

Brand of the VanDrie Group

CERTIFIED

Beter
Leven



Peter's Farm®

SINCE 1997



Rosé Veal Better Life



www.petersfarm.com

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Peter's Farm Rosé Veal Better Life label plus points

Peter's Farm Veal, which is sourced from rosé calves, has the Better Life (Beter Leven) certification label given by the Dutch Society for the Protection of Animals. This indicates that our veal meets extra high standards for animal welfare.

These points are endorsed by the Animal Protection Society:

- Rosé calves are at least 28 days old when they arrive at a Peter's Farm.
- For the first six weeks, calves are fed milk, supplemented with fibrous feed, chopped straw or hay and fresh drinking water.
- Unlimited access to fibrous roughage with chopped straw or hay.
- Herd behaviour.
- Calves have access to a large and functional living space.
- Distraction by toys (skippy balls) available to all herds. - Biorhythm; the calf determines its own activity.
- Enough iron-containing feed to virtually eliminate the risk of anaemia. - Self-grooming with scraping brushes available to all herds.
- Satisfaction of the need to suckle by provision of nipple feeding and extra rubber teats.
- Calves are not purchased from a cattle market.
- Calves are not transported to the farm over long distances – maximum 8 hours (560 km).
- Calves are not transported to slaughterhouses over long distances – maximum 4 hours (280 km).
- Increasing transparency in the Peter's Farm chain. Openness and transparency through our DNA guarantee programme, open door days, webcams, and farm code (which allows the consumer to trace the veal back to the individual farm).

Calves kept in the Peter's Farm Rosé husbandry system are officially certified according to the regulations of the Better Life (Beter Leven) certification label: Stichting Beter Leven keurmerk, Kalf 1 ster.

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