

OVERVIEW OF THE ONTARIO VEAL INDUSTRY



VEAL 
Farmers
of Ontario

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



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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.



UNDERSTANDING THE MARKET

- 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.



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UNDERSTANDING THE MARKET

- 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.



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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.



WHY IS RMP IMPORTANT?

- 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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