



National Bison Association November Update

Jim Matheson, NBA Executive Director
November 20, 2023



Current Bison Marketplace

- **October - \$4.10/lb. - Young Bulls-USDA AMS**
 - Highest bull price reported in over 3 years
 - Young Heifers - \$3.69/lb.
 - October 2022 - \$3.80/lb. – Young bulls
 - Nov. 16th Prime Beef Steer- \$2.64/lb.
- **2011 – 2023: Young bull price - \$4 - \$5/lb.**
 - Over a decade of stability at a sustainable price
 - Rewards all in the bison supply chain
 - Indicates slow, steady growth
- **2023 Bison Processing up 5% over 2022 YTD**
 - 2022 processing up 10% over 2021
 - Does not include state-inspected processing
 - Increased processing capacity and consumer demand
 - Processed bison going directly to consumers, not freezers

2023 US Live Market

- Custer State Park – Nov. 4th
 - Bull calves – \$1,230
 - Heifer calves – \$690
 - Bred heifers - \$2,100
 - Yearling bulls – \$1,800
 - Yearling heifers - \$1,350
- Antelope Island State Park – Nov. 8th
 - Bull calves – \$1,425
 - Heifer calves – \$1,000
 - Yearling bulls – \$2,025
 - 2 Year old bulls - \$3,000

Eat Bison to Restore Bison Campaign



- Pursuing a consumer campaign to raise awareness of bison meat to the general public
- “Good for You, Good for Bison, Good for the Planet”
- Advertising on a variety of platforms
- Focusing on Taste, Nutrition, Locality, Regeneration
- Promoting bison as uniquely North American

2023 Consumer and Producer Outreach



New NBA Promo Materials

EAT BISON TO RESTORE BISON



EAT BISON TO RESTORE BISON



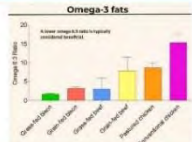
BISONCENTRAL.COM/EAT-BISON-TO-RESTORE-BISON/

THE BISON ADVANTAGE



WHAT DOES THE SCIENCE SAY?

The Journal of Animal Science and Biotechnology's recently published findings prove that the health benefits of both grass- and grain-finished bison meat are even greater than those found in grass-fed beef.



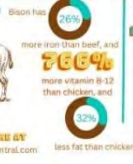
BISON NUTRITION CAN'T BE BEAT!

Bison is a supremely healthy protein source whether grass-fed or grain-fed. Different "finishing" methods utilized in bison feeding result in beneficial vitamins and minerals in all bison.

- Green feed feeds Vitamin B6 & B12
- Gamma-aminobutyric acid
- Choline
- Omega-3 fats
- Leucine
- Iron
- Calcium
- Homocysteine

- Grain feed feeds Phosphorus
- Alpha-tocopherol
- Carotene
- Omega-6 fatty acids
- Iron
- Calcium
- Homocysteine

HOW YOU BENEFIT



BISON - UNDISPUTEDLY NORTH AMERICAN

100% OF BISON IN THE US MARKETPLACE WERE BORN AND RAISED IN THE US AND CANADA. BY CONTRAST, 75% OF GRASS-FED BEEF IS IMPORTED FROM OUTSIDE OF AMERICA.

Regenerative by Nature.

THE BISON BENEFIT



WHAT DOES THE SCIENCE SAY?

Results of South Dakota University's published findings of over 50 years of research on bison raised on the Native Grasslands Biological Station in South Dakota show American grasslands benefit biologically with bison.

KANSAS STATE UNIV. STUDY RESULTS



BISON + PRAIRIE = ECOSYSTEMICITY

The study shows that reintroduced bison grazing on native prairie led to sustained biodiversity gains in native plant species when compared to beef cattle, and greatly increased drought resilience.



- #### QUICK FACTS
- Regenerative - grass fed
 - Bison are a regenerative species
 - Regenerative grazing helps control the physical and biological health of an ecosystem
 - By eating certain plants, bison improve the health of American grasslands in prairie

THIS IS A CONNECTION

LEARN MORE AT WWW.BISONCENTRAL.COM Regenerative by Nature.

USDA Recommended Cooking Temperatures

GROUND MEAT		BISON, BEEF, LAMB			
	F	C	F	C	
Bison, Beef	160	71	Medium Rare	145	63
Pork, Lamb	160	71	Medium	160	71
Turkey, Chicken	165	74	Well Done	170	77

POULTRY		PORK			
	F	C	F	C	
Stuffing	165	74	Medium	160	71
Breasts	170	77	Well Done	170	77
Wings, Legs, Thighs	180	82	Ham Pre-Cooked	140	60
			Ham Fresh	160	71

Bison is a delicious, nutrient-dense protein that is healthy for you! Eating bison helps restore bison herds to the landscape and promotes regenerative ranching practices. **Good for you. Good for bison. Good for our planet.**



By making bison a regular part of your diet, you are eating a delicious, nutrient-dense protein that is healthy for you! In doing so, you are helping to restore bison herds to the landscape and promoting regenerative ranching practices.

BISON PROTEIN

	IRON	VITAMIN B12	IRON	VITAMIN B12
BISON	25% more iron than beef	766% more vitamin B-12 than chicken	14% more iron than beef	14% more vitamin B-12 than chicken
BISON Fat	50% less fat than chicken		50% less fat than chicken	
BISON Meat	50% less fat than chicken		50% less fat than chicken	

GOOD FOR YOU
GOOD FOR BISON
GOOD FOR OUR PLANET.



Bison are "Regenerative by Nature"! Bison are nature's perfect fit for regenerating healthy soils and grasslands through their natural grazing behavior, which can be attributed to the bison's evolution on the North American continent and the fact that the species was never domesticated.

HOW ARE BISON REGENERATIVE?

- Their natural grazing behavior allows for the natural fertilization, soil cultivation, and seed dispersal on the prairie as they graze
- When managed properly, bison pastures serve as the most reliable carbon-sequestration tools at our disposal - American grasslands
- Healthy soils lead to zero-gro yields and nutrient-rich forage crops with less reliance on synthetic fertilizers and pesticides
- Bison not only regenerate healthy soils and grasslands, but also support other on-look wildlife and fauna that proliferate when bison are on the landscape

The bison once reamed the continent freely, helping sustain prairie and prairie ecosystems as a keystone species through grazing, fertilization, trampling and other natural behavior. Bison shaped the vegetation and landscape as they fed on and dispersed the seeds of grasses, sedges, and forbs. This natural behavior is today mimicked by bison stewards seeking to regenerate their soil in part by utilizing the bison's instincts, which remain intact as bison were never domesticated.



Herd Health

- Mycoplasma bovis
 - 2022/23 less severe than 2021 in northern Plains states
 - NBA Fact Sheet & the M. bovis taskforce
 - US producers eligible for compensation for death loss
 - USDA ARS Vaccine Development
 - Dr. Todd Shury added to M. bovis taskforce
- Malignant Catarrhal Fever (MCF)
 - USDA ARS vaccine development at WSU/UWY
 - Vaccine very effective on rabbits/cattle, testing bison now
 - Summer 2023 – ARS Proof of Concept Study
 - \$2M request for funding in next Farm Bill
- NBA 2024 Winter Conference Vaccine Updates
- 2024 International Bison Health Symposium at SDSU
- Dr. Jayson Galbraith added to COE Board of Directors

Grass is Greener Climate Smart Grant

- \$4 million allocated to bison over 5 years
- Incentive premiums offered to “Climate Smart” land practices and approved calves from enrolled producers
- 2,000 head in year one – 27,000 plus over five years
- Marketing support included to develop an end market for “Climate Smart” raised bison
- Bison protocols developed by NBA & Tanka Fund
 - Focuses on carbon sequestration, methane emissions, biodiversity, water retention, etc.
 - NBA Membership App



Legislative/Regulatory Update

- Current Legislative and Regulatory Priorities:
 - US Farm Bill Extension
 - Truth in Buffalo Labeling Act of 2023
 - \$2 Million appropriated to MCF Vaccine development
 - 2023 Fly-In - 44 Meetings in 2 Days
 - AMS – Domestic Origin Rule
 - ARS – MCF & M. bovis
 - NRCS – Bison Grazing Standards
 - FAS – ATAC & Export Priorities
 - FSIS – Product of USA Proposal
 - National Bison Day



L to R: Ace Ward, Donnis Baggett, Kevin Leier, Jim Matheson, Chad Kremer, Senator John Boozman (AR), Demetrius McDaniel, Bob Dinneen

New Approach to Summer Conference

- Reasons for Change:
 - To bring events closer to members
 - To offer more region-specific information/networking
 - To coordinate outreach better with State/Regionals
 - Schedule of Events:
 - June 17 – NBA Summer Conference – North – SD
 - June 24 – Regenerative Ranching Field Day – OH
 - July 9 – Regenerative Ranching Field Day - MN
 - July 16 – NBA Summer Conference – West – ID/OR
 - September 30 – Regenerative Ranching Field Day - WI
 - October 7 – NBA Fall Conference – South/East – WV

Upcoming NBA Events

- January 17 – 20, 2024 - NBA Winter Conference
- January 20, 2024 - Gold Trophy Show and Sale
- May 4, 2024 – NBA Southern Conference – TX
- June 2024 – NBA Northern Conference – KS
- June 2024 - International Bison Health Symposium - SD
- July 2024 – NBA Eastern Conference – NH
- September 2024 – NBA Western Conference – CO
- September 2024 – Annual Washington, DC Fly-In
 - Most presentations available at bisoncentral.com

Thank you! Questions?

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