

## OUR BULL CALVES

With over 400 Jerseys cows from the two milking herds forming Moor and Dale Ltd, there are around 200 bull calves born each year. These are raised to the highest welfare standards in accordance with the RSPCA's Freedom Foods Scheme, producing Newmoor UK Jersey Rose Veal.

### Birth:

Born in open deep bedded straw yards, calves are left for 48 hours with their mother ensuring they gain all important colostrum.

### Up to 6 weeks:

Calves are fed milk twice daily in individual buckets, solid pellet ration is introduced and increased up to 1.5kg per day per calf.

Fresh clean water is provided at all times. Calves are housed individually with plenty of space to move freely, turn round and lie down.

### 8 weeks and up:

Calves are moved into group housing, that meets their social and behavioural needs. Housed in deep bedded straw yards that are dry and draught free with plenty of space. Straw and hay is provided Ad Lib ensuring sufficient roughage in the diet and this is supplemented with ration fed once a day. In summer they will go out to grass.

### 7 months:

Calves usually average 65kg when they go to slaughter.



## NEWMOOR VEAL

### • Welfare

Newmoor calves are raised in the same way as female replacements for both dairy herds, raised in groups with access to light, water, fresh air, exercise and solid feed

### • Healthy and Versatile

Newmoor rose veal is pink in colour. The meat is low fat and our products are free from preservatives and additives. The meat is quick and easy to cook. Versatility is key, with products ranging from burgers and sausages for the BBQ, rich and tasty pies, the smokie (a tasty peperami style snack) and then all the well known raw meat cuts of osso bucco to escalopes and loin cutlets

### • Customer Service

Our veal comes from two working farms, both trying to add value to their businesses. We prioritise the calves and their welfare and aim to look after you the customer. Whether a top restaurant, prize winning farm shop or enthusiastic consumer we will go that extra mile to help you enjoy the Newmoor veal experience.

## CONTACT US



Moor & Dale Ltd  
The Grange Bungalow  
Newton Le Willows  
Bedale  
DL8 1RY  
01677 424642

Visit the website at  
[www.newmoorveal.com](http://www.newmoorveal.com)

For orders and info email Sarah  
[sarah@newmoorveal.com](mailto:sarah@newmoorveal.com)

# UK JERSEY ROSE VEAL



## 'THE REAL MEAL'

Brought to you by



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

Contact us to order or for more info

## IS VEAL REALLY CRUEL

### The Stigma:

Baby calves, kept cruelly in small crates with little room to turn round, force fed milk producing a white meat.

### The Truth:

There is no escaping it – if you drink milk, eat cheese, enjoy butter on your toast, or indulge in any dairy product you are contributing to the dilemma.

The dairy farmer breeds his cows to optimize milk production using dairy bulls rather than focussing on beef production. Cows have to calve to produce milk. If the calf is female, she will grow up and then produce milk. A bull calf does not have that secure future.

### As an obvious by-product of the dairy industry what should the farmer do with his bull calves?

- ▶ Dispose of the by-product, shooting bull calves at birth
- ▶ Sell bull calves for export to the continent travelling there in cramped conditions for around 20 hours. Often continental calves are kept on slatted floors, with no bedding and minimal space in conditions that don't meet UK welfare requirements.
- ▶ Attempt to raise them under an intensive beef system – in reality this is unfeasible due to the numbers of male calves born.
- ▶ Or to raise the bull calf in a humane manner, well within our welfare requirements set out by the RSPCA, DEFRA and CIWF. Without any suffering to an appropriate age where the meat is of a quality that can be accepted and appreciated by meat eaters and that hasn't left the farmer with a business loss.

Which one would you choose?



## BACKING UK ROSE VEAL



Backing the 2006 Good Veal Campaign to prevent calves being shot at birth or exported for white veal production were Hugh Fearnley-Whittingstall and Sophie Grigson

The Beyond Calf Exports Forum was set up by the CIWF and RSPCA with representatives from supermarkets, agriculture, DEFRA and Trading Standards.



"There is a big opportunity for people to start experimenting with veal, to eat something that is extremely tasty and help solve an animal welfare problem". Helen Browning veal farmer

## STILL NOT CONVINCED...

So does the misconception still boil down to - We don't want to eat baby calves?

If this is the case we have to also look at the other types of meat we consume and the respective ages they are killed at:

The average veal calf is reared to 6-8 months.

- Twice as long as the slowest growing chicken

- Pork is usually killed between 4 and 7 months, suckling pig never reaching that age

- A baby lamb is killed at 6 to 10 weeks of age and a spring lamb before it is 6 months old.

## RECIPE - Osso Bucco

### Ingredients

12 pieces veal osso bucco (3kg)	2 tbsp tomato paste
35g plain flour	250ml dry white wine
60ml olive oil	250ml beef stock
40g butter	400g can crushed tomatoes
1 onion, chopped	4 sprigs fresh lemon thyme
2 cloves garlic, chopped finely	75g drained semi-dried tomatoes
3 trimmed celery stalks, chopped	60ml lemon juice
2 large carrots, chopped	1 tbsp grated lemon rind
4 medium tomatoes, chopped	75g pitted kalamata olives

### Method

Coat veal in flour, shake off excess. Heat oil in large deep saucepan, cook veal in batches until browned all over.

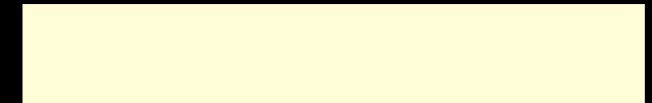
Melt butter in same pan, cook onion, garlic, celery and carrot, stirring until vegetables just soften. Stir in fresh tomato paste, wine, stock, undrained tomatoes and thyme. Return veal to pan and bring to boil. Reduce heat, simmer, covered for 1 3/4hrs. Stir in semi-dried tomatoes, simmer, uncovered for about 30 minutes or until veal is tender.

Remove veal from pan, cover to keep warm. Bring sauce to boil and boil uncovered for about 10 minutes or until sauce thickens slightly. Stir in juice, rind and olives and serve.

Serves 6

For more recipe ideas and ways to cook Newmoor Rose Veal visit the website.

We can supply a full range of veal cuts, available from your local stockist:-



# MEAT FOR THE CONSCIENTIOUS CARNIVORE