

ALBERTA BISON



Nature's Advantage



www.agrifoodalberta.ca

ALBERTA BISON: The Nutritional Advantage

- Bison meat has characteristics that set it apart from other meat products such as beef, pork and chicken.
- Bison are naturally lean and are raised without added growth hormones. Bison meat is a highly nutrient-dense meat and is more filling than beef because of its comparatively higher protein content.
- Bison meat has about one-third fewer calories than similar cuts of beef and is especially beneficial for women as it is high in iron.
- Bison meat is a good source of fatty acids that are essential to human health - linoleic (omega-3) and linolenic (omega-6). A single serving of bison provides the required daily intake of protein, iron, zinc and antioxidant selenium.
- Bison has a full, rich flavor but not a 'wild' taste.

The result: Bison meat attracts health-conscious consumers who do not want to give up red meats but seek an all-natural and delicious alternative.

ALBERTA BISON: The Ecological Advantage

- Bison ranching has significant ecological benefits and often involves the return of farmland to grassland, which eliminates the need for chemical pesticides and herbicides.
- The return of bison to North America's range and pasture lands means an important part of an ecosystem is back in place.

The result: Bison ranching makes sense from an economic as well as ecological perspective.

ALBERTA BISON: The "Natural" Advantage

- Bison are raised without the use of growth stimulants, sub-therapeutic antibiotics, or animal byproducts.
- Bison are handled much less frequently than other livestock, allowing them to range on pasture lands the same way they did historically.

The result: Bison is the healthy natural choice for consumers who demand a safe, healthy source of food.

ALBERTA BISON: The Traceability Advantage

- Bison traceability is regulated by the Canadian Food Inspection Agency, a federal regulatory body that ensures production practices adhere to the highest food safety standards.
- The Federal Health of Animals Regulations requires that all bison are tagged with an approved ear tag prior to leaving their herd of origin.

The result: Canada's commitment to traceability allows us to meet and exceed domestic and international requirements for animal health and food safety.

ALBERTA BISON: Bison are not endangered

- The past ten years have seen a growing popularity in bison as a preferred choice to other meats both from the perspective of the rancher and the consumer.
- Due to preservation efforts of ranchers and the benefits of raising bison, the bison population is approaching 200,000 in Canada and 500,000 in North America.

The result: The bison population is thriving in North America under the responsible stewardship of ranchers.