

**OUR COMMITMENT**  
to providing a safe and  
wholesome food choice  
through responsible practices.



The Veal Quality Assurance (VQA) Program is a first-of-its-kind certification program created by the veal industry to ensure that, from farm to table, veal products are of the highest quality.

The program includes the commitment and participation of all segments of the veal industry — family veal farmers, local veterinarians, feed companies, animal health suppliers, processors and the American Veal Association. A voluntary, self-regulated program, the program's goals are to:

[ ASSURE THE WELL-BEING  
*of*  
animals and conscientious  
animal husbandry practices ]

[ CREATE A WHOLESOME,  
SAFE SUPPLY  
*of*  
veal for consumers ]

[ ADVOCATE SAFE,  
EFFECTIVE USES  
*of*  
animal health care products ]

The American Veal Association represents veal producers and other related industry suppliers dedicated to setting and maintaining industry standards, promoting safe and conscientious veal calf production and consumer awareness.

For more information about veal, the Veal Quality Assurance Program and the veal industry, contact the American Veal Association or visit the following websites:

The American Veal Association  
[www.vealfarm.com](http://www.vealfarm.com)

The Veal Committee  
[www.veal.org](http://www.veal.org)

Purchase veal online  
[www.vealstore.com](http://www.vealstore.com)

The National Cattleman's Beef Association  
[www.beef.org](http://www.beef.org)

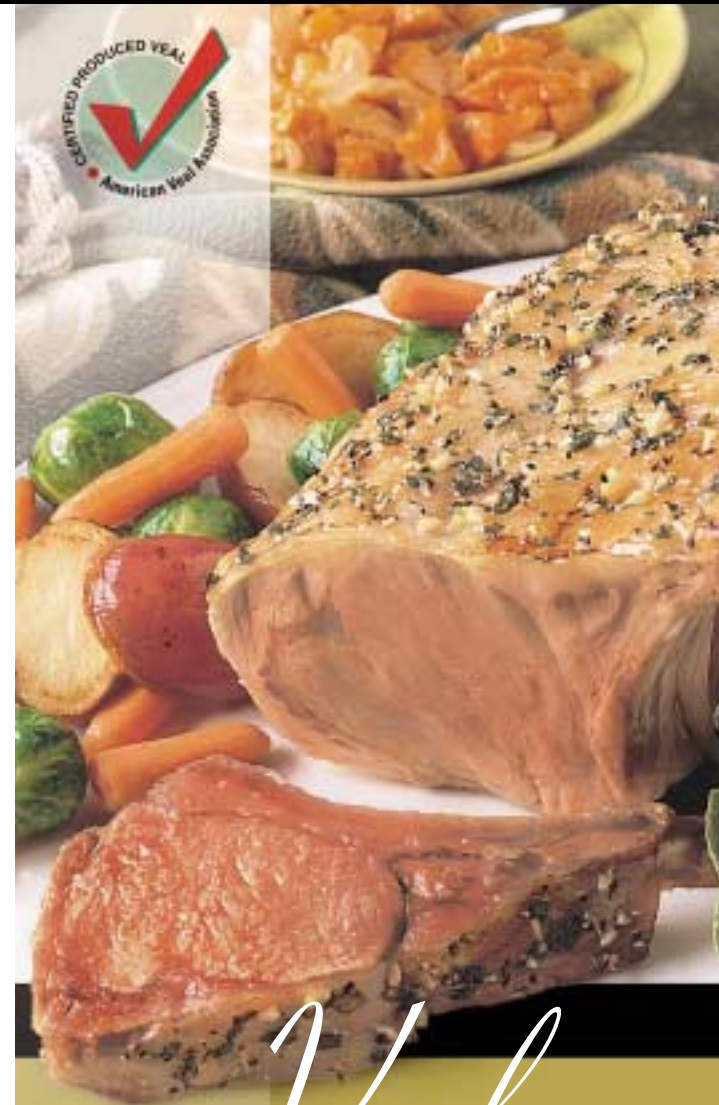
United States Department of Agriculture  
[www.usda.gov](http://www.usda.gov)

Wisconsin Beef Council  
[www.beeftips.com](http://www.beeftips.com)



American Veal Association  
1500 Fulling Mill Road  
Middletown, PA 17057  
717-985-9125  
[www.vealfarm.com](http://www.vealfarm.com)

THE VEAL QUALITY ASSURANCE PROGRAM is funded by America's Veal Producers through the \$1-per-head beef checkoff program.



*Veal*

QUALITY ASSURANCE PROGRAM

Wholesome Quality  
*for*  
Today's Healthy Menu

## Maintaining the highest standards

A multi-level education program, the Veal Quality Assurance (VQA) certification program was developed in cooperation with veterinarians, scientists and animal husbandry experts. The program is based on the highest standards and “best practices” of animal management and food production today.

To become a certified veal producer, farmers who raise and market veal pledge to adhere to 17 quality production guidelines.

Key to becoming certified is for the farmer to establish an ongoing veterinarian relationship. In addition, the farmer must develop a farm plan and self-assessment, attend continuing education programs, maintain extensive inventory and health records and raise calves according to humane and ethical animal management practices.

## Assuring a quality wholesome product

Assuring the highest-quality product does not stop with the veal producer. VQA certification also extends to service representatives (who provide technical assistance in the production and marketing of veal calves) and suppliers (who provide any items used in veal industry such as feeds, nutritional supplements and animal health care items). In fact, certified veal producers must agree to use supplies manufactured and distributed by certified suppliers.

The veal producer, service representative and supplier all adhere to the same quality assurance guidelines and code of conduct, which create consistency in practices and management across the industry. The certification program for all levels includes a recertification process every two years.



## Quality from farm to table

The veal industry is committed to providing veal products of unquestionable wholesomeness, safety and quality. While the Veal Quality Assurance program currently is voluntary, the adoption of the guidelines has been exceptionally widespread among the industry, including processors. In fact, many processors and distributors of veal products now require producers, suppliers and service representatives to be certified, ensuring quality from farm to table.

In addition, veal calves are inspected twice before processing by the USDA. Federally inspected meat plants are subject to the Humane Slaughter Act, which is enforced by USDA inspectors who are in meat packing plants during every minute of operation. Inspectors also look for signs of disease and other food safety concerns. If visual inspection shows a potential problem, the meat is held and tested. If these tests show violations for residue, the meat never reaches the food supply.



## Food safety and quality at home

The veal industry takes great pride in ensuring that fresh veal reaches food preparers and retailers safely. Through a variety of public education programs, the American Veal Association is also committed to increasing awareness of proper handling and preparation of veal at home and within the food service industry. By following simple food safety practices, everyone can help ensure food safety and quality.

- Veal should be stored in the refrigerator immediately upon receipt or frozen for longer-term storage.
- Always thaw veal in the refrigerator.
- Always wash your hands before and after handling veal or other meats. Use clean utensils and surfaces.
- Cook veal according to directions and recipe. Fresh veal stored in the refrigerator should be used within 1 to 2 days. Frozen veal should be used within 6 to 9 months. Leftover cooked veal should be used within 1 to 2 days.
- Always keep cooked foods separate from uncooked foods. Never use the same utensils or dishes for both.

## [ The Veal Quality Assurance Seal.



Assuring the quality of one of the most wholesome, safest and nutrient-rich meat products on the market today — VEAL. ]

