



Introducing  
 Certified Humanely Raised  
**Rose Veal**

That which we call a Rose by any other name might not taste as sweet...

♥ **Rose Veal** is a tender and far more flavorful product than commercially raised (factory-farmed) veal. This better-quality meat can come only from pasture-raised animals; the distinctive “rosy” color is a sign of the animal’s health.



[www.certifiedhumane.com](http://www.certifiedhumane.com)

Why another label?

♥ Veal calves are a natural by-product of the dairy industry. As long as Americans demand milk and other dairy products, cows will have to give birth every year to stimulate lactation.

♥ Calves from dairy-breed cows raised as beef do not yield quality meat, so there is no economic incentive to raise them to maturity. There are always a surplus of veal calves on the market, leading to low prices and the low production margins of factory farms.

♥ These young dairy animals are treated as liabilities, which commercial producers look to sell off as fast as they can. Care is brutally minimal: the calves are taken from their mothers within two days of birth and spend their short lives tied in crates. These babies can neither turn nor lie down. They are fed an iron-deficient, milk-only diet, which causes anemia and produces “white veal” meat.

♥ Living conditions in factory veal farms led to the new humane standard. We call it “Rose Veal” because these calves are given the freedom to exercise, along with a balanced diet, which produces natural, rosy meat.

**Ayrshire Farm**  
[www.AyrshireFarm.com](http://www.AyrshireFarm.com)

**You label me, I’ll label you...**

♥ **Certified Humane Animal Care** is a certification program developed by a panel of respected animal scientists and recognized by the USDA. A “Certified Humane” label assures the consumer that the animal has been raised in a healthful and low-stress environment necessary for a good quality of life.



\*Meets the Humane Farm Animal Care Program standards, which include nutritious diet without antibiotics, or hormones, animals raised with shelter, nesting areas, sufficient space and the ability to engage in natural behaviors.

[www.certifiedhumane.com](http://www.certifiedhumane.com)  
[www.factoryfarm.org](http://www.factoryfarm.org)

**USDA Organic** food products have met the U.S. Federal requirements for inspection and certification as defined for the “USDA Organic” label. While the federal definition of “organic” is very complex, one of the most important regulations to the consumer is that animals must be fed a completely organic, all-vegetable diet. Food animals may not be fed meat products, antibiotics, or steroids to be eligible for the appellation of “organic.” Genetically modified food products or ingredients, chemical pesticides, herbicides and fertilizers are not allowed.



[www.organicconsumers.org](http://www.organicconsumers.org)  
[www.newfarm.org](http://www.newfarm.org)  
[www.organicmonitor.com](http://www.organicmonitor.com)  
[www.ams.usda.gov/nop/indexNet](http://www.ams.usda.gov/nop/indexNet)

**Heritage (Rare) Breeds** Breeds are breeds of domestic livestock that have been bypassed by post-war intensive hybridization (via artificial insemination, egg-flushing and cloning). Hybridized animals have body types, which are optimized for large-scale (factory) farming. In many cases, this results in animals that are no longer able to mate naturally (turkeys), stand without support (hogs), survive structurally for a natural lifetime (dairy cattle) or walk in a natural manner (beef cattle). The American Livestock Breeds Conservancy ([www.albc.com](http://www.albc.com)) maintains genetic records of these endangered livestock breeds and encourages their husbandry by assisting farmers who wish to raise traditional livestock because of the superior texture and flavor of their meat. This ensures the survival of these heritage breeds and the health of the domestic farm animal genetic pool.



[www.albc-usa.org](http://www.albc-usa.org)

**Predator-Friendly** farmers protect their livestock from predators, rather than trying to eliminate all predation by attempting the total eradication of predatory birds and animals. This certification is given by the Predator Conservation Alliance in recognition of farmers who are attempting to farm within the natural environment, working with the predator class to preserve the natural balance of prey species.

[www.predatorconservation.org](http://www.predatorconservation.org)