

# Enormous benefit for animals, people and nature by the „power muesli“ for calves

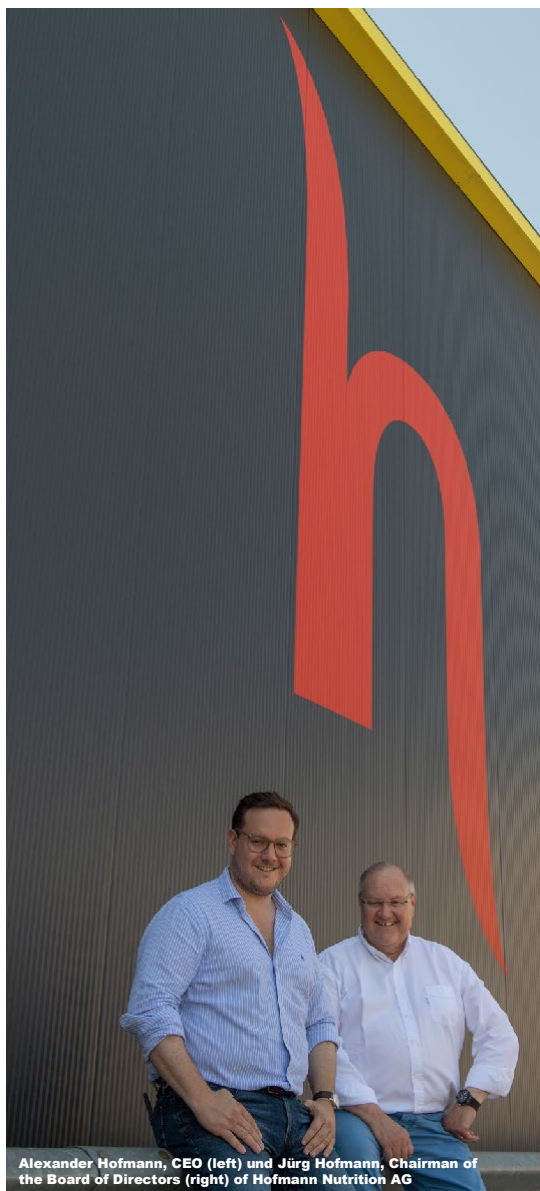
Swiss veal impresses with its taste and quality. But despite the quality of the product, the CO<sub>2</sub> emissions generated during production are subject to criticism. With the innovative Qualivo approach, Hofmann Nutrition AG can remedy the situation: thanks to balanced feeding increases animal welfare and meat quality while at the same time reducing CO<sub>2</sub> emissions. "Fokus" took a look on site.



**T**he calves lie contentedly and happily chewing on their bed of straw. They have retreated to the protective shade on this hot June day and are enjoying the cool breeze blowing through the stables. "There's a bit of a siesta mood right now", says Gody Grogg, owner of the spacious and modern farm in Bützberg, with a smile. The young animals, stretching out relaxed on the straw, are fattening calves that Grogg produces under the "Qualivo" label. Jürg Hofmann, Chairman of the Board of Directors of Hofmann Nutrition AG, explains exactly what that means. "Qualivo is a specialty label for veal, which is based on a special type of animal feeding," he says.

Because unlike conventional calf feeding, the Qualivo animals are fed mainly milk only during their first months of life.

Early on, Qualivo calves are also fed a special muesli diet and hay. "They can eat as much of both as they like - it is freely available to them in the feeding trough as well as the hay rack at any time," explains Gody Grogg.



Alexander Hofmann, CEO (left) und Jürg Hofmann, Chairman of the Board of Directors (right) of Hofmann Nutrition AG

But why is the use of Qualivo calf fattening muesli from Hofmann Nutrition so ground-breaking? Alexander Hofmann, third-generation CEO and managing director of the traditional family business, has the answer: "The muesli is based on our decades of experience in the production field of special animal nutrition and is therefore precisely tailored to the needs of the young animals." This ensures that Qualivo calves do not receive a one-sided milk feeding, but benefit from a versatile and wholesome diet. Specifically, the Qualivo calf fattening muesli consists of plant-based raw materials such as corn flakes and wheat. In addition, by-products from the production of food for humans such as corn germ, coarse colza meal and hazelnut flour are also refined with it. With the Qualivo calf fattening muesli, the calves receive all the nutrients they need and are protected from deficiency symptoms. For producers like Gody Grogg, this represents an enormous advantage: "My animals enjoy ideal health, developing and feeling well - a perfect starting point for everyone," he emphasizes.

## That certain something

Another special feature of the muesli feed is the addition of special natural micronutrients: herbs, plant extracts, yeast extracts, healthy fats, essential oils and other valuable natural extracts are added in exact dosage and correct ration to effectively and positively influence the health and metabolism of the animals. Jürg Hofmann affectionately calls these exclusive micronutrients the «magic potion» of Hofmann Nutrition AG. « We have been driving innovation in this area for decades and we can use this experience to great effect here. »

Of course, the balanced nutrition of the Qualivo calves not only has positive effects on their health and well-being, but also ensures exceptional meat quality. This can be seen, among other things, in the special color of the meat: Qualivo veal has a pink shade. But wait a minute - shouldn't veal actually be white? «That's not quite correct, » clarifies CEO Alexander Hofmann:

## “ The secret of Qualivo muesli are the natural micronutrients.

The natural meat color of a calf is pink to red. The white shade often results from one-sided feeding. For Qualivo veal, they deliberately take a different approach. And you can not only see it - you can also taste it: The tender pink veal has an excellent, pleasant, aromatic, nutty taste.

## Lower CO<sub>2</sub> emissions

A central point of criticism of meat production is its high CO<sub>2</sub> emissions. Hofmann Nutrition AG is also making improvements in this area with its sustainable Qualivo approach: "An independent institute recently conducted a neutral study to calculate the CO<sub>2</sub> footprint of Qualivo calf fattening," says Alexander Hofmann. The results were amazing: Qualivo calf fattening emits six times less CO<sub>2</sub> equivalents per kilogram of meat produced than conventional feeding methods. "Here, too, the direct feeding of plant-based raw materials via our Qualivo calf fattening muesli represents a key element," Hofmann elaborates. Qualivo calf fattening thus represents an enormous potential for CO<sub>2</sub> emissions savings in Switzerland, given the approximately 190,000 fattened calves produced in this country each year. These factors make Qualivo veal an enjoyable specialty with unique characteristics in terms of quality, animal welfare and environmental sustainability.

In Switzerland, Migros Genossenschaft Basel / Nordwestschweiz was convinced by these factors. So far, it is the only major distributor to offer Qualivo beef, Qualivo veal and Qualivo pork in its stores. With Qualivo meat, Migros Genossenschaft Basel has even managed to establish a functioning whole-animal meat recycling system (from nose to tail) through its 43 stores. This approach represents another important and valuable contribution to sustainable meat production and use. In other European countries, many butcher stores and even the Rewe food retailer in southern Germany have committed themselves to the unique quality meat.

Qualivo veal is also marketed in Germany through the retailer Tegut.

In the Czech Republic and Slovakia, Qualivo meat is sold via the online retailer Rohlik as well as in catering trade.

## A product with a future

Jürg and Alexander Hofmann are delighted with the success of their Qualivo label. "But we are clearly convinced that our product has even more potential that needs to be exploited," emphasizes the CEO. Switzerland, he says, is still a country with a very high per capita consumption of veal, even if it has steadily declined in recent years. "A real innovation with the enormous benefits of Qualivo veal is good for this market and for everyone involved, from farmers to processors and retailers to consumers," adds Jürg Hofmann. For this reason, Hofmann Nutrition will continue to expand the production and marketing of Qualivo veal as a specialty, he adds. "We are open and ready for new partnerships in food retail, butchers and gastronomy," both emphasize. Their commitment is already having an impact: various important market players in the retail and catering trade have expressed great interest in Qualivo veal.

For more information, visit [www.qualivo.ch](http://www.qualivo.ch)



## About Hofmann Nutrition AG

Under the brand names "Hokovit" and "Qualivo", Hofmann Nutrition markets its exclusive Swiss-produced micronutrients for animal nutrition with great success in over 20 countries around the world. They are used wherever there is a need to improve animal health and performance and reduce the use of medicines and antibiotics. Hofmann Nutrition is a pioneer in the field of luxury meat, better animal welfare and efficient production: Hofmann Nutrition was the first company in Switzerland to develop a meat label with antibiotic-free feed and more appropriate animal welfare. This first branded pork became a great success under the name Bell Porc in the food trade (Coop) and thus represents the actual basis for the meat labels commonly used today.

**Qualivo**<sup>®</sup>