

# Canadian Bison Experience the Difference

Bison is a truly North American red meat with a nutritional profile that fits in perfectly with today's trend for a healthier, more natural diet. Whether it is bison ribs, barbecued bison burgers, bison steak or bison tenderloin, this North American delicacy is extremely versatile. Whether it is that weekday meal, that planned weekend meal or that special celebration - bison can fit right in.

Canadian bison offers consumers a cut for every palate and an array of unforgettable dining experiences. It brings to the table the product of the Canadian prairies which are renowned for their wide open spaces, fresh air,

and clean water and where bison have room to roam.

Bison offers a gourmet meat experience - it tastes great with the added benefit of being good for you too. It is extremely low in fat - at less than 2 grams of fat per 100 gram serving, bison has 1/3 less fat than beef. Bison meat is also a nutrient-dense food because of the proportion of protein, fat, mineral, and fatty acids to its caloric value. A single serving of bison provides much of the daily protein, iron, and zinc requirements, plus most of the antioxidant selenium the body needs each day. Bison meat is a rich source of complete protein; each serving contains about 22

grams and all the essential amino acids in appropriate amounts.

Canadian bison is the perfect solution for consumers who want meat that is healthy and sustainable. While the flavor and nutritional aspects of bison meat are a key selling factor, sustainability is another important point. Bison are indigenous to North America and uniquely adapted to thrive in the climate and geography of the Canadian Prairies. Bison are well adapted to thrive on the native grasses and the cold winters.

Bison spend a majority of their life grazing on forage - some producers finish their bison on grass while

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others are fed a balanced diet of pure vegetable feeds. Canadian bison are raised without the use of growth stimulants, sub-therapeutic antibiotics, or animal by-product.

Bison is a safe, healthy and natural choice for the protein component in menu planning. This melt in your mouth red meat is packed with flavour and nutrition and takes the palate to the highest level of taste - Experience the Difference! You will be glad you did!



*The Canadian Bison Association is committed to elevating the profile of Canadian bison amongst global and domestic consumers. This is achieved by assisting bison marketers to communicate the benefits of bison meat products and encouraging consumers globally to participate in a memorable eating experience.*

For more information contact the Canadian Bison Association at [www.canadianbison.ca](http://www.canadianbison.ca).

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The Canadian Bison Association

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