

## **CBA Attends National Restaurant Association Trade Show**

May 19-22, 2007 were a great four days for the Canadian bison industry. For the first time the Canadian Bison Association exhibited at the National Restaurant Trade Show in Chicago, Illinois to expose bison products to decision makers in the domestic and international restaurant trade.

**This year's trade show attracted nearly 74,000 attendees to McCormick Place to see products and services of a record 2,140 exhibiting companies.**



Peter Ecker, Executive Chef for Sysco Food Services in Manitoba delighted the crowd with samples of seasoned flat iron and strip loin with a touch of Saskatoon sauce. The aroma and sweet rich taste of bison was a great hit that attracted chefs and culinary professionals from all over the world. Lineups for a taste of bison would begin when the show would open and the crowds would disperse when the show was closed. Almost 4,000 bison samples were served and many good contacts were made indicating the high degree of interest in Canadian bison products.

In addition to Executive Chef Peter, the bison industry was represented by Rick Bernard of XL Bison, Donato Varanese of Northfork Bison and Terry Kremeniuk of the Canadian Bison Association. Also we were fortunate to have the assistance of Hector Urbina and Gordon Cherwoniak, Marketing and Trade officers with Agriculture and Agri-Food Canada; Claire Citeau, Trade Director, United States, Alberta Agriculture and Food and Chris Bigall, Trade Commissioner, with the Consulate General of Canada in Chicago



**Part of the "Team" at NRA, Chicago**

This project would not have been possible if it was not for the support of Agriculture and Agra-Food Canada and the support of all those who attended to support this bison industry promotion.



Executive Chef, Peter Ecker takes a break from another hectic day at NRA Chicago

Attendance at trade shows by industry representatives in Canada and abroad is an effective way to expose Canadian bison products to buyers, restaurateurs, and distributors. Through trade shows, the bison industry is able to showcase Canadian bison products and increases the awareness of its nutritional benefits in today's health conscious marketplace amongst decision makers in the food industry. Such activities whether domestic or international have resulted in tangible results for the bison industry and consequently are beneficial for the long term growth of the industry.