OVERVIEW OF THE ONTARIO VEAL INDUSTRY
**What is Veal?**

- Dairy cows need to give birth in order to produce milk. The resulting heifer or female calves are raised to have calves of their own and produce milk.
- The bull or male calves don’t produce milk, so they are raised for meat instead.
What is Veal?

- Two types of veal raised in Ontario: Grain-Fed & Milk-Fed
- Milk-fed veal is marketed around 5 months & weighs about 500 lbs
- Grain-fed veal is marketed around 7 months at approx. 700 lbs
Understanding the Market

• In 2010, Canada produced approximately 310,000 grain and milk-fed veal.

• National farm gate value was estimated to have exceeded $225 million.

• Approximately 70% of Canadian veal is produced in Quebec, which has approximately 400 veal producers. Ontario reports approximately 300 veal producers.
In 2014, there were 51,076 head of veal shipped in Ontario to both Federal and Provincial processing facilities. (2013- 58,936 head & 2012- 60,293 head)

Recent loss of a federal veal plant located in Ontario has reduced the processing capacity in Ontario.
There are several factors that affect the price of bob calves and finished veal including:

- Time of year of sale: Easter affects the veal market due to the lack of cooler space at the processor because lambs and goats take priority.
- Dairy beef market in Ontario is growing, so there is a competition for bob calves.
- Some of what we experience here in Ontario is driven by what happens in the US.
UNDERSTANDING THE VEAL MARKET

- Demand remains steady for protein.
- Basic supply and demand. Consumers have not stopped buying meat, and they are willing to pay.
- This creates strong veal prices which creates strong bob calf pricing. Finished veal prices are at an all time high.
- Corn is affordable.
- Bob calf prices are high.
**Why is RMP Important?**

- RMP keeps farmers farming and continuing to provide local healthy food when market cycles are on a down turn. Then when market cycles are good again, farmers are still there to continue.

- When markets are good, producers are encouraged to make investments that help support the entire Ontario economy.
RMP is the single most important action the government can take to support the rural economy. Agriculture is a big driver in the growth and economy of the province.
QUESTIONS?

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