

# **BISON** Broadcast



BISON PRODUCERS  
OF ALBERTA

Bison Producers of Alberta

Wednesday, August 1, 2007

www.bisoncentre.com

VOL. 1 NO. 3

## It really was a Stampede

Stampede of people that is...

The crowds were huge at the Ag-tivity tent at the Calgary Stampede. And every one of them HAD to see Bailey D. Buffalo.

And best of all, the reception to bison meat was excellent. Working the booth I really had the opportunity to talk one on one with hundreds of people. I could talk to them about the benefits of eating bison. Letting them know about how low in fat and how nutritious bison meat is. Especially how great Bison meat is for Women (one of the top 5 foods for women - according to Readers Digest) And they went away with new knowledge of our wonderful product, and a desire to try it (along with information of where to buy bison meat).

All the volunteers working the booth were excellent, engaging the crowd, answering questions, helping out with Bailey. And with the heat at the Stampede, it was nice to have the great help. Jim was amazing how he worked with Bailey D. Buffalo, and with how he worked the crowds. He allowed hundreds of people to get their picture taken with Bailey, and at the same time did an excellent job promoting the Bison industry. And Linda worked tirelessly helping out, organizing volunteers, keeping the booth clean and stocked with promotion material. And of course promoting Bison, answering all the tough questions, and doing an excellent job as Bison Producers of Alberta spokeswoman.

We had a number of special guests throughout the week. Raj Binder (aka Shaun Majumder of CBC's 22 Minutes) was there with his film crew – he had a special moment with Bailey as he pretended to be the 'Buffalo Whisperer'. And the Federal Agriculture Minister - Honorable Chuck Strahl stopped in to get his picture taken, and present Canadian farmers with a BILLION dollar cheque. Jim had a private talk with the minister about some direct help for the Bison producers.



CANADIAN BISON

*Support the Bison Producers of Alberta – Submit your Levies, refer a bison producer, and tell the world about Bison – the nutritional value, the natural quality and best of all the TASTE!*



Overall the Calgary Stampede was an amazing event for the Bison Producers of Alberta to be at. The major players in agriculture (Beef, Pork, Chicken, Dairy, Canola, Barley) all attend, so to establish ourselves as a major part of Alberta agriculture it is very important to attend. And the amount of people that we can touch and impact at the Stampede is second to none.

We are looking forward to many more years of success at the Stampede.

### **BPA Marketing Workshop**

Wednesday, August 22

Starts at 12 Noon with a Bison Burger BBQ

Learning Sessions 1-3 PM

Open Q & A at 3 PM

Location - Alberta Agriculture and Food Building in Leduc

# IBC 2007 The Thunder Grows

I did a Q & A with Terry Kremenik who was attending IBC 2007.

Jack: Hi Terry, glad you could take a few minutes away from the conference to answer a few questions.

Terry: I am happy to let the folks back in Alberta know what they are missing.

Jack: Excellent - let's jump right in. First, could you give me your general impression of IBC 2007?

Terry: I want to first say that this has been an excellent convention. Well organized, with good speakers and great activities. I was very impressed with all the people making presentation - both the American presentations and our own Canadian presenters.

There are about 550 people at IBC 2007 - and Canada has a good representation with about 70 people here. I have also met people from as far away as Russia, Scotland and England.

Jack: Speaking on the Canadian representation, how would you rate the success of the Canadian Bison Booth at the conference?

Terry: I think we have done a marvelous job of showing all the attendees at the conference just how big a part Canada plays in the bison industry. It really gave the people a chance to learn more about the size and strength of our industry, and to show how successful we have been, even through the various hardships we have faced.

Also, the people we have working the booth - people like Pauline and Linda - are just so great. They really communicate our message so well, and represent Canada, and the Canadian Bison producers with style and class, and excellent knowledge.

Jack: Terry that sounds great. Next you mentioned the speakers were excellent, and that we had some Canadians presenting to the conference, could you tell us more about who the Canadian speakers were.

Terry: Canada had very good representation on the speakers podium. On Wednesday we had Jacob Thunderhill - a Veterinarian from U of Calgary speak on Preservation of the Wood Bison. Then on Thursday Jason Gaibraith of Alberta Ag and Food spoke on Nutrient Profiles, along with Brent Warner from BC Ministry of Ag and Land speak on Agritourism.

Next on Friday Roy Lewis, a vet out of Westlock AB spoke on Parasite Control, and also on Friday our own Larissa Helbig, Bison Development Officer with Alberta Ag and Food spoke on Seasonal Fertility.

Jack: Wow, that is quite a number of speakers from Canada, and some excellent information they would have been presenting.

Now Terry, tell me, while these conferences are amazing for networking, great for learning information on our industry, but

really tell me - what in your opinion was the most noteworthy things you learned.

Terry: Excellent question Jack. Although there was lots of good information, some of the best, in my opinion, was the ideas presented by Allan Savory on Holistic Management. He really had a good framework about how Bison can be produced while preserving other plant and animal species. And with the increasing awareness of the environment, and with the natural abilities of Bison, I really feel this is an important direction that the industry must be aware of, and move towards.

Jack: I agree totally Terry. It is something we here at the BPA are working on as well.

Well Terry, I really appreciate you taking the time to chat with me - I want to let you get back to the activities there at IBC 2007. Any last words?

Terry: I just want to add, to let the Bison producers of Alberta know that Linda did a superb job up here representing Canada, and representing the Bison producers of Alberta. She is such a marvelous lady, and so knowledgeable about the Bison industry, as well as such a believer in the industry. It was just a pleasure to have her helping us here at IBC 2007.

Jack: That is good to hear Terry, I knew Linda would do a good job. Thanks again Terry!

Terry: Thanks Jack

That's it folks - a short run down of IBC 2007 - The Thunder Grows. A couple of the speakers that I really regret missing, but hope to get a summary of their remarks are Ted Turner, who did the Keynote address at the opening ceremony. And also the Honorable Bruce Knight, USDA Under Secretary of Marketing & Regulations, who did the Opening Keynote Address.

We will have a more complete review of IBC 2007 - The Thunder Grows in the next Bison Broadcast!

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# Coming Events

**Monday, August 6, 2007 – Heritage Days** in Fort McMurray

**Wednesday, August 22, 2007- BPA Marketing Workshop.**  
Alberta Agriculture and Food Building in Leduc.

**Sunday, Sept. 9, 2007 – Harvest of the Past & “A Taste of Heritage”** at the Ukrainian Cultural Heritage Village. 25 minutes east of Edmonton

**October 28-29, 2007 Alberta Food Service Show**

**BPA Regional Meeting** – These will be half-day events starting with lunch, going through the afternoon with speakers and education sessions, followed by dinner and social. Location TBA

- South Region – October 27, 2007
- Peace Region – November 3, 2007
- Central Region – November 17, 2007

**Canadian Bison Association 24<sup>th</sup> Annual Convention**  
November 18, 19 & Sale on the 20th

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## WE WANT YOU

*The BPA needs volunteers!*

IF you could help us out we would be very grateful.



Contact us to volunteer at a number of events we will be working in the near future.

Receive points in our brand-new BPA rewards program!

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## Big Bend Bison Ranches

Ivan Smith  
Innisfail, Alberta  
403-872-2581

[www.bigbendbison.com](http://www.bigbendbison.com)

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## Bison Auctions

October 6 – Sekura Auctions, Drayton Valley, AB  
October 13 – Willowview Auctions, Beaverlodge, AB  
October 17 – Kramer's Auction, North Battleford, SK

## Bison Broadcast

published by the



**BISON PRODUCERS  
OF ALBERTA**

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I hope you enjoyed this first edition of the Bison Broadcast. As with all our work we hope to improve little by little every day. So if you have any suggestions for content, would like to write an article to be included, or have any other comments, please let us know by contacting us through one of the means below. We are also looking for advertising submissions for future issues.

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