



ALL NATURAL GRAIN-FED VEAL



The Benefits of All Natural Grain-Fed Veal

FLAVOR. Consumers love Catelli Brothers Canadian farm-raised grain-fed veal foremost because of its flavor. Calves are raised on a natural diet of corn, whole grains and milk-formula. The grains give meat subtle marbling filling the entire cut with buttery flavor while maintaining tenderness and juiciness. In accordance with USDA, FDA and CFIA standards, grain-fed calves are never given growth hormones and do not need preventative antibiotics.

COLOR. The fresh red/pink color means there is plenty of iron and other nutrients in this lean, high protein meat. Catelli Brothers grain-fed veal looks good and is good for you. Plus its menu applications are unlimited.

PRICE STABILITY. With a constant supply from Canada, the grain-fed veal market is more stable and comparatively insulated from veal market fluctuations. You can pretty much predict prices in the near term. And the production costs are lower than milk-fed.

MARGINS. Grain-fed veal prices are highly competitive in a stable market and that gives you plenty of room for greater margins.

What You Can Expect from Catelli Brothers Halal-Certified Grain-Fed Veal

HUMANELY RAISED CALVES. Grain-fed veal calves are raised in multi-animal pens (group housing) with excellent air circulation, natural sunlight and temperature control. They receive gentle handling, proper nutrition and are carefully monitored by veterinarians. Our calves have the freedom of movement that stimulates natural growth.

HALAL-CERTIFIED. Catelli Brothers grain-fed veal calves have been raised and processed strictly according to the guidelines permissible under Islamic law.

TRACEABILITY. All production is monitored throughout our integrated supply chain. We follow cattle movements from farm of origin to final destination, including 24/7 third party remote video surveillance and auditing of handling and processing procedures. Catelli Brothers was the first veal plant in the U.S. to use this technology, developed in cooperation with Dr. Temple Grandin, world-recognized humane animal handling authority.

SUSTAINABILITY. We maintain and promote ecological practices regarding livestock husbandry, soil and water management, waste management, and elimination of chemicals and mineral surpluses. We understand that the most efficient use of non-renewable resources helps maintain the economic viability of the world's farms and ranches and helps preserve our environment.

For more information contact your Sales Representative at 856-869-9293.

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For veal and lamb recipes visit **CatelliBrothers.com**



A Tradition of Quality Veal & Lamb Products