



## ***THE RUSSIAN-DUTCH PROJECT OF ESTABLISHING A MODERN VEAL FARM IN THE KALUGA REGION***

**Location:** Nesterovka, Mezhshevsky district, Kaluga Region, Russia

### ***Objective***

To establish a full cycle modern environmental and animal friendly veal farm that will produce, market and sell high quality veal products under the brand name “Edim Doma!” (Eating at Home).

### ***The project is supported by:***

1. The Agency for International Business and Cooperation (EVD), part of the Dutch Ministry of Economic Affairs;
2. The Kaluga Regional Administration and the Administration of the Mezhshevsky district;
3. The Representation of the Kaluga Region in the Russian Federation Government.

### ***Project history and description***

**OOO Nesterovka** is a 3000 hectares former collective farm “Kommunar”, which was one of the largest and financially healthy farms in the region. The work on the fields and the exploitation of the farm came to a halt in 2002. Mr. Konchalovsky - a famous movie director and a member of a famous Russian artist’s family - bought the farm with the aim to turn it into a thriving modern environmental and animal friendly farm on the basis of Dutch state of the art agricultural know-how and technology.

The project partners want to develop a fully integrated veal farm with its own processing facility that produces top quality meat. The objective is to become a leading player in the production of top quality veal based on social responsible practices for agricultural production.

The production of veal is based on the surplus of bull calves from the dairy farms as all dairy farms in the Moscow and Kaluga regions have a surplus of bull calves. At an age of 5 weeks the calves will be taken in groups of 40 per week from the dairy farms. They will be housed in small groups and will be fed by milk replacer and slowly they will get roughage and concentrate to get used to other food before weaning at an age of about 12-15 weeks. The key to success is the right feed as the high quality of the feed will ensure that the animals will grow fast to the target weight of 300 kg in 42 weeks.

At the last stage slaughtering, de-boning, cutting and packaging of the meat will be organised. These services will be outsourced at first (they will be follow-up investments of the project). In this phase the bull calves are processed from live animals into different product mixes for the end consumer.

The products of the farm will be sold under the brand that Mrs. Konchalovsky - a well known actress - established through her nationwide TV cooking program “Edim Doma!” (Eating at Home) and her best selling books.

### ***Project participants***

1. The land owner, owner of infrastructure and investor – **Andrey Sergeevich Konchalovsky**;
2. General project management: **Lighthouse Russia BV** — a Dutch company with extensive experience in the development of new markets and turn-key production facilities on the Russian speaking markets.
3. Agro consultant of the project: **Difco International BV** — with extensive experience with agricultural projects in emerging markets;
4. **Boszicht Beheer BV** — is one of the largest private primary veal producers with about 4500 places in the Netherlands;
5. **Gebr. Fuite BV** — is one of the leading smaller producers of quality feed for the dairy and veal sector;
6. **Euro Veal BV** — experienced Dutch company specializing in slaughtering calves at third parties.

