

FOR IMMEDIATE RELEASE

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Noble Premium Bison and NCIAF Partner to Grow Indigenous Participation in Canada's Bison Industry

CALGARY, AB — Noble Premium Bison and the National Circle for Indigenous Agriculture and Food (NCIAF) have signed a Memorandum of Understanding establishing a multi-year partnership focused on increasing Indigenous participation across Canada's bison value chain.

The partnership will explore opportunities in Indigenous bison production, producer education and mentorship, market development, procurement, value-added processing and product innovation. The organizations will also look for opportunities to collaborate on research, food security initiatives and the development of domestic and international markets for Indigenous-produced bison.

NCIAF will help connect Noble with Indigenous communities, producers and businesses interested in participating in the bison sector, while Noble will contribute its experience in bison production, processing and marketing.

"Our relationship with buffalo goes far beyond agriculture," said Kallie Wood, President and CEO of NCIAF. "By working with Noble Premium Bison, we can help create pathways for Indigenous producers and communities to build capacity, access markets and grow sustainable bison enterprises while strengthening the cultural connection to buffalo."

The partnership brings together NCIAF's relationships and community knowledge with Noble's experience across the commercial bison value chain.

"There's a lot of opportunity to grow the Canadian bison industry, and Indigenous producers can be an important part of that growth," said Kelly Long, CEO and co-founder of Noble Premium Bison. "Our job at Noble is to build markets and connect producers to those markets. Working with NCIAF gives us an opportunity to share what we know, learn from Indigenous producers and communities, and open more doors for participation in the bison industry."

Together, the NCIAF and Noble Premium Bison are committed to strengthening Indigenous participation in Canada's bison industry, honouring the buffalo's enduring cultural significance, creating meaningful economic opportunities, and nourishing future generations through collaboration, innovation, and reconciliation.

About Noble Premium Bison

Noble Premium Bison is a woman-founded and woman-led Canadian bison brand supplying premium bison to retail, foodservice and export markets. Built on long-term relationships with Canada's ranching families, the charismatic Noble brand connects bison producers with chefs, retailers and Canadian consumers from coast to coast. As the fastest-growing national bison brand, Noble is leading the way in building the market for Canadian bison and ensuring its rightful place on the shelf and on the plate. Visit noblepremiumbison.com.

About NCIAF

The National Circle for Indigenous Agriculture and Food works to advance Indigenous participation and leadership across Canada's agriculture and food sectors. Through programs like the Indigenous Prairie Bison Initiative (IPBI), the NCIAF is also dedicated to strengthening Indigenous participation, leadership, and capacity within Canada's growing bison sector. Visit nciaf.ca.

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