



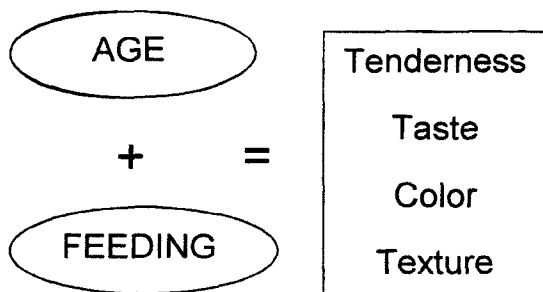
Berry Veal

BUONGUSTO

*Veal Classification.
Three different choices
for your customers.*

The meat that comes from cattle under the age of 9 months is often described generically by the word "veal". That can be misleading. It is important to realize that --- within that age group --- there are three different classifications. These characteristics are based on:

- the age of the animal at the time it is marketed and
- the way the animal was fed



Because age and feeding affect the tenderness, taste, color, and texture of the meat, they will determine the way your customers select and use it.



The first classification of veal is called:

Bob Veal

The youngest of all types of veal, bob veal, are usually harvested when less than 150 pounds. It is light pink in color and has a slightly soft texture.

Bob veal works best when it is fabricated into cutlets, cubes for stew or processed into veal patties or breaded veal cutlets. This is a profitable item when merchandised correctly.

Berry Veal



Special Fed Veal

Special fed veal is the second classification of veal. It is raised on a nutritionally complete diet until the animal is between 350 and 400 pounds. The result is meat with a firm, smooth, velvety texture and the traditional light pink color of veal.

Most customers think of the light taste and texture of special fed veal when purchasing chops, cutlets or roasts.

SPECIAL FED DIET: THE FACTS

Special fed, milk fed and formula fed are names given to nutritionally balanced milk or soy-based diets received by many veal calves today. These diets contain iron and 40 other essential nutrients including amino acids, carbohydrates, fats, minerals and vitamins.

Calf

Lastly there is the classification of calf or grain fed. Calves are marketed when they are older -- between 5 and 9 months of age and 400 to 750 pounds. Their diet usually includes grain and hay. The age and diet of the animal give the meat a deeper red color, and some additional marbling and outside (external) fat may be present.

Marketable uses of calf veal include ground veal, cubes for stew and breaded cutlets.

