



The Saskatchewan Stock Growers Association (SSGA) in partnership with the South of the Divide Conservation Action Program Inc. (SODCAP Inc.) have secured funding to explore *niche marketing projects* for beef raised on critical and important habitat for *species at risk*.

Beef can be branded as environmentally or ecologically-friendly and promoted to specialty markets. Certification programs have been used to market beef raised on grasslands that are managed for conservation purposes. Certification attaches certain attributes to beef products and some consumers value that. Consumers will choose certified products over other products and are willing to pay a premium for them.

Individual companies and producers have been successfully marketing beef based on environmental benefits. Producers have been niche marketing beef that is grass-fed, natural, free-from-added hormones, antibiotic-free, animal-welfare approved and humanely raised in a natural environment. This type of niche marketing takes a real sense of entrepreneurship and time must be invested into marketing.

Native grasslands in southwest Saskatchewan are the last refuge for many *species at risk* in the province. Native grasslands are also an important forage resource for the cow-calf sector in southwest Saskatchewan. Together, these grasslands are valuable from an ecological and cultural perspective and are also economically important.



SSGA and SODCAP Inc. are seeking **cooperating producers** interested in marketing beef raised in an environment supportive of wildlife and species at risk habitat. Assistance may be available for market plan development.

For more information, contact Tom Harrison, Executive Director, SODCAP Inc. at ed@sodcap.com or 306-530-1385

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