

# Veal producers **can't be everywhere**



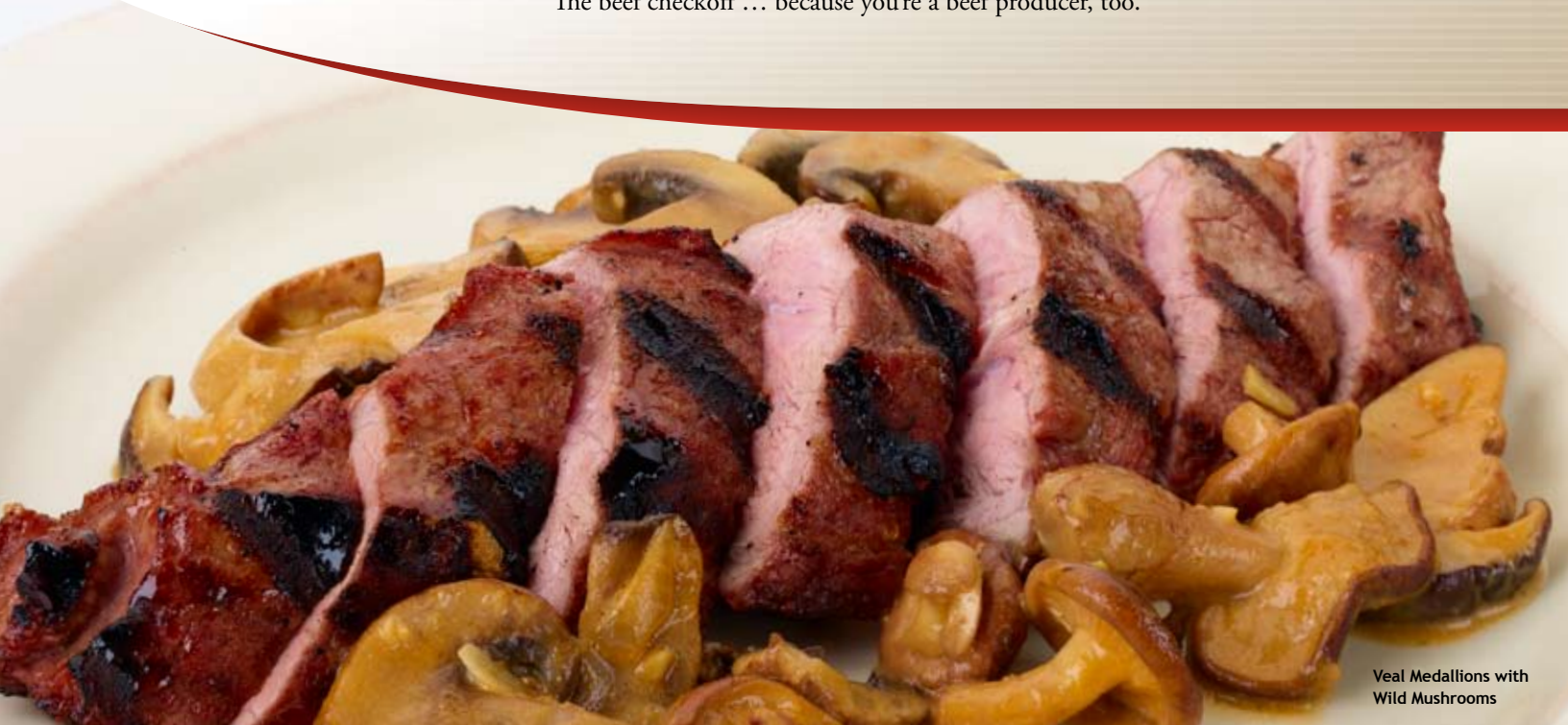
**Pat Kilsdonk**  
Veal Producer  
Marathon, Wis.

“The beef checkoff is a continuous reinvestment in my business. Without research, education and promotion, no business can grow and thrive — and that’s what the checkoff does for the veal industry,” says Pat Kilsdonk.

“Actually, the best part of the checkoff is how we leverage the beef program,” he continues. “We’re able to enhance the value of veal through joint projects, such as the veal optimization study, which helped us introduce new veal products for both retailers and foodservice operators.”

By investing in the beef checkoff, producers like Pat have placed new veal items in more than 350 restaurants nationwide, where chefs create signature veal dishes that add versatility, appeal and value to their current menu offerings.

The beef checkoff ... because you’re a beef producer, too.



Veal Medallions with  
Wild Mushrooms

Get to know your checkoff and hear more from Pat at [MyBeefCheckoff.com](http://MyBeefCheckoff.com)

Funded by the Beef Checkoff.