NOTE N° 4

VACHE LAITIÈRE

Vache

What's a calf reared on the cow ?

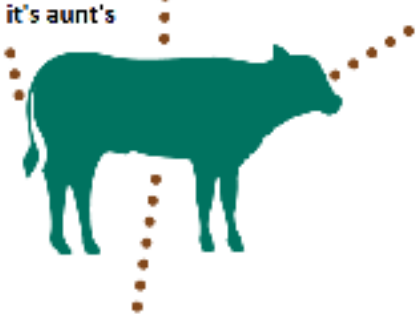
A young meat production animal reared on the cow

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

90 000 calves / year

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

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 labelised

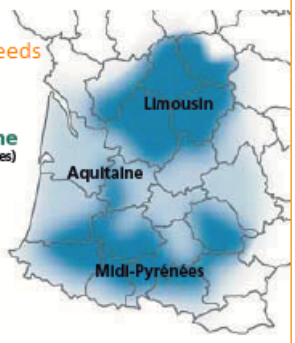
A TYPICAL PRODUCTION of the wide Southwest

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)



- **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

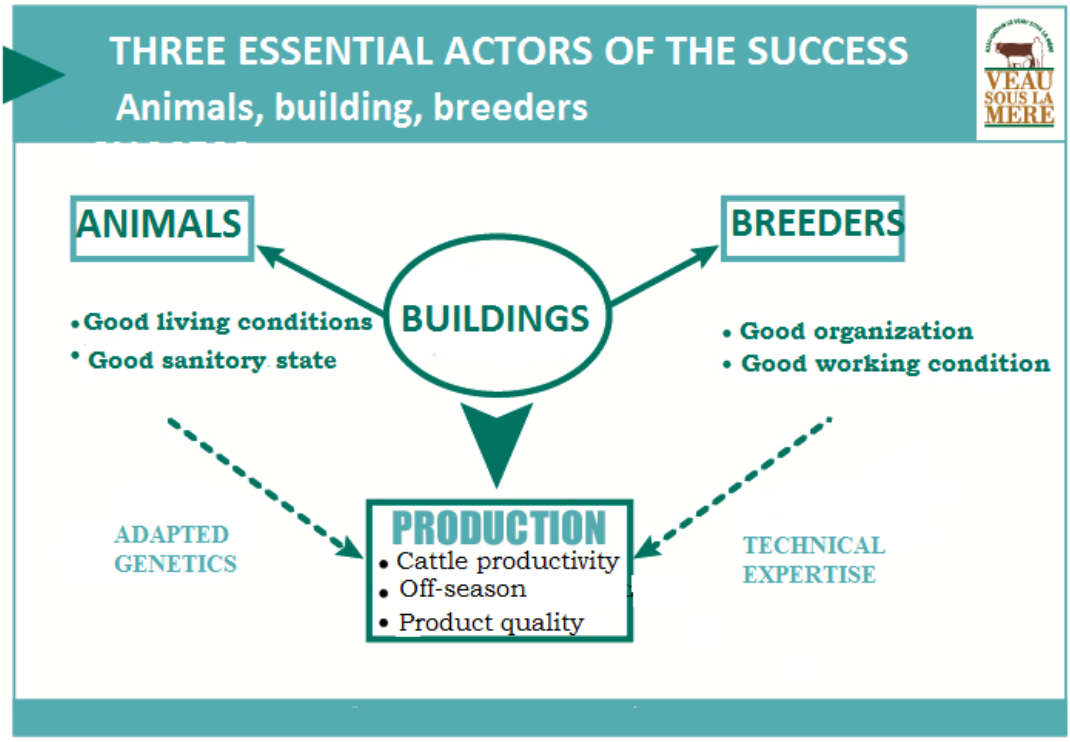
An identification tool to identify and distinguish the product

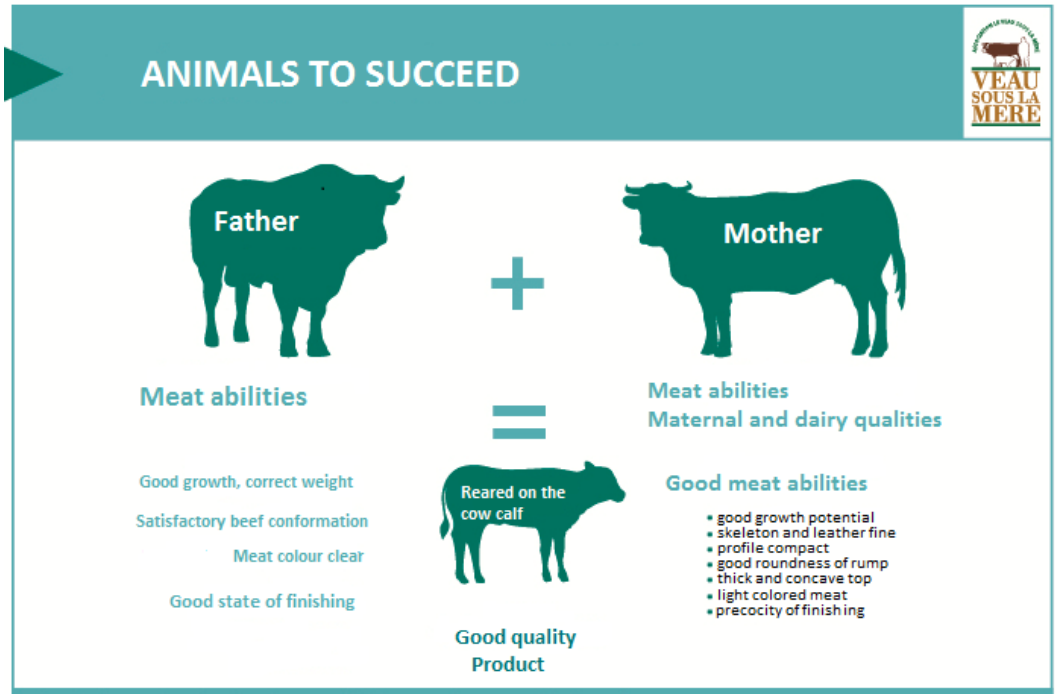
Safety of the traceability

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 autorized 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**


THREE ESSENTIAL ACTORS OF THE SUCCESS
Animals, building, breeders
VEAU SOUS LA MERE
ANIMALS
BREEDERS
BUILDINGS
• Good living conditions
• Good sanitory state
• Good organization
• Good working condition
ADAPTED GENETICS
PRODUCTION
• Cattle productivity
• Off-season
• Product quality
TECHNICAL EXPERTISE

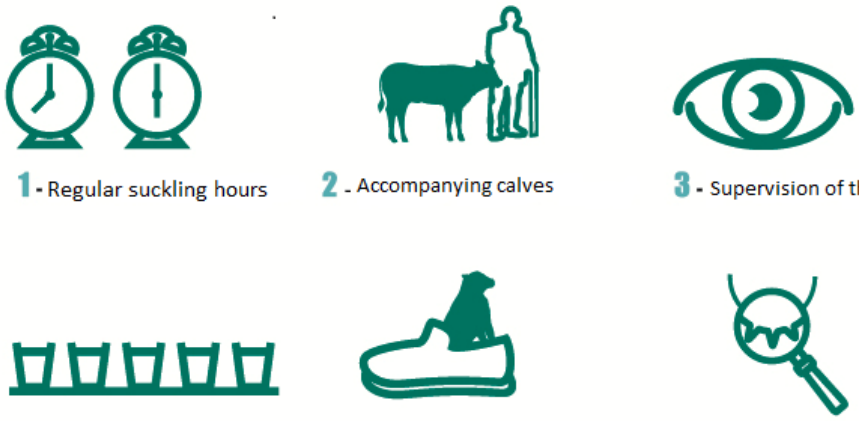

ANIMALS TO SUCCEED
VEAU SOUS LA MERE
Father
Mother
Meat abilities
Meat abilities
Maternal and dairy qualities
Good growth, correct weight
Satisfactory beef conformation
Meat colour clear
Good state of finishing
Reared on the cow calf
Good quality Product
Good meat abilities
• good growth potential
• skeleton and leather fine
• profile compact
• good roundness of rump
• thick and concave top
• light colored meat
• precocity of finishing

Erasmus+

TERRES de GASCOGNE
E.P.L.E.F.P.A. de Bazas

THE BREEDER: WELL LEAD THE SUCKLING TO SUCCEED

VEAU SOUS LA MERE



1 - Regular suckling hours

2 - Accompanying calves

3 - Supervision of the suckling

4 - At will suckling

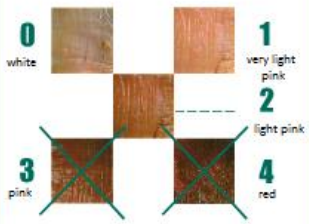
5 - Lack of stress

6 - Health control

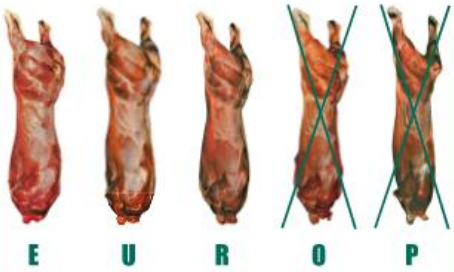
CONTROL THE QUALITY

VEAU SOUS LA MERE

Meat colour



Beef conformation



Fattening State

1 - ~~Skinny~~

2 - Little covered

3 - Covered

4 - ~~Fat~~

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.

-Production-
Localisation-

FICHE D'IDENTITE

Nom du produit : Boeuf de Bazas
Filière de production : Bovin viande
Nature ou nom du produit : Viande fraîche bovine
Catégorie d'acteur : Organisation de producteurs
Groupement qualité :
Association pour la défense du Boeuf de Bazas
2 Lagrange Est
33430 BAZAS
Tel : 05 56 25 03 32
Fax : 05 56 25 23 80
Mail : bazas.elevage@expalliance.fr
Personne référente :M. PALLAVIDINO
Organisme de contrôle :
QUALISUD
2 rue des Remparts
40000 MONT DE MARSAN Cedex

Historique :
Création du Label Rouge : Bœuf de Bazas (1997)

Création de l'IGP Bœuf de Bazas (2008)

Depuis le 01/01/2010 : Label rouge « Le Bœuf de Nos Campagnes »

Breeding characteristics

CAHIER DES CHARGES:

	SIQO France Label Rouge	SIQO Europe IGP
Caractéristiques physiques		
Races	Bazadaise, Blonde d'Aquitaine, Limousine	Bazadaise, Blonde d'Aquitaine
Age	Génisses : 30 mois minimum et 48 mois maximum Vaches : 36 mois minimum et 108 mois maximum Boeufs : 36 mois minimum et 60 mois maximum	
Poids	Génisses : 300 kg minimum Vaches : 300 kg minimum Boeufs : 380 kg minimum	
Conformation	E, U, R.	
Etat d'engraissement	3 et 4	

Caractéristiques certifiées		
Provenance		Né et élevé dans la région de Bazas
Conduite de l'alimentation	Alternance pâture-étable, les animaux pâturant au moins 7 mois dans l'année.	
Mâturation de la viande	10 jours minimum pour les viandes à griller ou à rôtir 4 jours minimum pour les viandes à braiser ou à bouillir.	

Méthodes de production		
Naissance-sevrage	né dans la zone IGP Allaitement maternel, Castration des mâles avant 12 mois.	
Elevage	élevé dans la zone IGP Chargement maximum de 2 UGB/ha, Alternance pâture (7 mois minimum)-stabulation	

	hivernale, Alimentation à base de fourrages produits sur l'exploitation, Aliments complémentaires référencés et fabricants d'aliments référencés.	
Finition		engraissement sur la zone IGP
	durée minimum de 4 mois (dont les 2 derniers mois à l'auge)	

ECONOMIC DATA

Operators:

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

Data of production:

	Reference Year		
	2003	**2014**	
EconomicIndicators		**Red Label Ox of ourcountrysides**	**IGP Ox of Bazas**
Volume produced	Produced 280,6 tons of meat	Potentiallyproduced95 tonnes	Potentiallyproduced 232 tons of meat
Certified volume	233,024 tons of certifiedmeat (594 certified bovine animals)	67 tons	204 tons
Certification rate	83 %	70 %	88 %
Turnover		304 000 €	1,3 million €
Marketshare(compared to the marketexcept SIQO)	« Boeuf de Bazas » isa commerciale niche, its production and itsconsumtion are local. The limiting factorlives in the production whichremainsmuchlowerthan the demand.		

Distribution channels		- Part GMS : 5% in local circuit - Part short circuits: traditionalbutcher's shops: 95%
Competitiveproducts		No really rival product (comparable product in quality : Beef of Chalosse).
Activities of collective promotion		Animations in butcher's shop, Group purchases of bags andvariousproducts. Meetings

Ox of ourcountrysides : « Bœuf de nos campagnes »