

## **For Taste Conscious People**

### **Veal production at the University of Agriculture, Faisalabad**

**Veal** is the meat of young calves, in contrast to the beef from older cattle. It is less fibrous, tender, juicy and generally pinkish white.

At the University of Agriculture, Faisalabad, a research project titled 'Economic feasibility of veal production from the Sahiwal and X-bred cows and Nili Ravi buffalo calves' funded by the Higher Education of Pakistan at a cost of 7.5 million is under way.



Objectives of the project are:

- Explore the potential of calves of Sahiwal and X-bred cows and Nili-Ravi buffaloes for veal
- Determine the cost of veal production in Sahiwal and X-bred cows and Nili Ravi buffalo calves using different feeding alternatives

First trial of this research project is on veal production potential of Friesian calves. The project has been started at the Institute of Animal Nutrition and Feed Technology from November 1, 2013. The calves are being raised on milk or milk replacer at different feeding levels. These calves will be slaughtered for meat quality parameters, when attained a body weight of 120 kg or higher. The meat of these calves at this weight (less than 6 months of age) will be tender, juicy and pinkish white. The quality of meat will be superior to the mutton and beef available in the Pakistani market.

The meat of these calves will be available for sale at the time of slaughtering (hopefully during March 2014). The taste conscious people can book their orders for veal with the Principal Investigator of the Project. People affiliated with Meat Export in Pakistan are also welcomed to visit the project for feasibility of veal production in Pakistan and for looking the potential export market for real veal produced in the country. For detailed information contact:

Dr. Shaukat Ali Bhatti

Associate Professor/ Principal Investigator

Phone office: 041-9201232

Cell: 0321-7833212

Email: sabhatti60@gmail.com