antibiotics that are currently labeled for cattle include the common trade names, BAYTRIL® (enrofloxacin) and EXCENEL® (ceftiofur). As such, these antibiotics can only be used with a prescription from the herd veterinarian and when following strict label instructions (by dosage, route of administration and for the conditions listed on the label).

Ceftiofur, a broad-spectrum antibiotic known by its common trade names EXCENEL® and EXCENEL® RTU EZ sterile suspension, is an example of a product that has been used in veal production for years, however it is **NOT** approved for use in veal cattle in Canada.

The labels clearly state the following warnings:

Do not use in calves to be processed for veal

Do not use in veal calves. A withdrawal period has not been established in pre-ruminating calves

No meat withdrawal period or milk withholding time is required in cattle when treated according to the label. Do not use in calves to be processed for veal

The extra-label drug use of EXCENEL® is not recommended

Not only is understanding which drugs you are using important to food safety, but to human safety as well. We must all do our part to prevent and slow the development of antibiotic-resistant bacteria. We must think twice about which antibiotic we are selecting for a given problem. If resistance to these antibiotics occurs, there are no other options available to treat infections and that would be detrimental to the entire livestock sector.

Embracing these changes will encourage veal farmers to shift focus from treatment towards prevention of disease by using good management, nutrition, and vaccination programs. Remember *an ounce of prevention is worth a pound of cure*.

It can't be stressed enough to have established treatment protocols set together with the herd veterinarian. Have a plan in place for diagnostic testing if the protocol is not working to determine if a Category I drug (EXCENEL® or BAYTRIL®) should be used. The Category I drugs should NEVER be used as a first line of defense, these are last resort drugs and when testing supports their use.

For ways to improve biosecurity and improve the overall health and welfare of your cattle visit <https://calfcare.ca>.



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Antimicrobials

Requiring a Veterinary Prescription

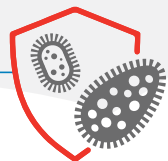


What is an Antimicrobial?



An antimicrobial is a product that kills microorganisms or stops their growth. Antibiotics are a subtype of antimicrobials, along with antifungals, antiparasitics, antiseptics and disinfectants.

Antimicrobial Resistance



Antimicrobial, or antibiotic, resistance happens when an antimicrobial stops working because the microorganism it is supposed to kill has developed the ability to continue to survive.

Antimicrobial resistance is a global [One Health](#) issue, impacting animal health as well as human and environmental health.

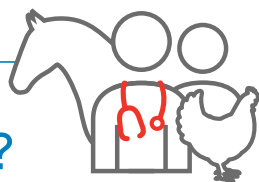
When bacteria survive and continue to replicate, and an infection does not go away despite treatment with an antimicrobial, resistance can be a cause. Treatment of disease may require the use of a different, more powerful antimicrobial to target these resistant bacteria. However, there are only a limited number of types of antimicrobials available.

Antimicrobials are Important for Animal Health



Safeguarding the effectiveness of antimicrobials is crucially important to maintaining animal health and welfare. Proactively reducing the need for antimicrobial use in herds and flocks is key to preserving the effectiveness of these life-saving medications. This can be done through vaccination programs, good biosecurity, and adopting other good animal husbandry practices. But if an animal gets a serious bacterial infection, only antimicrobials can treat that infection, prevent unnecessary suffering, and hopefully cure the disease.

What is a Veterinarian-Client-Patient Relationship?



The veterinarian-client-patient relationship (VCPR) ensures good veterinary care and is required to be in place before a veterinarian can provide services. This includes prescribing, dispensing or administering veterinary medications, such as antimicrobials. The specific requirements for a VCPR vary by province, but in general terms a veterinarian must have agreed to take on a client and their animals.

Medically Important Antimicrobials



Many of the chemical classes of antimicrobials or antibiotics used to treat animals are also used to treat humans. [Medically important antimicrobials](#) are essential for the treatment of serious and life-threatening human infections. If these drugs become ineffective due to the development of bacterial resistance, alternative antimicrobials may not be available. Drugs with limited or no alternatives for the treatment of human infections are considered more medically important than others. In 2018, changes were made by [Health Canada](#), requiring a veterinary prescription to use Category I, II and III medically important antimicrobials in all animal species.

Which Antimicrobials Need a Prescription?



A veterinarian is in the best position to assess your herd or flock's unique needs from a health and welfare standpoint and can recommend the specific product that is best. The following list includes those antimicrobials that need a veterinary prescription. The name of the antimicrobial itself, rather than its brand name, is provided. Talk to your veterinarian about which products may be needed in your herd or flock health management program.



Category/Antimicrobial Class	Active Ingredient
Category I. Very High Importance	
Cephalosporins – third-generation	Ceftiofur Crystalline Free Acid
	Ceftiofur Hydrochloride
	Ceftiofur Sodium
Fluoroquinolones	Danofloxacin Mesylate
	Enrofloxacin
	Marbofloxacin
Polymyxins	Polymyxin B Sulfate
Category II. High Importance	
Aminoglycosides (except topical agents)	Apramycin Sulfate
	Dihydrostreptomycin Sulfate
	Gentamicin Sulfate
	Streptomycin Sulfate
Cephalosporins – first-generation	Cephapirin Benzathine
	Cephapirin Sodium
Lincosamides	Lincomycin Hydrochloride
Macrolides	Pirlimycin Hydrochloride
	Erythromycin Phosphate
	Gamithromycin
	Tildipirosin
	Tilmicosin
	Tularthromycin
	Tylosin
	Tylosin Phosphate
	Tylosin Tartrate
Penicillins	Tylvalosin Tartrate
	Amoxicillin Trihydrate
	Ampicillin Trihydrate
	Benzylpenicillin Benzathine
	Penicillin G Potassium
	Penicillin G Procaine (Benzylpenicillin Procaine)
Streptogramins	Virginiamycin
Trimethoprim/sulfamethoxazole	Ormetoprim/ Sulfadimethoxine
	Trimethoprim/Sulfonamide
Category III. Medium Importance	
Aminocyclitols	Spectinomycin Sulfate
Aminoglycosides (topical agents)	Neomycin Sulfate
Bacitracins	Bacitracin Methylene Disalicylate
Phenicol	Florfenicol
Sulfonamides	Sulfadiazine
	Sulfadoxine
	Sulfamerazine
	Sulfamethazine
	Sulfanilamide
	Sulfathiazole
	Sulphapyridine
Tetracyclines	Chlortetracycline Calcium Complex
	Chlortetracycline Hydrochloride
	Oxytetracycline
	Oxytetracycline dihydrate
	Oxytetracycline Hydrochloride
Trimethoprim (Diaminopyrimidines)	Tetracycline Hydrochloride
	Ormetoprim
Other Medically Important Antimicrobials – uncategorized but still requiring a prescription	
Coumarins	Novobiocin Sodium
Orthosomycins	Avilamycin
Pleuromutilins	Tiamulin Hydrogen Fumarate

*Note: Active ingredients may be combined in some product formulations.



Tracking margins – Return after bob calf purchases and feed costs

John Molenhuis, Business Analysis and Cost of Production Specialist
Ontario Ministry of Agriculture, Food and Rural Affairs

The cost of veal production is often thought of in three main categories:

1.
bob calf
purchases
2.
feed
3.
yardage

Yardage includes costs such as health, labour, financing, and overhead costs. The cost breakdown will be different for each farm but tend to be 15 to 20 per cent bob calf purchases, 55 to 60 per cent feed, and 20 to 30 per cent yardage costs. Calculating your bob calf purchase and feed costs will have you 70 to 80 per cent of the way to knowing your total cost of production.

Since they represent such a large portion of the costs and market factors have such a big impact on them, looking at return over bob calf purchases and feed is useful in understanding your costs. This is a common metric used in other livestock finishing operations.

Every veal farm must buy bob calves and feed them but the facilities and equipment they use to do that are unique to each farm. Your building and machinery investments are unique to you and debt commitments will differ from farm-to-farm based on the stage of your farm business and your perspective towards debt. This is why a metric like return after bob calf purchase and feed is useful as these costs are common across all operations and the remaining margin will be left to pay for your operation's overhead or yardage. Yardage costs also tend to be less variable in nature.

The fluctuation in feed costs over the last couple of years and the increase

in bob calf prices this year certainly highlight their variability. With bob calf prices on the rise in 2023 — \$500 per bob calf like they were this summer pushes bob calf purchases closer to 40 per cent of the total cost of production.

This doesn't mean feed or yardage costs are less it just means their per cent share changes because of the significant increase in bob calf prices. What that will mean for profitability is still to be determined as the bob calves bought in June will be sold in January.

Feed corn costs have lowered since 2022 but are still above long-term averages with other feed component prices trending higher as well. Corn typically comprises a large portion of veal cattle diets and its price can be quite volatile, so it is a key factor in total feed costs.

Figure One (below) uses data derived from the Ontario Ministry of Agriculture, Food and Rural Affairs' (OMAFRA) veal margin statistics and tracks veal return after bob calf purchases and feed margins from 2005 to present (week ending October 6, 2023, at the time of writing this article). Market and bob calf prices are the average auction prices and feed costs are market value. The margin per head is what is left to pay yardage costs and provide a return to management.

Direct to packer margins will typically be higher than auction but costs for each marketing channel will be different and will be part of the yardage costs.

Veal cattle sold the week ending on October 6, 2023 (the last data point in the chart) were bought back in February 2023, before the large increase in bob calf prices. The February 2023 bob calf price was on the rise at

\$225 per hundred weight (cwt) but still much lower than what was seen later this year.

These margins are not averages or benchmarks but estimates from the OMAFRA veal margin statistics. It does show the historical trends in margins.

One of your decisions will be deciding whether to buy a group of bob calves. Buying decisions are not easy, but it is important to keep in mind the impact of having an empty or partially filled barn. If you decide not to buy a group of bob calves because the price is too high, your bob calf purchases expense will of course be less, and annual feed cost is lower with less veal cattle fed. But the third cost category, yardage, is largely fixed so any decrease in the number of head you finish per year will increase your yardage cost per head as there is less production to spread those costs over. Your buying decisions need to consider these relationships.

It is important to know your cost of production but being aware of market signals is also important. Return after bob calf purchases and feed reflects both the cost and revenue side.

The veal margin data are available at OMAFRA's Livestock and poultry statistics site: www.ontario.ca/page/livestock-and-poultry-statistics

The veal cost of production tool along with other Excel-based crop and livestock budgeting tools are available at OMAFRA's Ontario Enterprise Budgets site: www.omafr.gov.on.ca/english/busdev/bear2000/Budgets/oeb.htm. ■

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VFO celebrates Ontario Agriculture Week 2023

Ontario Agriculture Week happens each year beginning on the Monday before Thanksgiving Day. It's a time to recognize and acknowledge the ongoing contribution Ontario farmers make to the agriculture and food supply chain, which is an important part of the province's economy.

This year marked the 25th anniversary of Ontario Agriculture Week and to celebrate, the Ontario government launched the Dine Ontario initiative. Restaurants and food businesses across the province signed up to participate by featuring items on their menus with good things grown, brewed, and made in Ontario.

Veal Farmers of Ontario (VFO) supported this initiative and partnered with Farm & Food Care Ontario for an educational bus tour for Registered Dietitians, with the goal of furthering knowledge of how Ontario Veal is raised and branding our sector as a healthy and accessible protein option. It was a great way to reach a larger audience of consumers eager to learn more about where their food comes from and celebrate Ontario Agriculture Week.

VFO shares resources with students, producers

This fall, VFO had the opportunity to share complimentary copies of the Building the Foundation for Healthy Calves II manual and other resources with students at the University of Guelph, Ridgetown Campus and at a producer meeting in Eastern Ontario. If you're hosting a meeting, event, or 4-H club, reach out to info@vealfarmers.ca to order your copies! Please allow two weeks for delivery.

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.



The Ontario Livestock and Poultry Council (OLPC) recently highlighted these two news items in their quarterly newsletter.

New report reveals global decrease in antimicrobial use in animals

The World Organization for Animal Health (WOAH) released a landmark report showing encouraging progress in combatting antimicrobial resistance. Global antimicrobial use in animals has declined by 13 per cent in three years, marking a significant shift in the continuous efforts to preserve the efficacy of these critical medicines. Less than 20 per cent of antimicrobials used in animals in 2019 were of highest priority and critical importance for human health. Going further in the fight against this threat to global health, WOAH has recently fully digitalized its global database into an online platform: ANIMUSE. This new system facilitates open access to global and regional data in an interactive way, while also featuring easier reporting, error checks, and data visualization tools for members providing the information.

References available upon request.

OFA Fact sheet – Emergency preparedness for farm animals

The Ontario Federation of Agriculture (OFA) has produced a fact sheet entitled, "Emergency preparedness for farm animals." You can access the OFA factsheet here: <https://bit.ly/OFAemerg>

It is also available for downloading from the "News" section of the OLPC website here: <https://bit.ly/OntLPCnews>. ■

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Farm security: Smile! You're on camera

Options and systems: Part two on the importance of video security systems for farms and rural properties

Bruce Kelly, Program Consultant
Farm & Food Care Ontario

A farm theft can make you feel like a victim rather than a manager. Farms are large 24-hour operations, and it's just not practical to lock all the doors all the time. Sadly, millions of dollars in equipment are stolen from farms annually across Canada, resulting in high replacement costs, insurance increases and unnecessary stress for farmers and their families. It doesn't have to be this way.

A farm security system deters theft on your farm, provides a record for police if a theft occurs, and offers peace of mind when you're away from your property. A picture is worth a thousand words, but a video clip will give the

police what they need to get a warrant if a theft occurs. Security cameras for livestock barns are also a great way to stay up to date during calving and lambing seasons, reducing evening trips to the barn to check on progress.

So where do you get started with farm surveillance? What equipment do you need and what is the cost?

A surveillance system gives you the ability to view farm activity on a monitor and remotely from your phone and store and replay video footage — ideally a few weeks' worth of history. A well-designed system needs to consider the size and complexity of your operation and whether your Wi-Fi network will cover all your barns, yards, driveways, and sheds, now and into the future. You will need cameras (CCTV – Closed Circuit Television) and a Direct Video Recorder (DVR) to monitor your property. The cameras need to cover critical access points and areas of interest, while the DVR must store the video it receives from the cameras. Some will use cloud storage and not use an onsite DVR.

You have two choices to connect the cameras to the DVR: wire them directly or wirelessly. Wired cameras are connected by cables strung from the camera to the DVR. Wireless methods may suit large areas and use your existing Wi-Fi network. For remote locations, you may need a surveillance system with a sim card, like a cell phone that accesses the cell network.

Options for storing the video feed from your cameras include offsite storage to "the cloud" or a hard drive DVR like your computer.

Simple camera systems are great for around the house and yard, but you should investigate more robust systems for long life outside and in barns. Full HD (high-definition resolution) cameras of 1920 × 1080 pixels are ideal for farm security and monitoring livestock. These cameras can be wired to the DVR (near the house and yard) or linked wirelessly to your existing router (for barns and areas farther away from your base system). The feed from these cameras can be reviewed remotely on any PC, tablet, or smart-

phone. A single-camera system can be purchased for as little as \$500. More complex systems with four or eight cameras and a DVR will run you about \$1K or \$2K. All surveillance systems have software that allows you to monitor activity or view video history on your phone. Modern cameras are available in HD and 2X, 4X and 8X zoom. Night vision and field of view constantly improve in cameras, so it's worth asking your technician about these specifications.

Generally speaking, surveillance systems are low maintenance and do not require a subscription or ongoing fee if you have your own DVR. You will want to ask about channels and hard drive size when choosing a DVR. Channels determine how many cameras you can plug into them, usually four, eight or 16. You can plug in fewer cameras than the maximum channel numbers.

Hard drive size is an important consideration. Surveillance hard drives are designed to overwrite themselves as they fill up constantly. If an incident occurs, you review your history and save any relevant footage as a separate file before it is overwritten. The size of the hard drive you need depends on the number of cameras you install and the image quality you want to record. Hard drives are currently one or two terabytes for a better system. You'll also need to get a bigger hard drive if you want to keep more video history on-hand before the DVR overwrites itself.


Many new companies on the market with one- and two-camera systems offer entirely wireless setups. These systems are great around the house where you have good Wi-Fi coverage but do not work as well at a distance or in barns with cement and steel. Brand names brought to our attention by farmers from the Facebook group 519 Farmers include Waze and Arlo. Other big brands with more complex systems and long track records in the business include Lorex, Dahua, Annke, Unfi, Uniview, Amcrest, Ubiquiti, and VIKVIZ.

For most farms, a multi-camera (eight or even 16) system with DVR recorder in the office or house will provide the most value in farm surveillance.


Operating a farm is a huge responsibility. Technology can share the load by enabling you to view the inside of the shed, barn, or farmyard from anywhere you can use a cell phone or a computer. Yes, it's about security, but more about seeing what's happening in your barn, shed, or yard. ■

Visit www.farmfoodcare.on.org for additional resources on emergency management, security, and farm power systems.

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Enhancing transparency in provincially licenced meat plants

Over the last few years, Veal Farmers of Ontario (VFO) has been working together with the Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA) to improve transparency around carcass dispositions (condemnations) and inspection processes. Through that work, effective November 2, 2023, producers, together with their herd veterinarians, will be able to request a discussion with an OMAFRA veterinarian to better understand dispositions and help prevent future condemnations. In addition to a discussion, producers, together with their herd veterinarians, can also request laboratory results from samples collected for histopathology testing, regardless of a carcass being approved or condemned.

The producer and herd veterinarian will work through the meat plant operator and request in writing a discussion via the Discussion Request Form. This form will initiate discussions between the Food Safety Inspector and Meat Inspection Program Area Manager at the relevant plant. This will then be referred to an OMAFRA veterinarian who will reach out to the requestor once the information is collected to schedule a time for discussion. This process should be completed within 10 business days of receiving the request. This timeframe also applies to the laboratory results.

To complete the Discussion Request Form, the request must be submitted within 10 business days of the disposition being made. We have shared with OMAFRA that for some farms, receiving carcass condemnation slips has been a challenge therefore plant operators have been reminded to return the Form 202: Whole and/or Partial Carcass Condemnation slip (see Figure 1) to the producer in a timely manner to allow the request for discussion to be made.

The valuable information received will help veal producers adjust as necessary. It is important to note that the discussion and/or laboratory report does not alter the disposition decision made by the Veterinary Inspector, nor does it serve as an appeal. The powers granted to Veterinary Inspectors under the *Food Safety and Quality Act, 2001* (the Act) allow dispositions based on professional judgment, and there is no provision for an appeal under the Act and Meat Regulation.

The introduction of these new processes reflects a dedicated commitment to establishing a uniform and transparent approach, providing essential information that significantly contributes to advancing food safety, animal health, and overall welfare. Veal producers are strongly encouraged to connect with the VFO for any inquiries or concerns regarding these initiatives.

The collaborative efforts between veal producers and industry regulators exemplify the dedication of Ontario's veal community, showcasing an unwavering commitment to continuous improvement. Together, we are actively working towards upholding the highest standards in both food safety and animal welfare. ■

Figure 1: Form 202: Whole and/or Partial Carcass Condemnation slip. Visit <https://bit.ly/OMAFRA202> for more information.

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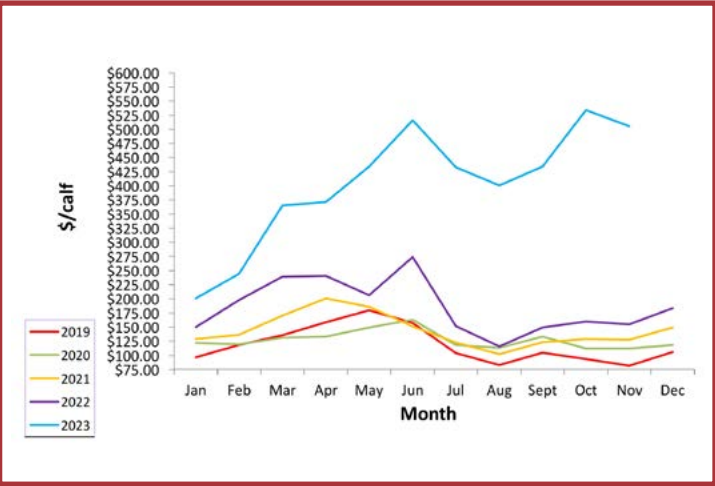




Veal Market Information

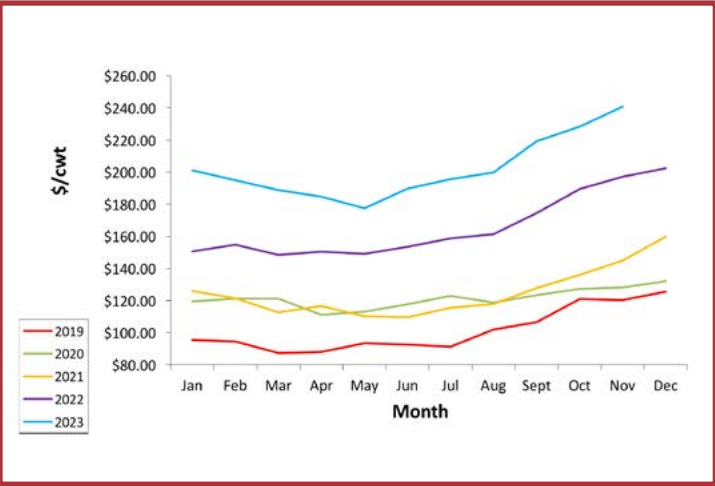
This information is collected from various sources and disseminated by Veal Farmers of Ontario.

Bob Calf Pricing



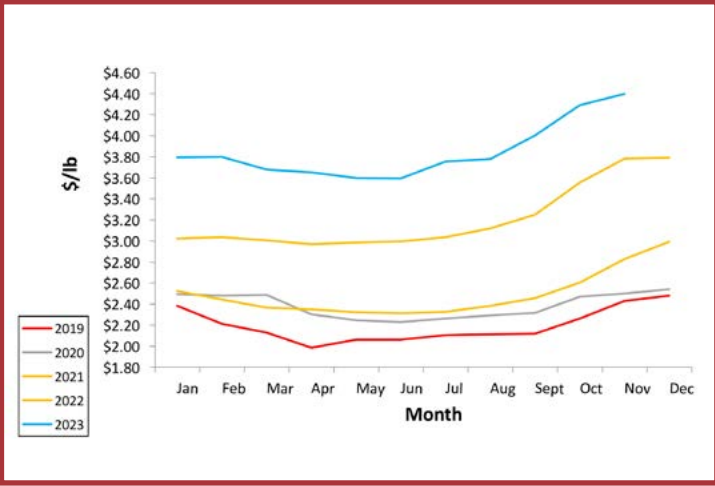
This price range is collected and tabulated from participating sale barns throughout Ontario based on average pricing. This information is used to follow trends.

Sale Barn Veal Pricing



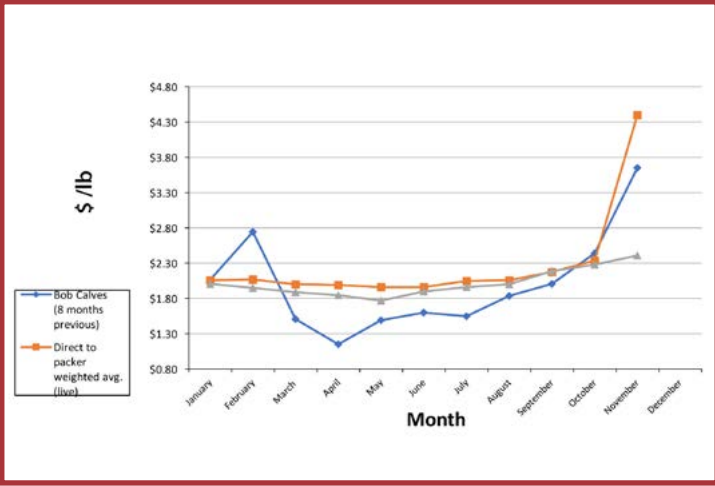
This price range is collected and tabulated from participating sale barns throughout Ontario based on average pricing. This information is used to follow trends.

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 (eight 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 eight 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.

FEATURED VEAL RECIPE

Ontario VEAL appeal

Grilled Veal Tenderloin Eggs Benedict

Cut: Tenderloin | Servings: 4

Chef Ted Reader zhuzhes up a classic perfect for a special breakfast or brunch during the holiday season. Generous slices of Ontario veal tenderloin nestled on a bed of sautéed spinach and shallots with a buttery croissant base. Crowned with a poached egg and creamy bearnaise sauce – brunch doesn't get better than this!

Ingredients:

4 x 3 oz medallions of Ontario veal tenderloin
4 tsp olive oil
4 tsp steak spice
1 pkg 56 g bearnaise sauce (1 cup water, ½ cup butter required)
2 tsp butter
¼ cup sliced shallots
4 cups baby spinach
Salt and freshly ground black pepper, to taste
4 buttery croissants
2 tsp butter, melted
4 large eggs (poached, see How to poach an egg for instruction if needed)
4-6 chives, for garnish

Instructions:

Brush steaks all over with olive oil. Season all over with steak spice, pressing the spices into the meat so it adheres. Set aside.

Prepare the bearnaise sauce as per package instructions, set aside keeping warm.

In a medium fry pan melt the butter, sauté the shallots for about 30 seconds to 1 minute, add in the baby spinach and sauté quickly until the spinach just wilts. Season to taste with salt and fresh ground black pepper and set aside keeping warm.

Take the croissants and using a rolling pin, roll the croissants flat to about ½ inch to 1-inch uniform thickness. Set aside.

Fire up your grill to high 550°F.

Brush both sides of the flattened croissants with melted butter and toast on the grill, about 1 minute a side. Set aside, keeping warm.

Grill veal tenderloin medallions for 2 to 3 minutes per side for medium-rare doneness. Remove from grill and set aside keeping warm.



Poach your eggs.

Assemble the dish:

Place toasted flattened croissant onto a plate and top with a quarter of the spinach mixture. Top the spinach with 1 sliced veal medallion (sliced into 3 or 4 slices).

Top grilled veal tenderloin with a poached egg. Spoon warm bearnaise sauce over the egg.

Season with a little freshly ground black pepper, sprinkle with chives, and serve immediately. ■

Source: Ted Reader BBQ (TedReader.com)



Scan the QR code to watch
'Godfather of the Grill'
Chef Ted Reader create
this holiday classic in this
cooking tip video!

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Licenced dealers

As a veal (bob calves, started/preconditioned calves, and finished veal cattle) producer, you should be dealing with licenced 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 licenced, ask to see the licence, check the Agricorn website at <https://bit.ly/Agricorndealers> or contact the VFO office.

2023 VFO licence fee remittances

If you have not remitted licence fees on purchased male dairy and dairy crossbreed bob calves for 2023 please ensure *Form 4* and *Form 5* and filled out and remitted by **January 15, 2024**. This deadline only applies to finished veal producers purchasing less than 50 per year.

All other remittances are due on the 15th of the month unless previous arrangements have been made.

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. This regulation also includes veal cattle that are sent for custom slaughter.

If you are purchasing male dairy and dairy crossbreed bob calves (up to 150 lbs.) and pre-conditioned intact male dairy and dairy crossbreed calves (up to 450 lbs.) licence fees are required.

Forms 4 and 5 are available on vealfarmers.ca or contact the VFO office to have copies mailed.

Ontario Beef Cattle Financial Protection Program

Agricorn 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 Licencing inquiries, must be directed to Agricorn. Visit <https://bit.ly/agricorp> or call 1-888-247-4999 for more information. ■

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SAVE the DATE

ANNUAL GENERAL MEETING & PRODUCER EDUCATION DAY

Wednesday, March 13, 2024

The GrandWay Events Centre, Elora, Ontario



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