



THE BISON COUNCIL

Fact Sheet

WHAT IS THE BISON COUNCIL?

Made up of well-respected individuals from the culinary, lifestyle and nutrition professions, The Bison Council has come together to highlight the taste, health and versatility of bison. By combining their differing areas of expertise, The Bison Council intends to invite Americans to discover why bison is the better meat. The three founding ambassadors include Chef Michael Kornick, Food Expert Josh Ozersky and Registered Dietitian Ellie Krieger.





When & Why was it Founded?

Established on September 3, 2013, The Bison Council encourages chefs and consumers to incorporate bison, North America's original red meat, into their grocery lists. Many people hold misconceptions about bison and are unaware of its positive nutrition facts. The Bison Council aims to dispel these myths, and reintroduce bison as a common and delicious protein.

Where Can I Get More Information?

The Bison Council website, TheBisonCouncil.com, includes everything you need to know about bison. It is a valuable resource for home cooks looking for tasty, accessible bison recipes and food enthusiasts seeking restaurants and stores that offer bison. Chefs can visit the website to find out who else is dishing up bison around the country.

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Michael Kornick

CHEF & RESTAURANT OWNER

Chef Michael Kornick is a nationally-recognized leader in the culinary arts. In 1985, he made his debut in Chicago's restaurant scene as an executive chef at Gordon. He went on to serve as chef/partner of Marche and Red Light, followed by a corporate chef for Lettuce Entertain You Enterprises. In 1998, Kornick opened mk The Restaurant, which has been acclaimed by the *Chicago Tribune*, *Chicago Sun-Times* and *Chicago* magazine. Kornick was nominated five consecutive years for "Best Chef, Midwest" by the James Beard Foundation. In 2009, he launched DMK Burger Bar, another Chicago mainstay that has received national acclaim for its delicious food and first-class service. In 2011, Chicagoans were introduced to sustainable fresh seafood with Kornick's opening of Fish Bar. A year later, he unveiled Ada Street, featuring farm-to-table cooking and, in 2013, brought American Heritage BBQ to Chicago's Taylor Street with County Barbeque.

My favorite bison dish...

A bone-in ribeye. I love the plate coverage, and the bone adds to the appearance of a great man's steak. I char it well on the grill, and serve it with a relish, like pico de gallo or salsa verde – which is bright and tasty.

I love bison because...

It cooks quickly, has great flavor and eats rich and delicious. I've been preparing it for as long as I can remember.

My № 1 bison tip...

Don't overcook it. Bison should be prepared for less time than beef. For pan roasting, sautéing and grilling, a high temperature is not necessary. Keep it moist by applying olive oil before cooking and letting it rest before serving.



Michael Kornick

PREPARES BISON SLIDERS WITH HIS
FAMOUS BLUEBERRY BBQ SAUCE



Ellie Krieger

REGISTERED DIETITIAN

Ellie Krieger, the host of the Food Network & Cooking Channel’s popular “Healthy Appetite,” is a nationally-recognized registered dietitian. Her career-launching first book, “Small Changes Big Results,” a how-to on simple habit changes that yield optimal results, was recently launched in an updated format. “The Food You Crave: Luscious Recipes for a Healthy Life,” Krieger’s second book, was an immediate *New York Times* bestseller. In addition to being named to Amazon’s Customer Bestseller List for 2008, “The Food You Crave” won the 2009 IACP Cookbook Award and the esteemed 2009 James Beard Foundation Award for “Best Cookbook with a Healthy Focus.” “So Easy: Luscious Healthy Recipes for Every Meal of the Week” also became an instant *New York Times* bestseller. Following “So Easy,” Krieger released “Comfort Food Fix: Feel Good Favorites Made Healthy,” a collection of healthy versions of comfort food classics. Her next cookbook, “Weeknight Wonders: Delicious Healthy Dinners in 30 Minutes or Less,” will be available in January 2014.

My favorite bison dish...

A tender bison steak with sea salt and freshly ground pepper. I like it grilled or broiled for a few minutes per side and sliced on top of a salad. Or, it’s always delicious with classic sides, like a baked sweet potato and broccoli.

I love bison because...

It’s a meat lover’s dream. It tastes incredible – very much like beef, just richer and subtly sweeter, and yet it’s extremely low in fat and calories. It’s even lower in fat and calories than skinless chicken breast.

My No 1 bison tip...

If you simply swap in bison for beef in most of your favorite dishes, you’ll be way ahead of the game nutritionally.



Ellie Krieger

RECOMMENDS SLICED BISON
STEAK ON TOP OF A FRESH SALAD



Josh Ozersky

FOOD WRITER & MEATOPIA FOUNDER

Josh Ozersky is a James Beard Award-winning food writer. He made his debut in the culinary industry as the founding editor of *New York Magazine's* food blog, Grub Street. Since then, his work has been featured frequently in *Esquire*, *Time*, *New York Magazine*, *RachaelRay.com*, the *Wall Street Journal* and more. Ozersky has appeared on television programs, such as “Nightline,” “No Reservations,” “Iron Chef America” and “Throwdown with Bobby Flay.” He is the author of nine books, including “Meat Me in Manhattan: A Carnivore’s Guide to New York,” “The Hamburger: A History” and “Colonel Sanders and the American Dream,” published most recently in 2012. Ozersky is the founder of Meatopia, the world’s greatest meat-centric food festival, attended by some of the country’s most well-known chefs. The festival has been called a “meat-lover’s paradise” by *New York Magazine* and “a glorious city of meat” by *The Huffington Post*.

My favorite bison dish...

Anthony Goncalves' 15-spice bison steak at 42 in White Plains, New York. It's crusty, buttery, herbaceous and hot.

I love bison because...

It's delicious, healthy and some of the best chefs in the world are doing some of their best work with it. It's similar to great beef, with an equally robust flavor, but significantly leaner and lighter.

My № 1 bison tip..

Order bison at a restaurant because it's delicious, and people need to learn more about it. It gives chefs the chance to be creative and take you somewhere you haven't been.



Josh Ozersky

SUGGESTS YOU ORDER BISON AT A RESTAURANT
TO TRY SOMETHING DELICIOUS AND ROBUST



Why Bison is Better

KEY NUTRITION FACTS



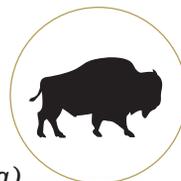
TOP CHEFS, NUTRITION PROFESSIONALS & FOOD INFLUENCERS ALL AGREE:

Bison is quickly becoming one of the smartest and most delicious protein choices in North America. Offering the lowest fat content of any animal protein, bison tastes similar and slightly sweeter in flavor than beef, but is a healthier alternative. Today, bison can be found on the menu of top restaurants nationwide and is finding its way to the meat counters of select grocers in every city.

Did you know that a 100g (~3.5oz) serving of bison has:*

103
CALORIES

1/2g
SATURATED
FAT



*Two times more iron (3mg)
than beef (1.5mg)*

*Less total fat (1.35g)
than chicken (3.08g)*



* All facts based on protein comparison chart on back of pamphlet and from USDA National Nutritional Database Standard Reference Release SR26

*Less cholesterol (59mg)
than turkey (67mg)*



*Less than ½ the sodium (45mg)
of salmon (112mg)*



*More protein (21g)
than 3 large eggs (18.84g)*



*Less saturated fat (.53g)
than Bluefin tuna (1.26g)*



Never overlook a label!

Take a glance at the nutritional breakdown of a 100g serving of bison top sirloin steak:

NUTRITION FACTS

Serving Size 100g

Amount Per Serving

Calories 100 **Calories from Fat** 10

% Daily Value*

Total Fat 1.5g 2%

Saturated Fat 0.5g 3%

Trans Fat 0g

Cholesterol 60mg 20%

Sodium 45mg 2%

Total Carbohydrate 2g 1%

Dietary Fiber 1g 3%

Sugars 0g

Protein 21g

Vitamin A 2% • Vitamin C 4%

Calcium 0% • Iron 15%

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

Based on High Plains Bison®
Bison Top Sirloin Steak

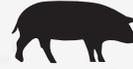
HOW DOES YOUR GO-TO PROTEIN COMPARE TO BISON?



*Bison*¹



*Beef*²



*Pork*³



*Chicken*⁴



*Turkey*⁵

NUTRIENTS
(per 100g)

	Bison ¹	Beef ²	Pork ³	Chicken ⁴	Turkey ⁵
CALORIES (kcal)	103	189	152	119	112
TOTAL FAT (g)	1.35	11.1	6.48	3.08	1.93
SAT FAT (g)	0.53	4.49	2.24	0.79	0.46
CHOLESTEROL (mg)	59	72	55	70	67
PROTEIN (g)	21	21	22	21	23
SODIUM (mg)	45	53	45	77	118
IRON (mg)	3	1.5	0.8	0.9	0.9

1. Grain-finished top sirloin steak, separable lean and fat, raw. (Golden Bison Company, LLC. Independent lab study) 2. Grain-fed top sirloin steak. Separable lean and fat, trimmed to 1/8th inch fat, select, raw. (USDA National Nutritional Database Standard Reference Release SR26) 3. Loin, center rib (chops or roast), boneless, separable lean only, raw. (USDA National Nutritional Database Standard Reference Release SR26) 4. Broilers or fryers, meat only, raw. (USDA National Nutritional Database Standard Reference Release SR26) 5. Whole, meat only, raw. (USDA National Nutritional Database Standard Reference Release SR26) 6. Fish, salmon, sockeye, raw. (USDA National Nutritional Database Standard Reference Release SR26) 7. Egg, whole, raw, fresh. (USDA National Nutritional Database Standard Reference Release SR26) 8. Fish, tuna, fresh, bluefin, raw. (USDA National Nutritional Database Standard Reference Release SR26)

For more information on the health benefits of bison and how to incorporate it into your daily diet, visit TheBisonCouncil.com