



# NO MORE CHAINS

100% Tether-Free & Group Raised Veal  
as of December 31, 2008.





Old Way: Tethered and Crated calf



Strauss Group Raised Alternative

## VEAL'S NEW DIRECTION®

Strauss® Brands is committed to improving animal welfare. We were the first veal packer in the U.S. to raise 100% of our Special-fed veal calves in a tether-free, group-raised environment. We believe that, by improving the raising conditions for our livestock, we are also improving our product for our customers and for yours.

**What does '100% Tether-Free and Group Raised' mean?** Our calves are never tethered or chained. Instead, they enjoy freedom of movement while being raised within a group. By removing the chains and providing increased mobility, we are able to dramatically improve overall calf health and comfort.

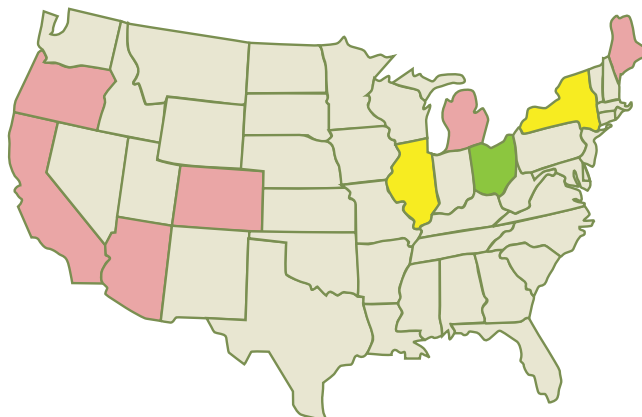
**How is this different from the veal you are used to?** Strauss® Group Raised veal is the same delicious, delicate veal you have served for years, but now, it is raised in a kinder, tether-free and group-raised environment.

**Why should you purchase Strauss® Group Raised veal?** Grow your veal sales. Customers are passionate about the food they eat. They want to know that it was raised humanely by caring farmers. Strauss® Group Raised veal gives consumers peace of mind and removes their previous purchase objections. Grow your veal sales by promoting your commitment to humanely raised veal - Strauss® Group Raised veal.

**How can you let your customers know you offer humanely raised veal?** Proudly identify "Strauss® Group Raised veal" on your menus and retail packages. Ask your sales representative for further information on free marketing materials that Strauss® Brands offers: wait staff training tools, customized table tents, signage, retail POS materials and more.

# Break the Chain

Opposite: Photo of actual chains once used to tether veal calves in crates. Strauss® Brands is the only veal packer in the U.S. committed to raising calves 100% Tether-Free.



Consumers across the nation are supporting legislation to legally prohibit the raising of veal calves in crates.

Break the chain and begin to re-capture lost veal sales by exclusively serving Strauss® Brands veal.

- States that have voluntarily or legislatively resolved to ban the practice of raising veal in crates.
- Animal Compassion task-force established
- States where action is pending