



Overview of Revised Ontario Veal Proposal for Marketing Board Status

After evaluation of the various needs of the industry, the Ontario Veal Association would like pursue marketing board status under the Farm Products Marketing Act (FPMA). Below is a summary of the key components of the proposal.

Defined Product to be Marketed:

- A veal calf is defined as a bovine animal that is raised for the intended production of veal meat, with a maximum hot carcass weight of 180kg or 396lbs with the hide off. Included in this definition:
 - Grain-fed veal calves are weaned from whole milk or milk replacer at about 6 weeks old and fed a grain based diet (usually whole corn) and concentrate until the calves reach market weight.
 - Milk-fed veal calves are fed a milk based diet consisting of whole milk or milk replacer until calves reach market weight.
 - Bob calves are otherwise known as newborn dairy or dairy crossbred calves.
 - Precons or started calves are otherwise known as calves that have been weaned from milk and started on a veal grower ration.

Definition of a Producer:

- A veal producer is actively engaged in the production of grain fed and/or milk fed veal in Ontario. A veal producer owns the calves in question and is engaged in the management decisions and actual production of the calves. This may include:
 - Raising a veal calf from a pre-weaned stage to a pre-conditioned (weaned) stage.
 - Raising the calf from a pre-conditioned stage to market weight.
 - Raising the calf from a pre-weaned stage to a market weight.
 - There will be no exemptions granted.
- A veal producer can also be a person who is under contract to raise veal calves but they do not own the calves. This is referred to as a contracted veal producer and therefore does not hold any voting privileges, but can participate on the Veal Advisory Committee.

Governance:

- The board shall consist of eight directors, elected on a two year term. Initially the board would be elected at large from among all those who attend the Annual General Meeting.

Collection of Check Off fees:

- The proposed Ontario Veal marketing board would seek the authority to collect check-off fees on all veal calves sold in Ontario.
 - This would include all veal calves sold by Ontario producers even if sent out of province.
- Producers, sales barns, dealers and processors would be required to become licensed.
 - There would be no fee associated with this license.
- The marketing fee (check-off) would be collected by producers, sales barns, dealers and processors and remitted to Ontario Veal monthly.
 - A seven day dealer exemption would be provided in the case of dealers re-selling calves (as outlined in the BCMA).
 - Processors, dealers, producers and sales barns would be required to remit list of producer names, addresses and contact information to correspond to the deducted check-off.
- Fees would be based on a per head basis.
 - Check-off is proposed to be \$3.00/head.

Ontario Veal Strategic Plan Overview

Mission

The Ontario Veal Association is a producer organization dedicated to promoting and enhancing a viable and competitive Ontario veal industry through innovation, marketing, advocacy, and education.

Vision

To represent Ontario's veal producers as a progressive and dynamic organization that is dedicated to strategically and effectively addressing the needs of the industry through a responsible regulatory marketing system.

Strategic Plan and Long Term Goals:

Consumer Marketing

- Through promotion, increase awareness and demand for veal.
- Increase value chain knowledge about the benefits of veal through education.
- Create new opportunities for veal consumption through innovation.
- Collaborate with industry partners on marketing initiatives.

Example of Initiatives to Support this Direction:

- Targeted consumer marketing and promotions campaign aimed at increasing the demand for Ontario veal. This could include advertising, recipe cards, advertorials, public relations and communication initiatives.
- Developing educational materials for retailers and foodservice operators in order to encourage increased sales of Ontario veal.
- Work with industry partners (eg. processors or retailers) on product development, co-promotions.

Organizational Development

- Obtain marketing board regulations under the Farm Products Marketing Act.
- Ensure the OVA has a robust membership with a database that reflects current and accurate information.
- Ensure that the OVA Board of Directors and staff are aware of proper governance policies and procedures and that the Board is representative of the membership.
- Ensure that the OVA has the financial resources necessary to operate the association and engage in activities on behalf of its members.

Example of Initiatives to Support this Direction:

- Annual Board of Director training and orientation programs.
- Review of policies, procedures, strategic plan and other board governance materials.
- Develop financial policies to ensure the long-term well-being of the organization.
- Develop financial reporting tools to ensure Board has correct information in a timely manner.

Producer Programs

- Develop, deliver and support programs and services that will assist the veal producer in the production of consistent, quality veal.
- Provide educational resources and information to the veal industry to address production related issues.
- Collaborate with producers and information to the veal industry to address production related issues.
- Collaborate with producers and industry partners to address the needs of the veal producer and provide direct benefit at the farm level.

Example of Initiatives to Support this Decision:

- Organize producer workshops and education programs such as quality assurance programs, and cost of production management.
- Implementation and ongoing monitoring of on-farm food safety programs and best management practices.

Industry Development

- Represent the veal industry on issues impacting veal production.
- Collaborate with industry partners to further the needs of the veal, livestock and agricultural industries.
- Develop programs that will address the viability and sustainability of veal production in Ontario.
- Improve veal production and processes through research, special projects and technology transfer.

Example of Initiatives to Support this Direction:

- Work with other livestock commodity organization on projects of mutual benefit such as biosecurity programs, livestock medicines education.
- Work with the University of Guelph (and other research partners) to research feed efficiency issues to lower cost of production, carcass conformation and finish and in turn communicate the results to producers to effect change and/or adoption.

Communications and Public Relations

- Ensure that the OVA has consistent and timely communications across all of its programs and activities.
- Engage veal producers and industry stakeholders through effective internal and external communications using various tools and mediums.
- Advocate a positive image for veal production to industry stakeholder and the general public.

Example of Initiatives to Support this Direction:

- Respond to consumer and producer requests for information.
- Produce and distribute The Alliance magazine.
- Ensure veal producers are able to provide feedback and suggestions to the organization through annual review.
- Use various communication tools such as email, internet and printed materials to ensure veal producers are aware of what the organization is doing on their behalf.

Advocacy and Industry Relations

- Develop long-term industry partnerships and relations with key audiences and stakeholders.
- Ensure effective issue based lobbying on behalf of the veal industry to all levels of government.
- Develop policies and positions on behalf of the industry based on the primary needs of the veal producer.

Example of Initiatives to Support this Direction:

- Communicate and liaise with government representatives on veal issues.
- Respond to proposed government policies with representation on how this might benefit or impact the veal sector.
- Collaborate with Canadian Veal Association to ensure federal veal issues are addressed.