

Ethical Standards and Code of Conduct for the US Veal Industry

The US veal industry recognizes that consumers and customers expect our practices and products to reflect our obligation to produce safe food in a responsible manner consistent with the values of our customers and consumers. To foster more confidence in our practices and promote a better understanding of our guiding principles, we affirm the following ethical standards and code of conduct for those involved in the US veal industry:

- **Food Safety: Producing safe and nutritious food is our first responsibility**
Veal Producers are expected to:
 - Adopt on farm and management practices consistent with producing safe food
 - Adopt animal care practices consistent with producing safe food
 - Use animal health products judiciously
 - Continually review practices for improvements that protect food safety

- **Animal Care: We have an ethical obligation to provide appropriate care for our animals at every stage of life**
Veal Producers are expected to:
 - Safeguard and promote the health and well-being of animals in their care
 - Provide appropriate water, food, shelter, handling and transportation at all times
 - Respect the special considerations and needs of young calves
 - Provide appropriate veterinary care at all stages of life, and when necessary timely euthanasia.

- **Environment: We have an obligation to protect the air, land and water on which we all depend**
Veal Producers are expected to:
 - Conserve and manage manure and other nutrients as a resource
 - Assure that production and other management practices protect our natural resources including land, air and water.
 - Continually review environmental management activities for improvement and sustainability

- **Employees: We have an ethical responsibility to provide a safe, healthy and rewarding work environment for our employees**
Veal Producers are expected to:
 - Treat every employee with dignity and respect
 - Provide proper education and training in all areas of farm management and animal care
 - Promote a safe and healthy work environment
 - Promote understanding of and adherence to veal industry ethical principles

- **Community: We have a duty to promote a quality way of life in the communities where we live and work**
Veal Producers are expected to:
 - Actively participate in activities that strengthen the community
 - Engage neighbors and the community in an open and honest manner
 - Resolve to listen to and address reasonable community concerns
 - Seek to leave the community and natural resources in a better condition for future generations

