



# Meat the Future: Bison on Your Shelf

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A White Paper by Caleb McMillan



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**Meat the  
Future**



Bison meat isn't just another trend—it's a revolution in how consumers think about food.

Bison is carving out a premium spot in meat cases nationwide with rising demand for healthier, more sustainable protein sources.

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## Why This Matters to You

Imagine stocking a product that appeals to the fastest-growing consumer demographics:

- health-conscious buyers
- eco-friendly advocates
- foodies seeking something new

***Bison meat ticks all the boxes—and then some.*** Whether you're a butcher aiming to diversify your offerings or a grocery store looking to attract a premium customer base, bison meat represents both a unique opportunity and a profitable investment.

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# Emerging Food Trends

01

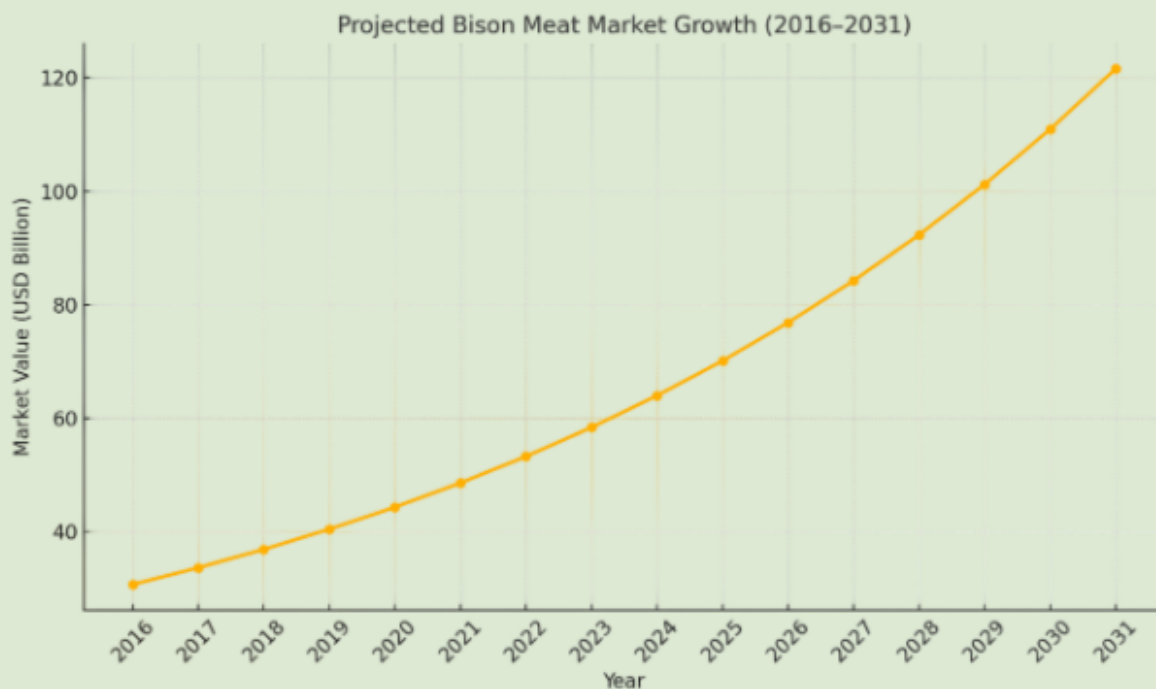
**Healthy Proteins in Demand:** Shoppers increasingly seek alternatives to traditional beef and pork, with bison standing out for its nutritional profile and distinctive taste.

02

**Upsell Opportunities:** Bison opens the door to higher-margin sales, including premium cuts like ribeye and tenderloin and value-added products like pre-marinated steaks or ground bison patties.

03

**Lower Spoilage Rates:** With less oxidized fat, bison meat stays fresher for longer, reducing shrinkage and waste. A longer shelf life helps shoppers feel confident buying and storing bison meat at home.





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## How Bison Supports Your Success

01

### **Hormone and Antibiotic-Free:**

Unlike many conventional livestock, bison are raised without hormones or antibiotics, ensuring clean and natural meat for health-conscious consumers.

02

### **Reliable Supply Chain:**

Farmers work to maintain steady production levels. They can provide detailed information about sourcing, raising practices, and production methods, which helps you communicate trust and quality to your customers.

03

### **Customizable Options:**

Whether you need specific cuts, portion sizes, or packaging formats, bison farms can adapt to meet your business requirements. We can even provide recipe cards and promotional materials to educate customers.



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# Meat the Future: Bison on Your Shelf

Bison meat isn't just a premium product; it's a forward-thinking choice that aligns perfectly with today's consumer values. Offering bison in your meat case allows you to:



**Meet Consumer Demands:** Cater to health-conscious, eco-friendly, and adventurous eaters with a product that delivers exceptional nutritional and environmental benefits.

**Capitalize on Market Trends:** Position yourself as an innovator by embracing the growing demand for alternative proteins and sustainable farming practices.

**Stand Out in the Market:** Differentiate your store or butcher shop with a unique, high-quality offering that appeals to new and loyal customers.

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