Niche Product Branding

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.

Native grasslands in southwest Saskatchewan are the last refuge for many species at risk in the province and are also an important forage resource for cattle producers.

These grasslands are valuable from an ecological and cultural perspective and are also economically important.

Niche Marketing refers to creating a specialty market for a product. In this case, beef raised on sustainably managed grasslands that support species at risk could be marketed as a specialty product to consumers.

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**All agreements confidential & privacy is ensured.**

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