



Veal Farmers of Ontario
449 Laird Road, Unit 12
Guelph, Ontario N1G 4W1
Tel: (519)824-2942
Fax: (519)824-2534
www.ontarioveal.on.ca

NEWS RELEASE

VFO AND FARMS.COM PARTNER IN DEVELOPING VEAL MARKET REPORT APP

VFO's market report evolves to address challenges to profitability in the veal sector

Guelph, ON, October 16, 2015 – As part of a larger project to improve the financial sustainability of the veal sector, Veal Farmers of Ontario (VFO) and Farms.com have developed and just released a new Veal Market Report app, now available to download for Apple and Android users. A version of the app has also been optimized for the BlackBerry Z30, available directly from VFO.

The co-sponsored mobile application will allow Ontario veal producers to monitor current Ontario market prices and trends by providing up-to-date weekly market information.

“Veal Farmers of Ontario understands the importance of timely access to market information,” said Kendra Keels, VFO’s Director, Producer and Industry Development. “Producers have been using the Veal Market Report to make business decisions since 1996. This new app is a tool to help producers utilize technology for on-the-go business management, allowing for critical decisions to be made with the most current information.”

The app’s market reports, compiled by VFO, are based on live sales from auction market data electronically submitted to Beef Farmers of Ontario and direct sales reported by packers to Veal Farmers of Ontario. Users will also be provided with the Farms.com newsfeed, so they can be well-informed of industry news wherever they are.

A second phase of the application, to be launched this winter, will include graphs to allow producers to visualize current market data and see trends over time. The market report will continue to be available in its current format via e-mail, fax and the VFO website.

About Veal Farmers of Ontario

Veal Farmers of Ontario is a producer-run organization representing both grain-fed and milk-fed veal farmers dedicated to promoting and enhancing a viable and competitive Ontario veal industry through innovation, marketing, advocacy and education.

About Farms.com Professional Services

Farms.com Professional Services is a leading provider of innovative information products and services for the global agriculture and food industries. Technology is driving many exciting possibilities in agriculture. The increase in use of smartphones, tablets, and other mobile devices is changing the way people consume information and interact with each other. The focus of Farms.com Professional Services is to provide cost-effective mobile marketing tools making it easier for clients to connect with their online audience.

The Ontario Farm Innovation Program is funded through *Growing Forward 2 (GF2)*, a federal-provincial-territorial initiative. The Agricultural Adaptation Council assists in the delivery of GF2 in Ontario.

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For more information please contact:

Jennifer Haley, Executive Director 519-824-2942 jhaley@livestockalliance.ca