



Canadian Bison

The Red Meat with a Difference



In stark contrast to the rugged image of the Canadian bison with its thick coat of fur, roaming wild on the Prairie, the meat has become a gourmet treat, enjoyed by the most sophisticated palates, and recognized for being as delicious as it is healthy. **A lean red meat, bison has a rich, distinctive flavour, and a sizzling bison steak or a juicy bison roast is a culinary experience not to be missed!**

From ancient to modern



Bison were once a staple in the diet of North America's pre-Columbian inhabitants. But the animal's near-extinction in the nineteenth century, and the slowness with which the population has been rebuilt, means the bison meat industry of the 21st century is very new. As a result, Canada's bison producers are working hard to familiarize domestic and international consumers with what they have to offer.



Bison is valued for the gourmet quality of its meat, but almost every part of the animal has a use. Hides become leather, while the horns, bones and teeth become a medium for traditional First Nations carvers and bead-makers. The wool, which the animals grow for winter and shed in spring, can be spun into high-quality fibre.

Canada's bison industry is growing rapidly because of increased consumer demand for specialty meats. **It's especially attractive to health-conscious diners because the meat is nutritionally dense, but is lower in fat, calories and cholesterol than beef or pork.** Even better, Canadian bison are raised as naturally as possible, and are fed almost completely on pasture and hay.

Sustainable and safe



Raising bison has another great advantage—it's sustainable. Nearly all the animals' nutritional needs can be met by grazing on perennial grasses that grow naturally across Canada. Agricultural inputs are therefore very small, and the herds themselves have a minimal effect on the natural environment.



Canadian bison meat products also offer high quality and safety standards. The bison industry is closely regulated by the federal government's Canadian Food Inspection Agency. The industry has also established the Canadian Bison Identification Program—a trace-back system to control and eradicate disease—and work is underway to develop the Canadian Quality Bison Program to ensure its farm practices meet Canada's rigorous food-safety standards.

Taste the Canadian difference

Healthy, lean and delicious, Canadian bison will suit the most discriminating palate. For further information on Canada's bison industry, please visit:

Government website

- Agri-Food Trade Service
www.ats-sea.agr.gc.ca

Industry website

- Canadian Bison Association
www.canadianbison.ca



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Trade Statistics

The following tables represent Canada's total trade in a given export commodity based on Statistics Canada data. The product categories represent HS code groupings and have not been modified. In most cases, statistics have been presented at the 6 or 8 digit level. Statistics are presented in Canadian dollars and are complete through year end 2010.

Canada's Exports to All Countries

HS	Product (\$CAD)	2007	2008	2009	2010	Growth 2007-2010
02013010	Bison cuts boneless, fresh or chilled	9,025,752	10,423,239	10,397,845	9,764,467	8.2%
02012010	Bison cuts bone in, fresh or chilled	530,452	272,296	225,771	281,198	-47.0%
HS	Product (Quantity, KGM)	2007	2008	2009	2010	Growth 2007-2010
02013010	Bison cuts boneless, fresh or chilled	927,973	1,017,382	840,239	781,264	-15.8%
02012010	Bison cuts bone in, fresh or chilled	117,679	67,554	26,471	55,578	-52.8%

Canada's Monthly Exports to All Countries (HS Codes 02012010, 02013010, Value \$CAD)

Month	2007	2008	2009	2010
Jan	840,147	758,520	946,519	546,381
Feb	577,648	814,195	547,388	832,646
Mar	685,170	886,968	1,232,434	981,605
Apr	893,372	678,620	1,011,607	822,934
May	650,568	1,068,885	885,249	847,389
Jun	550,604	718,653	1,101,841	805,011
Jul	883,400	674,421	776,417	992,151
Aug	760,701	1,178,203	902,439	844,446
Sep	991,668	885,263	1,079,392	639,400
Oct	753,780	981,456	592,596	612,365
Nov	1,108,918	1,277,680	697,991	1,090,161
Dec	860,228	772,671	849,743	1,031,176
TOTAL	9,556,204	10,695,535	10,623,616	10,045,665

Canada's Exports to All Countries by Province (HS Codes 02012010, 02013010, Value \$CAD)

Province	2007	2008	2009	2010
Alberta	4,323,247	6,766,554	7,395,032	6,011,044
British Columbia	2,343,421	253,141	42,544	5,073
Manitoba	297,178	21,941	0	0
Ontario	0	0	5,784	63,834
Québec	2,543,513	3,486,963	3,142,398	3,938,197
Saskatchewan	48,845	166,936	37,858	27,517

Canada's Top 10 Bison Markets (HS Codes 02012010, 02013010, Value \$CAD)

Country	2007	2008	2009	2010	Growth 2007-2010
TOTAL:	9,556,204	10,695,535	10,623,616	10,045,665	5.1%
United States	1,483,302	2,422,956	3,320,866	5,031,513	239.2%
Switzerland	651,890	1,635,443	1,856,660	2,266,937	247.8%
France	4,330,914	5,768,745	4,651,475	1,851,814	-57.2%
Egypt	0	0	0	374,643	-
Macao	0	0	0	170,020	-
Germany	2,680,778	776,515	462,673	134,178	-94.9%
Mexico	39,612	41,813	45,346	101,591	156.5%
United Arab Emirates	0	756	41,008	89,385	-
Singapore	0	0	0	17,517	-
Russia	0	0	0	8,067	-