



# MILK-FED VEAL

Overview

Services for producers

Marketing

Les Producteurs  
de bovins du  
Québec

[bovin.qc.ca](http://bovin.qc.ca)



# Overview



The milk-fed veal sector is a group within Les Producteurs de bovins du Québec (PBQ). It plays a central role in the production and marketing of milk-fed veal. The sector is mostly vertically integrated and encompasses three business models: corporate farms owned by integrators, producers who raise calves on contract, and independent producers.

The adoption of the *Plan conjoint des producteurs de bovins du Québec* (Quebec cattle producers' joint plan) enabled milk-fed veal producers to create a sales agency that offers various services. These include managing reference volumes, monitoring the market, developing management assistance tools for producers, and implementing the sector-wide strategic plan and research projects.

There is also a marketing committee made up of producers from all regions of Quebec where milk-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

**Market updates:** 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.



**Research and development:** The creation of a research fund has provided money for various projects that benefit the whole sector. Recent efforts have focused on the problem of abomasal lesions in milk-fed calves.

The sector is also taking part in Quebec's first-ever veal industry life cycle analysis. This broad environmental scan will enable us to take a first stock of the situation in order to identify best practices used by producers as well as areas for future improvement.



**Quality program:** In addition to the information and reference documents available on the PBQ website, the sector offers a coaching service to help you through the Verified Veal certification process. Verified Veal is a Canadian program that milk-fed veal producers can participate in voluntarily, enabling them to assure consumers that they produce quality meat in a responsible manner: <https://cutt.ly/certifications-veau>.

**Training:** You have access to webinars and factsheets on topics ranging from on-farm biosecurity to managing employees to water quality. These training opportunities for producers are also part of the continuous training for Verified Veal certification.

**Media:** From the weekly newsletter (*VL 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/milk-fed-veal>.

# How do I sell my livestock?



When it comes to milk-fed calves marketing, weekly production volumes are tightly managed. This makes it possible to respond appropriately to market needs.

The slaughter location and date of each milk-fed calf is established upon its entry to the feedlot, making marketing orderly and efficient.

**MILK-FED VEAL PRODUCERS**



**BUYERS/SLAUGHTERHOUSES**

Contact the sales agency:  
450-679-0540, ext. 8637  
[pbq@upa.qc.ca](mailto:pbq@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/](http://bovin.qc.ca/en/contact-us/)

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