

Congratulatory remarks by Dr. Evert Jan Krajenbrink,
Agricultural Counsellor, Netherlands Embassy in Tokyo at the
3rd Veal Cooking Contest on 4 November, 2020.

Dear Ladies and Gentlemen,

It is a great honour for me to be present at the Veal Contest
for the second time. Last year in Tokyo, and this year in
Setagaya.

Veal is a popular piece of meat in Europe, used in all kind of
national dishes. I am therefore pleased that the “Trusted Veal
from Europe-program” is active now in Japan to promote
European veal as **a traditional, safe and reliable meat
option** for the Japanese cuisine.

The Trusted Veal campaign aims to shed light on how European
veal producers keep the milk-fed tradition alive, in accordance
with the highest **European food safety, quality control** and
animal welfare standards.

The European ‘**Farm to Fork**’ approach means , the ‘full
traceability concept’ also responds to customers’ right to know
how their food is produced. This provides them with peace of
mind, as Japanese customers can fully trust that the product
they’re buying is legitimate and fairly traded.

Moreover, consumers all over the world are increasingly interested in **animal welfare** and want to ensure that all livestock are treated humanely. That is why the health and wellbeing of the animals play an important role in the quality and the sustainability of the European Veal Industry.

Ladies and gentlemen, I would like to give you some **historical background of veal production** in Europe where it has origins. In the 1950s, European dairy production greatly increased, and large scale butter and cheese production began. What people might not know is that in order for dairy cows to produce milk, they need to give birth every year.

Dairy farmers are left with three by-products that they could not valorise: young male calves, whey from cheese production and skimmed milk from butter production. It was soon discovered that feeding the calves whey and skimmed milk was an ideal way to produce light-coloured, tender veal. Initially, these dairy products were sold to local farmers, who began raising calves this way. Later, this type of production became more concentrated in specific areas of Europe.

Veal has taken its place as a key ingredient in Mediterranean cuisine: popular dishes with veal, such as **Osso Buco**, **Saltimbocca**, **Blanquette de Veau** and **Ris de Veau**. Dishes that have become part of Europe's cultural heritage and culinary traditions. To protect the milk-fed veal tradition, the

European Union even introduced legislation that harmonizes its definition in order to restrict the use of the term 'veal'.

Veal has long been an integral part of European cuisine, and hopefully it will be in the Japanese kitchen. Its light colour, tender consistency and delicate taste offers wide range of opportunities for new dishes. European veal is surprisingly easy to cook and makes an impression every time.

It is low in **cholesterol and rich in vitamins and minerals**.

In fact, veal has less fat and fewer calories than other meat but remains high in protein, which makes it the healthiest red meat option out there! It's a great alternative for consumers, young and old.

And now we've arrived at why we're here together. As finalists you have been cooking with the veal. It's great that you were here today and made such beautiful, interesting dishes. A fusion of Japanese creativity and Dutch Veal.

The price would be a trip to the Netherlands. Because of the Covid-19 situation it is unfortunately not possible to continue the trip. We are very sorry, but the current situation forces us to do things differently for this competition. That is why the organisation has decided to supply all participants with pro rata veal. Veal that can be used in a menu in your restaurant. You may choose the product yourself, it will be delivered in December. The organisation will contact you about this.

In addition, a nice report will be made of this competition in the magazine Senmon Ryori .

I am very much looking forward to hearing the result of the veal cooking contest in a few minutes.

Thank you very much.