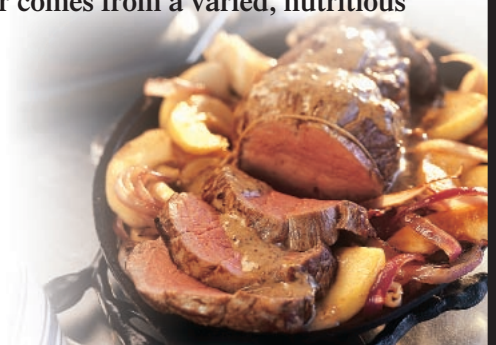


Why Chefs Now Demand Rose-Colored Veal!

Rose veal is the best veal. Almost daily, a new chef discovers that what he had previously thought about veal color was wrong. Rose veal is the best veal, not white veal. The natural rose color comes from a varied, nutritious diet, including grains, which give the meat a more robust flavor for two reasons:

- First, grains give the meat subtle marbling that infuses the meat with flavor and tenderness that veal is known for.
- Second, grain-fed veal contains more iron and other minerals which add to the delicious flavor and the animals health.



Le Québécois is the first veal program to combine USDA approved All Natural status, humane animal husbandry, full traceability, and sustainable farming practices.

*No Added Growth Hormones • No Added Antibiotics
Fed Natural Diet • Humanely Raised*

Le Québécois veal prices are more stable. Here's why:

Grain-fed calves have better nutrition and living conditions so they are healthier.

- Therefore, grain-fed calves don't need the costly antibiotics that milk-fed calves do.
- Similarly, grain-fed veal barns do not need to be overheated and overcooled, as milk-fed veal barns do. Energy prices are high and heating/cooling large milk-fed veal barns requires large amounts of costly energy.
- As each formula-fed veal calf consumes over 600 pounds of the milk powder used to make formula during its 20-week growth cycle, incremental dairy commodity price increases can lead to significant production cost increases. Dairy prices have been climbing steadily.
- The grain-fed veal market in Québec is somewhat insulated from veal commodity market fluctuations, principally because grain-fed veal growers are unified and believe that price stability leads to long-term market expansion.

Contact us! **Your Company Info Here**