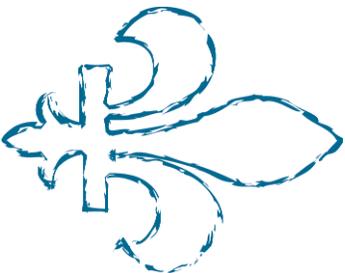


Available Items:

6-bone Chop Ready Rack	Porterhouse Chops, 16oz.
Chops, 16oz.	Chops French-to-Eye, 12-14oz.
0x0 Striploins	Leg Slice, 4oz.
Hindshank Osso Buco, 2 & 3 inch	Foreshank Osso Buco, 2 & 3 inch
Cheek Meat	Top Round Peeled & Cleaned



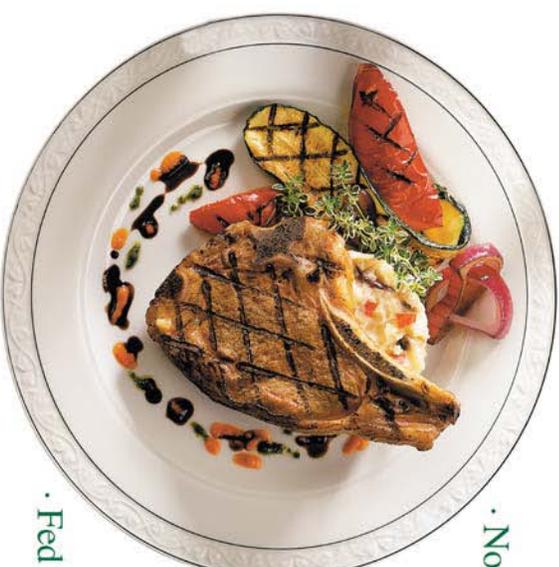

**Quebec Certified
Grain-Fed Veal**

Le Québécois is Available From:

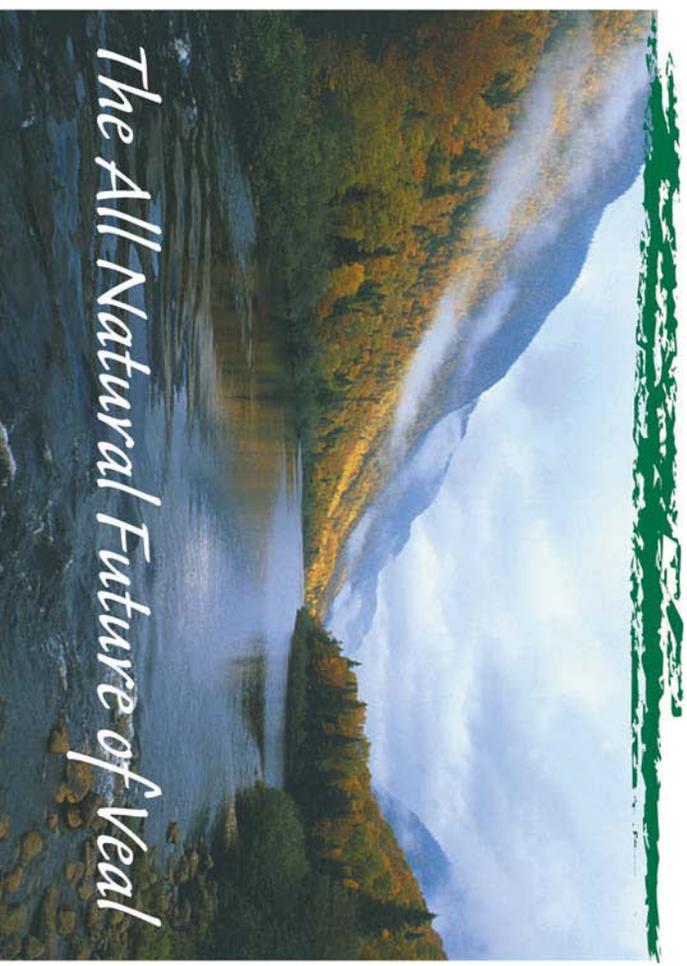
MARX
I M P O R T S

Phone: (800) 459-7349
Email: sales@marximports.com
Website: www.marximports.com


LE QUÉBÉCOIS[®]
Québec Certified Grain-fed Veal



- No Added Growth Hormones
- No Added Antibiotics
- Humanely Raised
- Fed Natural Diet



The All Natural Future of Veal

Natural

- Fed a natural diet
- No Artificial Hormones
- No Antibiotics

Traceability

Humane Treatment

Raised by family farmers

Sustainable farming

Product List

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Sustainable Agriculture involves...

...the successful management of agricultural resources to satisfy human needs while maintaining or enhancing environmental quality and conserving natural resources for future generations.

Le Québécois Veal farmers are committed...

...to sustainably managing the soil and water upon which their livelihood depends. The small farming families that raise Le Québécois calves depend on the land that they are intimately connected to.

Québec's Environment Ministry...

...takes environmental responsibility very seriously through strict laws and regulations such as the Environmental Quality Act. The Le Québécois Veal program also adheres to the strict regulations of the Environment Ministry as well as the guidelines of the Food and Agriculture Organization of the United Nations (FAO).

Strict regulations are followed...

...to maintain responsible ecological practices regarding livestock husbandry, soil and water management, waste management, and the elimination of chemical and mineral surpluses. Le Québécois farmers adhere to stringent government regulations that prevent animal waste from contaminating ground water or the local ecosystem.



For more information visit www.grainveal.com!

Le Québécois at a glance

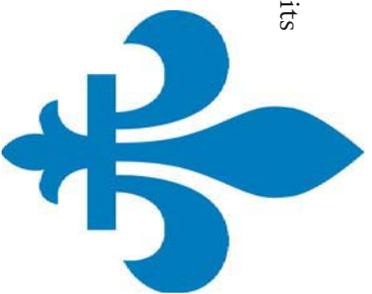
A Natural Depth of Flavor

Le Québécois is:

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

Community of Farmers

Le Québécois All Natural Veal comes from a community of family-owned farms that share a common goal of creating the world's finest veal. Le Québécois farmers adhere to one of the strictest quality-control codes in the world and utilize the latest technological advances while adhering to thoughtful and time-honored production principles. The Le Québécois farming community has established the first veal program of its kind in North America.



The Montérégie Region of Quebec

The Montérégie region is the agricultural heart of Québec and a beautiful region of farms and foothills. In this rural setting the farmers of Le Québécois produce the finest quality veal ever tasted. Until recently, Le Québécois veal was only available in the small consumer market of Eastern Canada. Now under a united brand and marketing program these farmers can provide this same extraordinary product to the United States market.



What gives Le Québécois its delicious taste?

The taste comes from what the calves are fed.

Corn and Whole grains

The calves eat corn and a variety of other grain supplements giving Le Québécois Veal a pure and natural taste - the way veal was meant to taste.

Milk

The Le Québécois diet includes an enriched formula of milk, vitamins and minerals. During the first stage of their growth cycle.

Unlimited Fresh Water

Le Québécois calves have access to unlimited pure fresh water.

No Artificial Hormones

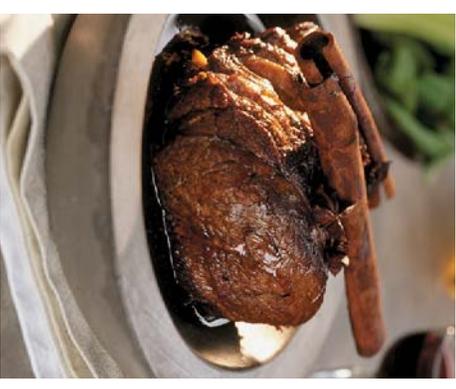
Le Québécois calves are never given artificial hormones.

No Antibiotics

Antibiotics are never used as a growth or preventative tool.

No Ruminant Proteins

Le Québécois calves are never fed ruminant proteins.



Milk, fresh water, corn, and other grains provide the vitamins and minerals necessary for health and growth.

The Le Québécois Veal traceability program tracks each calf's movement from birth at the dairy to the retailer or restaurant.

From the Farm to the Table

Calves wear an electronic button and a bar-coded ear tag from birth through all stages of production. The animal's identification number corresponds to the final boxed product.

Ensuring Quality

Traceability technology allows Le Québécois' producers to monitor the movement of its products up or down the production and distribution network. The goal of traceability is to provide its customers with confidence and to ensure that the veal is of the highest quality.



Agri-Traceabilité Québec

Agri-Traceabilité Québec is an agency funded by the Québec government to ensure that tracking standards and protocol are followed. This agency oversees the use of computer technology and bar-coding to ensure complete tracking accuracy.



Le Québécois Farmers follow the European Model

THE FIVE FREEDOMS

1. Freedom from Hunger & Thirst

Le Québécois calves eat well! Their diet consists of natural foods that promote growth, strength, and good health. The mixture of corn, other healthy grains, milk, and unlimited fresh water promotes natural digestion and ruminant behavior.

2. Freedom from Discomfort

Le Québécois calves socialize with adequate space, move freely, and groom themselves in their multi-animal corrals. Le Québécois barns provide constant air circulation while maintaining a comfortable temperature. The barns utilize natural sunlight through large windows, a feature that promotes natural behavior and well-being.

3. Freedom from Pain, Injury, & Disease

Le Québécois farmers make stress-minimization their top priority by adhering to a strict production and welfare code. Le Québécois barns and feeding programs are meticulously designed to diminish stress and discomfort for the calves.

4. Freedom to Express Normal Behavior

The Le Québécois feeding program allows calves to naturally develop their rumen and express their natural chewing instinct. The multi-calf corrals allow for social interaction, and freedom of movement.

5. Freedom from Fear & Distress

The Le Québécois Veal program meets the handling and welfare requirements of the Food and Agriculture Organization of the United Nations (FAO) and the World Organization for Animal Health (OIE). Those requirements provide the protocol for humane conduct that promotes the safety, health, and well-being of our calves at every point of the growth cycle.