

REACH THE WHOLE HERD!



WITH A NBA WEEKLY UPDATE BANNER AD
JUST \$80/WEEK
REACHES OVER 1,100 BISON ENTHUSIASTS

Email jim@bisoncentral.com to reserve, or call (303) 292-2833



Weekly Update



bisoncentral.com

303-292-2833

The National Bison Association (NBA) Weekly Update is an exclusive service for NBA members.

Reprint is encouraged and permission is granted when the following credit appears:
©National Bison Association; Westminster, CO

NBA Weekly Update for August 14, 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.



Chad Kremer Appointed New NBA Vice President

Chad Kremer of South Dakota was unanimously appointed Vice President of the National Bison Association during a special meeting of the association's board of directors last night. Kremer, who had been serving as Director at Large, fills the vacancy created by the recent decision of Alan Douglass of California to step down for personal reasons. Douglass last night said that he had been honored to serve the association.

In subsequent action, the board unanimously appointed current Region III Director, Mimi Hillenbrand, to replace Kremer as Director at Large. Hillenbrand was scheduled to step down as Region III Director in January because of term limitations.

At least two candidates, Corissa Busse of South Dakota and Kevin Leier of North Dakota, are vying for the Region III Director's seat. NBA members in that region will be voting on the new director in September. Regional Directors normally assume office during the January NBA Winter Conference. However, the board voted last night to allow the winner of September's voting to begin serving as of October 1.

Donnis Baggett, NBA president, said, "I want to thank Alan Douglass for his dedicated service to the NBA. In making this difficult decision to step down, Alan was putting the interests of the NBA first, just as he has done throughout his time of service to the association."

"I also want to thank Chad and Mimi for their willingness to step up to the next level of leadership on behalf of the members of the NBA, and the bison business as a whole," Baggett added.

Bison Shut Out from COVID Assistance Package Again

NBA Executive Director Dave Carter expressed deep disappointment this week as USDA's announcement of additional commodities to be covered under the Coronavirus Food Assistance Program again excluded bison producers as eligible participants.

"In early April, Agriculture Secretary Sonny Perdue assured the National Bison Association that he would keep the struggles of the bison industry in mind as USDA developed its response to the COVID-19 pandemic," Carter said. "Despite repeated input from the National Bison Association, ten U.S. Senators, one Commissioner of Agriculture, several state/regional bison associations, and numerous individual producers, USDA continues to exclude bison ranchers from eligibility. This is deeply disappointing and very frustrating."

The NBA is lobbying key Senators and Congresspeople to insert language specifying eligibility for bison producers in any upcoming COVID relief package that will cover agriculture.

"Senators and Representatives are home for the next few weeks, so this is a great time for NBA members to reach out to their elected officials to request their support to stand up for bison producers," Carter said.

Members wanting contact information for their Senators and Representative can contact Carter at dcarter@bisoncentral.com.

Join us for:

Bison Direct Marketers' Roundtable

A two-day virtual learning opportunity to connect with customers and build sales.



Monday, August 31 - 10 a.m. - 1 p.m. MDT

REGISTER HERE: https://us02web.zoom.us/webinar/register/WN_RMVfrp6RRXSHQZDgt9ju3Q



10 am - 11:30 a.m. - Capturing Customers: Understanding Shopper Behavior at Farmers' Markets

Chris Wayne and Erik Hassert, GrowNYC Farmer Assistance

Chris Wayne and Erik Hassert of GrowNYC Farmer Assistance have drawn on more than 40 years of institutional knowledge and experience to create a tool for measuring customer behavior at farmers' markets and developed strategies to increase sales and customer satisfaction. Over the past five years Farmer Assistance has used this tool with more than 50 producers and implemented strategies to increase their sales at market.



11:30 a.m. - 12:30 p.m. - Making the Most of Social Media

Ari Adams, CEO of Shiftcon Media

Ari Adams is the CEO of Shiftcon Media, the largest annual gathering of eco-wellness social influencers in the U.S. Shiftcon participants include top bloggers and social media experts in the field of health and wellness. She will help bison marketers connect with bloggers and improve their social media presence.



Tuesday, September 1st - 10 a.m. - 1 p.m. MDT

REGISTER HERE: https://us02web.zoom.us/webinar/register/WN_4hIZ4YC1QTeQX_0_CMi3zw



10 a.m. - 11 a.m. - Building Your Online Store

Sean Lenihan, Founder, The Honest Bison

Sean Lenihan with The Honest Bison has developed a successful online bison marketing company over the past eight years. Drawing upon his experience as a marketing director for some of America's largest companies, he has developed an on-line store that continues to grow each month.



11 a.m. - Noon - Your Future in Farmers' Markets

Ben Feldman, Executive Director, Farmers' Market Coalition

Since the Farmers Market Coalition was founded in 2007, it has served as a resource and a guide to farmers' markets across the United States. Ben Feldman, executive director of the Farmers' Market Coalition, will facilitate a discussion regarding the priorities and needs of farm-direct marketers. Ben is also available to schedule one-on-one coaching sessions with individual marketers.



Noon - 1 p.m. - Roundtable Discussion: Lessons Learned

Roundtable participants will review the activities conducted by the NBA over the past four years under the grant from USDA's Farmers' Market Promotion Program, and will provide guidance on ongoing efforts by the association to support bison direct marketers.

Virtual Roundtable Supported by USDA Farmers Market Promotion Program

Monday's session will run from 10 a.m. – 12:30 p.m. To register, click [here](#):

The Tuesday session will run from 10 a.m. – 1 p.m. To register, click [here](#).

Are You Using Nature's Original Plant Based Protein? If So, Let Us Know

Are you using *Bison: Nature's Original Plant-Based Protein* in any of your packaging or promotional materials? If so, please send photos or copies of those materials to the National Bison Association to help us protect that Trademark.



**Nature's Original
Plant-Based Protein®**

The National Bison association formally Trademarked this term in August 2017. A search of the U.S. Trademark database this week revealed that the Wonder Pistachio and Almond Company filed a trademark for The Original Plant-Based Protein in November 2018, and the TEASDALE FOODS Corporation has filed a trademark for Beans, the Original Plant-Based Protein in January 2020.

In order for the NBA to file a successful cease and desist order against those copycats, we have to show that our version has been used in the stream of commerce prior to their filings.

Help us protect our "brand." Send any samples of usage to NBA Executive Director Dave Carter at dcarter@bisoncentral.com.

Board Nominations Due Sept. 4

Friday, September 4 is the deadline for NBA members interested in running for election in Regions I, III, V and VII to submit nominations to the NBA office. The elections will be conducted from September 11 – 30.



According to the NBA bylaws, regional directors "shall be elected by a mail-in, or electronic ballot during September of each year prior to the expiration of the regions' directors' terms. If after the initial ballot, no one person in any region has more than 50% of the ballots cast, then a run-off election will occur during November, involving the two persons having the most votes cast in the September balloting. In case of a tie, a coin will be tossed to determine the winner. Only active and lifetime members residing within a region may vote in each region's election." Regional directors are eligible to serve two two-year terms.

The directors elected in September will begin serving in January 2021.

In this election cycle, directors will be elected for two-year terms from Regions I, III, V and VII.

The regions up for election for, and the states included are:

- Region I, representing AK, AZ, CA, ID, NV, OR, UT, WA. Mary Adams, the current director is eligible for re-election.
- Region III, representing MT, ND, SD. Mimi Hillenbrand of South Dakota is the current director but is term-limited and cannot seek re-election. Kevin Leier of Rugby, ND, and Corissa Busse of Rapid City, SD have been nominated as candidates for that position.
- Region V, representing IL, IN, MI, MN, WI, Jeremy Allemann of Wisconsin, the current director, is eligible for re-election.

Region VII, CT, MA, ME, NH, NJ, NY, OH, PA, RI, VT. Brian Grubb is the current director but is term-limited and cannot seek re-election. Carrie Starr of Thornville, OH has been nominated as a candidate for the position.

Nominations for candidates to serve as regional director can be submitted to the NBA at dcarter@bisoncentral.com.

Kremer Helps Keep the Pants On After Bison Incident

Yesterday was memorable for Custer State Park Bison Herd Manager Chad Kremer in more ways than one.

Not only was Kremer appointed as the National Bison Association's new Vice President yesterday afternoon, hours earlier he had the task of retrieving a pair of pants after a bison unceremoniously removed the woman's clothing in the park.

The woman, who was part of a group of bikers traveling through the park, had approached a bison calf, and was attacked by an adult bison cow. The cow hooked the woman's belt, and spun her around violently until the woman flew out of her pants. (See story below)

The bison then wandered out into a field where the pants fell from its horns. By this time Kremer had responded to the emergency call, and retrieved the clothing.

All in a day's work at Custer State Park.

(Editor's note, the woman did not sustain serious injuries.)

NBA and National Buffalo Foundation Seeking Director of Development

The National Bison Association and the National Buffalo Foundation are seeking a Director of Development to raise funds to support research programs and outreach efforts to benefit the U.S. bison business.

The Director of Development position is responsible for planning and implementing the NBF and NBA fundraising efforts. The job includes the development and implementation of strategies for raising money from individuals, foundations, government entities, and corporations. This position is also responsible for building relationships with members of the association and cultivating their support for specific initiatives, including exhibits, education programs, and bison health studies.

Cecil Miskin, chair of the National Buffalo Foundation, noted, "The Center of Excellence for Bison Studies has tremendous potential to conduct innovative research on bison herd health, marketing and other areas important for our business. But that research will require significant funding, and we need a professional on board to help us accomplish that."

NBA Executive Director Dave Carte added, "Our members have been incredibly generous through the years with sponsorships, donations to the Growth Fund, and other means of support. But we have not tapped the potential level of support available from foundations, federal agencies, and wealthy donors outside of our usual network. Now is the time to move in that direction."

The Director of Development will report to the NBA executive director, but will carry out activities based on priorities developed jointly by the NBA and NBF. The full job description can be found [here](#).

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.



REACH THE WHOLE HERD!

WITH A WEEKLY UPDATE BANNER AD
JUST \$65/WEEK FOR THIS SPOT
CONTACT [KAREN@BISONCENTRAL.COM](mailto:karen@bisoncentral.com) TO RESERVE



Bison Attacks Woman Taking Photos Of Herd At South Dakota State Park

(From NBC News)

A woman was attacked by a bison as she was trying to take photos of a herd at Custer State Park in South Dakota.

The encounter was captured on video and shows a group of motorcycle riders stopped in a road as a large herd passes. A woman walks over to the grass and sits down to get a picture of a mother bison and her calf.

Another bison charges the woman and hooks its horn on her jeans, flinging her around in the air. She is thrown out of her pants and lands on the ground as people rush over to help.

Custer State Park officials could not immediately be reached Friday morning.

The park's superintendent, Matt Snyder, told News Channel 1 that the victim, a 54-year-old woman from Iowa, was transported to a hospital via life-flight in unknown condition. Park visitor Jo Reed, who filmed the video, said the incident happened Wednesday.

"The bison were everywhere we went, herds and herds of them," she wrote in a Facebook post. "We came around a curve just behind a group of motorcyclists and there was a herd standing in the middle of the road, most noticeably a cow (female) and her calf which was nursing."

Reed said stood out of the top of her Jeep to take photos and saw one woman get off her motorcycle and approach the herd. She wanted to share the video of the attack as a reminder of the dangers of confronting a wild animal.

More story and video [here](#).

VIDEO: Bison Rut Caught On Camera In Yellowstone

(From Buckrail.com)

YELLOWSTONE — Ah Bison, the “friendly and docile” fluffy cow-like animal that has been roaming freely in Yellowstone since prehistoric times, acting as a staple icon to the American West.

Although at first glance this animal can easily be compared to a cow, many people don't see the sheer size and power that it holds. Bison have been fighting off predators like bears and wolves for thousands of years. So naturally, there's a little bit of ferocity underneath that funny looking hairstyle.

“The bison rut is in full swing,” Yellowstone National Park Service (YNPS) said on Facebook. “You may see male bison with their mouth open, tongue out and upper lips pulled back. This is called a flehmen response and it draws air into an olfactory organ on the roof of their mouths. This is how bull bison sniff pheromones and determine whether a female is ready to breed.”

Once those pheromones are detected, bison begin ruffling up dirt and charging into each other to compete for dominance and ultimately a mate. During the rut, bison can be much more dangerous and aggressive than they normally are. This recent video that YNPS shared on social media is proof.

Full story and video [here](#).

Small Farmers Left Behind In Trump Administration's COVID-19

Relief Package

(From NBC News)

In March, Congress authorized a multibillion-dollar bailout for farms suffering losses because of the coronavirus pandemic and left the Agriculture Department to work out how the money would be spent. When the program was rolled out two months later, Agriculture Secretary Sonny Perdue said its \$16 billion in direct payments would be a "lifeline" for farmers of "all sizes and all ... production."

But that's not what happened, according to an NBC News analysis of the first nearly 700,000 payments, totaling \$5.6 billion, obtained through a public records request. The Coronavirus Food Assistance Program, while greatly appreciated by many farmers, has been marked by structural challenges. The preliminary data suggest that it has favored large, industrialized farms over smaller, diversified ones, provided loopholes for corporate farms and sent sizable payments to foreign-owned operations. Ultimately, many struggling farmers remain ineligible for assistance, unable to get access to any of Congress' funds.

The uneven distribution is stark. The top 1 percent of recipients got more than 20 percent of the money, totaling \$1.2 billion. The top 10 percent got over 60 percent of the pot, while the bottom 10 percent got just 0.26 percent. The top 10 percent of recipients got average payments of almost \$95,000, while the bottom 10 percent averaged around \$300.

"I'm sure the money helped those larger operations tremendously," said Lonnie Sigler, an Alabama rancher and high school agriscience teacher. "But for a person like myself that sells once every six months, it's hard to see how it can help you all that much."

Joseph Janzen, a professor of agricultural economics at Kansas State University, said: "It's a constant struggle in U.S. agricultural policy. The tension between the mass of small farms and the little group of huge farms makes the idea of equality in farm payments incredibly complicated."

Nearly 2,300 operations received more than \$250,000, which was set as the payment limit for a single farm. But the rules gave corporate farms ways to get more money. For example, the Agriculture Department allows farms to get up to \$750,000 if three shareholders each spent more than 400 hours working in the business. Experts also say there is no real payment limit for farms structured as "general partnerships," because of a long-standing loophole in farm subsidy policy. That's presumably how Titan Swine, a hog farming partnership of 20-plus independent producers in northwest Iowa, got over \$2.5 million in taxpayer cash and five other farms got \$1 million or more.

Read more [here](#).

Bison Transfer Expands To Sixteen Native American Tribes

(From Montana Public Radio)

Sixteen Native American tribes across the U.S. will soon receive graduates of the bison quarantine program at the Fort Peck Indian Reservation.

The InterTribal Buffalo Council Aug. 12 began transferring 40 bull bison to tribes in nine states to boost the long-term genetic health of cultural herds.

Fifteen bulls were sent out to the Sisseton Wahpeton Oyate, Flandreau Santee Sioux Tribe, Prairie Band Potawatomi Nation, Modoc Nation, Quapaw Nation, Cherokee Nation, and Cheyenne and Arapaho Tribes. On Thursday, more bison will be hauled to the Blackfeet Nation, Kalispell Tribe, Shoshone Bannock Tribes, Cheyenne River Sioux Tribe, Oglala Sioux Tribe, Forest County Potawatomi Nation and Oneida Nation. Logistics for two more tribes are still being worked out.

Arnell Abold, an enrolled member of the Oglala Lakota Sioux Tribe, is the InterTribal Buffalo Council's Executive Director. She says this moment is a celebration for tribes, the National Park Service and the state of Montana.

"This is huge for us, and we're eternally grateful and humbled by this moment, and we look forward to putting more animals back on the landscape and returning them to their homeland," Abold said.

The bison are originally from herds in and around Yellowstone National Park. They were captured outside park boundaries as part of an interagency management plan, which includes hunting and shipping bison to slaughter, to keep the herd sizes in-check.

Under the quarantine program, bison that test negative for the bacterial disease brucellosis are isolated and tested regularly to ensure they are disease-free. Then they can be transferred to start or boost herds across the U.S.

Megan Davenport is a wildlife biologist with InterTribal Buffalo Council.

"Tribes have been advocating for the last 30 years, particularly with this Yellowstone issue, that there's a better alternative to slaughter," Davenport said.

She says most of the bull bison in this group of 40 are going to tribes that want to boost the long-term genetic health of their herds. In the future, she says sending family groups may be more common.

Full story and audio [here](#).

APHIS Awards Contracts to Provide Low-Frequency RFID Tags to Cattle and Bison Producers

(From USDA APHIS)

The U.S. Department of Agriculture's (USDA) Animal and Plant Health Inspection Service (APHIS) recently awarded contracts to purchase up to eight million low-frequency radio frequency identification (RFID) ear tags, which will help increase overall animal disease traceability in cattle and bison. The contract allows APHIS to purchase additional tags each year for up to five years.

"USDA continues its commitment to protecting our Nation's animal agriculture by increasing traceability in the cattle and bison sectors, in this case by providing free RFID tags to interested producers," said Under Secretary for Marketing and Regulatory Programs Greg Ibach. "This will not only help offset the costs of switching to RFID tags, but also help us more quickly respond to potential disease events."

USDA believes that RFID devices will provide States and the cattle and bison industries with the best opportunity to rapidly contain the spread of high economic impact diseases. Use of RFID tags better positions the livestock industry, State and Federal veterinarians to accurately and quickly trace animals exposed or infected with potentially devastating diseases before they can do substantial damage to the U.S. livestock industry.

These RFID tags will be provided to animal health officials and will be distributed for use in replacement breeding cattle and bison at no cost to the producer. RFID low frequency official calfhood vaccination (OCV) button tags are available for brucellosis-vaccinated animals, and official "840" white button tags are available for non-vaccinated heifers. Free metal National Uniform Eartagging System tags will remain available as USDA continues to receive comments and evaluate next steps on its proposed RFID transition timeline. The [proposal](#) is available for review and public comment through October 5, 2020.

Contracts for the RFID tags were awarded to three American tag companies, all compliant with the Buy American Act—Allflex (Dallas, TX), Datamars (Temple, TX), and Y-Tex (Cody, WY). Contracting with all three manufacturers will allow USDA to procure the number of tags needed to meet an industry volume equivalent to the number of replacement heifers in the United States.

As part of its overall effort to increase traceability in cattle and bison, APHIS distributed more than 1.1 million RFID tags to 38 states between January and July 2020. Each state veterinarian distributes the tags in a way that best serves their industry. For more

information on availability and distribution of tags, producers can contact their State Veterinarian's office. Producers can also purchase RFID tags for their animals by contacting any of the companies approved to manufacture official identification RFID tags.

Video Extra: Yellowstone Bison Charges Car, Pops Tire

(From KTVQ.com)

Mating season is just starting for bison in Yellowstone National Park and that means males can get aggressive.

Visitors to the park recently found out how aggressive the massive animals can get when one charged their car and popped their tire.

Story and video [here](#).

Bison, Wild Horses Bring Biodiversity to Ex-Army Base

(From Associated Press)

Wild horses, bison and other big-hoofed animals once roamed freely in much of Europe. Now they are transforming a former military base outside the Czech capital in an ambitious project to improve biodiversity.

Where occupying Soviet troops once held exercises, massive bovines called tauros and other heavy beasts now munch on the invasive plants that took over the base years ago. The animals are turning the former Milovice military base 35 kilometers (22 miles) northeast of Prague into a miniature version of the steppe that once rolled across the European continent.

With some species wiped out in the wild, the animals now have the chance to live together again in relative freedom. Conservationists deployed them at Milovice five years ago. Now they hope to enlarge the sanctuary by one third to 360 hectares (890 acres) this year.

The animals' task is to improve biodiversity among local plants by eating invasive ones while saving endangered species, said Dalibor Dostal, the director of European Wildlife, an organization behind the project.

"It's a miraculous change," Dostal said. "Nobody expected that the whole process would go ahead so fast and the area would change so much in just a few years."

He said the large animals are as key to preserving the ecosystem "as trees are for forests."

David Storch, an environment professor at Prague's Charles University who was not involved in the project, agreed. He said the project is "absolutely unique" because it shows that nature can be preserved not only by protecting it from human activities but also by actively shaping it with big-hoofed animals.

Read more [here](#).



REACH THE WHOLE HERD!

WITH A WEEKLY UPDATE BANNER AD
JUST \$50/WEEK FOR THIS SPOT
CONTACT [KAREN@BISONCENTRAL.COM](mailto:karen@bisoncentral.com) TO RESERVE



Save the Date!

- 08/31 - 09/01/2020 - NBA Direct Marketing Webinar Series - ZOOM.US
- 09/12/2020 - South Dakota Ranch Tours - Vivian, Wood & Mission, SD
- 10/17/2020 - Texas Bison Association Fall Meeting/Ranch Tour - Bryan, TX
- 11/21/2020 - Coyote Trail Buffalo Annual Production Auction - Onaka, SD
- 12/04/2020 - Western Bison Association Meeting and Show/Sale - Ogden, UT
- 12/8/2020 - Northern Range Buffalo Simulcast Consignment Auction - Sturgis, SD
- 12/19/2020 - North Dakota Buffalo Assn. Simulcast Auction - Mandan, ND
- 1/08/2021 - Montana Bison Assn. Winter Conference - Great Falls, MT
- 1/9/2021 - Turner Bison Exchange Prairie Performance Auction - Rapid City, SD
- 1/20/2021 - National Bison Association Winter Conference - Denver, CO
- 1/23/2021 - National Bison Association Gold Trophy Show/Sale - Denver, CO
- 2/6/2020 - DTBA Black Hills Buffalo Classic Simulcast Auction - Rapid City, SD
- 6/27/2021 - National Bison Assn. Summer Conference - Cheyenne, WY

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

National Bison Association | info@bisoncentral.com | 303-292-2833 | bisoncentral.com
[@nationalbison](https://www.instagram.com/nationalbison)

