

NEW ZEALAND



PEARL

— VEAL —

RAISED ON MILK & PASTURE

Where there is milk, there are calves ... and we think they should flourish and have a good life.



Think Differently.
Eat Veal.
Taste Deliciousness.

Pearl Veal is about doing things differently – we are creating a delicious range of rose veal products from ‘waste’ animals and doing so with as small a footprint as possible.



We have set out to create a market for non-replacement dairy calves ...

by working with pioneering farmers and NZ's finest chefs ...

to show people just how delicious properly raised veal really is.



NZ versus the World

	NZ	Australia	Ireland	USA
Number of dairy cows	4.95m	1.5m	1.6m	9.3m
Dairy % of cow herd	83%	12%	63%	23%
Number of dairy farms	11,300	5,800	18,000	34,000
% beef & veal consumed domestically	5%	26%	10%	88%
Number of bobby calves slaughtered	1.8m	285,000	24,400	60,000
% of bobby calves relative to herd size	36%	19%	1.5%	0.6%
Calving interval (days)	367	415	382	390-405



- **We have a bigger ‘problem’ to deal with than other countries**
- **We rely on the world more than it relies on us**
 - We only produce 3% of global milk production
 - Won't take much to replace us if they decide they don't like our practices....
- **Other countries have a veal industry, why don't we?**

SECTOR CHALLENGES

- Calf rearing capacity
- Volatility in market for calf-rearers
- Feed availability
- Requires fast growth rates
- No developed market for NZ veal
- History of name 'Veal'
- Processing





The Opportunity!

“Veal is one of the world’s true luxuries! We have so many cows and calves here, why don’t we have a veal industry here in NZ?” *(Ben Bayly, Ahi, NZ Metropolitan Restaurant of the Year)*

It seems illogical in a world screaming out for protein that we don't have a good way of managing non-replacement dairy calves.

Aussie is getting organized ... we are being left behind!

NZ has a unique opportunity to raise veal in a way that no other country does:

- Not housed - Free range
- Not reared on Total Mixed Ration - Grazing pasture

What's in it for the entire value chain?

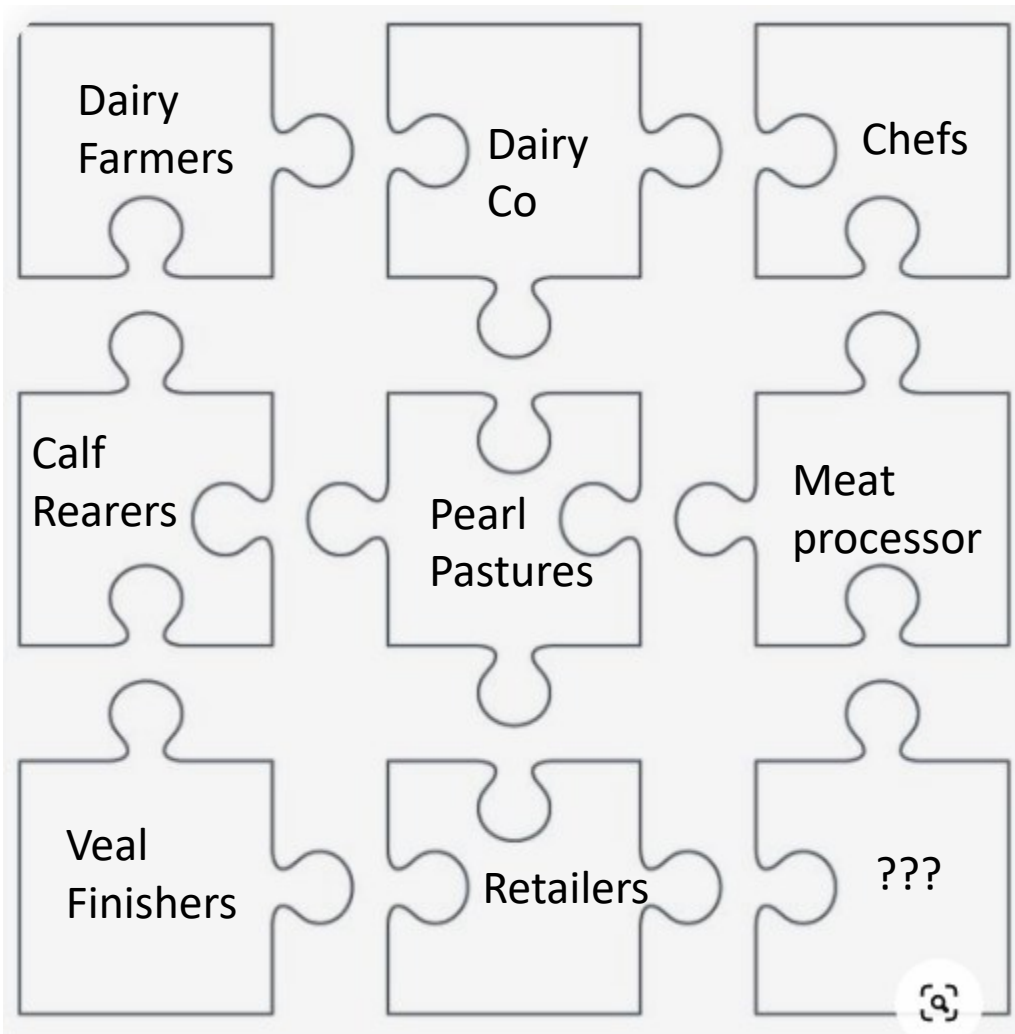
- New animal supply during the off-season for beef production
 - Increased plant utilization
 - Enhanced employment continuity
- Animal supply with consistent and uniform attributes
- Reduced labour effort in slaughter and boning compared with adult beef – enhanced worker wellbeing
- Higher value blood and other organs, hides
- Potential for sustainability-linked finance on farm
- It just makes a lot of sense for future farm systems & utilising meat processing capacity



Our Challenges ...

- Perceived value of a calf at 4 days old
- Growth rates of calves – finishers must be excellent feeders of cattle
- Processing costs of lighter weight cattle
- **Securing sufficient processing capacity**
- **Accessing the working capital to build scale sufficiently fast**
- **Educating consumers and building demand**
- International market presence and logistics support/costs
- A higher milk price means a higher input cost for Pearl Veal calf rearing, but farmers have the financial headroom to address the externality (it's an opportunity!)

The Pearl Veal Ambition ...



Dairy cooperative Arla Foods will work with Sainsbury's in a new voluntary scheme that will see its farmer owners guaranteed price and home for their calves at conception, when producing Aberdeen Angus beef for the retailer's premium 'Taste the Difference' scheme. 15/07/2020
<https://news.arlafoods.co.uk/news/arla-farmers-team-up-with-sainsbury-s-for-a-new-higher-welfare-dairy-beef-scheme>

Arla Farmers team up with Sainsbury's for a new higher welfare dairy beef scheme. 15/07/2020
<https://www.morrisons-farming.com/backing-british-morrisons-farming>

Morrisons opens up beef supply chain to dairy farmers in recognition of our joint venture partnership with Arla Foods and units of its beef-rearing partners Buitelaar. 30/07/2019 — The initiative will see Morrisons work with 596104 dairy farmers to find a guaranteed price.
<https://www.thegrocer.co.uk/meat/596104/article>

ABP is working with Dale Farm to reduce dairy beef emissions. An innovative collaboration between two of Northern Ireland's major agri-food businesses, ABP and Dale Farm is promoting a more sustainable model for dairy beef production in Northern Ireland, with a focus on reducing greenhouse gas emissions. The groundbreaking 'Horizon' project is the first of its kind in Northern Ireland that promotes breeding [...].
<https://www.farmersjournal.ie/abp-and-dale-farm-partnership>

ABP and Dale Farm partner on calves - Irish Farmers Journal. 15/01/2020 — ABP and Dale Farm have launched Horizon, an initiative aimed at marketing dairy bred calves. Left to right: Arthur Callaghan and George ...
<https://www.fwi.co.uk/livestock/introducing-a-game-changing-new-integrated-beef-supply-chain>

Introducing a gamechanging new integrated beef supply chain. 07/02/2022 — Gamechanger is an industry leading integrated beef supply chain. It's all about providing farmers with greater security and stability, ...



What is Pearl Veal like?

- Pale pink colour
- Tender!
- Mild flavour
- Lean



WHAT SHOULD
OUR CALVES
EAT AND
DRINK?

The Pearl Veal “Animal Centric” Way

Dairy farmer

- Calves born and fed colostrum, milk, hay and pasture ONLY through to weaning at 100kg plus
- Raised without antibiotics and growth promotants
- No grain, Palm Kernel Expeller, GMOs, or anything else hard to pronounce
- Calves purchased at a fixed price

Grower and Finisher

- Grown and finished on pasture/forage up to 12 months of age
- Fixed forward contracted schedule price per kg

Processing

- Processed at 280-320kg liveweight
- 135-155kg carcass weight

The Pearl Veal Footprint

Pearl Veal has Greenhouse Gas emissions 48% lower than traditional NZ beef.

- Per kg of carcass weight, Pearl Veal had 13.9kg of CO₂ vs NZ Beef of 26.8kg CO₂. That's nearly only half the emissions without the use of any chemicals or other interventions!!
- This result was taken from a lifecycle assessment completed by AgResearch, comparing Pearl Veal to traditional NZ beef.
- The assessment took into consideration all the greenhouse (GHG) emissions associated with growing the pasture (including fertilizer and fossil fuels) and all the animal emissions of methane and nitrous oxide.

We are creating a beautiful product from animals that are considered a waste from the dairy industry; and we are doing this in a 'back to nature' way that is incredibly efficient and sustainable. All without relying on offsetting.





Alan McDermott

ph: 0274 778236

e: alan@pearlpastures.com

Ordering:

- orders@pearlpastures.com
- HospoConnect
- Fresho
- Upstock

www.pearlveal.nz



@pearlvealnz