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FOR IMMEDIATE RELEASE:

Wisconsin Student Named Winning Entry in Collegiate Veal Culinary Competition

Verona, Wisc.: April 8, 2021 – New York and Wisconsin Culinary students recently had the opportunity to compete in the National Collegiate Veal Culinary Competition. To begin the competition, participating students watched a Virtual Veal Farm Tour where they learned about modern veal farm practices. One student said that they were “most surprised to see how much care went into raising the calves.” Following the Virtual Veal Farm Tour, students (individually or in teams) worked with their professors to create a veal recipe of their own.

The Collegiate Veal Culinary Competition was hosted by Beef Checkoff Funded Veal – Discover Delicious in partnership with State Beef Councils. Both the New York Beef Council and the Wisconsin Beef Council engaged with culinary programs in their states to get teams involved. Each State Beef Council picked one top winner from their own entries to compete against each other on the national level.

Recipe submissions were unique and delicious. The winning recipe submission from Wisconsin was Grilled Veal Chops with Cherry Agrodolce, by Maja Holcomb from Nicolet Area Technical College. From New York, the winning recipe was a Potato and Veal Bolognese Croquette, which was submitted by three students from The Culinary Institute of New York at Monroe College: Shyla Billie, Kupae Harrison and Morena Hernandez. Visit Veal.org for the team’s final recipes.

These top state recipes faced off with a social media voting challenge to name the top winner. Winning the national contest was Wisconsin’s entry, a Grilled Veal Chop with Cherry Agrodolce submitted by Maja Holcomb from Nicolet College. The students from the Culinary Institute of New York took second place with their Potato and Veal Bolognese Croquette.

These winners will be receiving scholarship money for being the top contestants in their state.

In total, Wisconsin received a total of five entries from four technical colleges with culinary programs. In addition to Ms. Holcomb’s recipe, the other entries were:

- Veal Saltimbocca, entered by Dave Lawrence, Fox Valley Technical College
- Pecan Crusted Veal Cutlets, entered by Nyisha Green & Mason Cowan, Gateway Technical College

- Veal T-bone with Grilled Romaine Salad, entered by Aris Lunden, Destiny Smith, & Brendan Schraufnagel, Moraine Park Technical College
- Weiner Schnitzel, entered by Bedull Finken, Nicolet Area Technical College

The national contest was promoted in each state by the respective Wisconsin and New York Beef Council's. The Wisconsin student entries were evaluated by three judges: Chef Joe Parajecki, Pritzlaff Meats; Devin Kulla, Strauss Brand; and Sarah Agena, Wisconsin Beef Council.

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Wisconsin's winning collegiate recipe: Grilled Veal Chops with Cherry Agrodolce, submitted by Maja Holcomb student at Nicolet Area Technical College



About The Beef Checkoff:

The Beef Checkoff was established as part of the 1985 Farm Bill. The checkoff assesses \$1 per head on the sale of live domestic and imported cattle, in addition to a comparable assessment on imported beef and beef products. States may retain up to 50 cents on the dollar and forward the other 50 cents per head to the Cattlemen's Beef Promotion and Research Board, which administers the national checkoff program, subject to USDA approval

About NAMI:

The North American Meat Institute (NAMI), a contractor to the Beef Checkoff, is the leading voice for the meat and poultry industry. Formed from the 2015 merger of the American Meat Institute (AMI) and North American Meat Association (NAMA), the Institute has a rich, century-long history and provides essential member services including legislative, regulatory, scientific, international and public affairs representation. NAMI's mission is to shape a public policy environment in which the meat and poultry industry can produce wholesome products safely, efficiently and profitably. Together, the Institute's members produce the vast majority of U.S. beef, pork, lamb and poultry and the equipment, ingredients and services needed for the highest quality products.

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New York's winning collegiate recipe: Potato and Veal Bolognese Croquette, submitted by students at The Culinary Institute of New York at Monroe College, Shyla Billie, Kupae Harrison and Morena Hernandez

