

Overview
Services for producers
Marketing



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 <u>Price-info</u> 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.

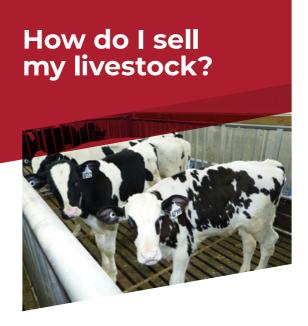


Quality program: In addition to the information and reference documents available on the PBQ website, the sector offers a coaching service to help you through the Verified Veal certification process. Verified Veal is a Canadian program that milk-fed veal producers can participate in voluntarily, enabling 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.



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



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/

Les Producteurs de bovins du Québec 555 Boulevard Roland-Therrien, Suite 305 Longueuil, Quebec J4H 4G2

450-679-0540, ext. 8287 pbq@upa.qc.ca bovin.qc.ca/en/
groups/bovingc

