



## Our Competitive Edge

- Saskatchewan is a national leader in bison production, accounting for approximately one-third of Canada's bison population and one-third of all bison farms.
- Bison meat produced in Saskatchewan is naturally lean and nutrient rich aligning with premium protein market demand.
- Saskatchewan producers supply domestic and export markets, including live animal exports that support North American processing capacity.
- The Saskatchewan Bison Association (SBA) provides coordinated producer support, marketing, education and industry advocacy.
- Saskatchewan's bison sector benefits from established agricultural infrastructure and proximity to key continental markets.

## Market Trends

Canada's bison herd reached 149,539 head in 2024, with about 82 per cent in Saskatchewan and Alberta. Up to 40 per cent of bison processed in U.S. federally inspected facilities originated from Canada, highlighting the importance of cross-border trade. Sustained demand for premium, naturally raised bison supports sector stability.

## Consumer and Nutrition Profile

- Bison meat is widely recognised for its healthy nutritional profile, with lower fat and higher iron content compared to many conventional proteins.
- Bison serves as an appealing premium protein option in retail and foodservice markets, helping establish a unique market position.

- Bison are ecosystem engineers. Their grazing patterns aerate and fertilize soil naturally, promote native grass growth and support carbon sequestration and biodiversity.

## Industry Support and Development

- The Government of Saskatchewan is a long term supporter of the bison industry working side-by-side with the SBA to address industry governance, producer services and strategic sector development.
- The SBA works with regional and national partners to advance livestock traceability, animal health standards, marketing initiatives and export readiness.
- The SBA also supports industry growth through government relations in Canada, trade advocacy in the United States, participation in federal agri marketing programs and representation at major international food exhibitions, including SIAL Paris, Anuga, SIAL Montreal, SIAL Toronto, Canadian Western Agribition and Restaurants Canada.

For more information, contact:

**Saskatchewan Bison Association**

Box 31, Regina SK S4P 2Z5

Phone: 306-585-6304

Email: [admin@saskbison.ca](mailto:admin@saskbison.ca)

*Disclaimer: The information in this document is accurate as of February 2026; however, the Government of Saskatchewan accepts no liability for any actions taken as a result of the information contained herein.*