



## NOTE N° 3

Cow



Cow

# What's a calf reared on the cow ?

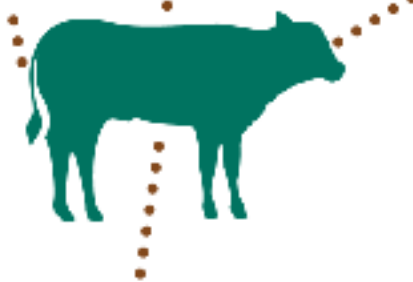
## A young meat production animal reared on the cow

### Fed on natural milk

\* It sucks twice or 3 times a day directly on it's mother's udder and it's aunt's

### A veal calf meat clear

marbling which confers it juiciness, tenderness and flavour

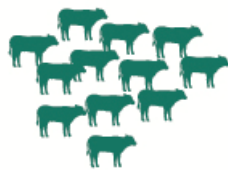


### Slaughtered

- \* from 3 to 5,5 months old
- \* Between 85 - 170 kg carcass

**5 500** producers

whose **4 000** engaged in O.P and in quality approach such as red label



### 22 Producers organisations

- 70 000 calves reared on the cow marketed
- 50 000 calves reared on the cow qualifying
- 30 000 calves reared on the cow labelled

**90 000** calves / year

whose **70 000** calves under the red label tender specification

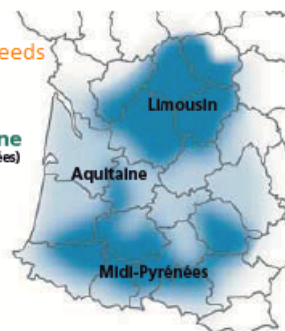
### Types of farms

Usually family farms and very often in mixed farming-breeding

### Mainly used suckler breeds

- **Limousine** (Limousin - Périgord)
- **Blonde d'Aquitaine** (Aquitaine et Midi-Pyrénées)
- **Charolaise**
- **Local breeds** (Bazadaise, Gasconne, Aubrac,...)
- **Breeds crossing** (Pyrenean foothills)

## A TYPICAL PRODUCTION of the wide Southwest



- ▶ **4300** producers
- ▶ **30** slaughterhouses
- ▶ **50** main slaughter men - shippers
- ▶ **75** wholesalers-retailers
- ▶ **1000** points of sale (800 butcher's shops  
+ 200 big and average sale points)
- ▶ **30000** certified Red Label "Reared on the cow calves"

## CONSUMER'S EXPECTATIONS

- Safety/health
- Satisfaction of the senses, flavours
- Service, Seriousness, Information
- Country, Tradition, Friendliness
- Environment, Animal well-being

The calves certified "calf reared on the cow" Red Label gathers those 5 high criteria



An official sign for high quality

An identification tool to identify and distinguish the product

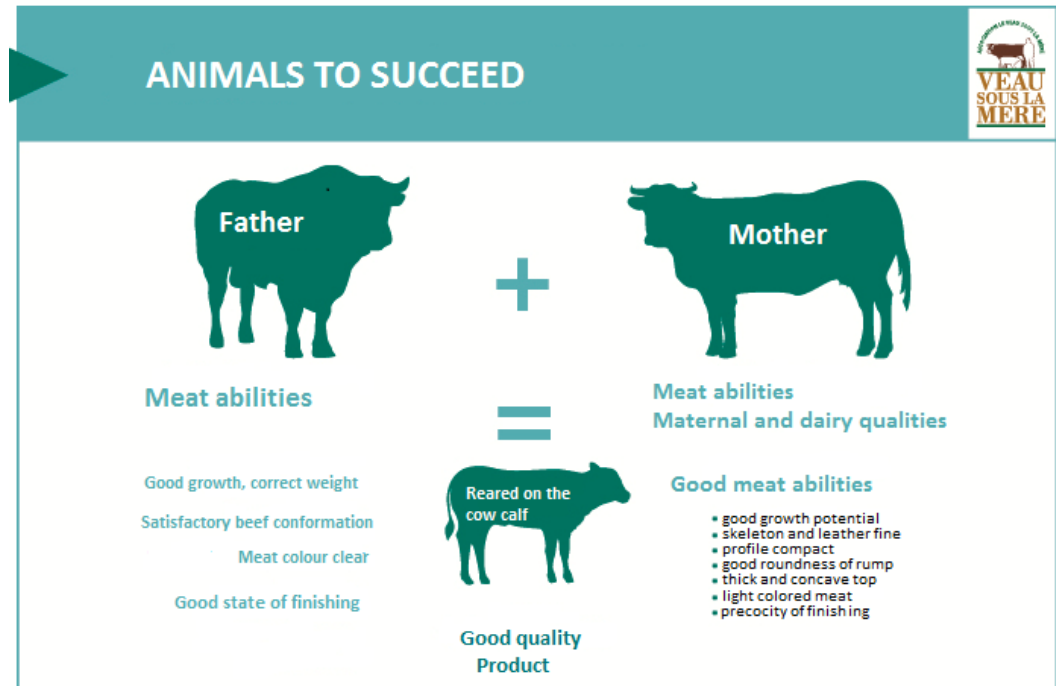
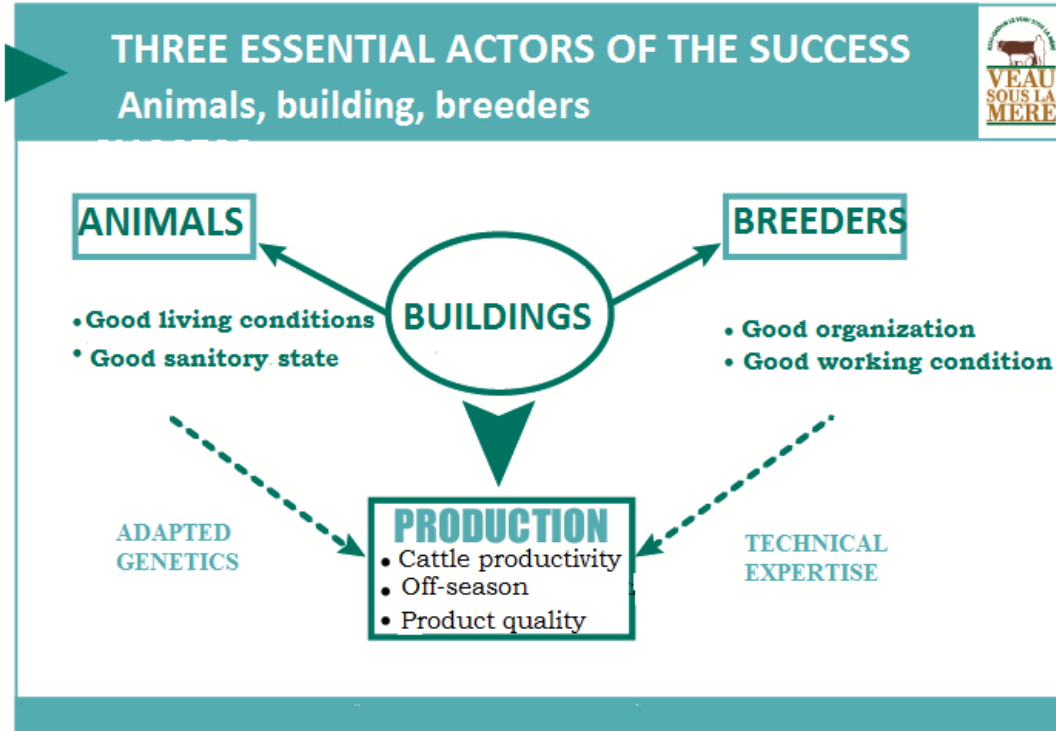
Safety of the traceability

A sign known and recognized by the consumers

The Red Label "reared on cow calf" answers strict standards regarding breeding, regarding slaughtering and regarding distribution of the product.

The main constraints that contains its specifications concern:

- ▶ **The authorized genetic types**
- ▶ **The place of birth or origin of the calves**
- ▶ **The housing of the calves**
- ▶ **The nutrition of the herd and the calves**
- ▶ **The sanitary follow-up of the herd and the calves**
- ▶ **The characteristics of certifying carcasses**
- ▶ **The transport of animals and slaughter**
- ▶ **The exclusivity rule for the sale in the slack**



## THE BREEDER: WELL LEAD THE SUCKLING TO SUCCEED



1 - Regular suckling hours



2 - Accompanying calves



3 - Supervision of the suckling



4 - At will suckling



5 - Lack of stress

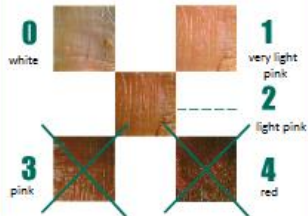


6 - Health control

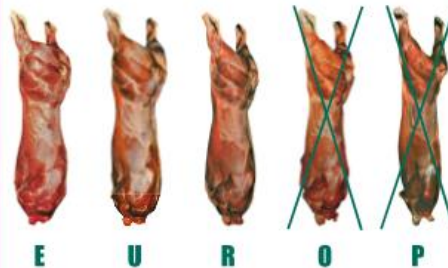
## CONTROL THE QUALITY



### Meat colour



### Beef conformation



### Fattening State

- 1 - ~~Skinny~~
- 2 - Little covered
- 3 - Covered
- 4 - ~~Fit~~
- 5 - ~~Very fat~~

## FICHE POUR L'AXOA DE VEAU



### Ingredients for 4 people:

- 1kg of veal shoulder
- 1 red pepper
- 1 onion
- 8 green chili peppers
- 1 garlic clove
- Oil
- Laurel
- Parsley
- Thyme
- Salt
- Hot chili pepper from Espelette

Easy to cook 10 minutes of preparation, one and a half hour to cook

First you have to mince the garlic and the onion, and then you must clean all the peppers from its seeds and cut them as little dices.

Brown them in a pan with the oil for about 10 minutes, add the meat already diced with the laurel, the parsley, the thyme the salt and the Espelette chili pepper.

Then you must make it sauté for about 5 minutes and then add a glass of hot water or some meat soup.

Then you must let it cook covered for 45 to 60 minutes in a casserole and 10 minutes before the end you shall uncover it.

You can serve it with some rice if you like.

# Breeding characteristics

## TENDER SPECIFICATIONS

ISQO : International Sign of Qualification and Origin

IGP : Geographical Information of Origin

LU : Livestock Unit

AUFP : Area Used for Forage Production

	<b>French ISQO Red Label N° LA/23-97 (1997)</b>	<b>European ISQO IGP N° 1116/2008 (2008)</b>
<b>Physical characteristics</b>		
<b>Breeds</b>	Bazadaise, Blonde d'Aquitaine, Limousine	Bazadaise, Blonde d'Aquitaine
<b>Age</b>	Heifers : 30 months minimum and 48 months maximum Cows : 36 months minimum and 108 months maximum Oxen : 36 months minimum and 60 months maximum	
<b>Weights</b>	Heifers : 300 kg minimum Cows : 300 kg minimum Oxen : 380 kg minimum	
<b>Conformation</b>	E, U, R.	
<b>State of fattening</b>	3 and 4	

<b>Certified characteristics</b>		
<b>Origin</b>	Born and reared in the region of Bazas	
<b>Nutrition management</b>	Alternation grazing-barn, Animals graze at least 7 months in the year	
<b>Meat maturation</b>	10 days minimum for meats to be grilled and to be roasted 4 days minimum for meats to be braised or boiled	

<b>Methods of production</b>		
<b>Calving-weaning</b>	Born in the IGP area	



	Suckling, Castration of males before 12 months.
<b>Rearing</b>	Reared in the IGP area Stocking rate : maximum 2 LU/ha AUFPP, Alternation grazing (at least 7 mois)-wintry stalling Nutrition based on forage produced on the farm, Referenced concentrate and manufactures of concentrate referenced
<b>Finalisation</b>	Fattening in the IGP area Minimal duration 4 months (among the last 2 months in the trough)

### ECONOMIC DATA

#### Operators:

Reference year		
2003	2014	
	Red Label Ox of our countryside	IGP Ox of Bazas
295 approved breeders	300 breeders	126 breeders
1 approved slaughterhouse : Bazas	1 Commodity group (EXPALLIANCE)	
2 approved slaughterers: 1 slaughterhouse and 1 traditional butcher's shop	1 slaughterer (TRADISUD)	
18 distributors : 13 butcher 'shops, 4 restaurants et 1 caterer	5 traditional butcher's shop 2 supermarkets	14 traditional butcher's shops 1 supermarket 1 restaurant

#### Data of production:

	Reference Year		
	2003	2014	
Economic Indicators		Red Label Ox of our countryside	IGP Ox of Bazas
<b>Volume produced</b>	Produced 280,6 tons of meat	Potentially produced 9 5 tonnes	Potentially produced 232 tons of meat
<b>Certified volume</b>	233,024 tons of certified meat (594 certified bovine animals)	67 tons	204 tons
<b>Certification rate</b>	83 %	70 %	88 %
<b>Turnover</b>		304 000 €	1,3 million €
<b>Market share (compared to the market except SIQO)</b>	« Boeuf de Bazas » is a commercial niche, its production and its consumption are local. The limiting factor lives in the production which remains much lower than the demand.		



<b>Distribution channels</b>		- Part GMS : 5% in local circuit - Part short circuits: traditional butcher's shops: 95%
<b>Competitive products</b>		No really rival product (comparable product in quality : Beef of Chalosse).
<b>Activities of collective promotion</b>		Animations in butcher's shop, Group purchases of bags and various products. Meeting

Ox of our countryside : « Bœuf de nos campagnes »