

## What is Special-fed veal?

Special-fed veal was originally developed in Holland. The term Special-fed is commonly used in reference to dairy veal calves that are fed a “special” milk-replacer formula. This formula is typically whey-protein based and is nutritionally designed to produce creamy white to pale pink meat. Three other categories of veal are Bob, Grain-fed, and Pasture raised.

Special-fed calves are mostly Holstein calves, America’s predominant dairy breed. Milk production requires that dairy cows calve yearly; heifers re-enter the herd as milking cows. Bull calves, true by-product of the dairy industry, have become synonymous with special-fed veal since the early 1950s.

Nutritional Comparison PER 100 GRAMS	Formula Fed Veal Rib Chop Lean*	Pork Loin Center Rib Lean*	Beef Ribeye Choice Lean*
Total Fat Grams	4.03	6.48	8.3
Total Saturated Fat Grams	1.69	2.24	3.23
Cholesterol mg	82.7	55	59
Sodium (Na) mg	63.7	45	63
Iron (Fe) mg	0.41	0.77	2.18

\* USDA National Nutrient Database for Standard Reference

## What is Strauss® Group Raised, Special-fed veal?

Group raising was developed in Europe in the early 1990s after crate-raised and tethered veal was banned due to animal welfare concerns. Group raising allows freedom of movement and the ability to develop instinctual socialization and herding behaviors. We believe a tether free, group raised environment drastically reduces stress on the calves and improves their overall health.

The American Veal Association has voluntarily chosen to have all Special-fed veal calves in a group raised environment by 2017. As of December 31, 2008, 100% of Strauss® Brands Special-fed veal will be tether-free and group raised, a full nine years ahead of the industry deadline.

## What is the diet of Strauss® Group Raised Special-fed calves?

Strauss® Group Raised Special-fed calves receive the same milk-replacer formula as conventionally raised Special-fed veal.

## What are the characteristics of Strauss® Group Raised veal?

For decades, Strauss® Special-fed veal has been celebrated for its tenderness and exceptionally mild flavor, providing professional and home chefs with the perfect item to showcase favorite veal dishes. There is no discernable meat quality difference between conventionally raised and group raised, Special-fed veal.

## How old are veal calves when market ready?

Group raised calves are market ready at 400-500 pounds or when they are approximately 5 months old. A quick comparison with other proteins that Americans typically eat shows that special-fed veal is one of the most mature proteins when market ready: **Chicken**-5 weeks, **Turkey**-16 weeks, **Pork**-5 months, **Special-fed veal**-5 months, and **Beef**-18 months.

# Special-fed. Now Even Better.



Our grandfather, Milton Strauss, started Strauss Brothers Packing as a local meat company in Milwaukee, WI, in 1937. Over seventy years and three generations later, our family is proud of our continued tradition of delivering the highest quality veal and lamb products to wholesalers, retailers, and consumers across the nation. That commitment to excellence also means

raising our calves in the most respectful and compassionate manner possible. We believe that by doing what is right for our calves, we are also doing what is right for our customers.

Randy and Tim Strauss