



Register early for September Bison Advantage Workshop

WEST LAFAYETTE, Ind. - Producers wanting to help satisfy consumers' growing appetite for bison can learn more about the opportunities and challenges of raising bison by attending a [Purdue Extension](#) program.

The Bison Advantage Workshop, co-sponsored by the National Bison Association, will be held from 9 a.m. to 1 p.m. Sept. 16 at [Cook's Bison Ranch](#), 5645 E. County Road 600 S, Wolcottville.

"We love being able to be a part of raising an animal that has deep roots in our American history," said workshop host Pete Cook. "Bison meat is an excellent product with a high consumer demand. The history of bison, along with the advantages of raising this animal, make it an attractive option for producers. It's an exciting time to be involved in the bison business."

Sales of low-fat, high protein bison meat in restaurants and retail stores now amount to more than \$340 million per year, according to the [National Bison Association](#). Prices paid to producers have reached record highs in each of the past six years.

Compared with cattle, bison are relatively easy to raise - hardy and resistant to disease - needing no artificial shelter.

Those attending will be introduced to management and marketing of bison and receive a free toolkit of bison production educational materials. There also will be a tour of the host ranch, lunch and a networking hour.

There is no cost to attend, but registration is required by Sept. 9. Register by email at jim@bisoncentral.com or call the National Bison Association at 303-292-2833.

For more information, contact Steve Engleking at 260-499-6334 or email englekin@purdue.edu or visit <http://www.bisoncentral.com/events> for more details.

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