

NATURAL BISON PRODUCED & MARKETING BY PLATTE VALLEY FOOD GROUP

www.PLATTEVALLEYFOODGROUP.com



PREMIUM BISON
SELECTED FROM
NORTH AMERICA

AMERICA'S ORIGINAL
RED MEAT



BISON



• By nature, bison live a healthy lifestyle. They begin their diet on grass and transition to natural grains and nutrients. Our natural bison are vegetarian-fed and cared for in a respectful and sustainable manner. Bison meat is one of the healthiest products available and has a flavorful taste. Bison meat has less fat and calories with more protein and iron than beef or chicken. Rest assured, you are purchasing natural meat.

BISON IS AMERICA'S ORIGINAL RED MEAT

PREMIUM BISON



ABOUT

Our all natural bison is produced with the highest quality standards available.

Platte Valley Bison is composed of some of the best industry veterans in the bison business. From an early start in 1975 dealing with commodity markets to eventually transitioning into natural markets in 1993, our process has taken a solid and specific direction: producing and delivering high quality meats for our customers.

We promise that all of our natural meat products are only the best choice and that ALL livestock are vegetarian-fed with NO growth hormones or stimulants administered.

Our livestock live healthy lifestyles and eat only natural grains and nutrients – as nature intended.

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WHO WE ARE

Platte Valley Bison is a EU producer with a large network of ranchers in the USA as well as some selective Canadian producers that follow our quality standards and protocol. We have been producing in the domestic market for many years and are a large bison processor with over 12 years of experience in sourcing and raising the finest bison meat. We are pleased to expand to the European market.

Our animals are raised in Colorado, Wyoming, Utah, Nebraska, Kansas, Montana, North Dakota, and South Dakota.

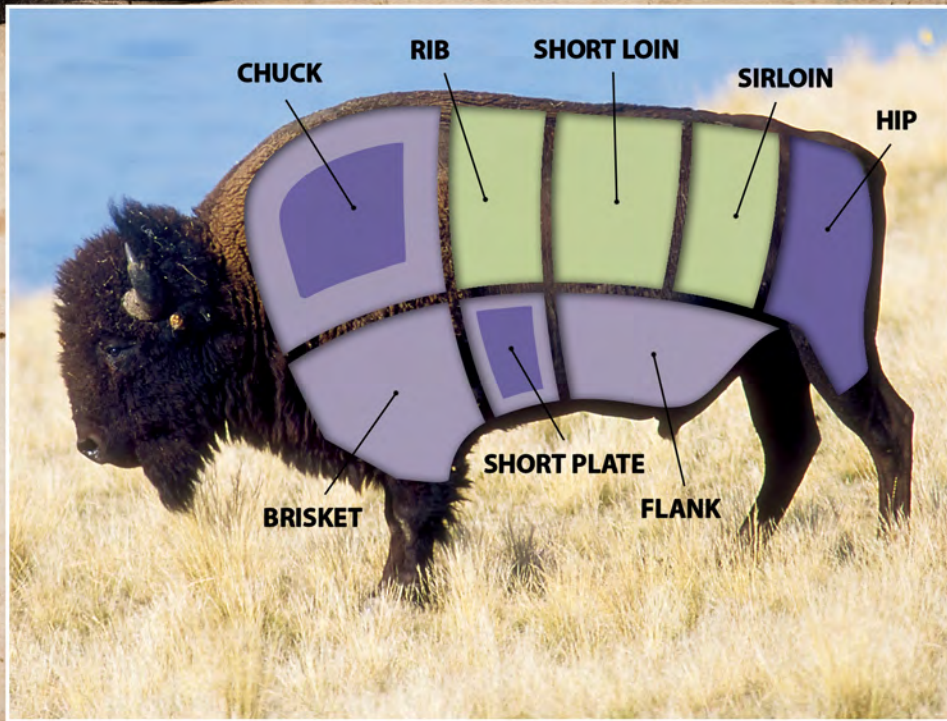
Production Site Fabrication:

Performed in Colorado at Double J Packing EU EST # 322, we offer special trim product as well as packaging and smaller cases for better handling. We can customize and offer you unique cuts from either bone-in or boneless. All of our EU production has soaking pads for better handling of the product. Boneless cuts will have a shelf life of 70 days, while bone-in cuts have 45 days.

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BISON CUTS



-  MOST TENDER
-  MEDIUM TENDER
-  LESS TENDER

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BISON FACTS

Following EU protocol, bison are finished on grain for 100 days for the ultimate taste and finish flavor.

Leaner by nature than beef, bison tastes slightly sweeter and is richer in flavor. All bison are registered under the USDA, NHTC EU (Non Hormone Treated Cattle program). Bison, being the largest animal still roaming in North America, are strong animals and can withstand all weather conditions.

The National Bison Association encourages the name "bison" to differentiate the American buffalo from the Asian water buffalo and African cape buffalo. The American buffalo is not a true buffalo. Its scientific name is bison and it belongs to the bovine family along with domestic cattle. The bison bull is the largest animal indigenous to North America. A bull can stand taller than 6 feet at the hump and weigh more than a ton. They are strong, aggressive, and can jump as well as deer, outmaneuver horses, and break through fences that would imprison other livestock.

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DIFFERENCES

Bison has a deep red color before cooking because there is light marbling (white flakes of fat within the meat muscle). Bison is said to have a sweeter, richer flavor than beef and has less fat and fewer calories than beef. According to USDA's Agricultural Research Service (ARS), 100 grams of raw bison (separable lean only) contains 109 calories and 1.8 grams fat. The same amount of raw beef (separable lean only, Choice grade) contains 291 calories, and 24 grams fat.

Bison is not graded for marbling like Beef.



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