



GRAIN-FED VEAL

Overview

Services for producers

Marketing

Les Producteurs
de bovins du
Québec

bovin.qc.ca



Overview



The grain-fed veal sector is a group within Les Producteurs de bovins du Québec (PBQ). It plays a central role in defending producers' interests. Under the *Plan conjoint des producteurs de bovins du Québec* (Quebec cattle producers' joint plan), the sector created a sales agency that ensures its products are marketed in an effective and orderly way. This gives all producers and buyers access to the grain-fed veal market under the same conditions.

The sector has also implemented production volume control mechanisms to ensure the market has a regular supply.

There is also a marketing committee made up of producers from all regions of Quebec where grain-fed veal is produced. It monitors the functioning of the sales agency and adopts the strategic directions set by the sector.

Services open to all producers

Marketing: The sector negotiates and enforces the marketing agreement with buyers. This agreement sets out fair conditions for all producers and guarantees that calves are always sold. It also inspects slaughterhouses to ensure the rules are being followed (e.g., carcass trimming, weighing, grading).

Research and development: The creation of a research fund has provided money for various projects that benefit the whole sector. In recent years, efforts have been concentrated on carcass quality and calf diets.



Training: You have access to webinars and factsheets on topics ranging from on-farm biosecurity to managing employees to water quality. The sector also helps organize the *Journée INPACQ veaux de grain*, a forum that fosters knowledge transfer and the sharing of best practices. These training opportunities for producers are also part of the continuous training for Verified Veal and Quebec Grain-Fed Veal certification.



Promotion: Quebec Veal is the only meat of its kind in the world, and the sector works hard to get the word out to consumers! The promotional fund enhances the visibility of veal during the most strategic periods of the year, which helps move more products.

Payment guarantee: What if a buyer fails to pay? This self-insurance program guarantees that producers in the grain-fed veal sector receive payment for all animals they sell in accordance with the regulation.

Media: From the weekly newsletter (*VG Hebdo*) to the technical feature (*Bovins du Québec*) to the website, the media developed by the PBQ are your go-to place for production-related info, training opportunities, and industry-related events.

To check out all the services and reference tools on offer, visit:
<https://cutt.ly/grain-fed-veal>.

How do I sell my livestock?



GRAIN-FED VEAL PRODUCERS



SALES AGENCY
Sales take place each week



BUYERS / SLAUGHTERHOUSES

Follow the markets up close

Use [Price-info](#) to stay up to date on the price of dairy calves sold on the markets. Don't want to miss anything? Register on the extranet site for access to analyses, decision-making tools, and all kinds of useful information for producers.

Contact the sales agency:
1-866-977-8328
agencevg@upa.qc.ca



Going further, together

50 years after its founding, the PBQ is still going strong—thanks to the collective efforts of its members.

By getting involved in the PBQ, you get the chance to:

- Voice your views on local and national issues
- Take part in decisions that affect the organization and the sector
- Help set strategic directions for the sector and the industry
- Meet passionate producers like you

Contact your regional syndicate to take part in an activity near you

bovin.qc.ca/en/contact-us/

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