



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.

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.

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.

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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