



Canadian Bison Association
Association Canadienne Du Bison
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Calgary Women Stampede For Bison!

April 28 & 29, 2007 Calgary Women's Show Calgary, AB

The Canadian Bison Association attending the Spring Calgary Women's Show for the first time this year and it has exceeded all expectations.

Chef Josef Wiewer, once again delighted the taste buds of consumers. Over 2000 samples of divine Moroccan Bison Meatballs and Flat Iron Steak with Roasted Vegetable Pesto were served. By Sunday the word was out and line ups started as soon as the show opened. These educated consumers were excited at the health benefits of bison meat with such a wonderful taste.

BPA Marketing Manager Jack Zenert, CBA Pauline Long-Wright, Producers Peter & Judy Haase and Cynthia Austin were kept hopping answering questions and serving samples.

Bison is a wonderful nutritious meat for all people, and is especially beneficial for women as it is high in Iron, low in fat, and has no growth hormones. Ah natural!