

TERNERA GALLEGA

GALICIAN VEAL





Galicia, located in the northwest of the Iberian Peninsula is a unique country for its culture, traditions and customs, where its livestock has a key role in the development of rural areas, maintaining a population and also the integration of its land.

Its 29,758 km² represent a peculiar orography, where mountainous areas, quiet river valleys and its attractive maritime coast coexist. It is the country of blue and green colour: the colour blue representing our more than 1,000 rivers and 1,600 Km of coast; and the colour green representing our woods and pastures, as a result of having good temperatures and the high level of rainfall.

Since prehistoric times, the livestock has been a major principle which gives life to many villages and towns in Galicia, where ancestral knowledge on handling, feeding and animal care has been passed on from parents to children. This respect for tradition still lives today with the modernisation of farming and opting for quality as reasons that favour competitiveness.

In this socioeconomic context Ternera Gallega was born in 1989, recognised by the European Union in 1996 as Protected Geographical Indication and at present named leading beef meat , both quantitative and above all qualitatively.

The focus is on the more than 7,500 farmers and 40 meat industries registered in the PGI, with more than 115,000 controlled calves and 18 million kilos of certified meat, as well as the 1,250 establishments that sell Ternera Gallega and consumers who have tried and value our meat as one of the best around.

This data is due to tradition and the know-how of Galician livestock farmers, the effort in control and the promotional and informative work carried out by the Regulatory Board, and also the distribution acceptance and the collaboration framework encouraged by the PGI.



At present Ternera Gallega, whether served with a traditional cut or in a tray, is offered in the market duly differentiated and labelled, with its certificate of guarantee and its own corporate image.

Without a doubt, knowing the taste of a quality-certified meat that excels in its taste, tenderness and juiciness; in other words, trying Ternera Gallega is a pleasure we are all entitled to and that we can all enjoy.

Jesús González Vázquez

President of the Regulatory Board for the PGI Ternera Gallega.



GALICIA: HISTORY AND TRADITION OF BEEF PRODUCTION

Beef meat has been produced in Galicia for over 3,700 years. Along history, cattle has been the predominant animal in Galicia; as testified by numerous archaeological findings and their artistic and cultural influence.

Bovine animals were for hundreds of years the motive for the Galician rural economy, as their meat and milk was a food supply for the family, and they also provided aid when working the lands and transporting merchandise. They also generated commercial transactions and a significant volume of business that revolved around the livestock fairs and markets of the era, without forgetting the emerging leather trade in the XVII and XVIII centuries.

In the XIX century Galicia exported beef to other European countries, mainly England. During the XX century, its sale within the Spanish market was predominant. Currently, the census of livestock is about a million heads, maintaining its great quality and production capacity to meet demand.

The indigenous beef breeds, mainly the Rubia Gallega and the Morena Gallega breeds: Cachena, Caldelana, Frieresa, Limiana and Vianesa, along with other adapted beef breeds and crossbreeds with dairy cows, as well as the handling, feeding and production systems linked to the land, have given place to a peculiar way of understanding quality beef production, based on painstaking care of the livestock.

This native livestock breeding, where there is a coexistence of extensive, semi-extensive and intensive farming, normally of family nature; for its size as well as its productive customs, contribute towards the preservation and conservation of the eco-system and help maintain biodiversity and the rural environment, avoiding its depopulation.



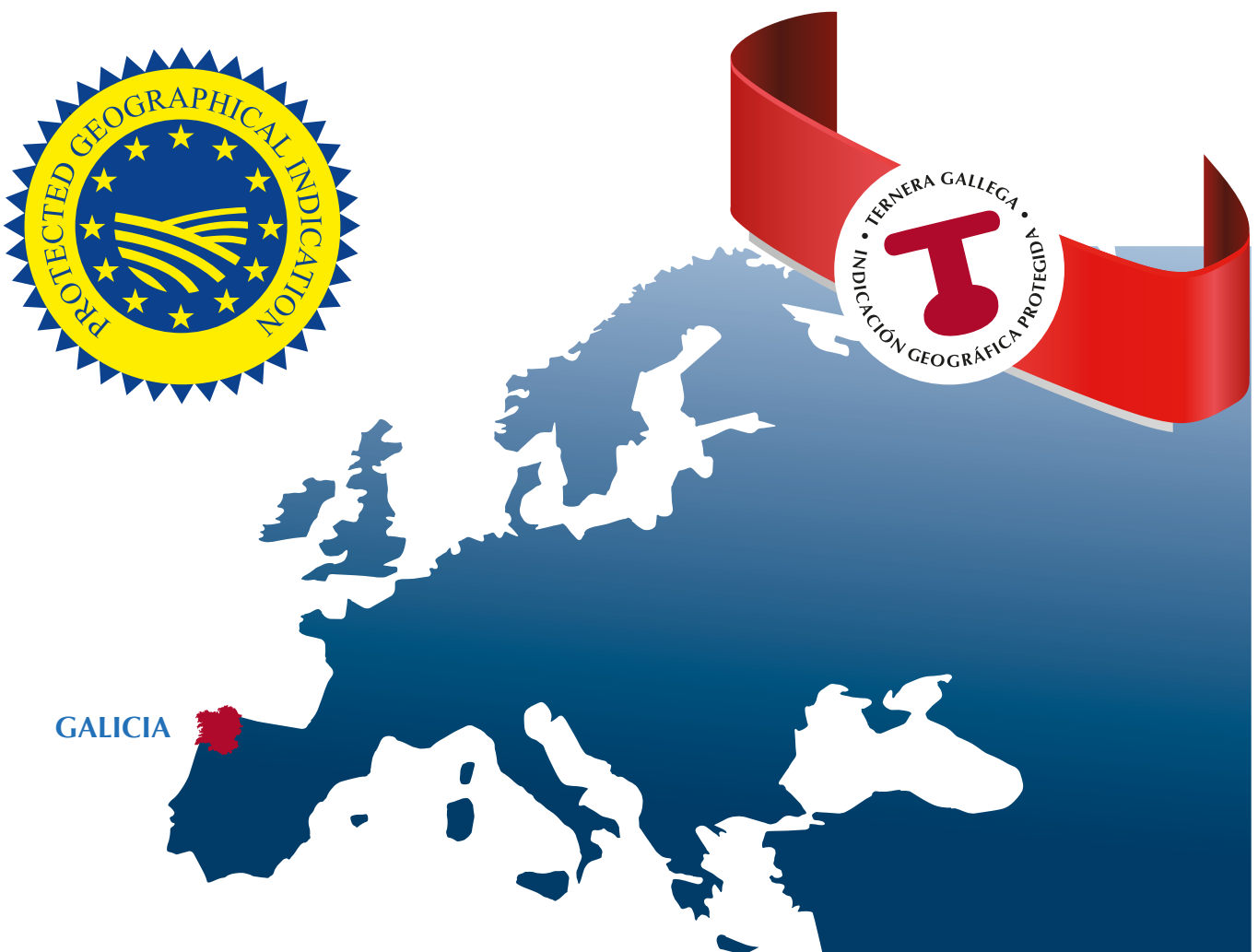
TERNERA GALLEGA PROTECTED GEOGRAPHICAL INDICATION

The name Ternera Gallega was born in 1989, with the intention of protecting, controlling, differentiating and promoting quality beef meat produced in Galicia. It is later recognised by the EU as Protected Geographical Indication (PGI) in 1996, as being one of the first beef meats in Europe with a comprehensive control and a certificate of guarantee.

The meat commercialised, which is protected by the Ternera Gallega PGI, is exclusively from calves which are born, raised and slaughtered in Galicia. It comes from native meat breeds and crossbreeds, mainly from the Rubia Gallega breed, which passed a rigorous control programme at all stages of production and elaboration.

One of the main features of the PGI, respecting the Galician meat tradition, is the slaughtering of calves at such a young age: 99% are slaughtered when they are less than 10 months old, a requirement so it can be sold under the category “ternera” (veal) whether it is as Ternera Gallega Suprema or Ternera Gallega. The animals which are slaughtered when they are 10 months or older, only 1% of them are commercialised compulsorily under the category of “añojo” (yearling), as Ternera Gallega Añojo.

Our meat is characterised by having a colour that goes from a light pink to a soft red; its fat is pearl white or pale yellow with a creamy texture and a homogeneous distribution; the muscle appears as a fine grain and of a firm consistency. When tasted, this meat stands out for its soft texture and intense, pleasant flavour and which has extraordinary tenderness and juiciness.





TERNERA GALLEGA

The meat commercialised, as **Ternera Gallega** derives from calves bred in small family run farms and feeding places who use their own workforce and comply with the traditional rules and guidelines for forage in Galicia regarding the animals' handling and care.

The feeding of the calves, once they have weaned, is based on the use of the farm's own natural forage and the use of fodder produced exclusively with products of a vegetable origin, above all cereals, previously controlled and authorised by the Regulatory Board.

The identity elements for the Ternera Gallega (Galician Veal) category are the certificates and certification labels which are yellow and state the word TERNERA.

CONSELLO REGULADOR DA INDICACIÓN XEOGRÁFICA PROTEXIDA TERNERA GALLEGA	
CERTIFICADO DE GARANTÍA	
ANIMAL Nº	
IDADE/EDAD (MESES)	
Nº CANAL	
CLASIFICACIÓN	
PESO KG. (antes de oreo)	
DÍA DE SACRIFICIO	
SACRIFICADO EN	
EXPLOTACIÓN DE ORIGEN	

Certificate of guarantee



Label of certification



TERNERA GALLEGA SUPREMA

The meat commercialised as **Ternera Gallega Suprema** derives from calves bred in traditional farming, connecting with the environment and whose mother cows are suitable for meat and also where there is a special symbiosis land-cow-calf under the handling and good work of the Galician farmers.

The feeding of the calves is based fundamentally on breastfeeding until they are 7 months old and the use of the farm's own natural forage and grain resources which are complemented, if necessary, with fodder which has been controlled and authorised by the Regulatory Board.

The identity elements for the Ternera Gallega Suprema (Supreme Galician Veal) category are the certificates and certification labels which are pink and state the word SUPREMA.



CONSELLO REGULADOR DA INDICACIÓN XEOGRÁFICA PROTEXIDA TERNERA GALLEGA	
CERTIFICADO DE GARANTÍA	
ANIMAL Nº	
IDADE/EDAD (MESES)	
Nº CANAL	
CLASIFICACIÓN	
PESO KG (antes de oreo)	
DÍA DE SACRIFICIO	
SACRIFICADO EN	
EXPLOTACIÓN DE ORIGEN	
EXPLOTACIÓN DE ORIGEN	

Certificate of guarantee



Label of certification



CONTROL PROGRAMME

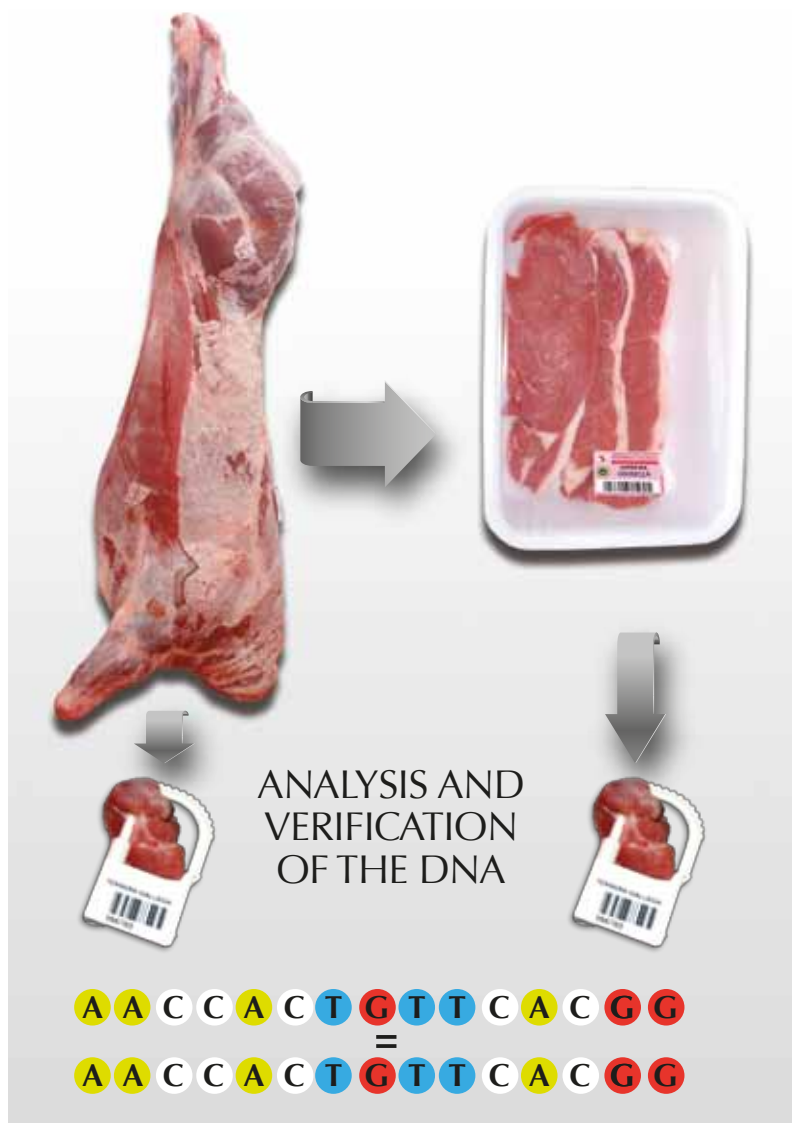
The Regulatory Board for the PGI Ternera Gallega is the government body and management of its Denomination. It is accredited by ENAC to control and certify beef meat under the European norm EN 45011, according to the criteria established in the legislation for Quality Certification and its Regulations.

The PGI developed and implemented an integral control programme which consists of the monitoring done on calves from the moment they are born until it reaches the consumer. Its origin, breeds, breeding process, feeding, slaughtering, labelling and certification in slaughterhouses and cutting plants, as well as, the meat's distribution and presentation at the final points of sale are supervised and controlled.

The control programme establishes the documentary monitoring and sample gathering which is done not only at production level, based on the animals and their food, but also on the meat at the slaughterhouses, cutting plants and points of sale. Every year more than 20,000 inspections are carried out, around 3,000 samples gathered and more than 5,000 tests are done.

For the traceability verification, the Ternera Gallega PGI also uses one of the most reliable and advanced techniques, DNA tests, which allow us to control the meat at all stages of its sale, from the slaughterhouse and cutting plants to the points of sale. Galician Veal carries out around 4,000 DNA tests every year.







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FEIJÃO CALLEJA

SUPREMA

SUPREMA

SUPREMA

COMMERCIALISATION OF TERNERA GALLEGA AT POINTS OF SALE

Ternera Gallega can be purchased in any of the usual purchasing formats for beef meat, starting with the most traditional such as the whole carcass, halves and quarters, to vacuum packed pieces and then to the end product which has been filleted and packed before distribution in its various presentations: in a protective atmosphere and vacuum packed.



In the PGI there are more than 40 registered meat industries which are of a different size and technological development. They carry out their commercialisation at different levels, some only in the local market and others have the capacity to distribute and deal with demand at a state level.





The Ternera Gallega PGI supports the points of sale, both butcher's and distribution chains via the signing of a collaboration agreement which agrees to the selling of Ternera Gallega and regulates the transfer of its corporate image which identifies the establishments and reinforces its position in the meat department as well as the promotional campaigns and the merchandising material by the Regulatory Board.



PROMOTION AND SOCIETY

The aim of the Ternera Gallega PGI's promotional activities is to inform consumers by committing to the complete transparency and knowledge of its protected meat in order to consolidate its position in the market and to promote its consumption.

Several different promotional campaigns can be highlighted such as; promotional campaigns at points of sale, at technical seminars aimed at consumer associations, collaborations with catering and culinary schools, the attendance at trade fairs and advertising campaigns on several types of mass media, on-line and social networks.

At the same time commercial guides, infomercials, cookbooks and merchandising materials are produced with clear and specific messages and slogans, **"Ternera Gallega, la carne con carné"**, **"Yo  Quiero"** **"Disfruta "** **"Cuídate "** **"Nútre "** etc, which recall the image of the product and reinforce its values, promoting a healthy diet full of quality.

Due to the promotional effort and quality of Ternera Gallega, over 50% of Spanish consumers consider Ternera Gallega to be the best beef meat and more than 60% consume it at least occasionally, as stated in different official surveys and market studies.

As a part of its duties, the PGI also devotes itself to sectorial investigations and social responsibility. Ternera Gallega works with institutions and public entities, charitable organizations, NGOs, sports organizations and cultural associations as a demonstration of our commitment to society as a whole.







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Yo  Quiero



FEADER:
Europa invierte en
las zonas rurales



XUNTA DE GALICIA