

(From left to right) Randy Strauss, co-president and CEO; Joe Musillami, COO; and Tim Strauss, co-president, pause in front of their company's new, more sustainable, recyclable product boxes. Photo by Dowling Studios, Milwaukee, Wis.

husbandry testing.

"Animal rights are important," Randy Strauss says. "We want to be the company to revolutionize the veal industry. There are a growing number of people who, if they feel good about what they're eating, will eat veal. If we can capture that market, we're going to increase the 0.6-pound per capita consumption market resulting in a healthier veal industry."

Randy's wife, Diane, has taken an active role in the company's animal husbandry efforts. She has traveled the world on behalf of Strauss to work with several pioneers of organic veal farming in England. She has also collaborated with scientists as far away as Venice, Italy, researching various types of roughage and feed in order to raise a humane calf, while maintaining the same flavor profile of the meat produced by calves raised the traditional way.

"StraussVeal already exceeds expectations for humane handling in its plant," Tim Strauss states. "The United States Department of Agriculture (USDA) is using our plant as a model on how to humanely handle calves. The methods used within our facility exceed USDA guidelines."

"We're now the largest veal company in the United States," Randy adds. "We're slaughtering and processing between 1,700 to 2,500 calves and breaking three to five loads of domestic lamb a week at our Franklin facility. We have two or three veal competitors who are close seconds, but we're processing between 18 to 25 percent of the veal calves in

