

Wisconsin Bison Association Conference February 28, 2015.

1. Greeting

2. Self-Introduction

- a. Raised on a dairy farm in central Minnesota.
- b. Bought the farm I am on in 1969.
- c. Like most US farmers I had an off farm career.
- d. Now retired to full time farming.
- e. I raise bison, beef, hogs, lambs & poultry for direct sale to consumers. All pastured.
- f. Bison for ten years or so.
- g. Served 6 years on the board of the MNBA.
- h. Thought I retired from that too but then was asked to run for NBA.

3. I here To Represent the NBA in the Fifth region, which includes Minnesota Iowa and Wisconsin.

The director

1. Convey information from the NBA to the state/regional associations, and
 2. Bring issues of importance within the region to the NBA.
 3. Assist with the recruitment of new members within their region.
 - a. How many are members of the NBA?
 - b. I would like to hear from those that are members regarding concerns issues.
 - c. I would like to hear from those who are not members as to, "Why not?"
 - d. I became a member when I bought a membership at our fun auction. I have attended summer meetings for some years.
- e. NBA CONFERENCES**
- f. The NBA has two conferences each year. The winter meeting in Denver and a summer meeting that floats.. \$175 and \$150
 - g. The Denver meeting in January was my first.
 - h. My wife and I find the summer meetings to be worthwhile events and a nice after-spring getaway.
Shipshewana, Yellowstone, Branson, this year Fort Worth. 1144 miles from Bonduel.
The summer meetings cover three days. With driving time, just

4. What is the NBA doing for Bison Producers?

a. The NBA promotes the consumption of bison meat.

Chefs' Collaborative National Summit – The NBA was a primary sponsor of the Chef's Summit in September.

350 leading culinary experts from across the country.

Bison highlighted several events during the summit, and Executive Director Dave Carter addressed the chefs.

Slow Meat USA – The NBA sponsored the National Slow Meat conference in June.

Slow meat encourages the public to look for quality, ethically produced meat, rather than simply focusing on price.

New Social Media Focus – With help from the association’s voluntary checkoff program, the NBA is developing a Social Media campaign, with emphasis on the tools and messages attuned for the next generation of shoppers.

Who pays into the checkoff?

Special Publications For Bison Marketers –

The ***Bison World* food supplement** is utilized by marketers throughout the industry.

The ***Why Bison* brochure** continues to serve as a brief informative brochure and special recipe cards are available to marketers’ throughout the business.

BisonFinder App – The NBA developed a free app for Smartphones and tablets to help them find nearby restaurants, ranches, and grocery stores that offers delicious, wholesome bison.

Established National Bison Day – In cooperation with the Wildlife Conservation Society and the Intertribal Buffalo Council, the NBA successfully lobbied the U.S. Congress to designate the **first Saturday in November as National Bison Day**. This event draws media attention to bison, just as the important Holiday entertaining season gets underway.

The NBA is the nation’s media go-to source for reliable, accurate information about all aspects of bison meat, and bison production.

Setting the Record Straight – The NBA helps protect the bison industry from inaccurate and misleading reports about widespread crossbreeding of bison with cattle. The association’s work included developing and distributing its ***What’s All the Bull about Beef in Bison?*** brochure to retailers, media outlets, producers and consumers.

The NBA provides Tools to grow your business.

Insider’s Guide to Bison Handling and Management – This 40-minute DVD—produced with the assistance of USDA’s Risk Management Agency—contains eight “chapters” with technical information and visual demonstrations of all aspects of bison handling and business management. \$19.95

Bison Producers’ Handbook – The 250-page book is widely recognized as the definitive source of information for all aspects of production and marketing. \$40

Hold it up.

Bison 201 (and 101) – The Bison 201 on-line curriculum features in-depth information for new products, and includes interactive worksheets, videos and other material. It is an extension of the Bison 101 introductory on-line course introduced a few years ago. \$30 and \$100

Sustainable Agriculture Research & Education (SARE) – The NBA is developing:

- A) Develop a bison-specific curriculum for educators and Extension Agents;
- B) To research specific pasture-management protocols; and
- C) To develop a Best Practices manual for producers.

The NBA is working with the **USDA Risk Management Agency** to begin developing new benchmarking tools and other educational resources for producers.

The **Gold Trophy Show & Sale** is the nation's premier stage for producers to buy bison breeding stock in North America.

Herd Health – In 2011, the NBA convened the first meeting of ranchers, researchers and federal officials to address Mycoplasma Bovis.

This resulted in a vaccine that is now available to producers.

In cooperation with the National Buffalo Foundation and several state/regional associations, the NBA is addressing the challenges of TB, Malignant Catarrhal Fever, and other threats to bison.

Bison 2014 Study – The USDA is doing a comprehensive study of American bison, launched at the request of the NBA. This study will help focus public resources on issues important to bison producers.

Director Dave Carter is on the USDA Agricultural Trade Advisory Committee for Animals and Animal Products, to make sure that U.S. negotiators **eliminate the 20% tariff that now limits the growth of bison exports** to Europe.

The USDA Foreign Agricultural Service has agreed to move forward in an effort to **reopen the South Korean market** to bison meat.

Disaster Assistance – The NBA worked to see that the new farm bill contained provisions to assist bison producers who suffer disasters from drought and blizzards.

Canadian Border Issues – The NBA is working to eliminate the current requirement that bison imported from Canada be branded. APHIS is working with Canadian officials to develop alternative identification methods.

Regulatory Monitoring – The NBA works with the USDA, the Department of Interior, FDA and EPA to make sure new federal rules do not create undue problems for our industry.

USDA Price Reporting & Data Collection – The NBA worked with USDA to establish a monthly price reporting system that has proven to be a valuable tool for producers, processors, and marketers across the country. This year, the price report is being expanded to include the value **of grass-finished bison** and specific offal items. The 2012 Ag Census will again include bison in its report at the NBA's urging.

Endangered Species & Conservation Issues – The NBA is actively involved with the Department of Interior and the U.S. Fish and Wildlife Service to assure that misguided

efforts by some groups do not hinder the continued restoration of bison to the American landscape via private ranching.

State/Regional Leadership Conference – The NBA coordinated a conference in October to bring together leaders of state/regional associations, and the NBA board of directors, for two days of training and discussion to increase the effectiveness of bison organizations at all levels. **Did anyone here attend?**

The NBA board of directors convened in Denver in late April to develop a **three-year strategic plan**

Education, Outreach and Recruitment

Public Relations – The NBA is the leading national voice for bison producers. The public relations activities of the NBA have resulted in positive media coverage in *Associated Press, National Public Radio, CNBC, Huffington Post, USA Today, Wall Street Journal* and several other important media outlets.

Cooperation with the Tribal Community – The NBA in 2014 signed a formal Memorandum of Agreement with the Inter Tribal Buffalo Council to outline areas in which the two organizations will work together to restore bison to more rangelands, and to promote bison.

A Voice for Conservation on Private Ranches – The NBA in 2014 established a Conservation Committee to identify and promote bison ranching conservation practices.

Farm Broadcasters – the NBA in 2014 again participated in the Trade Talk event at the National Association of Farm Broadcasters' annual meeting. The association conducted more than 30 media interviews and developed important relationships with key farm broadcasters.

New Materials for Lenders – the NBA developed and distributed materials to inform agricultural lenders about the strength and stability that make today's bison business a sound investment.

Outreach to the Next Generation – The National Bison Association's booth at the national FFA convention continues to introduce the next generation of producers to the bison advantage. We utilize the convention to connect students and Ag advisors with seasoned bison producers through our student group membership program.

Conferences – The 2014 NBA Winter Conference brought together nearly 400 producers and marketers for three days of education, networking and fun. This was the highest winter conference attendance in more than a decade. The summer conference,

in Branson Missouri, offered an early-summer getaway, with fantastic tour of a working bison ranch, educational sessions and plenty of fellowship.

BOOST NBA MEMBERSHIP

Why Join the NBA?

1. **Weekly Update** – The National Bison Association’s Email Weekly Update is the most widely read news service in the buffalo business.
2. **NBA Trading Board** –NBA members get a 48-hour advance look at any item on the Trading Board before ads are published on the website.
3. **Bison World** – Our quarterly magazine is packed with valuable ranching advice, news about the business, public policy information, and advertising that helps you find the goods and services you need.
4. **Online Education** – Our online Bison 101 and 201 curriculums are only available for NBA members. And, Bison 201 contains valuable interactive worksheets that can help you develop your bison business plan
5. **Bison Producers’ Insurance Coverage** – The National Bison Association worked with Nationwide Agribusiness to develop new products and services specifically tailored to the needs of producers and marketers.
6. **Conferences** – Our winter and summer conferences are forums for picking up new information, making important connections, and enjoying being a part of the buffalo community.
7. **Gold Trophy Show and Sale** – This annual event offers producers the opportunity to buy premier breeding stock to improve and expand their herds.
8. **Junior Judging** – The NBA Junior Judging Contest is drawing increased participation from around the

Active membership: \$250/year

Active members receive the Bison Producer's Handbook, the quarterly Bison World magazine, the annual Membership Directory, the Weekly Update e-newsletter, discounts on all NBA promotional materials, access to the members' section of the Web site, including the Bison 101 and 201 online trainings, free listing on the NBA's BisonFinder Smartphone app and on its Online Buyer's Guide, free NBA consulting, as well as discounts on NBA sales, conferences and functions. Voting privileges are only offered to Life (\$3,000 one-time fee) & Active Members.

Join and Go: \$350

Same benefits as the Active membership, plus one conference registration to the NBA’s summer or winter conference.

Allied Industry: \$300/year

Open to people who are not actively raising bison, but are involved in the industry otherwise. Includes subscription to Bison World magazine, the Weekly Update, the annual Membership Directory, discounts on all NBA promotional materials, access to the members' section of www.bisoncentral.com which hosts a wide-variety of bison business resources, listings on our BisonFinder Smartphone app and Online Buyer’s Guide, and invitations and discounts to all NBA sales, conferences and functions.

Junior Member: \$50/year

For individuals 21 years of age and younger looking to learn about the world of bison. Age will be verified. Benefits are the same as our Active membership without voting rights, at a highly discounted membership rate aimed at educating the next generation of bison producers.

Student Group Membership: \$50/year

Designed for student groups of up to ten students. The student group membership is designed for any students wanting to learn more about and support bison restoration. The membership includes one copy of our instructional DVD, one copy of our Bison Producers' Handbook, access to our online trainings, to our members' only website area and a subscription to our quarterly trade journal, Bison World. Great for FFA and 4H advisors looking to learn more about bison.

Friend of the Buffalo: \$60/year

Designed for "Friends of the American Buffalo." Affiliate members receive a subscription to Bison World magazine, a cookbook with delicious buffalo recipes, and exciting information about the reintroduction of buffalo across the American landscape.

b. BOOST SUMMER NBA CONFERENCE.

- a. The 2015 Summer Conference will take place in the historic, Fort Worth Stockyards, June 1 - 3, 2015.
- b. The annual summer conference changes location each summer and promises three days of fun, learning and networking in a bison-centric location.
- c. A great series of speakers lined up, lots of time to commune with your fellow bison ranchers, and some fantastic buffalo meals. Please mark your calendars and plan to join us for this great, family-friendly event.
- d. You can book your rooms now at the two host hotels, right in the heart of the Historic Fort Worth Stockyards! We have two great lodging options for summer conference attendees lined up, each with deep discounts when reserved in our room block.

c. BOOST MNBA CONFERENCE,

- a. Rice Lake Wisconsin. Lee and Mary Graese Farm and Processing plant. North Star Bison
- b. April 17-19, \$80 w/banquet
- c. Bison Carcass Breakdown,
- d. Sessions on grazing, forage management mineral requirements

d. QUESTIONS, FEEDBACK?**e. Thank you**