

# Better nutrition, exquisite meat

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Hofmann Nutrition's calf feed made from plant-based raw materials, co-products from food production and natural micronutrients not only ensures better meat, but also benefits animal welfare and the climate.

Now the company would like to expand the associated Qualivo program in Switzerland.



left to right: Albin Oeschger, Migros Genossenschaft Basel, Jürg Hofmann, Chairman of the Board of Directors Hofmann Nutrition, Alexander Hofmann, CEO Hofmann Nutrition.

**Qualivo**<sup>®</sup>  
EST. 1995

Hofmann Nutrition

## Special feed and meat quality

The family-owned company Hofmann Nutrition AG was founded in 1962. It specializes in natural, health and efficiency-enhancing micronutrients for animal feeding. The special feed under the Hokovit brand is exported to 20 countries, from Europe to America and Asia. "The development of new ideas, sustainable, efficient, healthy animal nutrition and the production of high-quality gourmet meat is our claim and motivation," says Alexander Hofmann. Hofmann Nutrition AG is mainly active in the agricultural sector, not only with high-quality livestock feed, but also very successfully in cattle genetics under the name Hokovit Genetics. However, the company is also the only Swiss manufacturer of fish food and supplies Swiss organic trout producers in particular. Significant quantities of koi food for hobby fish farmers are also exported. Petfood and specialties for sport and leisure horses complete the program.

The end of the story is an exquisite lunch at the Parkhotel in Langenthal. The veal that is served is perfectly cooked, pink, has a slight bite, juicy and flavorful, slightly nutty. The meat of a healthy calf is not white, but reddish," says Jürg Hofmann while eating. Hofmann is Chairman of the Board of Directors of the animal feed manufacturer Hofmann Nutrition AG in Bützberg, Bern. Unfortunately, white veal is still often in demand in the catering trade, but also among some butchers, he says.

However, if you feed a calf only milk and milk by-products in order to obtain white meat, this is not balanced feeding due to iron and other important nutrients missing. "White veal isn't better or more tender», says Hofmann. It is a misconception that has been around for decades. Alexander Hofmann, CEO of Hofmann Nutrition and Jürg's son, adds: «With the right nutrition, not only are calves healthier, but the meat is more flavorful. In addition, co-products from the food industry can be usefully refined. And overall reduce the CO2 emissions from veal production.

## Sufficient Hay and muesli feed

But one thing after the other. The story begins on Gody Grogg's farm in Bützberg. Here the calves lie comfortably in the straw, fattened under the Qualivo label by Hofmann. They were fed for the first few months of their lives and now have hay and a special muesli feed in the feeding trough. "They can eat as much as they want," says Hofmann senior. The muesli feed is a mixture of vegetable raw materials such as corn flakes and corn germ (from corn starch production) and hazelnut flour (from Chocolat Frey's nut processing).

In addition, herbs, plant extracts, yeast extracts, healthy fats, essential oils and important minerals, vitamins and trace elements. Soy is not used regarding the rain-forest issue.

«Thanks to the balanced feed, the calves are more robust and healthier,» says Alexander Hofmann. Behind the right feed recipe lies a profound know-how about the digestive processes in livestock, which Hofmann Nutrition has built up over the past 40 years. Adding some herbs and yeast extracts to the feed is easy, says Alexander Hofmann, anyone can do it. «We know exactly what the respective interactions of the various ingredients are and how they fit together ideally.» The ideal feed is also adapted to the respective age of the animals.

**Slower growth, more flavor**

The calves on Gody Grogg’s farm grow a little slower with the muesli feed, and they are a little older than intensively fattened calves when they are slaughtered after six months. This also contributes to the meat being more flavorful and having a bit more bite. As Jürg Hofmann emphasizes, it is also special that the Qualivo veal can be stored slightly longer after slaughter so that the aroma and bite are ideal.

**Label pioneer Hofmann**

Hofmann Nutrition is a label pioneer. As early as 1987, the company, together with Bell and Coop, launched the first antibiotic-free pork production under the name Bell Porc. In 1995, Hofmann launched the premium beef program und the Qualivo brand.

This was particularly popular in Germany, where many specialist butchers even Rewe sell beef, pork and veal from the Qualivo production. Qualivo Veal is as offered as well at Tegut. Hofmann was able to break into the markets in Czech Republic and Slovakia in 2012 and launched the first premium branded meat.

«We now want to gain ground in Switzerland with Qualivo,» says Alexander Hofmann. Qualivo beef, veal and pork are already being sold in the branched of the Migros-Genossenschaft Basel. The driving force behind is Albin Oeschger, Head of Marketing Dairy, Meat, Fish and Cheese at Migros-Genossenschaft Basel. «With Qualivo, we have also achieved whole animal processing,» says Oeschger, «in the sense of nose-to-tail.» In his earlier career as a food manager, Oeschger was already very successful with Qualivo meat at Migros branches in Germany and later at Rewe.

Hofmann offers to establish cooperation with Qualivo veal in Switzerland with other Migros cooperatives and other retailers as well as the Swiss catering channel and is already in contact with very interested market players, according to Alexander Hofmann.

**Significantly less CO<sub>2</sub> emissions**

In addition to meat quality and animal welfare, Hofmann recently added another strong argument. A study conducted by the sustainability consultancy Swiss Climate showed that calf feeding from the Qualivo program causes up to six times less CO<sub>2</sub> emissions per kilogram of meat than conventional calf feeding. According to the study, conventional feeding with milk and milk powder causes CO<sub>2</sub> emissions of 20 kilograms of CO<sub>2</sub> equivalents per kilogram of carcass weight, compared with 3.1 kilograms for Qualivo calf feeding. «The fact that the difference is so enormous was quite surprising,» says Alexander Hofmann. It encourages him to further expand the Qualivo program even more and to find other partners for production and good marketing.



More information



In the Qualivo program, the calves have free access to the outdoors and muesli feed and hay.