

# THE Connection

Summer 2025 Volume 7, No. 2

**VEAL**   
**Farmers  
of Ontario**  
**10** YEARS 2015 - 2025

IN THIS ISSUE

**VFO celebrates 10 years**

**S. Dublin a risk for dairy  
crossbred calves**

**BRM programs for veal farmers**



# MAPLEVIEW

**FUTURE PERFORMANCE IS:  
INSIGHTS FROM THE FUTURE  
PERFORMANCE RESEARCH CENTRE IN  
EVERY BAG OF MILK REPLACER**

**Every bag of Maplevue milk replacer is backed by over a decade of research and trials involving more than 10,000 calves. The insights gained are integrated into our products, combining cutting-edge science with practical solutions that work on your farm.**

**WWW.MAPLEVIEWAGRI.CA**

## THE Connection

Summer 2025 Volume 7, No. 2

*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 do not necessarily reflect the opinions or policies of the Veal Farmers of Ontario (VFO) or the editors. VFO is not responsible for any errors and is not liable for any damages of any kind resulting from the use of, or reliance on, the information contained in this resource. *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 inquiries contact: Jennifer Bullock

Design: Lynn Schouppe

Printed at: Sportswood Printing, A Division of The Aylmer Express LTD.

Address correspondence to:  
Veal Farmers of Ontario  
130 Malcolm Road, Unit 2  
Guelph, Ontario, N1K 1B1  
519-824-2942  
info@vealfarmers.ca

Canadian Publications Mail Product  
Sales Agreement # 40026642

 @OntarioVeal  
 @CalfCareCorner  
 @CalfCareCorner

## Contents

- 4** Celebrating 10 years
- 6** *Salmonella* Dublin: A risk in crossbred dairy calves, too
- 8** Does probiotic supplementation have a role in young veal cattle diets?
- 10** Colostrum beyond immunity: A critical tool for neonatal programming in calves
- 12** Strong calves, smart buys: What every producer needs to know
- 16** Business Risk Management programs for veal farmers
- 20** Industry updates
- 22** Every step shared: Growing trust through transparency
- 24** Research plays a key role in narrative about cattle and climate
- 26** Deadstock management options
- 28** Veal Market Information
- 29** Veal Trade Tracker
- 30** Featured veal recipe: Grilled Veal Burgers w/ Apple, Brie, and Bacon Jam







Jennifer Haley

# Celebrating 10 YEARS



This year, we are celebrating a significant milestone with 2025 being the 10th anniversary for Veal Farmers of Ontario (VFO) as a regulated marketing board. In reality though, the work to become VFO started well before 2015, and our organization's resiliency over the years is a testament to all those who have served and worked so hard on behalf of the dairy calf and veal cattle sector.

On April 1, 2015, the regulations under the *Ontario Farm Products Marketing Act* specific to the veal sector were enacted. This was day one for the organization with regulations created that allowed VFO to collect its own licence fees (check-off) and as a result a member database specific to the dairy calf and veal sectors. Through a well-coordinated and successful producer-expression-of-opinion vote, to working with the Farm Products Marketing Commission to draft veal-specific definitions and regulations, and partnering with the cattle sector to ensure licence fee and data collection and remittances, the work was guided by the Board's strategic focus on the future.

However, well before April 1st, 2015, there were years and years of work that led to this very important day. In fact, the industry is celebrating 35 years of continuous service to veal farmers in 2025. The Ontario Veal Association (OVA) was started in 1990 to bring all veal producers together to advocate for the needs of the sector. Both milk-fed and grain-fed veal producers agreed that they were stronger together and lobbied what was then the Ontario Cattlemen's Association (now Beef Farmers of Ontario) to allocate check-off funding collected on calves and veal cattle.

The OVA became a strong voice for the sector,

advocating about issues that mattered most to members, whether it was dealing with issues like removing the sunset clause on the weight limit for veal carcasses (which would have seen the maximum weight revert to 363 lbs.), or the removal of hides from veal harvest, or lobbying for funding allocated to the Beef Information Center for marketing be returned to the OVA so it could do its own specific provincial Ontario veal marketing programs.

Over the years there have been challenges to face within the cattle sector where we have stood together with our beef and dairy partners to ensure the veal voice was part of the conversation, including BSE and the closure of our borders to trade, animal health and disease challenges, lobbying and government relations, trade challenges, a global pandemic, and animal activists.

In the past 10 years alone there have been regulatory definitions to refine, ensuring the collection of licence fees from sales barns, dealers, and direct to packers, national check-off implementation and reporting requirements, and another weight limit increase. Collectively, OVA and VFO have worked hard on behalf of its members to be at the table, to be included in the discussions and decisions being made, and to be part of the solutions going forward.

There also been some really great milestones like the creation of the Healthy Calf Conference and our focus on getting calves off to a healthy start well before anyone else was in this space, investments made in research specific to the male dairy calf, working with our colleagues to lobby for and create the Risk Management Program, and of

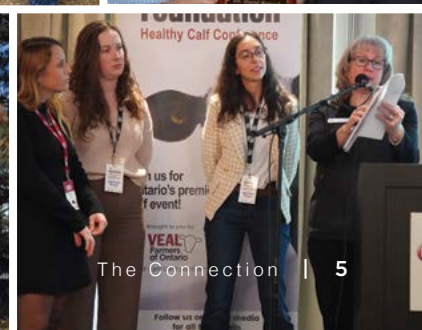
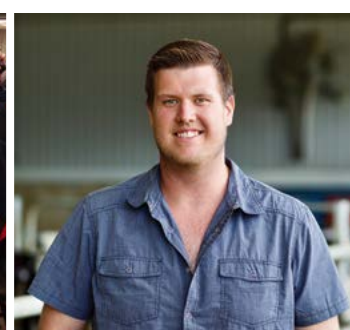
course of our consumer marketing programs like the Certified Ontario Veal Program and the search for Ontario's Best Veal Sandwich contest.

An important ingredient in our recipe for success over the years has been our 'teamwork' approach with the Board of Directors and staff members all united with a common vision and purpose, and working towards shared goals. The commitment of our Board Presidents/Chairs and board members who served on behalf of the sector is what has shaped our journey. Another important ingredient is the passion and dedication from staff to advocate and implement the vision, always striving for what is going to help our members the most.

And now we move forward into the next chapter for the organization. With the wild ride of the cattle markets and cycles still going strong, and the uncertainty about what lies ahead for the veal sector, it is important to remember the strong foundation that the VFO is built upon. Honouring our past does not mean we can ignore our future. Reflection on the significant milestones reminds us that we have been in a constant state of change and evolution over the past 35 years, which has brought us to where we are today. How we chose to forge the path ahead, together as a sector, is deeply rooted in not only the legacy of the organization but in the vision for the future.

Congratulations VFO on your 10th anniversary and a cumulative 35 years of service to the Ontario veal industry! ■

*Jen*





Dr. Cynthia Miltenburg

on behalf of the bovine Ontario Animal Health Network

*Salmonella* Dublin (*S. Dublin*) is a bacterial disease that primarily affects cattle, particularly young calves. This bacterium is host-adapted to cattle, meaning they are the main carriers and spreaders of this type of *Salmonella*. Veterinary diagnostic labs from across Canada and the United States, including in Ontario, have reported an increasing number of *S. Dublin* detections in cattle.

## Impact on calves

The rise in *S. Dublin* cases is concerning due to its severe impact on calf health. Infected calves often suffer from pneumonia or septicemia, leading to higher mortality rates. Additionally, *S. Dublin* is multidrug resistant, making it difficult to treat with antibiotics. This bacterium is also zoonotic, posing a risk to humans through direct contact with infected animals or consumption of affected food products including unpasteurized milk or improperly cooked meat.

## Prevalence in Canada

The emergence of *S. Dublin* has spurred more research on its prevalence and risk factors. A 2024 study by the University of Guelph (U of G) found that 5.1 per cent of Ontario dairy herds were positive for *S. Dublin* based on herd bulk tank milk samples. Similar studies in Quebec, Alberta, and British Columbia reported a range from 6.8 per cent to 30 per cent of herds were positive. While only a minority of Ontario dairy producers have encountered *S. Dublin*, calf raisers working with veal and dairy-beef calves where cattle are commingled from multiple source farms, are more familiar with its challenges.

## Field study on crossbred calves

A recent U of G study examined associations between *S. Dublin* infection and health and growth in young, crossbred dairy calves. The study used 160 crossbred male and female dairy calves sourced from auction facilities in Ontario and Quebec arriving at a commercial calf-raising facility. Calves were monitored for diarrhea, respiratory disease scores, body weight, and their *S. Dublin* status both at arrival and throughout the study period.

### Key findings

#### Arrival status

On arrival, calves were between three and 10 days of age and five per cent were already positive for *S. Dublin*.

#### Infection rates

During the study, 37.5 per cent of live calves tested positive for *S. Dublin* using blood and fecal tests. An outbreak of *S. Dublin* occurred, and 23/160 calves died, 17 of which were confirmed to have *S. Dublin* via postmortem testing. Combining the live and postmortem testing for *S. Dublin*, 45.6 per cent of calves tested positive for *S. Dublin* at least once during the study period.

#### Health status

Respiratory scoring was completed twice daily and measured ocular discharge, nasal discharge, ear droop or head tilt, coughing, breathing, and temperature. Overall, it was found that calves that tested positive for *S. Dublin* had higher respiratory scores, especially in lighter calves weighing less than 42.6 kg on arrival. No differences were noted with the occurrence of diarrhea by *S. Dublin* status.

## Implications for calf raisers

To calf care givers these findings might not come as a surprise. The study highlights the significant risks *S. Dublin* poses to dairy-beef calves, which are managed through early life similarly to veal cattle. *S. Dublin* positive status was associated with respiratory disease. The researchers hypothesized lighter calves may also be younger at arrival, however age information was not available.

Producers are already making efforts to prevent entry of *S. Dublin* and should continue to do so. Buying from known, and as few sources as possible is preferred. Discussing the importance of *S. Dublin* prevention and biosecurity with source farms may be helpful. Once introduced, a focus on lowering the levels of bacteria in the environment through cleaning and disinfection and stopping transmission to and between young calves by isolating ill animals, handling sick calves last, and paying attention to hygiene can prevent outbreaks. Lastly, a high-level of biosecurity for visitors remains critical. While keeping a closed herd is not possible for calf raisers, this study reminds us that the risk of introduction is real and efforts to avoid introduction and spread of *S. Dublin* are justified.

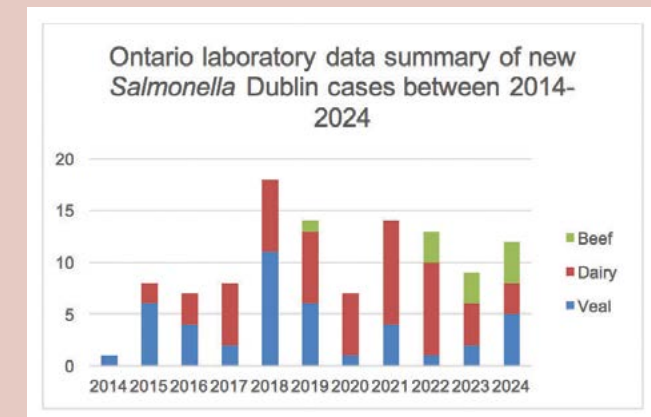
The article “Exploring the impact and transmission of *Salmonella* Dublin in crossbred dairy calves” can be found in full at doi: 10.3168/jds.2024-25875. ■

References available upon request.



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](http://www.oahn.ca).

The Bovine Ontario Animal Health Network annually summarizes the laboratory data for *Salmonella* Dublin. During 2024, 35 lab diagnostic submissions to the AHL detected *S. Dublin* on bacterial culture or PCR tests. The submissions came from 19 different farms and for 12 farms, it is believed this was their first diagnosis of *S. Dublin*. Three farms were identified as dairy, five veal, and four were listed as dairy-beef cross calves.



**At RLB,**

**Agriculture Counts.**

**Our Experts Provide:**

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

**Fergus: 519.843.1320**  
**Guelph: 519.822.9933**

[Learn more at rlb.ca](http://rlb.ca)

**Expertise Beyond Accounting.**

## Calf-Lyte II

WATER SOLUBLE NUTRIENT-ELECTROLYTE  
FOR ORAL ADMINISTRATION IN CALVES

[www.vetoquinol.ca](http://www.vetoquinol.ca)

**Trusted for a long time, for good reasons.**

**Promoting Calf Health for over 20 years. Electrolytes to help calves thrive.**



# Does probiotic supplementation have a role in young veal cattle diets?

James Byrne, Beef Cattle Specialist  
Ontario Ministry of Agriculture, Food & Agribusiness

Veal cattle are at risk of diarrhea and respiratory diseases. Diarrhea is the main cause of morbidity and mortality in the early stages of a veal calf's life with respiratory disease peaking from four weeks of life, (Postema et al., 1987). Early life diseases can cause significant economic losses through calf death, reduced performance, medical, and veterinary costs.

Canadian calves raised for veal production experience a high morbidity and mortality rate, (Reed et al., 2022). In a 2018 Ontario study, Renaud et al., found that 86 per cent of veal cattle tested positive for bovine coronavirus, 94 per cent tested positive for bovine rotavirus A, 1.5 per cent tested positive for bovine rotavirus B, and 57 per cent tested positive for *Cryptosporidium parvum*. Calves that test positive for these pathogens have a higher number of days with severe diarrhea and lower weight gained compared to calves that did not test positive for these pathogens.

The mortality risks for calves arriving on Ontario veal farms ranges from four to 10 per cent, with the highest risk period being the first 21 days post-arrival onto the veal farm, (Renaud et al., 2018). With current bob calf prices averaging \$1,000, (Veal Farmers of Ontario, 2025), mortality at these rates represent a significant cost to the industry. Most morbidity events are related to several key events in the neonatal period such as colostrum intake, milk feeding, vaccination, and transportation but these events are largely beyond the control of veal producers given that these events take place on the dairy farm of origin.

Research by Fuller et al., (1989), showed that calves separated from their mothers shortly after birth fail to pick up protective gut flora. During stress events like transportation, marketing, dietary changes, etc., the concentration of protective lactobacilli decrease and pathogenic flora such as coliforms tend to increase. Current practice to prevent pathogenic flora flourishing on arrival at a rearing farm is to treat all calves with prophylactic antibiotics. This works by killing all pathogenic coliforms, but the antibiotic also kills off protective gut flora.

To address this concern, Timmerman et al., 2005, investigated the use of probiotics to establish protective gut flora. Various research papers have demonstrated the antidiarrheal properties of probiotics. This research showed that adding a probiotic to milk replacer increased body weight gain in calves compared to calves fed a milk replacer with no probiotic in the first two weeks after arrival. There was also significant difference in the weight gain and feed efficiency of calves fed probiotic supplementation compared to those that were not at eight weeks post-arrival. Probiotic treatment reduced the rate of diarrhea and the average number of diarrheic days. In this research project, calves did not receive any prophylactic antibiotic treatment on arrival.

Although this research has demonstrated that probiotic treatment could potentially reduce the need for prophylactic antibiotic treatment for veal cattle on arrival there are some considerations that must be considered in assessing the true benefits of including probiotics in the diets of veal cattle. The research as described sourced calves from dairies with a high level of calf care meaning that on arrival at the rearing farm the calves already had a high health status. Death loss in the control group, (i.e., the group that received no prophylactic antibiotic treatment on arrival and no probiotic supplementation), was less than three per cent. As already mentioned above, this is not the situation for most veal cattle in Ontario that arrive onto rearing farms.

Results from a similar research project by Canigiano et al., (2020), demonstrated that the inclusion of pre- and probiotic supplementation to the diets of veal cattle has no significant impact on growth, feed efficiency, and health. However, the researchers noted that the greatest positive benefits of these supplements occurred during periods of illness. There was no negative impact to calves fed either pre- or probiotic supplementation.

Combining the results observed from Timmerman et al., (2005), and Canigiano et al., (2020), shows that probiotic supplementation should be fed to calves for the first four weeks after arrival on the rearing farm as this is the period of greatest risk. In addition, there is a benefit to



feeding probiotic supplementation during periods of illness or on completion of a course of antibiotic treatment for an illness to resuscitate the gut microflora. The benefit of probiotic supplementation is yet to be determined for veal farms who can source their calves from known high-health status dairy farms as the cost of supplementation outweighs any observed benefit.

Ontario veal cattle are their highest disease risk during the first four weeks post-arrival at their rearing farm. Most of this disease risk is due to calf management on the farm of birth. Prophylactic antibiotic treatment on arrival is the traditional method of managing this disease risk, but this leads to both the destruction of pathogenic gut flora and beneficial gut microflora. Probiotic supplementation on arrival may be an option to both control any pathogenic gut flora while enhancing the activities of beneficial gut microflora. Research to date has demonstrated that probiotic supplementation may be beneficial, but it appears to be best targeted to calves for the first four weeks post-arrival and to aid with recovery following illness.

As a side note, Hatakka et al, 2001 demonstrated that there was no beneficial benefit to probiotic supplementation to control respiratory diseases. ■

References available upon request.

### SET YOUR VEAL CALVES UP FOR SUCCESS

**WHY CHOOSE SHUR-GAIN 36% RED VEAL STEAKMAKER WITH MONENSIN?**

- ✓ Improve Animal Performance
- ✓ Optimal Balance of Protein Sources
- ✓ Highly Fortified with Trace Minerals & Vitamins
- ✓ Pelleted to Ensure Uniform Intake

Contact your closest Trouw Nutrition or Shur-Gain representative for more information about veal feeding programs.

trownutrition.ca  
519-349-2152

**trouw nutrition**  
a nutreco company

**CHRISTIAN FARMERS FEDERATION OF ONTARIO**  
ACCREDITED FARM ORGANIZATION

## STRONGER TOGETHER

Make the Switch Today

### Why Choose CFFO?

- ✓ Exclusive Discounts
- ✓ Strong Advocacy
- ✓ Business Support
- ✓ Scholarships & Community
- ✓ Mental Health Resources

Join thousands of Ontario farmers making the switch to a farm organization that values faith, stewardship, and advocacy.

Contact Us Today | Representing Farmers Since 1954

**christianfarmers.org**

**1-855-800-0306**

**info@christianfarmers.org**

**274620 27th Line, Ingersoll, Ontario N5C 3J6**

@CFFOnt



## Colostrum beyond immunity: A critical tool for neonatal programming in calves

Lucia Pisoni, Ph.D.<sup>1,2</sup>

<sup>1</sup> Department of Animal Biosciences, University of Guelph

<sup>2</sup> The Saskatoon Colostrum Company Ltd.



The neonatal period represents a critical window for calves' health, development, and future productivity. In this context, colostrum emerges as a vital tool, not only for its immediate immunological function, but also for its ability to modulate key physiological processes through early developmental programming.

Colostrum is the sole source of passive immunity, energy, and essential bioactive compounds for the newborn calf (Poonia & Shiva, 2022). Its value extends beyond immunity, and colostrum is now recognized as a programming agent capable of inducing long-term physiological and metabolic adaptations that shape the adult phenotype. This phenomenon of early life programming has gained relevance in scientific literature due to its impact on resilience, growth, and the ability to respond to stress (Patel & Srinivasan, 2002; Scheffer et al., 2018).

Supporting this concept, the "lactocrine" hypothesis proposes that milk-borne factors in colostrum can induce epigenetic modifications through nutrition, potentially leading to lasting effects on calf performance and long-term productivity (Soberon et al., 2012). Several studies have shown that calves that receive high-quality colostrum in sufficient quantity soon after birth show lower disease rates, improved reproductive performance, and higher milk production later in life (Faber et al., 2005; DeNise et al., 1989). In contrast, failures in the transfer of passive immunity and poor colostrum management are associated with substantial health and economic losses (Lombard et al., 2020; Crannell & Abuelo, 2023).

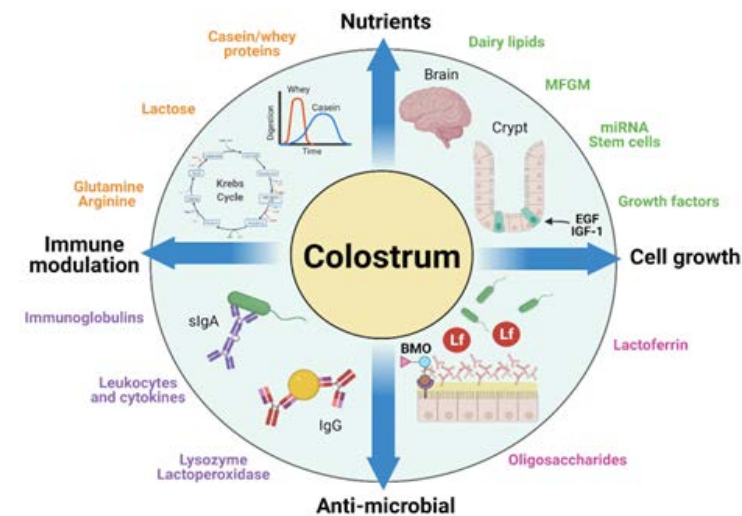
Colostrum contains high concentrations of immunoglobulins (mainly IgG), colostral fat, vitamins, minerals, specific proteins, and growth hormones, all of which possess antimicrobial and immunomodulatory properties that influence early development (Poonia & Shiva, 2022; Sangild et al., 2021).

Colostral fat provides approximately 50 per cent of the total energy intake in the neonatal diet and plays a critical role in thermoregulation during

the first days of life (Godden, 2008). A deficiency of colostral fat can lead to energy deficits, hypothermia, and decreased calf viability.

There are some differences regarding fat composition between milk and colostrum. Previous studies have reported higher proportions of n-3 and n-6 polyunsaturated fatty acids (PUFAs) in colostrum compared to mature milk (Contarini et al., 2014; Wilms et al., 2022). These essential fatty acids act as precursors for eicosanoids, bioactive lipid mediators involved in inflammatory responses, thereby supporting the calf's physiological adaptation from the intrauterine to the extrauterine environment.

Colostrum also contains a wide range of bioactive compounds such as lactoferrin, oligosaccharides, growth hormones, and insulin, among others, which promote intestinal mucosa maturation, villi development, and, as a result, expansion of the absorptive surface (Figure 1; Blum and Hammon, 2000; Ontsouka et al., 2016; Sangild et al., 2021). These effects lead to improved nutrient absorption that translates into greater feed efficiency and growth.



**Figure 1.** Nutritional and bioactive components present in bovine colostrum.

From Sangild P.T, Vonderohe C., Melendez Hebib V., Burrin D. G. 2021. Potential Benefits of Bovine Colostrum in Pediatric Nutrition and Health. *Nutrients*. Jul 26;13(8):2551. doi: 10.3390/nu13082551.



Colostrum oligosaccharides support beneficial microbial populations while preventing pathogen adhesion to the gut lining (Fischer-Tlustos et al., 2020). Recent studies show that oligosaccharides present in colostrum and early milkings promote the growth of beneficial bacteria like *Bifidobacterium* and *Lactobacillus*, while inhibiting pathogens such as *E. coli* K99 (Fischer-Tlustos et al., 2020). This early prebiotic effect enhances gastrointestinal health and strengthens mucosal immunity.

Another key component of colostrum is lactoferrin, a glycoprotein with potent antimicrobial, anti-inflammatory, and immunomodulatory properties. By sequestering free iron, it inhibits pathogenic bacteria and simultaneously supports intestinal development and immune regulation (Sangild et al., 2021).

Other bioactive components such as insulin-like growth factor 1 (IGF-1), insulin, and growth hormones bind to specific receptors on the intestinal epithelium, promoting cell proliferation and differentiation, villi elongation, and the expansion of the absorptive surface (Ontsouka et al., 2016; Roffler et al., 2003). Altogether, these compounds not only complement the immunological value of colostrum but also enhance its benefits through complex physiological mechanisms.

Colostrum is one of the most powerful yet underestimated tools in calf rearing. When delivered at the right time, in sufficient quantity and quality, it not only ensures effective transfer of passive immunity but also acts as a physiological development programmer, producing lasting benefits throughout the animal's productive life.

The scientific evidence is clear: proper colostrum management reduces neonatal morbidity and mortality (Crannell & Abuelo, 2023; Shivley et al., 2018), improves growth rates and feed efficiency (Soberon et al., 2012), and is linked to better reproductive performance and higher milk yields in early lactations (Faber et al., 2005; DeNise et al., 1989).

Efficient colostrum management is a simple, cost-effective, and high-impact intervention. At its core, it is a preventive measure that can redefine the productive future of every calf. Recognizing its importance demands a long-term perspective grounded in scientific evidence, with a dual focus on animal welfare and the overall efficiency of the dairy system. ■

References available upon request.



## B-W FEED & SUPPLY

BEYOND  
NUTRITION

colostrum replacer  
milk replacer  
calf starter  
36% Red Veal

Reduce Costs → Maximize Growth



bwfeed.ca | 519-662-1773 | New Hamburg, ON



# Strong calves, smart buys: What every producer needs to know



Kendra Keels  
Industry Development Director

The success of starting calves begins with selecting healthy male dairy or dairy-cross calves. Dairy producers play a crucial role in ensuring these calves receive proper care before they leave the farm. From early-life management to their transition into a started calf operation, attention to detail significantly impacts their well-being and productivity.

Over the last five years, the price of male dairy/dairy-cross calves has increased by 687 per cent. This number is not broken down by breed, as sales barns do not categorize calves this way. The prices reflected in Figure 1 represent calves sold through sales barns, not including private treaty transactions, from 2020 to March 2025.

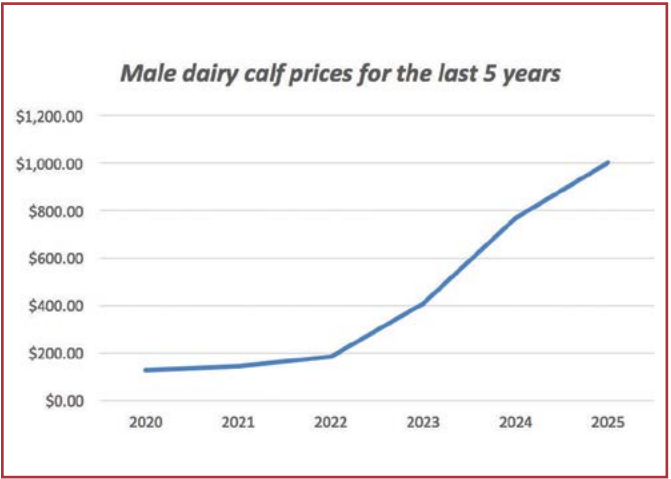


Figure 1

Given the dramatic price increase, both dairy and started calf producers must re-evaluate protocols for these high-value calves. For dairy producers, male calves now make a significant contribution to their bottom line, while for started calf producers, purchasing them is one of the highest costs of production. In the past, dairy producers often said, “pay more for calves, and we will do a better job.” Now, with male dairy calves averaging \$1,000 or more, their value is undeniable, making collaboration across the industry critical to ensure their success.

Before leaving the dairy operation, producers must ensure calves receive the best start to life. A strong foundation reduces health risks and improves long-term performance.

### Adequate colostrum intake is essential for immune development. Producers should:

- Provide four litres of colostrum within 30 minutes of birth
  - Larger breeds, such as Holsteins, require at least four litres, while smaller breeds, like Jerseys, need three litres
  - Ensuring calves receive 200 grams of immunoglobulin G (IgG) is crucial to immunity
- Follow the first feeding with an additional two litres within eight hours

### Navel infections (omphalitis) are a common but often overlooked issue in young calves. Since the navel serves as a direct entry point for bacteria, infections can spread through the bloodstream, causing severe health complications. To prevent infections:

- Ensure a clean calving environment to minimize bacterial exposure
- Apply a seven per cent iodine tincture or chlorhexidine to the navel stump immediately after birth
- Monitor navels daily for signs of swelling, redness or discharge
- Never transport calves with unhealed navels, as they are more vulnerable to infections

### Before transportation, calves must meet minimum standards:

- At least nine days old if being sold at a sales barn
- Minimum weight of 90 pounds
- Bright, alert demeanor with smooth, shiny hair
- Clean, bright eyes and slow, even breathing
- Full, non-sunken flank, indicating proper nutrition and a recent feeding
- Dry, healed navel to prevent infection risks
- Strong stance and movement, ensuring the calf is standing and walking properly

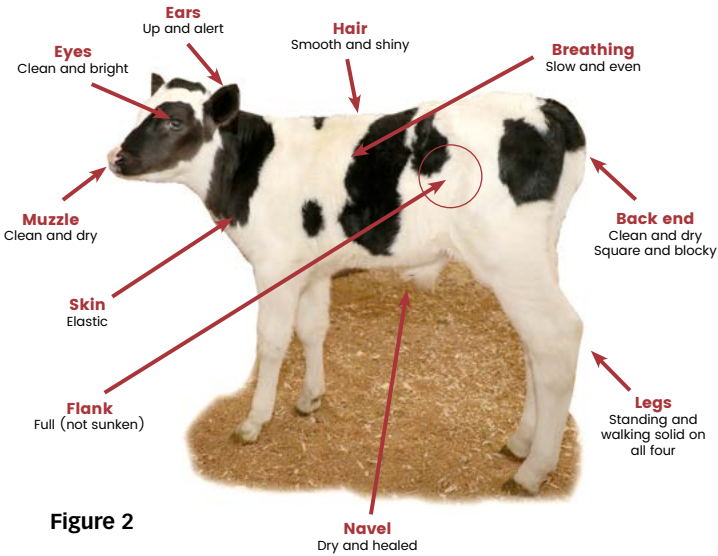


Figure 2

### The transition from the dairy farm to started calf operation can be stressful. Proper management upon arrival minimizes health risks and improves adaptability. Essential steps include:

- Sorting calves by size and weight to reduce stress and competition
- Keeping new arrivals separate from the existing herd initially
- Providing a dry, clean, well-bedded environment to prevent scours and other illnesses
- Observing calves closely for signs of sickness or distress
- Isolating and treating/offering supportive care to sick calves to prevent disease spread

### Dairy producers play a critical role in setting calves up for success before sale. Proper early care ensures calves are healthy and fit for transport. Key considerations include:

- Providing high-quality colostrum immediately after birth
- Ensuring adequate nutrition to support immune development
- Checking navel health and promptly treating infections
- Following transport regulations to ensure calves are old enough and in good condition

These protocols are not new – they are what Veal Farmers of Ontario has advocated for over many years. However, with record-high calf prices, additional care is essential before calves leave the dairy farm. Those purchasing male dairy/dairy-cross calves should carefully examine all calves before buying to ensure their investment delivers.

Purchasing healthy male dairy calves and ensuring proper early care are essential steps in calf production. By focusing on navel health, nutrition, and transport readiness, dairy and calf raisers can improve calf welfare and productivity. Improving calf welfare and management supports not only individual operations but the sustainability of the industry overall. ■

## Solvat Electrolyte Powders

### REGULAR & HIGH ENERGY



Available in 76 g pouch, 2 kg, 4kg and 10kg pails. Available in 185 g pouch, 2 kg, 4kg and 10kg pails.



User-friendly 2 kg, 4 kg and 10 kg pails



**solvat**  
Innovation by Request

To learn more about Solvat, go to [solvat.ca](https://solvat.ca)

### Key benefits of our formulations:

- Our electrolytes contain high-quality glycine, an essential ingredient that supports the transport of water, electrolytes, and dextrose from the gut into the blood.
- Unique to Solvat, our electrolytes contain silica to keep our powder fresh and dry, as well as to prevent glycine degradation and prevent caking of product.
- Easy opening and resealable flip-top lids that keep product fresh and clean.
- A convenient scoop for single-dosage measurement.
- Easy-on-the-fingertips re-opening vs. traditional locking round pail lids.

7226 107 Avenue SE  
Calgary, Alberta  
T2C 5N6

**We Hang our Hats in the Country**

**Excalibur INSURANCE**

*Farm with*

[Excaliburinsurance.ca/farm-insurance](https://Excaliburinsurance.ca/farm-insurance)



# Ontario's Best Veal Sandwich

Ontario  
**VEAL**  
appeal

2024  
Winner

**METTAWAS STATION**  
Italian Mediterranean Grill

## All Aboard for Ontario's Best Veal Sandwich

At Mettawas Station, nestled in Kingsville's historic train station, the "Trainwreck" has risen to the top, winning Ontario's Best Veal Sandwich in 2022 and 2024 during this celebrated biennial competition. Tender breaded veal, house-made tomato sauce, local provolone, and perfectly sautéed vegetables on fresh ciabatta make this dish unforgettable.

Since 2008, Janet and Chef Anthony DelBrocco have brought Italian and Mediterranean flavours to life in this charming, historic setting. From the award-winning Trainwreck to rich veal marsala and indulgent veal chops, Mettawas Station celebrates tradition, quality, and a love of local food.

Mettawas Station Mediterranean Restaurant  
169 Lansdowne Ave, Kingsville, ON N9Y 1S4 (519) 733-2459 [www.mettawasstation.com](http://www.mettawasstation.com)

## Your Guide to Ontario's Best Veal Sandwiches



John Catucci loving his job!



Joanne of Fabio's Pizza at the finals



So goodoooo!



### Winner



**Mettawas Station Mediterranean Restaurant**  
169 Lansdowne Ave, Kingsville, ON  
[mettawasstation.com](http://mettawasstation.com)

### Runner-Up



**Fabio's Pizza**  
300 Fourth Ave Unit 4, St. Catharines, ON  
[fabiospizza.com](http://fabiospizza.com)

### Finalists (in alphabetical order)



**Aldos Italian Food Truck**  
215 Racco Parkway, Thornhill, ON  
[aldositalianfoods.com](http://aldositalianfoods.com)



**Bolton Pizza Panini**  
12599 Hwy 50 #1, Bolton, ON  
[boltonpizzapanini.ca](http://boltonpizzapanini.ca)



**Gianni's Trattoria**  
877 Pape Avenue, Toronto, ON  
[giannispasta.com](http://giannispasta.com)



**Licious Italian Food and Catering**  
490 Mapleview Dr W, Barrie, ON  
[liciousbakerycafe.ca](http://liciousbakerycafe.ca)



**Mamma Maria's Ristorante**  
231 King St W, Chatham, ON  
[mammamariasristorante.ca](http://mammamariasristorante.ca)



**Nonna's Cucina**  
1033 Abram Court, Innisfil, ON  
[nonnas-cucina.com](http://nonnas-cucina.com)



**Nostra Cucina**  
31 Manitou Dr, Kitchener, ON  
[nostracucina.com](http://nostracucina.com)



**Zio's by Giancarlo**  
110 Anne St S, Barrie, ON  
[ziosbygiancarlo.wixsite.com/ziosbarrie](http://ziosbygiancarlo.wixsite.com/ziosbarrie)

## The Story Behind Ontario's Best Veal Sandwich

The veal sandwich, a classic rooted in Italian tradition, made its Ontario debut after the Second World War. Thin breaded veal cutlets, tomato sauce, cheese, and toppings like mushrooms, peppers, and onions on a fresh bun quickly became a beloved, hearty lunch.

Since 2016, Ontario's Best Veal Sandwich competition has celebrated this iconic dish, showcasing family-run establishments, many with recipes passed down through generations. With TV personality and veal sandwich lover John Catucci as a judge and brand ambassador since its inception, the competition also pays tribute to Ontario's veal farmers and butchers, whose dedication to quality and craftsmanship ensures every sandwich starts with the finest ingredients.

This year's Top 10 finalists are a testament to the passion and culinary skill found across the province. Each restaurant featured on the map has created a veal sandwich that reflects the pride, heritage, and authentic flavours of Ontario's vibrant Italian food culture.



#theTrainwreck is the 2024 Winner!



Plan your  
**Veal Sandwich Adventure!**

Visit the Top 10 finalists, savour their creations, and share your experience on social media.

Don't forget to tag @OntarioVealAppeal!



[OntarioVealAppeal.ca](http://OntarioVealAppeal.ca)



# Business Risk Management programs for veal farmers

Income Stabilization and Analysis Unit

Ontario Ministry of Agriculture, Food & Agribusiness

Farm businesses across the world face significant risks that are beyond their ability to control or mitigate such as extreme weather events, disease, pests, and market volatility. Ontario farmers compete in a global marketplace and most developed countries provide financial support by way of Business Risk Management (BRM) programs to help producers manage the unique and significant risks of farming. Ontario is a national leader in providing risk management support to farmers to protect our food supply system from events beyond their control.

BRM programs play a vital role in supporting the long-term competitiveness of Ontario's agricultural sector, and its capacity to produce food. In addition, they help to give farmers the confidence to invest in their businesses – investments that drive economic development, as well as stewardship, protection, and assurance in the agriculture sector. Programs work as a suite to help producers manage their own unique production and market risks and producers can choose what works best for them. This includes veal farmers who are eligible to participate in several BRM programs, including the Ontario Risk Management Program (RMP), AgriStability, and AgriInvest.

## Risk Management Program

Ontario's RMP helps producers manage risks beyond their control, like fluctuating costs and market prices. RMP for Livestock, which includes the RMP: Veal plan, was designed in consultation with representatives of the veal industry in Ontario. It works like insurance to help Ontario producers offset losses caused by fluctuating commodity prices and production costs and participants pay premiums based on their insured production and their chosen coverage level.

Program payments are made if the market prices for your sold veal cattle fall below your support level, which is based on the industry average cost of producing veal cattle in Ontario and the level of coverage you choose. You can choose a coverage level of 80, 90, 95 or 100 per cent. If the average market price falls below your support level during the payment calculation period, you will receive a payment. For RMP: Veal plan, payment rates are calculated every week and accumulated into a single payment issued three times a year.

To be eligible to participate you must:

- have a valid Premises Identification Number
- pay the participant premium required to enrol
- enrol all eligible veal cattle production you produce in Ontario for the program year
- demonstrate ownership of the veal cattle in Ontario for a minimum of 90 days

For more information on how the program works, please visit the following website: <https://www.agricorp.com/en-ca/Programs/RMP/Veal/Pages/Overview.aspx>

## AgriStability

AgriStability is a program that covers large declines in net income, caused by production loss, increased costs or market conditions. The program compares your current year whole farm income and expenses (production margin) to the historical performance over the previous five years (reference margin) and protects you when your net farming income falls below 70 per cent of your average net income (payment trigger). When this happens, you will receive a payment that is 80 per cent of the loss between your production margin and the trigger.

To be eligible to participate, producers must farm in Ontario, complete a production cycle and at least six consecutive months of farming activity in the program year, report farming income or loss to the Canada Revenue Agency, and pay a small enrolment fee (\$315 for every \$100,000 of reference margin).

For the 2025 program year, a new option for participating in AgriStability has been introduced. By choosing the tax-aligned reference margin option, your reference margin will be calculated using the historical income and expenses you file for taxes, which could result in better payment predictability and less paperwork if you don't have a claim this year. The deadline to enrol in AgriStability this year has been extended to July 31, 2025.

If you choose to participate in AgriStability, your RMP payment is counted as an advance on the provincial portion of your AgriStability payment for the corresponding program year. You keep the greater of the RMP payment or the provincial portion of the AgriStability payment. Because RMP is provincially funded, it has no impact on the federal portion of AgriStability payments.

If you would like more information about the program, please visit the following website: <https://www.agricorp.com/en-ca/Programs/AgriStability/pages/overview.aspx>

## AgriInvest

AgriInvest is a savings account that producers can use to either cover small income declines or support other investments. Each year, you can deposit up to 100 per cent of your Allowable Net Sales (ANS) into a bank account and receive a matching government contribution. You can withdraw funds at any time and as you see fit.

ANS are your gross sales of allowable commodities (e.g. veal sales) minus purchases of allowable commodities. The annual government contribution is limited to a maximum of one per cent of up to \$1 million in ANS, therefore, the maximum annual contribution is \$10,000.

For more information about this program, please visit the following website: <https://agriculture.canada.ca/en/programs/agriinvest>



**ACC**  
Agricultural Credit Corporation  
Société du crédit agricole

## LOAN PROGRAM

The **Advance Payments Program (APP)** is a Government of Canada program which supports the provision of cash advances to producers across Canada. Created for farmers, this producer focused program allows you to borrow at low rates, repay as you sell, and market your product when prices are most advantageous.

**LOW INTEREST RATES** ↓

**1-888-278-8807**

**advance@agcreditcorp.ca**

**agcreditcorp.ca**

**ADVANCE PAYMENTS PROGRAM**

**\$250K**

**INTEREST-FREE!**

**APPLYING IS EASY!**

**CALL 1-888-278-8807**

**APP**

**ADVANCE PAYMENTS PROGRAM**

**\$1,000,000**

**Loan Maximum at Prime**

**INTEREST-FREE FOR AT LEAST FIRST \$250K\***

Livestock  
Grains & Oilseeds  
Horticultural Field Crops  
Greenhouse Vegetables, Cut Flowers & Potted Plants  
Nursery Deciduous Trees, Container Shrubs, Evergreens

\*A minimum of 250k is interest-free. Please contact ACC for details.

**AGRICULTURAL CREDIT CORPORATION**  
**ABOUT US**  
ACC is a Not-For-Profit  
We've proudly loaned billions to  
Canadian farmers since 1992.

 Agriculture and Agri-Food Canada  
**Advance Payments Program**

 Agriculture et Agroalimentaire Canada  
**Programme de paiements anticipés**





# Managing risks, mastering markets

On-demand webinar series

Advance your knowledge with Veal Farmers of Ontario's new on-demand webinar series, tailored specifically for grain-fed veal producers. Access expert insights and strategies to effectively navigate the complexities of today's market dynamics – all at your convenience.



### Making AgriStability and the Risk Management Program work for you

Understand how Agricorn's suite of programs can mitigate financial risks and stabilize farm income to create a comprehensive safety net for producers managing unpredictable markets, fluctuating costs, and production challenges.



Ellen Blenkiron,  
Senior Industry  
Specialist, Agricorn



Jeff Janssen,  
Research Analyst,  
Agricorn

### Market dynamics: What's next for Ontario's veal industry?

Steve will share an update on the North American cattle market and highlight key trends from the past year and where 2025 appears to be going. This presentation will provide critical insights for producers navigating market uncertainties and planning for sustainable growth.



Steve Duff, Chief Economist  
Ontario Ministry of Agriculture,  
Food & Agribusiness

### ACC: Operating finance programs

A steady cash flow is essential to keeping your farm running smoothly. With the right financial support, you can cover expenses, invest in growth, and navigate market fluctuations with confidence. Find out more about ACC's flexible funding solutions to help you manage costs and focus on building a thriving operation.



Scott Clark, Vice President,  
Marketing & Communications  
Agricultural Credit Corporation

**Questions for our speakers?**  
Email them to [events@vealfarmers.ca](mailto:events@vealfarmers.ca) and the responses will be shared in the *Finishing grain-fed veal in Ontario* private Facebook group.



Scan the QR code or visit <https://vealfarmers.ca/on-demand> to access the webinars.



Milk replacer for calves, kid goats and lambs

For a great start in life.

PRODUCTS	TOTAL PROTEINS	PROTEINS FROM MILK	FAT	ADDED FEATURES	OTHER
CALF					
CALF M A X	26	26	16		Also available with Deccox
Happy CALF	22	22	17		Also available with Deccox
Happy CALF SC	22	18	18		Also available with Deccox
Happy CALF DELUXE	22	13	20		Also available with Deccox
CMR 20/20/20	20	20	20		Also available with Deccox
RRRapido	24	21.5	18		
RRRapido+	28	25	16		
KID					
KID	22	22	25		
KID 5.5	22	22	25		Acidified Also available with Deccox
LAMB					
LAMB	22	22	28		
LAMB 5.5	22	22	28		Acidified
RRRapido Lamb	24	24	30		

Other products available upon request. Contact us for more details.

SERVAL CANADA FOODS LTD, LOUISEVILLE, QC

819 228-5551 [info@servalcanada.com](mailto:info@servalcanada.com)

PRODUCT OF CANADA

Call Rob Gribble  
519-359-3036  
for more information



# INDUSTRY UPDATES

## VFO talks with producers at Canadian Dairy XPO



Veal Farmers of Ontario (VFO) was at the Canadian Dairy XPO in Stratford in early April, connecting with dairy and veal producer members, answering questions about industry issues and calf care, and sharing resources.

Thank you to everyone who dropped by our booth to help us celebrate our 10th anniversary!

## VFO attends Grow Ontario Food Summit



VFO was pleased to participate in the fourth annual Grow Ontario Food Summit hosted by the Honourable Trevor Jones, Minister of Agriculture, Food, and Agribusiness. Colleagues from across the agri-food spectrum gathered at the Delta Hotel in Guelph

in April to discuss agri-food investment, trade diversification, market challenges, and opportunities to protect Ontario's agri-food industry. VFO appreciated the opportunity to connect with our industry, academia, and government partners as we work together to strengthen Ontario's agri-food sector.

## Haley re-appointed LFPB Vice Chair

Jennifer Haley, VFO Executive Director, was re-appointed by Minister Trevor Jones as the Vice Chair to the Livestock Financial Protection Board (LFPB) this past April. Haley joined the Board in October 2008, and has served as Vice Chair since 2022.

Bringing strong leadership skills, experience with the LFPB, and veal industry expertise to the position, Haley will serve a three-year term on the six-member Board of Directors as they continue to work through the financial protection programs review with the Ministry.

## CVA welcomes new Minister

The Canadian Veal Association (CVA) was

pleased to congratulate and welcome Heath MacDonald, Member of Parliament (MP) for Malpeque to his new role as Minister of Agriculture and Agri-Food. The CVA looks forward to working with him on the many important issues impacting the livestock sector, specifically amending the Import Reference Document to extend the time imported feeder calves can be raised in Canada. Prior to his appointment as Minister, MP MacDonald served as a member of the Standing Committee on Agriculture and Agri-Food.

## VFO welcomes new Parliamentary Assistants

VFO extends congratulations and welcomes Bill Rosenburg, Member of Provincial Parliament (MPP) for Algoma-Manitoulin and Paul Vickers, MPP for Bruce-Grey-Owen Sound on their appointments as Parliamentary Assistant to the Minister of Agriculture, Food, and Agribusiness. Together with Minister Jones, VFO looks forward to working with them to address the pressing issues facing Ontario's livestock sector. ■



## VFO needs your help to provide key communications to our members.



VFO doesn't receive your email address when licence fees are remitted, and signing up for our email communications service is a great way to stay informed about the veal industry.

Scan the QR code and sign-up to have the weekly e-newsletter delivered straight to your inbox, along with other important and timely notifications.



Ensures fast and efficient delivery of important information



Saves on increasing costs of postage



Helps you stay in the know about your industry

## DairyTrace is working for you

We're working with governments, provincial veterinary offices, and industry organizations to protect the dairy value chain in the event of an animal health emergency.

“Submitting your traceability events to DairyTrace helps strengthen the traceback system and provides you with access to value added information such as birthdates.”

Mélissa Lalonde, Senior Advisor - Traceability, DairyTrace

join the movement

DairyTrace.ca • info@DairyTrace.ca  
1-866-55-TRACE (1-866-558-7223)



Feeding Success



www.wfs.ca

519-669-5143 | 1-800-265-8858



## TAKE YOUR CALVES TO THE NEXT LEVEL BUILD IMMUNITY, BOOST GROWTH



- To give newborn calves a confirmed supply of trace minerals.
- Helps build immunity, will boost growth rates, and is a highly available source of trace minerals to these monogastric animals.
- Newborn calves start with 5 ml/head/day & increase as the calf grows.
- This product is usually added to the milk but can be top dressed on to dry feed.

Stock up on Mr Sticky & Flies Be Gone products from EastGen, too!

Contact your EastGen rep. or order online:  
<https://store.eastgen.ca>

EastGen

7660 Mill Road, Guelph, ON N1H 6J1  
1-888-821-2150 • info@eastgen.ca





# Every step shared: Growing trust through transparency



Jessica McCann, Communications Coordinator  
Farm & Food Care Ontario



You can access Farm & Food Care Ontario's storytelling resources like the FarmFood360° veal farm tour at FarmFoodCareON.org.



Charlotte Wasylik of Chatsworth Farm speaking at Farm & Food Care Ontario's annual Speakers Conference sharing her message about Growing Trust through Transparency.

"The biggest challenge was finding the courage to share the everyday moments of life on a working farm – especially the parts that people outside of agriculture rarely see," said Charlotte Wasylik, a young beef producer from Alberta, during Farm & Food Care Ontario's (FFCO) Annual Speakers' Conference in Elora on April 10. "But once I did, I discovered how powerful regular storytelling can be."

This year's conference focused on how agriculture is covered in the media. The day began with Claire McCormack, a Ph.D. researcher from the University College Dublin School of Agriculture and Food Science, examining how – and by whom – agricultural stories are told in both Ireland and Canada. Her talk was followed by a panel of journalists discussing how the portrayal of agriculture in the media has evolved, and the day wrapped up with Charlotte's presentation on the power of social media.

Charlotte grew up on her family's farm, Chatsworth Farm, near Vermilion, Alberta, raising commercial cattle, sheep, poultry, legumes, and cereals. She works alongside her parents Rick and Joanna, two siblings Nick and Alex, and fiancé Rob. The family markets most of their commercial beef herd through the Verified Beef Production Plus (VBP+) program, while steadily growing their direct-to-consumer sales through their farm-to-table program.

Charlotte uses social media to share her love of farming and to market their farm products. On Instagram and Facebook, she offers behind-the-scenes glimpses of daily life that includes showcasing the animals, butcher visits, order preparations, and how they cook with what they grow and raise. Charlotte's willingness to share both the rewarding and the real sides of farm life has helped grow a loyal and engaged consumer following. Her storytelling builds trust and fosters meaningful connections with audiences eager to understand where their food comes from.

At the conference, Charlotte emphasized that growing trust for their farm starts by "sharing every step" of the farm-to-fork journey. She spoke candidly about the feedback she's received from customers and followers who are actively looking for farms that are transparent about how their food is raised.

"People have questions about what their livestock eats, grass-fed vs. grain-fed, the medication and vaccines used, and even how the animals are butchered," she explained. "In my experience, people aren't as critical of farming practices as we think – they're just curious."

Charlotte shared that early in her social media journey, she lacked the confidence to post the kind of content she now shares regularly. But over time, she saw how followers responded most to honest, unfiltered posts.

Farm & Food Care Ontario's mission is to grow public trust and consumer confidence in farming and food by working collaboratively with Ontario's farmers and food partners. By working directly with farmers to foster advocacy, FFCO is committed to providing resources and training to help farmers tell their stories to non-farming audiences in a clear, relatable way.

Creating quality content and building an audience takes time – but no one can tell your story better than you. FFCO offers several tools to help farmers get their messages out:

- **FarmFood360°** – The veal farm tour on FarmFood360.ca offers a virtual look inside an Ontario veal farm, answering common consumer questions about how veal cattle are raised, fed, and housed. Videos and an accompanying teacher's guide for grades five to 12 make it an ideal resource to share with a broad audience.
- **The Real Dirt on Farming** – Available in print and digital formats, this publication answers Canadians' most common questions about

food and farming, including details about veal production. It also offers broader information about Canadian agriculture, making it a great resource to share with those looking to learn more.

- **FarmPhotos.ca** – Recognizing that not everyone has access to professional images, FFCO created FarmPhotos.ca, a free online library featuring hundreds of accurate, high-quality photos of Canadian agriculture. If you ever need an image – such as Ontario veal cattle – for an interview, presentation, or social media post, you'll find it here.

## Ready to tell your story?

Whether you're new to sharing your story or looking to sharpen your skills, a few simple strategies can make a big difference. Here are some tips to help you connect with your audience:

- Be positive. You're proud of your industry so show that to your audience
- Know who you are talking to and what their questions or concerns are
- Use easy-to-understand words and explanations – not acronyms or jargon
- Provide comparisons that your audience can relate to
- Use examples from your farm or business whenever possible. "On my farm" is the best possible start to an answer
- Show you care – about your topic and about their questions
- When answering a question, "I don't know" is a valid answer. Refer them to someone else when appropriate
- Remember, you might be the only farmer or person in agriculture they ever meet. Make that impression memorable

Sharing the behind-the-scenes of farm life isn't always easy, but transparent storytelling helps grow trust in food and farming. To access these resources and more, visit **FarmFoodCareON.ca**. For support with sharing your story, contact us at **info@farmfoodcare.org**. ■

# WET NURSE™

Designed to stimulate intake and provide nutritional support for great ADG during high stress times

**Wet Nurse Green Tag Veal 20-20-20**  
**Wet Nurse Red Tag Veal 20-20-16**  
**Wet Nurse Blue Tag Veal 21-14-14**

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

**ProACT™** All Natural Immunity Booster  
with Shield Technology

ProACT™ primes the immune system, and aids in the maintenance of healthy immune function, supporting natural defences. Helps young animals bridge their immunity gap with cytokine repair. Assists animals to tackle specific health challenges.

Made in Canada

**PMT INC.**

## Diakur® Plus

### The benefits of Diakur® Plus add up

An oral electrolyte solution designed to support hydration and electrolyte balance in calves.



Talk to your veterinarian about Diakur® Plus or find it at your local farm supply or feed store.

Learn more at [diakurplus.ca](http://diakurplus.ca)



Diakur® is a registered trademark of Boehringer Ingelheim Vetmedica GmbH, used under license. ©2025 Boehringer Ingelheim Animal Health Canada Inc. All rights reserved.



# Research plays a key role in narrative about cattle and climate

Lilian Schaer, Agricultural Writer

for Livestock Research Innovation Corporation



This past winter, Alltech hosted the first-ever Canadian screening of its documentary *A World Without Cows*. The film provides an unbiased, global perspective on the relationship between cows and the environment.

According to Livestock Research Innovation Corporation (LRIC) CEO Kelly Somerville, in a film full of compelling statistics and powerful imagery, one quote stood out:

"Farmers are the world's worst communicators."

"We hear it all the time – agriculture needs to do a better job of telling its story and this film is one way to push the conversation beyond the usual echo chambers and foster an important dialogue about livestock's role in our world," says Somerville.

LRIC, although not directly public-facing, plays a critical role in supporting the organizations shaping agriculture's narrative, ensuring that sound science is available and accessible to inform public discussions about livestock and the environment.

Research that benchmarks environmental performance and highlights the continual improvements by Canadian livestock producers is essential to providing a full and balanced picture, and Somerville notes that Ontario is home to some world-class research on the environmental impacts of livestock as well as cutting-edge facilities at the Agricultural Research and Innovation Ontario (ARIO) research stations.

"That's why I jumped at the chance when I was asked to moderate a panel featuring our members and partners. It was a great opportunity to address an audience of agricultural stakeholders and dive into some of the key points raised by the documentary – from the environmental, social, and economic impact of cattle globally to the ongoing efforts of producers the world over to increase efficiencies," Somerville adds.

Panelists included Dr. Michael Lohuis, Vice President of Research and Innovation at Semex Alliance; Martha Baker, Global Director Carbon Markets at Alltech; Craig McLaughlin, President of Beef Farmers of Ontario;

and Laurie Stanton, dairy farmer and owner of Stanton Dairy near London.

**When we're challenging misconceptions, what do you think is one of the most misunderstood aspects of cattle?**

Laurie Stanton: The balance with methane. When you look at the whole picture and how methane is recycled through (nature), we should stress that more. Also, about how important the cow is to society everywhere and how the cow does so much for us.

Craig McLaughlin: We aren't controlling the narrative. The people telling the story aren't part of the industry. We are doing good things, and that story is not being told.

Martha Baker: The two-thirds of my business card example (Editor's note: the film showed an example illustrating that the world's non-usable land made up about 2/3 of a business card; the remaining third is land suitable for growing crops). It's an easy way to have a conversation about land use and the importance of grazing animals.

Michael Lohuis: What's misunderstood is the methane isn't the same as carbon dioxide (CO<sub>2</sub>). Methane leaves the atmosphere after 10 years, so as long as we keep it constant, we aren't contributing to warming but CO<sub>2</sub> is fundamentally different.

**What is the role of breeding and genetic improvement to help mitigate environmental impacts?**

Lohuis: It takes many small solutions in the toolbox, like methane mitigation supplements in the feed, or genetics. It's now possible through genomic selection to select for feed efficiency, immunity, and methane reduction. Genetics is a permanent solution and cumulative over generations so over time, it can really help us raise the level of the animals and how sustainable they are.

**How do we feed the growing population with farmers asked to do so much more and how do we balance sustainability with this?**

McLaughlin: Give farmers a challenge and they will do it. I take pride in being a farmer. Research has improved my farm more than anything, producing more with less and (improving) the survivability of calves.

Baker: I haven't met a single producer who says they are producing the same



as they were when they started farming. We lean on researchers to make us better and our carbon footprint goes down per kilogram of production.

Lohuis: I see the technology that is out there, and I know we will be able to feed 10 billion (people by 2050). It gives me pleasure when I hear someone from Kenya being able to send their kids to medical school because of livestock. If you can produce twice as much meat or milk with the same animals, you could reduce the footprint of agriculture and that's encouraging to me. Going back to the past is not a solution, you can't solve tomorrow's problem with yesterday's tools.

Stanton: I'm looking forward to the challenge. We look at closing our environmental loops, tie in the crop acres, and how we manage manure. The nitrogen part of manure still challenges us to get the right answer; there are a lot of little things, and everybody is working on those.

**With consumers and government driving initiatives and policies, how can producers stay ahead of the curve?**

Baker: Lenders are looking at ESG (environmental, social, and governance) policies and that determines the interest rates – are we reaching the goals for 2030 and 2050? The biggest lenders are making claims in the Scope Three emissions of their supply chain which includes farms, yet most farms don't have a baseline. Organizations use global averages and in North America we are far below those with respect to our carbon footprint, so do a carbon assessment and understand where you are at. With each one done you can show the progress you are making.

**What were your "a-ha moments" from the documentary?**

Stanton: Having people visit our farms is a very good thing. We host quite a few visitors: the city council and the mayor, etc. come out and we talk to them about what we do. If you come across as genuine, people will be accepting and will become your advocate.

McLaughlin: The number of byproducts from cows: leather, cosmetics, etc. Farm & Food Care Ontario do Breakfast on the Farm to get the urban crowd out. It resonates that message of how people need to see what we're doing.

Baker: When we talk about ESG, the movie combines the E and the S really well. The population gets a bit caught in Environmental, but lose sight of the Social, which is the economics.

Lohuis: Upcycling an acre of corn or soybeans through an animal lets you feed 17 people vs. three. That's pretty powerful. (Editor's note: one acre of corn or soybeans can meet the nutritional needs of three children, but the same acre "upcycled" through cattle can meet those same needs in 17 children.)

Alltech, an LRIC member, is focusing its initial outreach around the film on the agriculture industry and taking requests and proposals for private and industry event screenings. The long-term goal is having the documentary shared on a major streaming service such as Netflix. ■



**firstSTART<sup>®</sup>C 21/19 is specifically formulated for Red Veal applications**



- An economical, consistent source of nutrients to keep calves healthy and putting on pounds.
- firstSTART<sup>®</sup>C milk replacer has excellent palatability and mixing characteristics.
- Most of the protein comes from milk products to more naturally mimic mother's milk.
- Balanced with synthetic amino acids to meet the calves' needs and get them off to a great start.

**GET YOUR CALVES OFF TO THE RIGHT START WITH firstSTART<sup>®</sup>C TODAY!**



**KENPAL FARM PRODUCTS INC.**

Tel 519-228-6444 or 1-800-265-2904

kpalen@kenpal.on.ca • www.kenpal.on.ca



**Leading Dairy Farming with Passion and Purpose**

It's Ontario dairy farmers nature to nourish the animals we care for, the lands and waters we steward, the livelihoods we support, and the communities we feed. For generations, we've proudly produced high-quality milk for everybody.





# Deadstock management options

Rajan Niraula, Engineering Specialist and Amber Langmuir, Engineering Program Coordinator

Ontario Ministry of Agriculture, Food & Agribusiness

In Ontario, deadstock management happens on and off the farm. *Ontario Regulation 106/09 Disposal of Dead Farm Animals* contains information on the options and specific requirements for their disposal.

Improper deadstock disposal poses a threat to the environment and public safety, causes nuisance complaints, and is a provincial offence. An Enforcement Officer from the Ministry of the Environment, Conservation, and Parks (MECP) has the authority to investigate and issue fines for violations under *Ontario Regulation 106/09 Disposal of Dead Farm Animals*.

## Off-farm disposal options: Licensed disposal facility (Approved Renderers) or approved waste disposal site (Landfills)

Delivery to a licensed disposal facility (rendering plant) or an approved waste disposal site (landfill) must occur within 48 hours after animal death if off-farm disposal is the preferred option.

A farmer may transport their own deadstock to an approved disposal site. A permit for transport of dead cattle (including Specified Risk Material) from the Canadian Food Inspection Agency (CFIA, at 1-800-442-2342) is required.

Transportation requires a vehicle that is leakproof, easily cleaned, and decontaminated after use and the animals are kept hidden from public view. Otherwise, only licensed haulers can be used. Visit <https://ontario.ca/page/licensed-deadstock-operators-ontario> to find suitable operations.

Some municipal landfills may accept non-ruminant deadstock. Call the disposal facility prior to arranging transport to ensure they can accept your deadstock.

### Approved Renderers

Atwood Resources: 519-291-0418, [admin.ari@xplornet.com](mailto:admin.ari@xplornet.com)

Darling Ingredients: 1-800-263-0323

### Approved Private Landfills

Waste Management - Twin Creeks Environmental Centre, Watford, ON: 519-849-5810

GFL Moose Creek Landfill: 613-538-2776

Ridge Landfill, Waste Connections of Canada, Blenheim, ON: 519-676-5000

## On-farm disposal options: Requirements

There are several options for on-farm disposal and each option has specific requirements under the regulation (<https://ontario.ca/laws/regulation/090106>). Review the requirements, consider your management practices, and choose the appropriate method for your farm operation.

All deadstock must be disposed of within 48 hours of its death. These timelines may be extended if the deadstock is held for postmortem or loss adjustment.

**Composting** is a common option when the volume of deadstock does not exceed 600 m<sup>3</sup>. Do not place the compost pile on organic soils, porous sandy soils (hydraulic soil group A or AA) or soils with a depth less than 0.9 m to bedrock.

**Burial** is another common option when deadstock does not exceed a weight of 2,500 kg. If burial is used, the lowest point of a burial pit must be at least 0.9 m above the top of the uppermost identified bedrock layer or aquifer.

**A disposal vessel** is a scavenger-proof, leakproof container installed under, partially, or above ground, into which deadstock is placed to decompose. *Ontario Regulation 106/09* limits the volume of the disposal vessels to 10 m<sup>3</sup>.

**Incinerators** in Ontario must have an Environmental Technology Verification (ETV) Certificate or Statement and operate in accordance with the regulation, which includes a maximum weight of 1,000 kg per day.

## Emergency Authorizations

Under the regulation, when emergency conditions exist that make it difficult to dispose of deadstock as specified in the regulation, farm operators may apply for an Emergency Authorization from the Ontario Ministry of Agriculture, Food, and Agribusiness (OMAFRA). The farm operator will request authorization for an alternate or modified method of storage, disposal or management.

## How to apply for an Emergency Authorization

- During normal business hours, contact the Agricultural Information Contact Centre at 1-877-424-1300
- During evenings and weekends, contact the Spills Action Centre at 1-800-268-6060. Staff from OMAFA or MECP will return your call the next business day

Additional information on the requirements of specific disposal methods is available at <https://ontario.ca/page/deadstock-management-farm-animals-ontario>. ■



# 50 Years of Expertise. Stronger Together.

For five decades, we've fueled  
strong starts and thriving farms.

As a proud member of the Gay Lea Foods  
family, we're building a brighter future—  
together.

*Gay Lea*

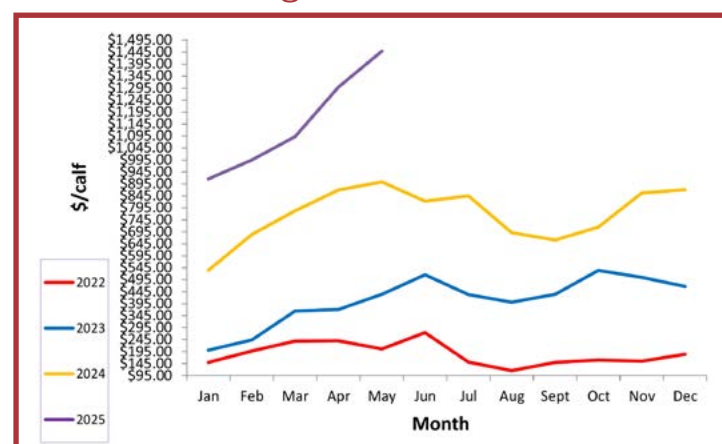




# VEAL MARKET INFORMATION

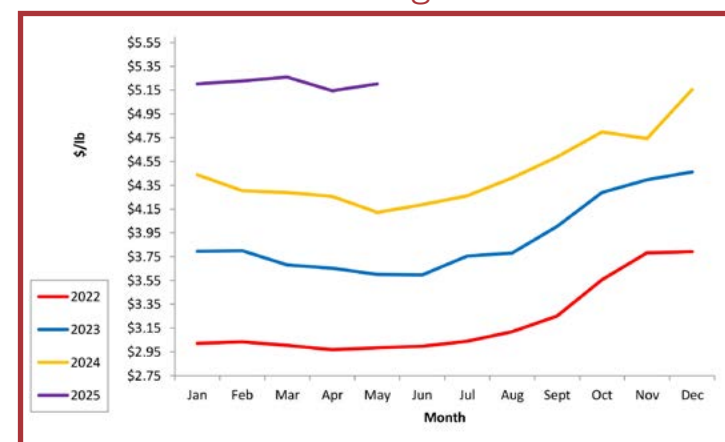
This information is collected from various sources and disseminated by Veal Farmers of Ontario.

## Bob Calf Pricing



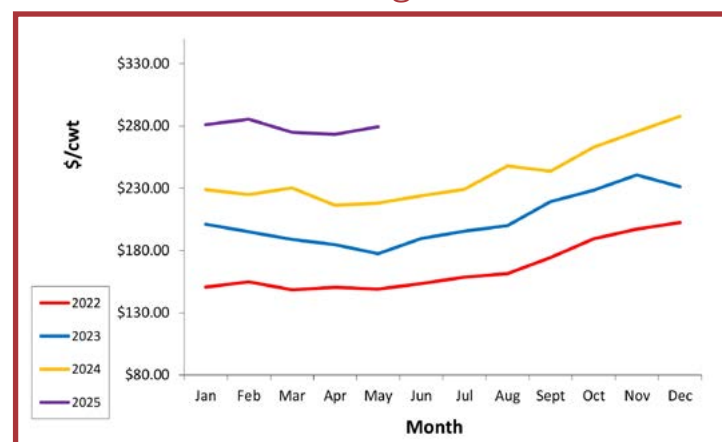
This price range is collected and tabulated from participating sale barns throughout Ontario based on average pricing. This information is used to follow trends.

## 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.

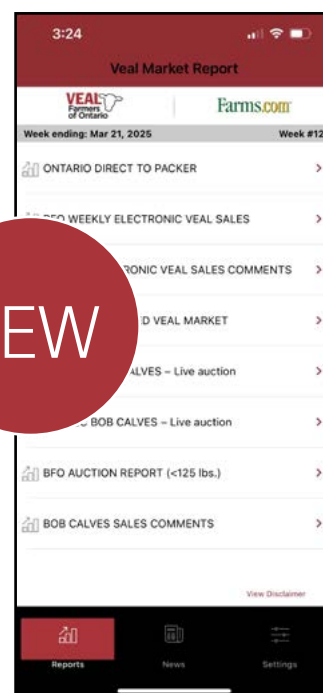
## Sale Barn Veal Pricing



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



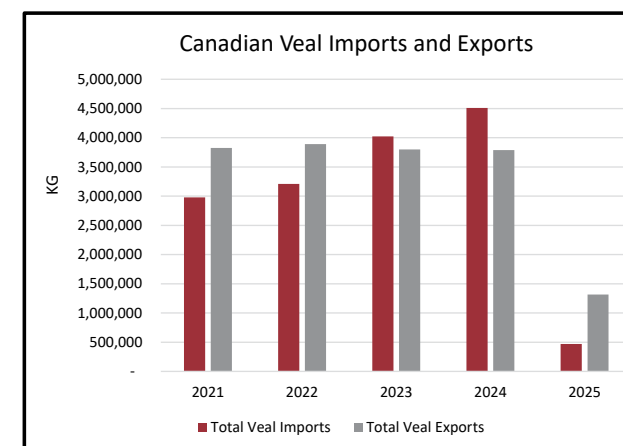
Download the new version of the Veal Market Report App now



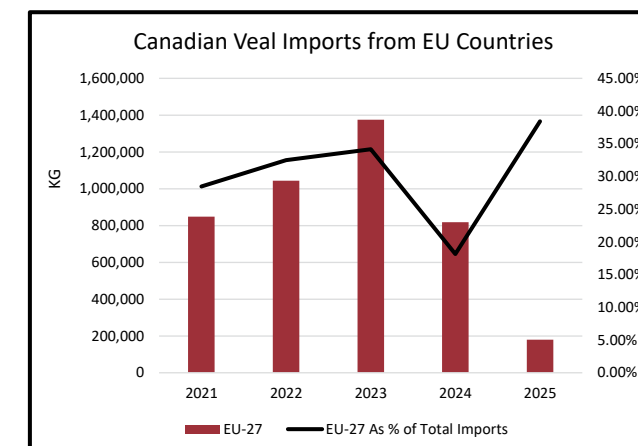
## Veal Trade Tracker

31-Mar-25

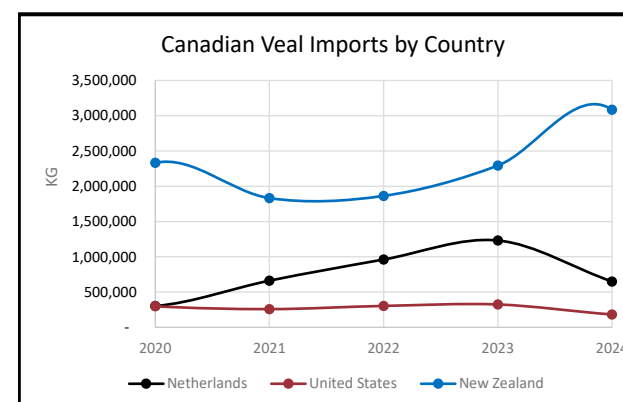
A quarterly snapshot of Canada's veal trade



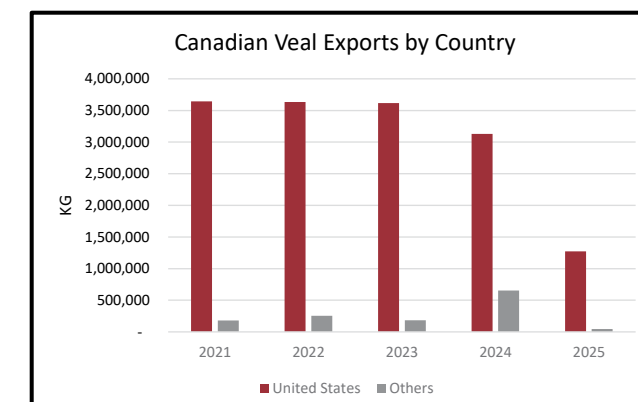
In the later half of 2024 veal imports significantly exceed exports. In 2025, year to date imports (by volume) have risen by 14% compared with this time in 2024, while exports nearly doubled, increasing by 96%.



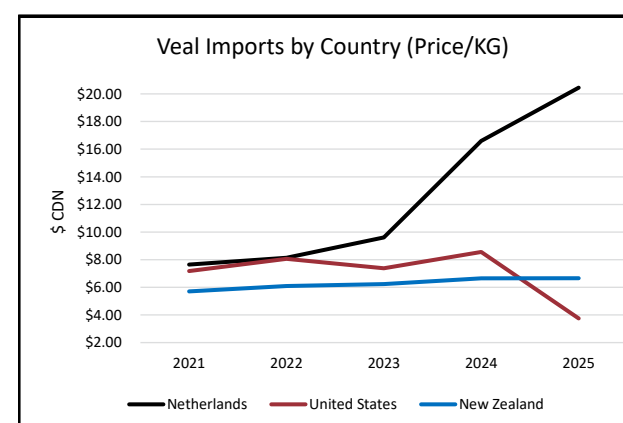
The volume of veal imports from the EU represents 38% of Canada's total veal imports (black line). Imports from the EU fell sharply in 2024 replaced by cheaper cuts from New Zealand, but have since rebounded in early 2025 to previous levels.



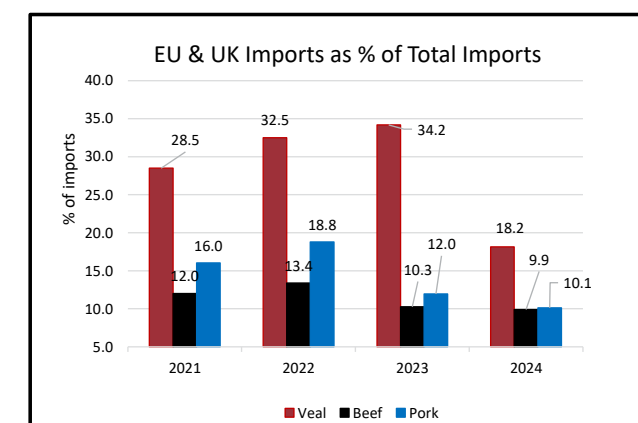
In 2024, imports from the United States were consistent with 2023 levels. Imports from the Netherlands decreased by half compared to 2023. New Zealand's share of Canada's veal imports grew significantly in 2024.



The first quarter of 2025 saw the strongest level of veal exports to the USA in the past decade. This was likely in response to tariffs proposed by the United States that were set to begin on April 2.



The per kilogram price of veal imported from the Netherlands rose significantly again in 2025 and remains higher than other countries. The value of American imports fell considerably in early 2025, while the value of New Zealand imports held relatively steady.



When compared to beef and pork, the share of veal being imported into Canada from the EU and UK is consistently higher. Although 2024 marked a notable decrease in veal imports from the EU and UK.

Data retrieved from AAFC and Statistics Canada, red meat section.



FEATURED VEAL RECIPE

Ontario  
VEAL  
appeal

Grilled Veal Burgers w/ Apple, Brie, and Bacon Jam

Cut: Ground/Minced | Servings: 8 | Prep Time: 45 minutes for the jam | Cook Time: 8 to 10 minutes

Refrigeration Time: 2 to 24 hrs

Ingredients:

**Bacon Jam** (use store bought or make my tasty version below)

- 8 slices bacon, chopped in a rough dice
- 1 medium onion, diced
- 2 cloves garlic, minced
- ½ cup brown sugar
- ½ cup blueberries, fresh or frozen
- 1 oz apple cider vinegar
- ¼ cup water
- To taste salt and pepper

**Veal Burger**

- 2 lbs ground veal
- ¼ cup red onion, diced
- 2 tbsp fresh dill, chopped
- 1 tbsp Dijon mustard
- 1 tbsp prepared horseradish
- to taste salt and pepper

**Garnish**

- 2 to 3 tart apples, sliced
- 8 slices brie cheese
- 1 medium red onion, thinly sliced
- 3 green onions, sliced on the diagonal
- 8 good burger buns, I used brioche buns

Instructions:

**Bacon Jam:**

Pan fry the chopped bacon on medium heat until browning but not crisp. Drain off the fat and set aside. Set bacon on paper towel. Sauté onion in 3 tbsp of the reserved bacon fat over medium heat until caramelized.

Add in the bacon, brown sugar, and blueberries. Continue the sauté until the blueberries begin to break down and the mixture begins to thicken. Add in the Apple Cider Vinegar and about ¼ cup of water.

Continue the cook until the mixture has thickened and smells of bacon and blueberries. This can take anywhere from 20 minutes to an hour depending on the blueberries you use. When you are happy with the thickness add salt and pepper to taste. If you want to cook it down further add a bit more water and then cook til it's where you want it.

For an extra hit of flavour finish with a tablespoon of a good Balsamic Vinegar. Place jam in a jar. Leftovers are great on a veal chop.



**Veal Burger**

Combine all the ingredients in a large bowl and mix well with gloved hands. Using an ice cream scoop, form the mixture into 8 patties. Pack mixture into the scoop and tap to remove any air. Form rough patties and set on a tray. Cover and refrigerate at least 2 hrs or overnight.

Remove the patties from the refrigerator, spray or rub with the oil of your choice, I use duck fat.

Press patties down gently until patty is evenly about ¾” to ½” thick. Press in at the sides if need be.

Patties will cook more evenly if they are evenly thick from side to side. Consider the size of the buns.

Preheat grill to medium and set the patties on the grill. Cook 3 to 4 minutes and then flip patties over.

While patties are cooking, lightly grill 8 slices of apple on both sides.

While the patties continue to cook, spread the bacon jam generously over the bottom of each bun.

Top each patty with a slice of brie and then a slice of the grilled apple. Add a dollop of the jam and then sliced red and green onions.

Add the bun top and enjoy.

Internal temperature should be at least 160°F. ■

Source: Ted Reader BBQ (TedReader.com)



CHAIR

**Philip Kroesbergen**  
Mount Brydges, ON  
226-456-1517

VICE CHAIR

**Dylan Yantzi**  
Tavistock, ON  
226-339-4690

DIRECTORS

**Judy Dirksen**  
Harriston, ON  
519-321-9101

**Aaron Keunen**  
Palmerston, ON  
226-747-8356

**Kurtis Moesker**  
Stratford, ON  
519-276-7314

**Tom Oudshoorn**  
Auburn, ON  
519-955-2937

**Kyle Roes**  
Millbank, ON  
519-404-5133

**Cory Streicher**  
Newton, ON  
519-741-4532

THE  
Connection

130 Malcolm Road, Unit 2  
Guelph, Ontario, N1K 1B1

☎ 519-824-2942  
✉ info@vealfarmers.ca

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 licence fee/check-off is to be collected and remitted by the person purchasing those calves. If you sell your calves to a sales barn, the licence fees/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://agricorp.com> or contact the VFO office.

2025 VFO licence fee remittances

*Ontario Regulation 58/15 Veal Cattle Marketing* 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.

If veal cattle are purchased from a sale barn this does not apply.

Licence fee remittances are due on the 15th of the following month.

Forms 4 and 5 are available on <https://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://agricorp.com> or call 1-888-247-4999 for more information. ■

Coordinates and Staff

**Jennifer Haley**  
Executive Director  
jhaley@vealfarmers.ca

**Kendra Keels**  
Industry Development Director  
kkeels@vealfarmers.ca

**Jennifer Bullock**  
Communications Manager  
jbullock@vealfarmers.ca

**Patrick MacCarthy**  
Policy Advisor  
pmacCarthy@vealfarmers.ca



# THE BIOLOGY OF CONDEMNATIONS WORKSHOP



This workshop is open to producers raising veal and dairy-beef, providing essential insights into organ condemnations and their impact on herd health, feeding efficiency, and overall production.

Each condemned organ is more than a loss—it signals potential health concerns, nutritional gaps, and management inefficiencies that could be limiting animal performance. By understanding what condemnations truly represent, producers can identify preventable diseases, refine feeding strategies, and enhance animal care to ensure optimal growth and market readiness.

## Why attend?

- 1 Understanding the biology of condemnations** – Learn what causes them and how they affect production.
- 2 Organ and whole carcass condemnations** – Recognize their impact on efficiency and herd health.
- 3 Underperforming animals** – Address feeding and management inefficiencies to improve performance.

SAVE  
THE DATE

This workshop equips veal and dairy-beef producers with the knowledge to improve animal health, optimize feeding strategies, and strengthen overall production practices for better results.

Follow us on social and watch for the agenda and registrations details.

## Thursday, November 6, 2025

Tavistock Memorial Hall, Tavistock, Ontario



OntarioVeal



vealfarmers.ca



events@vealfarmers.ca

