

MISSOURI BISON ASSOCIATION

in conjunction with Lolli Brothers Livestock Market



JULY BISON AUCTION

Thursday, **July 9, 2020** - 9:00 am CDT

Lolli Brothers Livestock Market

Macon, MO

To Consign, Call:

Carol Morris: **660-998-0990**

Peter Kohl: **816-585-4779**



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NBA Weekly Update for June 19, 2020

The Weekly Update is a service designed to provide National Bison Association members with news and information affecting bison production and marketing. Many items in the Weekly Update are reprinted from outside sources. The content of those articles does not necessarily reflect the policy position of the National Bison Association. The articles are reproduced here only as a means to keep our membership informed as much as possible of all information and opinions relating to bison that is circulating publicly.

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NBA Surveys Document Extent of COVID Impact; Comments Going in to USDA

The economic disruption impacting nearly all sectors of the U.S. bison business far exceeds the threshold required to qualify bison producers for assistance being offered to agriculture through USDA's Coronavirus Food Assistance Program (CFAP), according to

formal comments that the National Bison Association is preparing to submit to the agency in the next few days.

Bison were among the agricultural products excluded from USDA's first round of CFAP relief in May. At the time, the agency said that insufficient market information existed to demonstrate that bison producers had suffered at least a five percent drop in price and income from the period between mid-January and mid-April.

However, producers excluded from the first round of assistance have until Monday, June 22 to submit information documenting losses. USDA will use that information to determine which agricultural commodities will be eligible for an additional \$637 million in assistance.

Comments being prepared by the NBA document that the prices for live bison weighing between 400 – 800 lbs. dropped 37 percent for bulls and 25 percent for heifers in the period between mid-January and mid-April. That information was based on data supplied by 43 individual bison producers participating in an on-line survey conducted over the past week. Information supplied by those producers also indicates that feeding costs have increased by 12 percent per animal per day since mid-January.

Forty nine Farm-Direct marketers from 24 states participating in a separate on-line survey provided additional information regarding the extent of the financial impact. For example, the 21 farm-direct marketers reporting live animal sales as at least 10 percent of their business reported that prices have dropped significantly. Thirty eight percent reported declines of between 20-49 percent, while 24 percent of the respondents reported price drops exceeding 50 percent.

The bottleneck in processing capacity is creating significant economic havoc for farm-direct marketers. Even though the survey did not ask about difficulties in getting animals scheduled for processing, nearly one-third of the respondents cited that as a critical factor harming their business.

The 12 farm-direct marketers selling to restaurants and other foodservice outlets reported a sharp drop in sales, with half reporting sales declines exceeding 50 percent. And, 63 percent of the producers participating in farmers' markets said that they anticipate 2020 sales to be down by more than 20 percent.

Only marketers operating on-farm stores reported any significant increase in sales and income.

Information from the twice-yearly commercial marketers' survey will also be included in the NBA's submission to USDA. The latest survey, conducted two weeks ago, shows that all commercial marketers participating reported a "sustainable carcass price" at least seven percent below this time last year.

Dave Carter, NBA executive director, said the input provided over the past few weeks by individual NBA members provided valuable information needed to push for inclusion in the next round of CFAP assistance. "Thank you to the nearly 100 people who provided us with information in our on-line surveys. Your willingness to share your information has enabled us to build a strong case for qualifying for the next round of assistance."

Members: Submit Your Individual Comments to USDA!

Individual bison producers have an opportunity to bolster the case for being included in the next round of Coronavirus Foods Assistance Program (CFAP) assistance by filing individual comments with the agency by the end of Monday, June 22nd.

Under a federal notice published May 22nd, USDA emphasized that information submitted by individual producers of commodities not covered by the initial CFAP package will provide strong guidance in determining who will be eligible for assistance from the remaining \$637 million.

According to USDA, you should provide information for consideration if you are a producer of an agricultural commodity that you believe have either:

- a. suffered a five percent-or-greater price decline between mid-January and mid-April as a result of the COVID-19 pandemic,
- b. shipped but subsequently spoiled due to loss of marketing channel, or
- c. not left the farm or remained unharvested as mature crops.

The agency will particularly be looking for information that will document a five percent loss in the value of a commodity between the week of January 13th and April 10th. They are also requesting information about any significant market disruption that has impacted a producer's business.

You can submit your information the Federal Rulemaking Portal:

1. Log onto www.regulations.gov
2. In the Search Box enter: Docket ID FSA-2020-0004
3. You'll be directed to the site entitled :Funding Availability: Coronavirus Food Assistance Program Additional Commodities Request for Information.
4. Click on the "Comment Now Button." You can then either type in comments or upload a document.

You can also submit comments by mail to:

Director, SND, FSA,
US Department of Agriculture,
1400 Independence Avenue SW, Stop 0522,
Washington, DC 20250-0522.

(When submitting copies by mail, please be sure to reference Docket ID FSA-2020-0004)

Please remember, all comments are due by Monday, June 22nd.

NBA Set to Launch Inaugural Virtual Bison Learning Webinar on Monday Live-Stream Sold Out!

The NBA will kickoff its inaugural webinar series, in lieu of the postponed 2020 Summer Conference. Monday's Bison Market and COVID 19 has filled, but will be recorded and made available to members shortly after. There is still room available for the Wednesday and Friday sessions. See below.



Day one The bison marketplace and Coronavirus

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Day two: Bison management & production tips

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Day Two - Bison Management and Production Tips

When: June 24, 2020 10:00 AM Mountain Time (US and Canada)

Agenda:

- 10 am - "Regenerative Ranching" - Ray Archuleta - Certified Professional Soil Scientist, The Soil Academy
- 11 am - "Introducing the NBA Conservation Management Plan" - Ken Klemm, Beaver Creek Buffalo/The Buffalo Guys
- Noon - "Selecting Breeders and Feeders" - Tim Goodnight- TEI McMurtrey Ranch,



Day three: Getting Started in the Bison Business

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Day Three - An Introduction to Bison Management

When: June 26, 2020 01:00 PM Mountain Time (US and Canada)

Agenda:

- 1 pm - "The Bison Advantage" - Bison 101 - Dave Carter and Jim Matheson, NBA
- 2 pm - "Bison Start-Up Stories and Tips" - John and Jen Graves, pending bison ranchers, Craig Fischer - Sleepy Acres Bison Ranch, Scott Assman - Antelope Creek Bison
- 3 pm - NBA General Membership Meeting

Please register in advance for this webinar:

https://us02web.zoom.us/webinar/register/WN_-n6pWSgLRoqX9WY6l6Oy9A

May Market Report

Wholesale prices for market-ready bulls and heifers continued to slip in May as the shock waves from the COVID-19 outbreak continues to reverberate throughout the bison business.

According to the latest monthly wholesale price report released by USDA's livestock and grain market reporting service, young dressed bison bull carcasses brought an average of \$392.40/cwt in May, which was \$4.16/cwt lower than in April, and \$56.92/cwt. lower than the previous May. Dressed heifer carcasses brought \$376.11/cwt. in May, which was \$2.88/cwt. lower than in April, and \$56.79/cwt. lower than in May 2019. Older bulls and cows were slightly higher in May, but were still prices well below the level in May 2019.

Bison bull carcasses average 667 lbs. in May which was nearly identical to April, but an average of 33 lbs. lighter than in May 2019. Heifer carcasses averaged 560 lbs. which was also nearly identical to April, but 36 lbs. lighter than last May.

A separate report by USDA's National Agricultural Statistics Service notes that 26,632 bison have been processed under federal inspection so far this year. This is 18 percent higher than the similar period in 2019, and the highest level of bison processing year-to-date since USDA began recording the information in 2000. See the report at https://www.ams.usda.gov/mnreports/nw_ls526.txt.

Editor's Note: The following news stories were distributed by organizations not affiliated with the National Bison Association. They may not reflect the opinions or the positions held by the NBA on matters such as genetic integrity, animal management, and other issues.



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What's In A Bison?

(From AgInfoNet)

To say that Dave Carter, executive director of the National Bison Association is avid about bison is to seriously understate his enthusiasm. "One of the things that has helped us grow. I call it a threefold message. The message of diet health. This is a great, very healthy meal. It's high in protein, low in fat, high in iron and what I call a natural sustainable story. What could be more sustainable than the animal that evolved in this ecosystem and the things that I just talked about. And then the third thing is the great taste. This is a delicious meat. And over the last few years, when I talk to folks that haven't tried bison, they get it about diet and health and they get it about the natural sustainable, but they haven't tried it. They kind of wrinkle their brow and go, I think it probably tastes gamey and might be tough.

And so, our challenge has been to get that bite of bison into their mouths. When that happens, they come back for more. And that's why our demand for bison meat has increased so much over the past decade.

Ok, I'm sold. But you don't find bison on every street corner. Make that grocery store. So how do I find out where I can get some? We have a new app. It's called Buysome Bison. If you download that, You can go on there and just put in your location and it'll bring up folks in your area that offer the meat or offer the hunts or agritourism. It's really a neat app that we just launched.

Read [more](#).

Garth Brooks To Appear At Cheyenne's Terry Bison Ranch (Sort Of)

(From Cowboy State Daily)

Country music superstar Garth Brooks is going to appear at Cheyenne's Terry Bison Ranch on June 27.

Well, he'll appear there and at more than 300 other outdoor theaters across the country (and Canada) during a unique concert event. Brooks will perform a show in Nashville and broadcast it across the country.

"Summer is here! We're so excited to invite you to an exclusive, first-of-its-kind concert," the Terry Bison Ranch wrote in the Facebook post announcing the event.

Brooks told Good Morning America's Robin Roberts that he was looking to do a show during the pandemic but none of the options seemed to work until he ran into someone pitching the drive-in idea.

"This one guy came to me and said they could put 300 – 400 drive-in theaters together if I would put a concert together solely for the drive-in," Brooks said. "We can have families jump in the car and come out on a Saturday night. It's pretty cool."

The country singer said the drive-in experience should be much better than it was when he was growing up.

"Remember that speaker you hung on the window? Well now, you can tune the concert right in to your own car radio so you can blast it or blare it for as long as you want with the windows up or the windows down," he said.

Tickets go on sale at 11 a.m. Friday at a cost of \$100 per car or truck.

Read [more](#).

Watch Now: Yellowstone grizzly vs. bison video vaults Wyoming man to prominence

(From The Billings Gazette)

When Michael Daus uploaded the [video](#) he shot of a grizzly bear attacking a bison during a brutal struggle in Yellowstone National Park, he had no idea the response would be so huge.

"This was not originally put together with any expectation of wider exposure," he noted in an email.

The video, posted on YouTube, now has more than a quarter of a million views. Daus, whose popcorn business has earned him the name [chief popperating officer](#), has received calls from media across the country. The video was most recently uploaded to an Apple site further boosting its exposure. He estimated a million people have seen the footage. Now he's talking to a company about licensing the video.

"I would never imagine that in my lifetime," he said via phone from his Jackson, Wyoming, home.

Along with the exposure, however, have come the internet trolls who criticized his spelling or choice of music.

Read [more](#).

Bison: (Back) Home On The Range

(From Mongabay)

As a young boy living on South Dakota's Rosebud Indian Reservation, Wizipan Little Elk remembers the first time he saw a buffalo herd. The experience ignited a passion, and at the age of 19, he resolved to do "something meaningful" for buffalo.

Little Elk left home to attend college at Yale and law school in Arizona, before a stint as an appointed official in the Department of the Interior (DOI) under the Obama administration.

Then, his path led him home in 2011 to take up the post of CEO of the Rosebud Economic Development Corporation (REDCO).

For decades, leaders of the Lakota and other Native American tribes of North America's Great Plains dreamed of returning the buffalo to their homeland. Now, Little Elk and the people of Rosebud are on the cusp of realizing that vision, with the first buffalo set to be released back on the reservation this fall. The initial plan is to release several hundred buffalo donated through the DOI's [Bison Conservation Initiative](#) onto about 3,400 hectares (8,500 acres) of land.

REDCO's broader vision is to work with WWF, the DOI and the Tribal Land Enterprise, which manages the reservation's land, to fill about 11,300 hectares (28,000 acres) with 1,500 bison. A herd that size would be the largest owned by Native Americans in North America.

"This is a continuation of a whole bunch of work and sacrifice that people before us have done," Little Elk told Mongabay. "We're just fulfilling what other people have dreamed about."

Read [more](#).

Farm Aid Launches Farmer Resilience Initiative in Response to COVID-19

(From Farm Aid Press Release)

Farm Aid is distributing \$400,000 to launch a national COVID-19 Farmer Resilience Initiative, working with more than 120 local, state and regional organizations across the country to pair immediate relief efforts with longer-term resilience strategies. Farm Aid is proud to invest in our farm and food system, from farm to plate, and take care of the farmers and ranchers who are providing essential services by feeding their communities.

Through the Farmer Resilience Initiative, Farm Aid is distributing relief funds in all 50 U.S. states and the U.S. Virgin Islands, administered by local and regional partners. Grants, distributed in \$500 increments, will help farmers meet household expenses and are paired with resources developed by Farm Aid's national partners, which include Farmers' Legal Action Group (FLAG), Rural Advancement Foundation International-USA (RAFI-USA), Indigenous Food and Agriculture Initiative, Intertribal Agriculture Council, and the National Sustainable Agriculture Coalition. Together, these partners work to help farmers and ranchers navigate recovery.

Through our partners, we will distribute at least \$100,000 in each of four U.S. regions, using the following multifaceted approach built upon our three decades of disaster response:

Leveraging immediate relief to build resilience.

Farmers experience significant lag time between the moment a crisis strikes and when federal and state resources actually begin to flow to community levels. Farm Aid works with local partners to quickly distribute emergency funds in the amount of \$500 to farm families in order to provide immediate relief and foster resilience before larger sources of money become available. Grassroots at its core.

We believe that who distributes relief money matters, which is why Farm Aid funds are administered by local organizations and service providers that are positioned to build relationships with them over the course of their recovery and beyond. This approach has the benefit of sharing power between the grantor (Farm Aid) and grantee, while handing major decision-making authority over to the local and regional organizations that work most directly with farmers.

Read [more](#).

That Fun Time Cars Got Caught in a Yellowstone Bison Stampede

(From Laramie Live)

This is one of the things I both love and hate about the internet. When someone finds something that entertains them, they share it like it's new again just like that fun time when cars got caught in a Yellowstone bison stampede.

The reason I both love and hate that the internet does this is people act like it's brand new when it's not. The fact is this bison stampede that nearly trampled the cars in their way happened back in 2018. It was [just shared like it was new on Reddit](#) a few days ago. This is the original video from a couple years back.

This became something that started trending all over again on places like [Digg](#) because it's so compelling to watch wildlife rule the roads and put cars in their rightful place down the food chain.

There was an incident involving bison running through traffic in Yellowstone that did result in vehicles getting damaged as NBC News reported on last summer.

See the videos at https://laramielive.com/that-fun-time-cars-got-caught-in-a-yellowstone-bison-stampede/?utm_source=tsmclip&utm_medium=referral

Growing our Future: Scaling Regenerative Agriculture in the United States

(From Forum for the Future)

The Challenge

Agriculture sits at the nexus of some of the world's most pressing challenges: climate change, food security and nutrition, water and soil quality, biodiversity and sustainable livelihoods.

Every year, the US loses approximately 996 million metric tons of soil through erosion, while the societal and environmental costs of mainstream agriculture amount to \$85 billion.[1]

Agriculture systems account for 8-10% of US greenhouse gas emissions, while the associated climate change could reduce the yield and protein value for staple crops[2].

More conventional methods of farming are no longer sustainable; in 2019, the number of US farmers filing for bankruptcy rose by 20%, the highest level in a decade[3].

In addition, the COVID-19 crisis is hitting the US agricultural sector hard and has revealed the fragility of our food production and fibre supply chains.

It's clear that business as usual is no longer an option.

Forum for the Future is calling for a just transition to a regenerative agriculture system, which is one that puts back more into the environment and society than it takes out.

As part of creating an agricultural system that is fit for the future, regenerative agriculture practices have the potential to create more resilient supply chains, restore soil health and enable farmers and businesses to thrive.

While progress towards regenerative agriculture in the United States has accelerated over the last five years, there are significant barriers holding us back. What are they? And how can we overcome them?

With funding from the [Walmart Foundation](#), Forum for the Future led a collaborative process with stakeholders from across the American agriculture system to identify the key opportunities to scale regenerative agriculture in the US. These are published in a [new report](#) which identifies 16 barriers to scale along with a seven-point-plan to help overcome

them and drive transformational change, and specific recommendations for how different actors can enable this transition.

Read [more](#).

Webinar Scheduled to Advise USDA on Research Priorities

The National Center for Appropriate Technology (NCAT) and the Organic Seed Alliance in partnership with the National Sustainable Agriculture Coalition, have scheduled a virtual session Tuesday, June 30 session to help shape agricultural research priorities for the next three decades.

Participants will have the opportunity to discuss the biggest challenges and opportunities for optimizing agricultural productivity and resilience, strengthening economic viability, and decreasing the environmental impact of our nation's farms and ranches.

"Your input will be shared with the USDA to directly influence the department's Agricultural Innovation Agenda, including objectives for public- and private-sector research and development," organizers of the webinar said. "We will also help participants submit their own comments directly to USDA."

Farmers, ranchers, researchers, conservationists, and others interested in shaping the direction of USDA-funded research are encouraged to attend.

The webinar will be held at 11 a.m. MDT on the 30th. The seminar is free, but registration is required. Visit <https://register.gotowebinar.com/register/6640983569168787472> to reserve your place.

Natural Products Expo East Canceled

(From Sustainable Food News)

Organic and natural brands and buyers will not convene in Philadelphia this September for the Natural Products Expo East trade show and conference as planned.

New Hope Network, the producer of the event, announced Monday that due to the continued impact of the covid-19 pandemic "many community members, including retail buyers, are not confident they will feel safe traveling to or attending a large event in September."

Expo East, which was supposed to be held Sept. 23-26 in the City of Brotherly Love for the first time, is now planned for September 2021 in Philadelphia.

In March, just as the coronavirus was making its initial impact on communities around the nation, Boulder, Colo.-based New Hope canceled Natural Products Expo West, the world's largest natural and organic products trade show, which takes place annually in Anaheim, Calif.

New Hope said a "potential lack of buyer participation, along with the show changes we would need to make to ensure the health [and] safety of the Expo East community, would have prevented us from delivering the quality experience and return on investment our exhibitors, sponsors and the broader community deserve and that we strive to provide."

The company's announcement three months before Expo East is intended to avoid the financial snafu New Hope found itself in when it first called off Expo West.

New Hope had first postponed Expo West with less than 24 hours before the first events of the weeklong confab kicked off. To assuage angry customers, the company had [set up a \\$5 million fund](#) to help offset exhibiting costs.

New Hope said it was now focused on making the "Expo East cancellation process as easy as possible." The company said it will refund all paid Expo East 2020 badges and

education registrations.

In addition, New Hope said its sales account managers “will work with each exhibitor and sponsor on a credit or refund plan.”

Demand Swamping Small Meat Processors

(From the Lincoln Star-Journal)

The COVID-19 lockdown and its continuing effect has put many businesses on their heels. But not small-shop meat processors.

The calendar is full at Fred’s Meat & Processing in Ashley, Ill.

“We went from always being busy to something unprecedented and we don’t know how it will turn out,” said Jay Gajewski, who owns the Washington County business along with his brother, Matt. “We were typically four to six weeks out from the call to when we get them in. We are now scheduling into March 2021.”

The Gajewskis were forced to bring on three more hires, essentially expanding the workforce by a third.

Edgewood Locker, a processor in northeastern Iowa, has had similar demand, beginning in March. In a normal year, a steer or hog would be scheduled for about two weeks out. Ironically, the company had just had a promotion on quarters and halves.

“We were just going into our slower time of year, trying to figure out how to drive more business,” said part-owner Luke Kerns. “Then all of a sudden the phones started ringing off the hook from farmers. Meat prices started to go up at the grocery stores, and all these people who may have bought a quarter or half a hog and hadn’t done it in years are calling their farmer friend.”

When the regional grocery chain Hy-Vee began limiting meat purchases at its stores, business exploded.

“We’re an hour away from a Hy-Vee, so you wouldn’t think that would impact us too much,” Kerns said. “But people started coming from Cedar Rapids, Dubuque, Waterloo and Cedar Falls. A lot of folks came here who hadn’t previously.”

Read [more](#).

Free Coaching to Aid Online Sales for Farmers

(From Minnesota Ag Connection)

Minnesota Institute for Sustainable Agriculture, and University of Minnesota Extension are offering free one-on-one coaching for up to 50 farmers who are interested in taking online orders for their products.

The COVID pandemic has forced consumers to shop online now more than ever, and the sale of meat, vegetables, and other farm products online has increased dramatically. Consumers will continue to purchase online throughout the this time, and many will continue to do so after COVID has run its course.

However, many farmers who are engaged in direct marketing may use the internet to advertise their farm and products, but are not really set up to take orders online. To help farmers adapt quickly to this unique market opportunity, North Central SARE, the Minnesota Institute for Sustainable Agriculture, and UMN Extension are offering free one-on-one coaching for up to 50 farmers who are interested in taking online orders for their products. Farmers can spend up to 2 hours with the coach, via Zoom, and be guided through the process of:

- Setting up a Wordpress site to advertise products for sale
- Setting up a Google Form to take customer orders
- Transferring order information from Google Forms to Google Sheets, to tally orders and

calculate what's owed by each customer.

According to Jane Jewett, Associate Director of the Minnesota Institute for Sustainable Agriculture (MISA), "It is important to understand that this is not an online training course. It's one-on-one coaching to help someone actually implement the system. Furthermore, each participant will also be offered up to 1 hour of additional troubleshooting help after they are up and running."

To sign up for this training, please click on the following link to fill out the registration form. It is at: <https://forms.gle/PC83GtMS9FBKgCzq9> . For more information, contact Jane Jewett at jewet006@umn.edu.

[Source](#).

Cheney Introduces State-Inspected Processors Act

Representative Liz Cheney (R-WY) last week introduced the Expanding Markets for State-Inspected Meat Processors Act of 2020 (H.R. 7162). House co-sponsors include Rep. David McKinley (R-WV) and Rep. Carol Miller (R-WV). The act would amend the Federal Meat Inspection Act by expressly allowing meatpacking plants inspected by state jurisdictions to sell meat in interstate commerce. The act is similar to a bipartisan Senate version filed earlier by Senators Mike Rounds (R-SD), Angus King (I-ME), John Thune (R-SD), Michael Enzi (R-WY), Joe Manchin (D-WV) and John Barrasso (R-WY). However, Cheney's act differs by not including poultry as is included in the Senate version.

According to R-CALF USA CEO Bill Bullard, state inspected meatpackers have long been discriminated against by the Federal Meat Inspection Act, which he said allows imported meat products produced in foreign plants that only receive periodic inspection by the U.S. Department of Agriculture to nevertheless be shipped to every state in the Union once it enters the United States. But, he said state-inspected meat plants that are regularly inspected by their respective state food inspectors are denied access to all markets outside their state.

"This has effectively prevented robust competition in the U.S. meatpacking industry as market access for state-inspected meat plants is severely constrained, which stymies both new entrants and expansion of existing plants.

"More packing plants competing with existing packing plants for both their cattle inputs and beef sales means more industry-wide competition, and that is exactly what America's cattlemen need right now"

We greatly appreciate Rep. Cheney's leadership in the House to help our industry rebuild its lost competition," Bullard concluded.

Canada May Lose 60,000 Beef Producers, 5 Mil' Acres Of Grasslands

(From Sustainable Food News)

Canada may lose up to 15 percent of the 60,000 families that raise beef in the country over the next year due to the financial pressures from beef processing backlogs and weakened markets.

That's according to an online presentation (see below) hosted by the Canadian Cattlemen's Association (CCA) and the Canadian Roundtable for Sustainable Beef (CRSB).

During the presentation, Dr. Sylvain Charlebois from Dalhousie University discussed how Canada loses about 6 percent of its farms each year, on average, but that due to covid-19, that number could double or more.

During the presentation, leading conservation experts Karla Guyn of Ducks Unlimited Canada, Kevin Teneckye of the Nature Conservancy of Canada, and Steven Price from

Birds Studies Canada offered their thoughts on what the loss of beef producers would mean for the remaining 20 percent of intact native grasslands.

The takeaway from the presentation was that previous hardships in the beef industry, such as BSE, resulted in 26,000 producers leaving the industry and five million acres of grasslands being converted for other purposes.

Natural' Claim Is 'The Most Influential' Food Label, Says IFIC Survey

(From Sustainable Food News)

"Natural" is the "most influential" label claim both when shopping and when purchasing food prepared outside the home, according to the International Food Information Council's (IFIC) 2020 Food and Health Survey.

The online survey of more than 1,000 Americans ages 18 to 80 took place between April 8-16.

The survey also showed that the "natural" label claim on foods was more influential than the "non-GMO" and "organic" label claims.

Labels That Influence Purchasing

The survey also found that 71 percent of consumers ages 50 and above have not heard of regenerative agriculture, versus 57 percent of consumers under age 35.

And, 44 percent of consumers who grocery shop online at least once a month have heard of regenerative agriculture, versus 29 percent who never shop online.

IFIC said the impact of environmental sustainability on food purchases "jumped significantly" to 34 percent in 2020 from 27 percent in 2019.

Still, 63 percent of consumers said it is hard to know whether their food choices are environmentally sustainable. However, off those who agree with this sustainability confusion, 70 percent said it would influence their decisions more if it was easier to know whether their food choices are environmentally sustainable.

The survey also showed that the impact of environmental sustainability has steadily risen, with 39 percent of consumers saying it impacts their decisions in 2020.



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Save the Date!

- 6/22, 24, 26/2020 - NBA Virtual Bison Learning Seminar - Online
- 1/20 - 1/23/2021 - National Bison Winter Conference - Denver, CO
- 1/23/2021 - NBA Gold Trophy Show and Sale - Denver, CO

Please visit <https://bisoncentral.com/calendar/> for details and more up-to-date events. If you have a bison event coming up that's not listed, please send the details to jim@bisoncentral.com and the NBA will post the event on its website at no charge.

[Click Here for NBA Calendar of Events](#)

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