



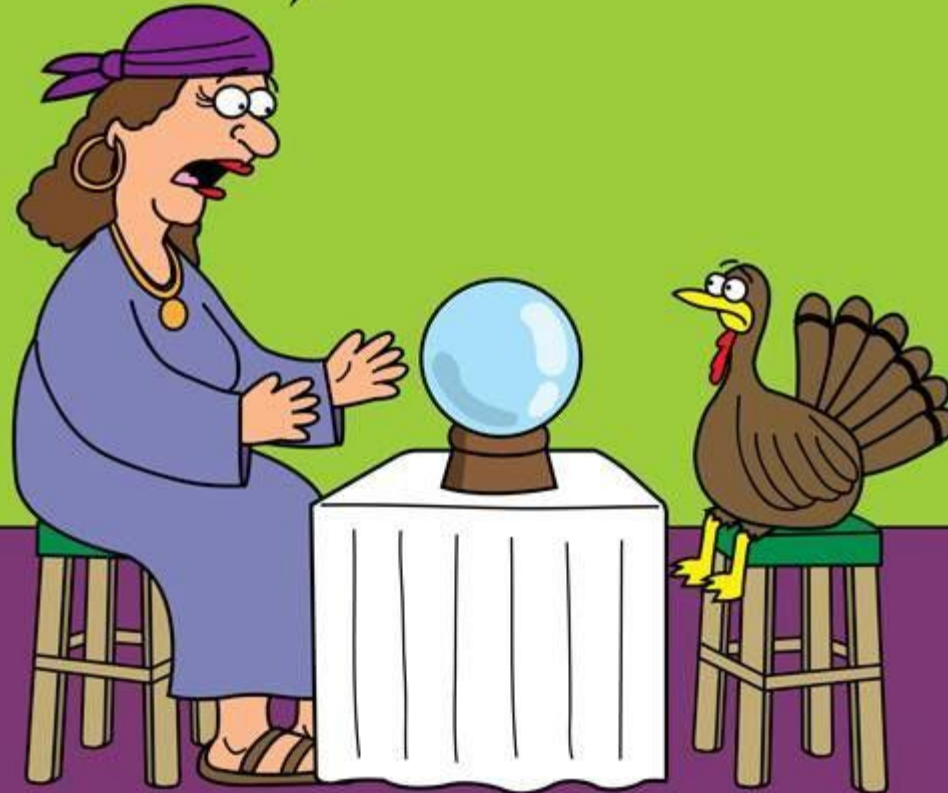
BISON

Consumers Below the 49th:
Keeping Bison Ahead of the Herd

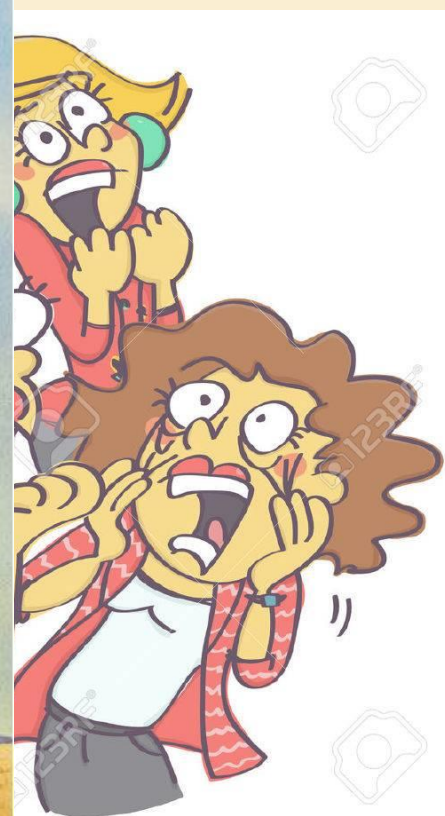
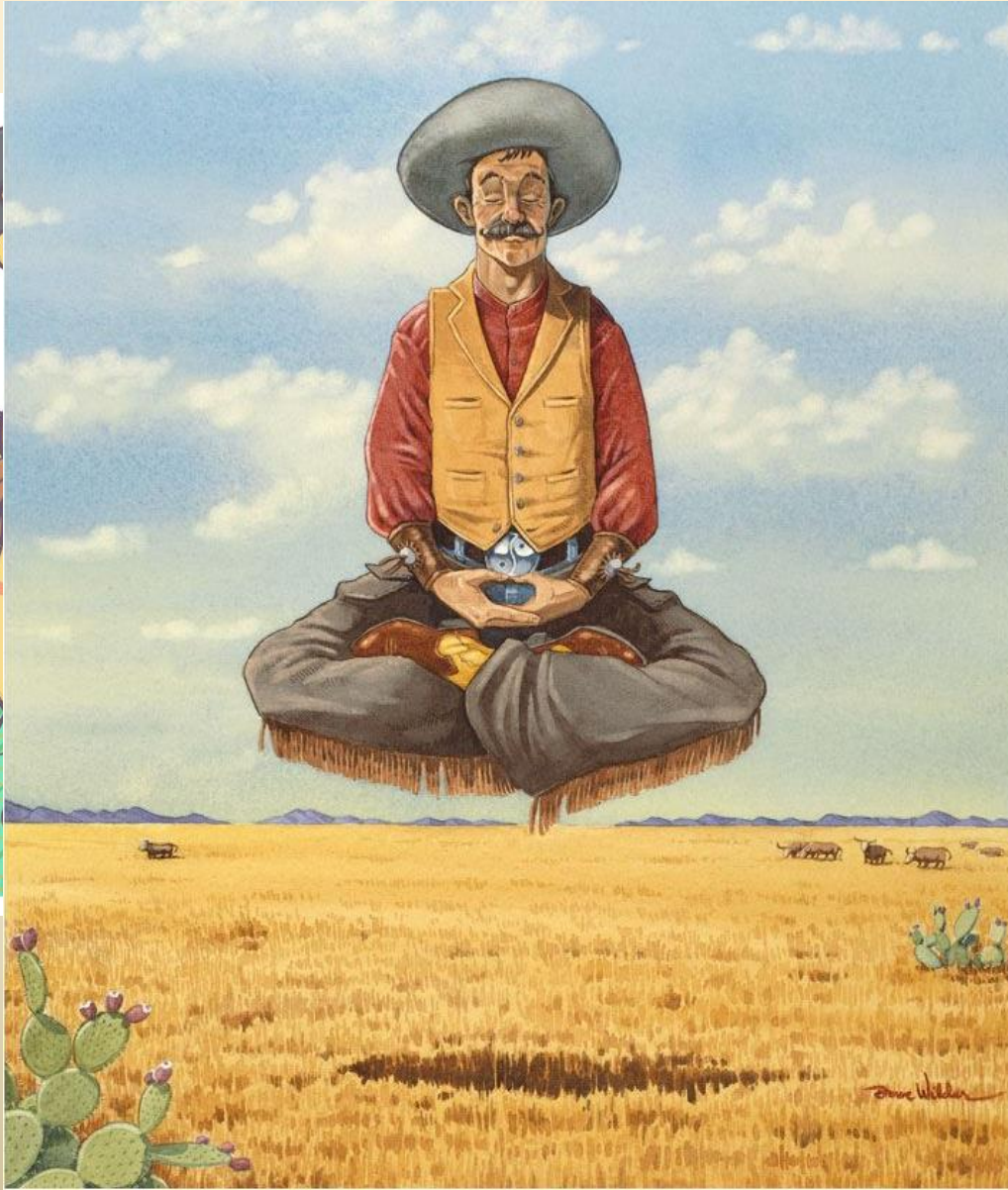




I SEE YOU, A CHICKEN,
AND A DUCK AND—OH MY,
THIS DOESN'T END WELL.



Looking at today's marketplace



A little perspective

Oct. 2018

\$4.80 lb.

Oct. 2019

\$4.25 lb.

Oct. 2009

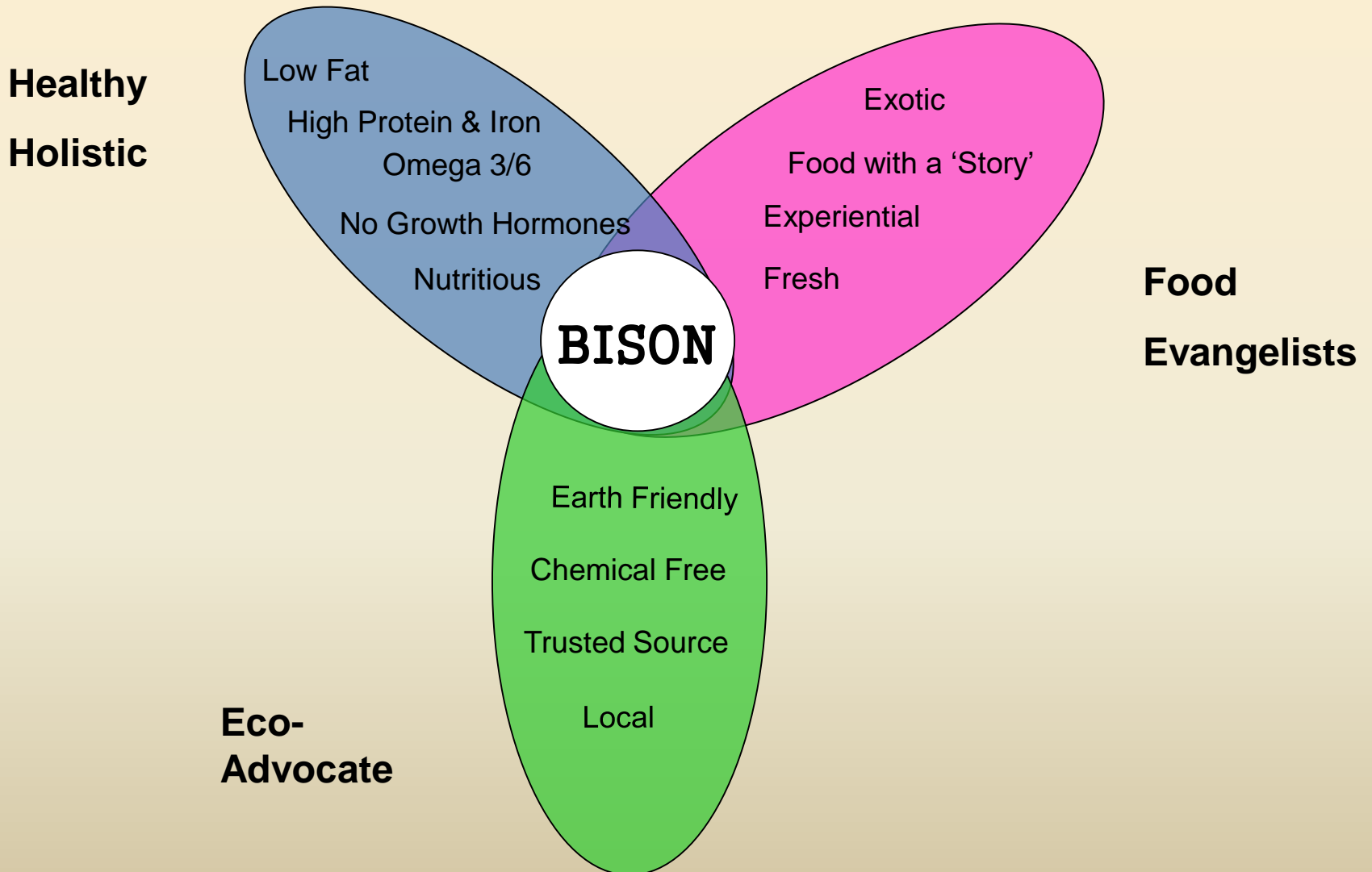
Beef Steer
Oct 2019
\$2.37 lb.

Oct. 2006

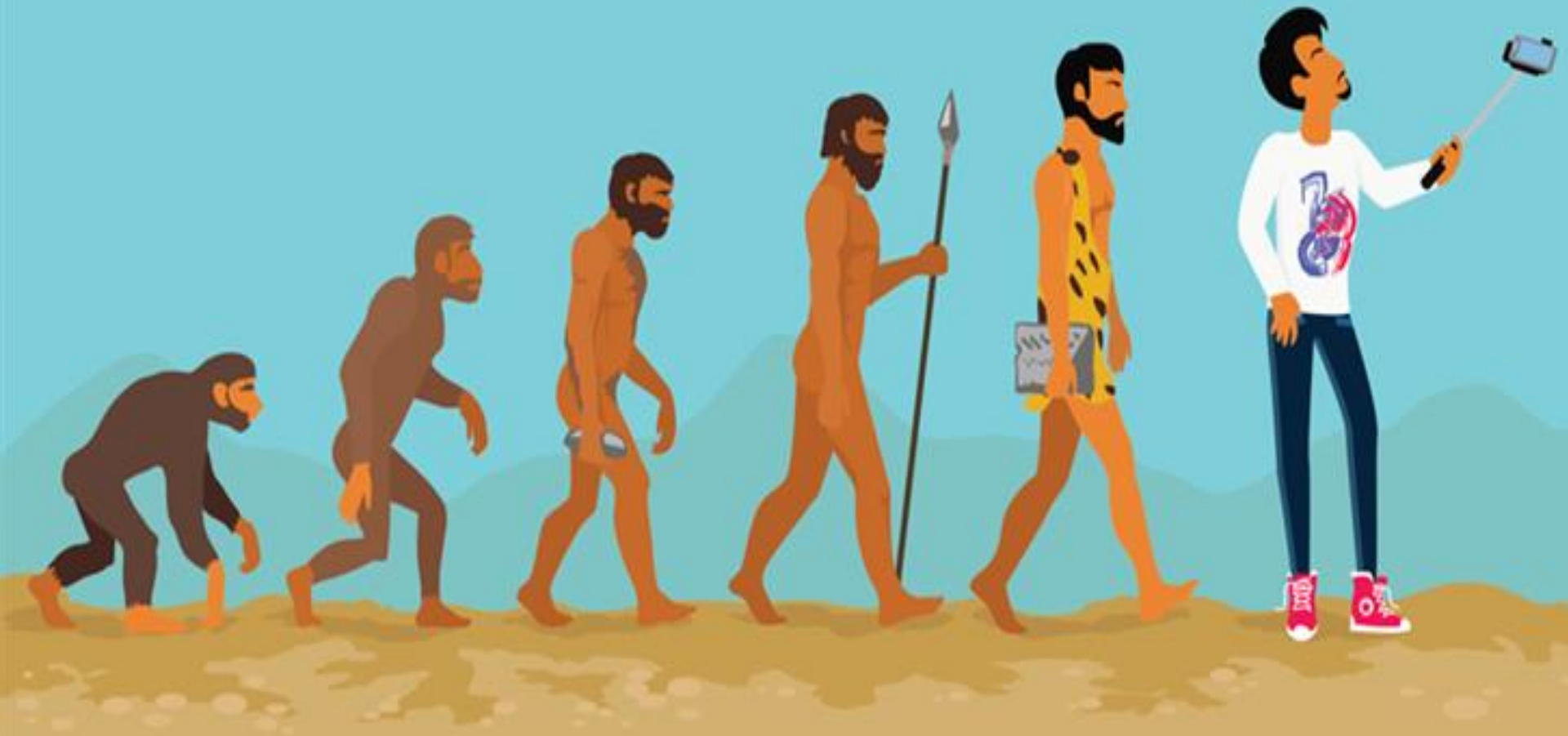
\$1.81 lb.

\$1.72 lb.

The bison sweet spot - 2006



The evolving American consumer



Macro Trends Affecting the Food Marketplace

- Single person households
- Non-traditional families
- Time starvation
- Shrinking middle class
- Decreased, but shared, food prep
- Less rigid, from scratch, cooking
- Snackified eating
- Obesity rates
- Customized diets
- Global cuisine



We are not a commodity



A Commodity is:

- Large-scale mass production
- Generic
- Lowest price production
- Mass marketing
- Industrialized

We are:

- Small scale
- Unique
- Higher Price
- Higher Value
- Appeal to specialized market
- A business – direct relationship with customer

Three Strategic Platforms for Bison Producers



Premium

- Upgraded experiences
- Everyday occasions
- Marketplace growth



Health & Wellness

- Fresh, less processed
- Nutrient density
- Organic, natural and local



Sustainable

- The power of the purchase
- Meaningful narratives
- Animal welfare



The bison sweet spot - 2018

**Health &
Wellness
Holistic**

Low Fat
High Protein & Iron
Omega 3/6
No Growth Hormones
Nutritious

BISON

Exotic
Food with a 'Story'
Experiential
Fresh

**Food
Premium
Evangelists**

**Eco-
Regenerative
Advocate**

Humanely Raised
Earth Friendly
Chemical Free
Trusted Source
Local

HEALTH & WELLNESS

The Generational Stereotype

- Greatest Generation: 1901 — 1924
- Silent Generation: 1925 — 1942
- Baby Boomers: 1943 — 1964
- Generation X: 1965 — 1979
- Millennials: 1980 — 2000
- Generation Z: 2001 — 2013





Baby Boomers

vs.



Baby Millers

BISON IS THE PERFECT PROTEIN

BISON has **26%** more iron than beef

BISON has **87%** less fat than beef

BISON has **8%** less cholesterol than chicken

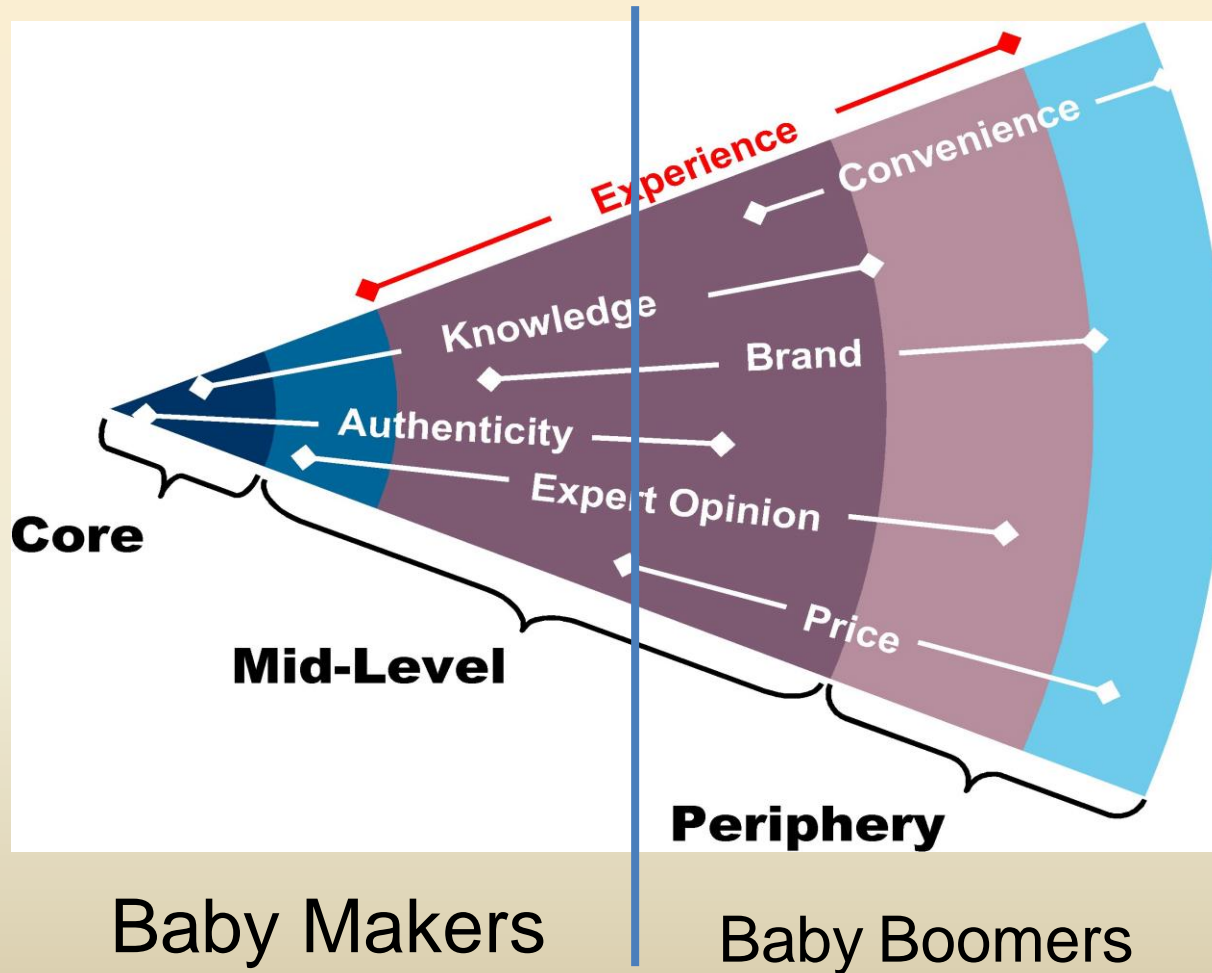
	BISON	Beef	Chicken
Fat (g)	2.42	18.54	7.41
Protein (g)	28.44	27.21	28.93
Calories (kcal)	143	283	190
Cholesterol (mg)	82	87	89
Iron (mg)	3.42	2.72	1.21
Vitamin B-12 (mcg)	2.86	2.5	.033

BISON has **766%** more vitamin B-12 than chicken

BISON has **32%** less fat than chicken

beef has **98%** more calories than BISON

As Bison Moves to the Mainstream



Health & Wellness

- Center of Excellence for Bison Studies



PREMIUM

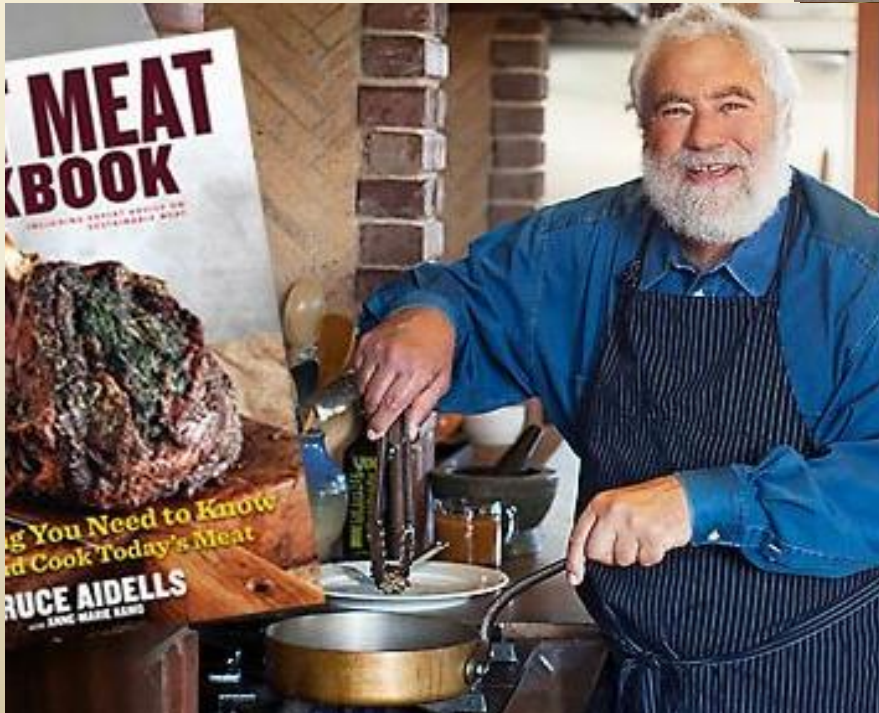
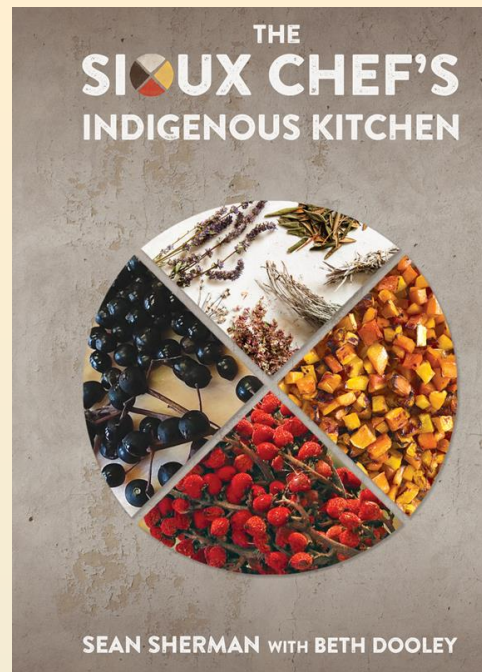
Premium upgrades across categories



Deliciously healthy



Champions in our court



REGENERATIVE

Clean? Healthy? Plant Based?

Ingredients

- Water
- Soy-protein concentrate
- Coconut oil
- Sunflower oil
- Natural flavors.
- Impossible "meat" also contains 2% or less of:
- Potato protein
- Methylcellulose
- Yeast extract
- Cultured dextrose
- Food starch, modified
- Soy leghemoglobin
- Salt
- Soy-protein isolate
- Mixed tocopherols (vitamin E)
- Zinc gluconate
- Thiamine hydrochloride (Vitamin B1)
- Sodium ascorbate (vitamin C)
- Niacin
- Pyridoxine hydrochloride (vitamin B6)
- Riboflavin (vitamin B2)
- Vitamin B12

Meet the
**IMPOSSIBLE
BURGER!***



"Made entirely of plants!"

Ingredients

- Bison
 - Grass
 - Grain
 - minerals



*What the H*** is
this stuff?!??!*

Buffalo Grass

Blue Grama

Big Bluestem

Fescue

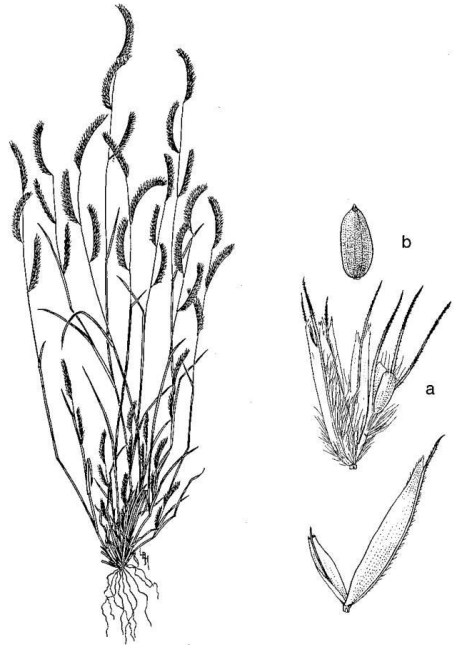
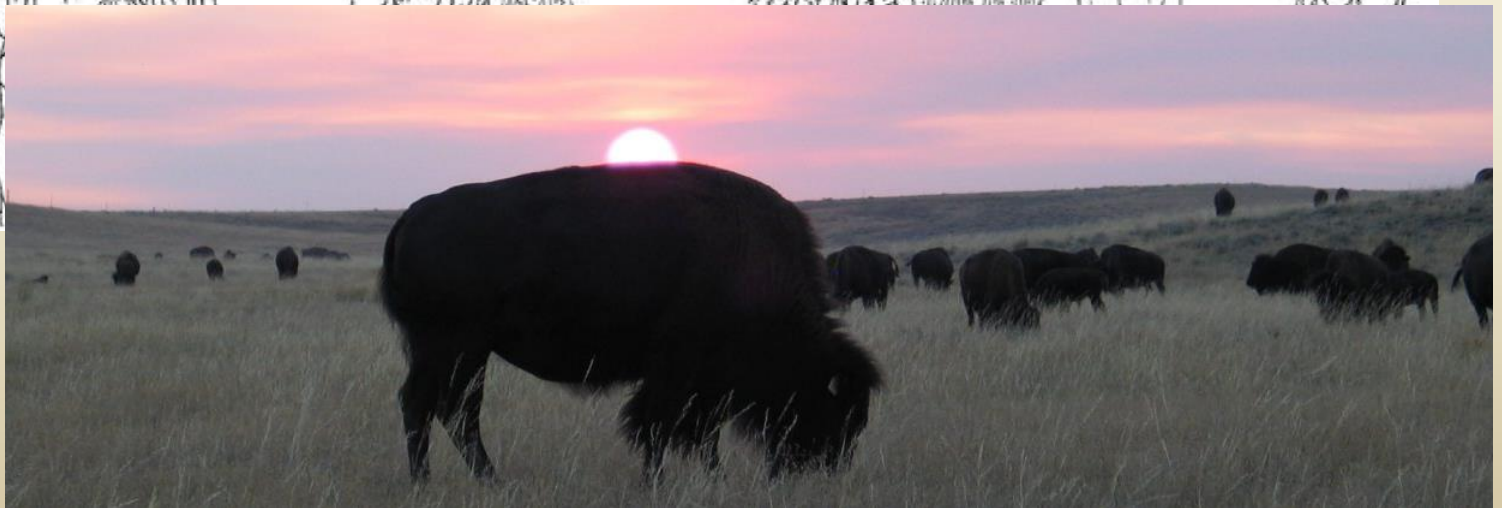


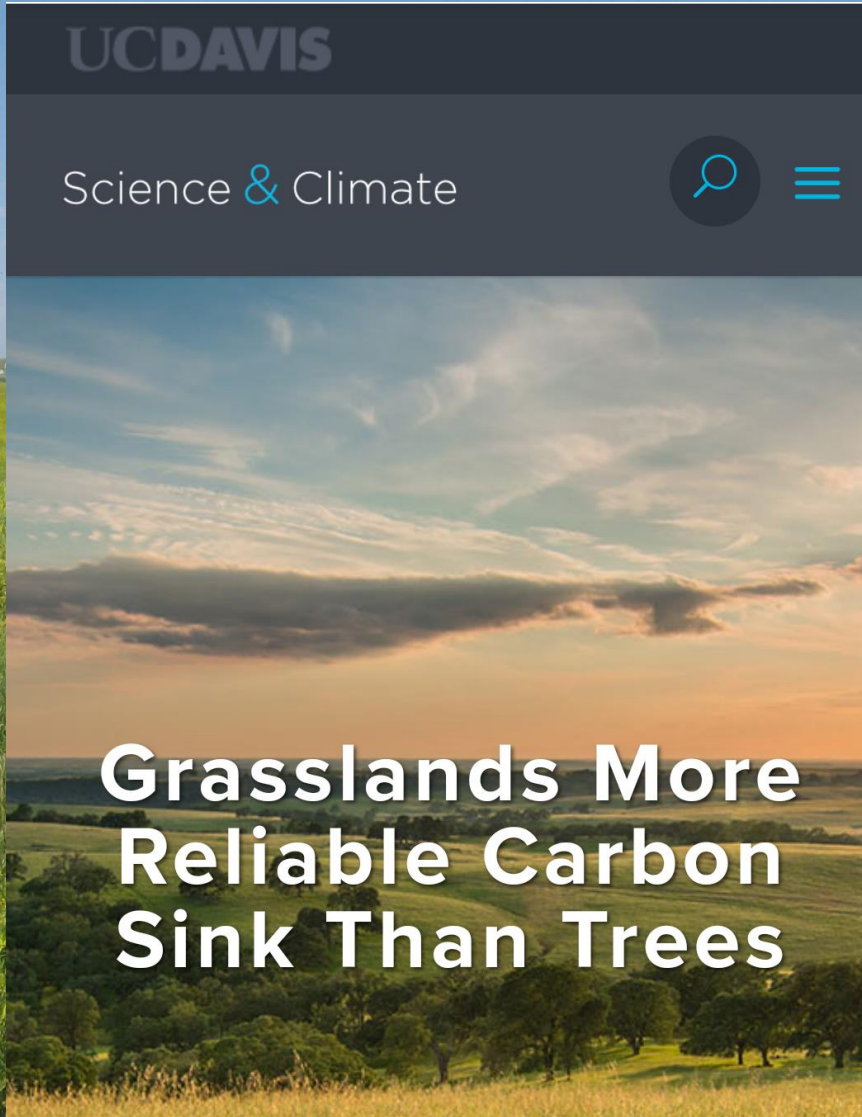
Fig. 9. Sixweeks grama (*Bouteloua barbata*). Plant with comblike spikes.
a. Spikelet showing a fertile and sterile flower, with the separated glumes below. b. Grain.



Our American Rainforest



From the University of California Davis



Smithsonian.com

SmartNews Keeping you current

Yellowstone Bison Engineer an Endless Spring to Suit Their Grazing Needs

The cycle of grazing and fertilizing prolongs spring-like vegetation in grasslands and makes green-up more intense in following years



(National Park Service)

By Jason Daley
smithsonian.com
November 22, 2019

Herds of bison mulling through Yellowstone National Park may seem aimless to the average visitor, but a new study reveals the animals are hard at work engineering their ecosystem. By rigorously mowing and fertilizing their own patches of grassland, the big herbivores essentially delay spring



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pet
sustainability
coalition

BOULDER
OCT 10 & 11
— 2019 —

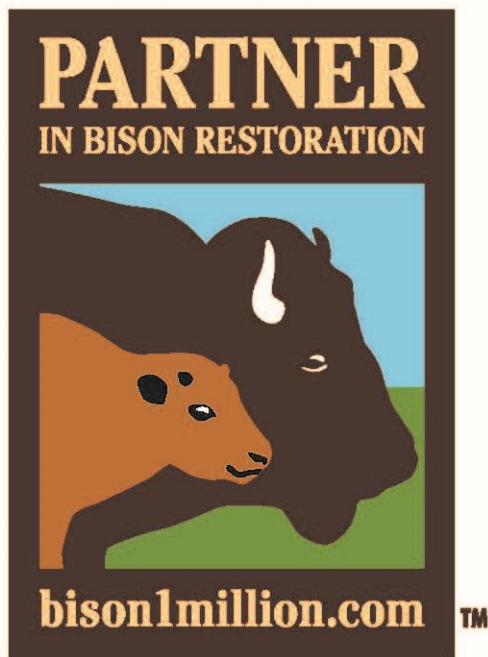
keynote
speaker

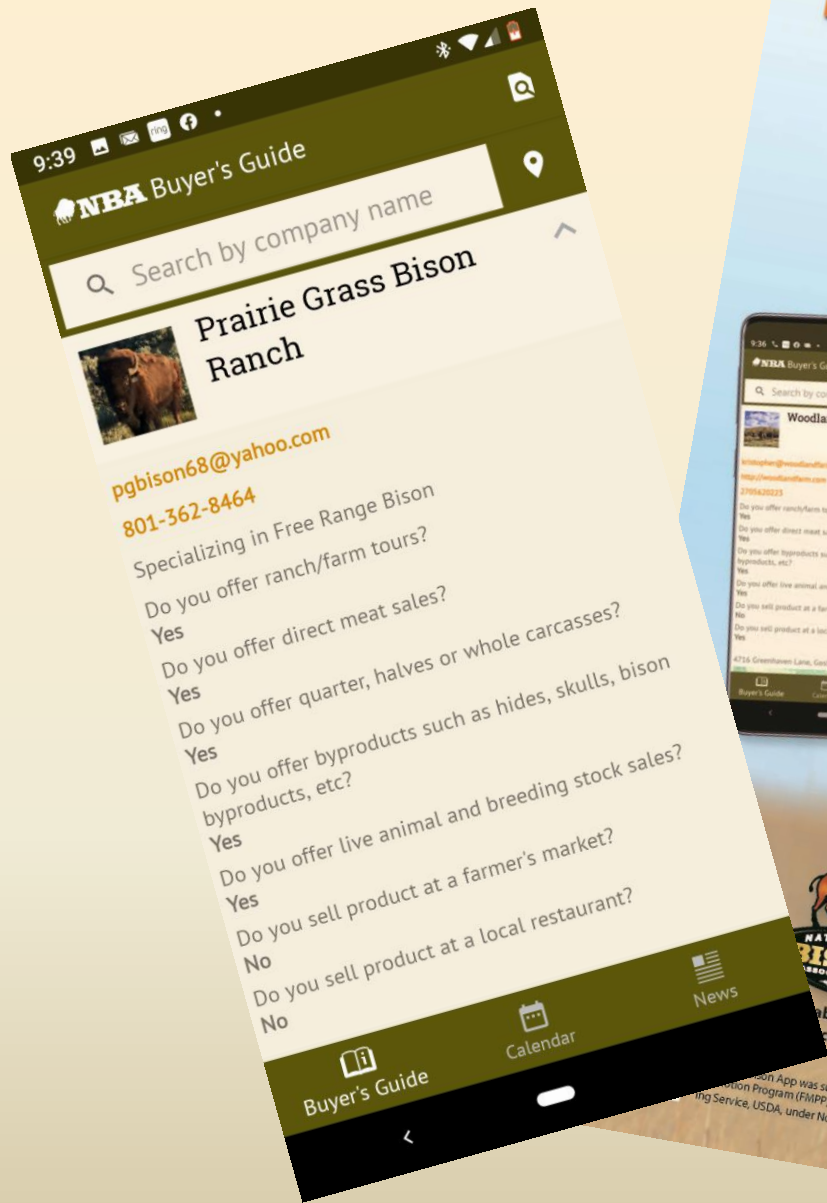
IMPACT UNLEASHED



Impact Unleashed is the only event in the pet industry that equips leaders to meet growing demands for sustainable products and companies.

Help bring back more bison to more native habitat!



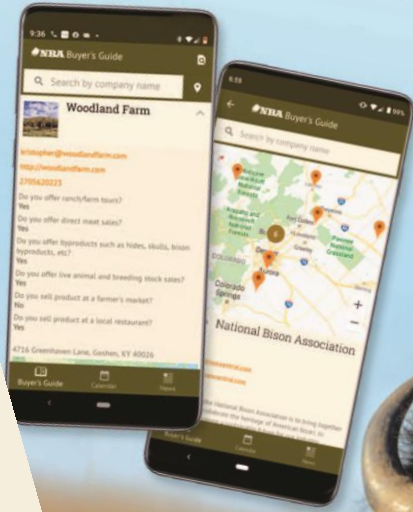


Find All Things Bison Near You

Buysome Bison App is a location-based app that connects you with all things bison.

You can quickly locate ranchers and farmers who can supply you with deliciously healthy, locally raised bison meat and a variety of buffalo artisan goods. Many even offer tours, wedding venues, weekend getaways and other agritourism experiences for the whole family.

If you want to connect with bison, Buysome Bison is the place to start.



Download the **BUYSOME BISON** app today and discover where the bison roam near you!



For more information about bison visit: [bisoncentral.com](http://www.bisoncentral.com)

Buysome Bison App was supported under the Farmers' Market Promotion Program (FMPP) Grant Program, Agricultural Marketing Service, USDA, under No. 16FMPPC00021.

Join Us for our 25th!

- Jan 22-24, 2020
 - Laurie Demeritt, CEO, Hartman Group
 - Rob Bleifer, Executive Chef, Food Network
 - Whiskey tasting
 - Mentors' session
 - Much more!
- GTSS Jan 23-25, 2020



More Information:

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