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## NBA Weekly Update for February 25, 2022

*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.*

### Buff or Bluff Promotion Launched To 'Own' Earth Day for Bison

The National Bison Association this week announced a special promotion to encourage Earth Day dinners and other gatherings this April 22<sup>nd</sup>, with bison meat as the guest of honor.

"With the focus on climate change and historic drought, Earth Day will undoubtedly have increased visibility this year. We think this is an opportunity to amplify our "Regenerative by Nature" message and to encourage people to eat bison as a part of their commitment to protect the planet," said Dave Carter, executive director of the national Bison Association.



As a part of the initiative for bison to 'own' Earth Day celebrations, the NBA is launching Buff or Bluff, a lighthearted game in which participants answer bison trivia and learn about the role our National Mammal plays a beneficial role in ecological restoration.

Carter explained, “We are printing up decks of cards with a series of ‘Buff or Bluff’ statements. These decks will be available for all members to distribute to their customers—or potential—customers after March 4<sup>th</sup>.

“The idea is to get people to hold an Earth Day dinner, with bison at the center of the plate, and other items sourced as locally and sustainably as possible. Then people can play Buff or Bluff during the meal as a way to explore bison and the environment,” he added.

Marketers distributing the decks can offer individualized prizes for the game winner, such as a discount on a future bison meat order agritourism event.

Carter noted that Buff or Bluff can be used to promote bison throughout the year.

“We are printing 1,500 sets initially but will reprint as needed if members want to distribute them beyond Earth Day,” he said.

Decks of Buff or Bluff are available exclusively to NBA members for \$2 per deck plus shipping and handling, thanks to underwriting from the NBA Growth Fund.

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## **USDA Announces up to \$215 Million In Grants and Other Funding for Meat Processing**

The U.S. Department of agriculture yesterday announced that it will be accepting applications for \$150 million in grants to fund startup and expansion activities in the meat and poultry processing sector.

The request for applications issued yesterday is part of an overall \$1 billion commitment to expanding the resiliency of the meat and poultry sector in January. As another part of yesterday’s announcement, USDA’s National Institute of Food and Agriculture (NIFA) will provide another \$40 million for workforce development and training, and the Agricultural Marketing Service (AMS) will provide \$25 million to offer technical assistance to grant applicants and others seeking resources related to meat and poultry processing.

Under the rules established under the American Rescue Act, however, the funding is available only to facilities that have a grant of inspection under the Federal meat Inspection Act or the Poultry Inspection Act.

“While the law does not extend this funding to non-amenable species, most bison processing plants also have a grant of USDA inspection, so are qualified to apply for funding,” said Dave Carter, NBA executive director.

In announcing the grant funding, Agriculture Secretary Tom Vilsack said, “For too long, ranchers and processors have seen the value and the opportunities they work so hard to create move away from the rural communities where they live and operate. The funding we’re announcing today ultimately will help us give farmers and ranchers a fair shake and strengthen supply chains while developing options to deliver food produced closer to home for families.”

A fact sheet explaining the program, and the application process, is available here. [Meat and Poultry Processing Expansion Program \(usda.gov\)](https://www.usda.gov/press/20200304meatpoultry)

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## **USDA Trade Leader Talks Bison, Tours Herd**

USDA Foreign Agriculture Service Associate Administrator Brooke Jamison enjoyed an up-close meeting with bison on Tuesday, before sitting down with National Bison Association leaders and marketers at the NBA office in Westminster later in the afternoon.,

Discussion during the formal meeting focused on the bison industry's priority for eliminating the 20 percent tariff on all U.S. bison meat exported to the European Union. Previous efforts to address this issue have focused upon trying to address the tariff situation in any upcoming trade negotiations with the EU and the United Kingdom. NBA Executive Director requested that FAS explore amending the current High-quality Beef Export Program to be the High-Quality Bovine Export program, which would allow bison to capitalize on the advantageous tariffs currently extended to the beef industry.

The bison leaders also urged FAS to push to reopen Japan, Taiwan and Korea to U.S. bison exports.

Earlier that Day NBA Executive Director Dave Carter gave Jamison and Colorado Department of Agriculture International Trade intern Pierce Gladfelter with a tour of the bison herd at the West Bijou Ranch east of Denver.



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## Wholesale Prices Softer in January

The wholesale markets took back some of the gains producers had seen in December, but were relatively stable overall, according to the latest USDA Wholesale Bison market Report issued by the agency's Meat and Grain Market Reporting Service this week.

Dressed young bull bison carcasses brought \$390.99/cwt. in January, which was \$4.26 lower than in December, and \$2.53/cwt. lower than in January 2021. Dressed heifer carcasses, meanwhile, averaged \$267.98/cwt. in January, which was \$8.01/cwt. lower than in December, but \$8.59/cwt higher than the previous January.

According to USDA's national Agricultural Statistics Service, 6,190 bison have been harvested under USDA inspection during the first five weeks of the year, which is a 16 percent increase over the previous January.

The latest USDA monthly price report is available [here](#).  
The NBA's five-year tracking report is available in the members' section at [www.bisoncentral.com](http://www.bisoncentral.com).



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## Generosity Abounds

Last week organizers kicked off a fundraising campaign for our friend Bruce Anderson, Western Buffalo Company, Rapid City, SD. As many of you are already aware, Bruce suffered a stroke in late October and is currently out of state in a rehab facility, but he and his wife Martha stay in touch as much as possible.

With many inquiring about how they could help Bruce and his family, a fundraising



campaign kicked off last weekend during the Dakota Territory Buffalo Association's (DTBA) Winter Conference. It exceeded all expectations and the response was nothing short of amazing.

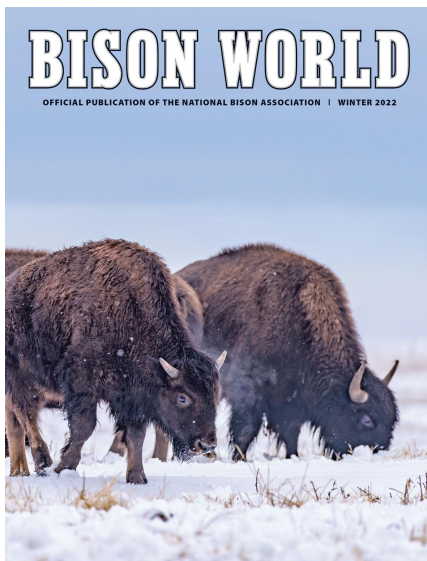
"My husband, Todd Goetz, did some graphics work on four of my favorite photos and our local printer, Simpsons Printing, donated the canvas printing and mounting of those photos," explained organizer Karen Conley. "When I unwrapped the prints before the Fun Auction began, the response absolutely blew me away. People stepped up and were ready to bid and do what they could for the family."

The auction began with high bidder's choice of the four prints. With a high bid of \$3500, the first bidder took all four prints, kept one and turned the other three back to start the rollover auction. With the pace being set, other bidders stepped in to ensure the prints brought everything they needed to bring. Several other bidders rolled over the prints until all were finally sold. At that point, bidders started offering up \$1000 as a way of donating to the cause, asking nothing in return.

When the bidding finally closed out, \$35,250 was the total raised during the auction. Bidders truly gave from the heart and donations have continued to come in. Coupled with the money raised during the Dakota Dynamite auction the weekend prior, donations are close to \$44,000 at this time. All funds will go directly to the Anderson family.

An account has been set up locally in Rapid City and Karen Conley is administering donations and will be working with the family to get proceeds to them as needed. Anyone wishing to make donations can make a check to the Bruce Anderson Family and mail to Karen at 15290 225th St., Box Elder, SD 57719.

For more information or any questions, please contact Karen at (605) 381-3738 or email to [buffheard@gmail.com](mailto:buffheard@gmail.com).



## Winter Bison World Magazine Now Available Online

One of the perks of NBA membership is access to the Bison World magazine before the printed copies arrive in the mail! Production on the Winter issue has wrapped up and it is now available on the website here: [Bison World](#). You will need to log in to the member area to access the magazine.

The flipbook version of the magazine can be viewed right on your computer. Handy links allow you to open it into a new window, make it larger, and even magnify certain features. The realistic page-turning sounds make it feel like you are reading the printed version of the magazine. We are also incorporating links that will take you directly to websites and other areas of

interest. Hover and click over links or ads to enable this feature.

The hard copy magazine is currently being printed and will mail shortly, along with our annual printed Membership Directory.

## Advertising Opportunities in the Spring Issue of Bison World

Production is underway on the Spring issue of the Bison World magazine.

Within the pages of our Spring magazine, there are a variety of advertising options available, from 1/8 page all the way to full page. Lifetime and Active NBA members will enjoy discounted rates as part of their membership perks and contract holders can receive a 5% discount for pre-paid advertising. Karen can work with you to tailor an advertising campaign that fits your budget and targets your message!

The advertising space reservation deadline is Monday, February 21 with final materials being due by Wednesday, February 23. Editorial submissions and suggestions are welcome at any time but will also be subjected to the same deadline for this Spring issue.


For more information about editorial submissions or advertising your ranch, business or events, contact [Karen@bisoncentral.com](mailto:Karen@bisoncentral.com) or call (605) 381-3738.

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***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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# MISSOURI BISON ASSOCIATION



## SPECIAL SHOW & SALE

**Saturday, March 19th, 2022**  
Mo-Kan Livestock Market, Butler, MO  
Buyers Reception/Dinner: March 18th  
*Meal provided by MoBA at the Sale Barn Cafe*

**For Consignment Numbers Call:**  
Carol Morris: 660-998-0990 or  
Peter Kohl: 816-585-4779



MISSOURI BISON ASSOCIATION

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## Transfer Brings Bison Program to Blackfeet

*(From the Missoulan.com)*

A long and historic relationship based in bison moves to a new phase as the Wildlife Conservation Society hands off its Rocky Mountain Program to Blackfeet Tribal partners.

The hundreds of bison on the Blackfeet Indian Reservation probably won't notice much difference, but the shift brings new emphasis to efforts at restoring a species central to Blackfeet culture.

It also closes a circuitous chapter in the preservation of American bison, which were nearly driven to extinction a century ago.

"We've been working with the Wildlife Conservation Society for going on 10 years to return the buffalo as a free-roaming animal along the mountain front," said Ervin Carlson, who heads both the Blackfeet Nation Buffalo Program and the InterTribal Buffalo Council. "We'll still going forward with that, but now it will be Indigenous-led."

The Wildlife Conservation Society grew out of the New York Zoological Society, which was founded in 1895. One of the organization's first missions was to capture and preserve some of the last surviving wild bison.

Parallel recovery efforts produced other bison herds, including the Bison Range by St. Ignatius that got its start from a small herd of calves driven into the Mission Valley from the Blackfeet Indian Reservation. Descendants of those animals got sold to Canadian wildlife agencies, which used them to establish herds at national refuges in Alberta. In 2016, several truckloads of those historic herds returned to the Blackfeet Reservation to augment the tribe's growing supply.

Read more [here](#).

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## Frontiere Natural Meats Launches Source Verified Marketing Program



Denver-based Frontiere natural Meats this month announced that it was launching a source verified marketing program for bison meat through audit-based protocols administered by Where Your Food Comes From.

Where Food Comes From, Inc. was originally founded as IMI Global in 1995 with a focus around traceability in the livestock industry. In 2006, founders, John and Leann Saunders grew the company by diversifying and WFCF acquired additional businesses to round out its certification portfolio.

“We are the first company in the United States to use Where Food Comes From, Inc. to verify the traceability of our all-natural bison products,” said James Viola, president of Frontiere Natural Meats. “Where Food Comes From, Inc., an independent, third-party verification company, works with farmers, ranchers, processors, brands and retailers to ensure transparency and traceability throughout the food supply chain. Frontiere Natural Meats is proud to be Verified Natural Bison approved by Where Food Comes From, Inc.”

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## Bison Restoration on Tribal Lands Has Cultural, Ecological and Economic Benefits, Study Finds

*(From EcoWatch.com)*

Certain sounds are ancient, like the thunder of bison hooves across the prairie that turn the Great Plains into a giant drum. The American bison, our national mammal, was hunted to near extinction beginning in the early 1800s, and by late that century, less than a thousand remained.

The largest land-dwelling mammal in America, bison aid in balancing and maintaining a healthy ecosystem and help to create habitat for many species, including plants and birds. Their hooves aerate the soil, dispersing seeds and helping plants to grow.

Widespread restoration of bison to Northern Great Plains Tribal lands can help support food sovereignty and aid in the restoration of the prairie ecosystem, according to a new study, a South Dakota State University press release stated. Impacts on agricultural systems due to climate change may also be reduced by the presence of bison.

The study, “The Potential of Bison Restoration as an Ecological Approach to Future Tribal Food Sovereignty on the Northern Great Plains,” was published last month in the journal *Frontiers in Ecology and Evolution*.

“The buffalo is important to Indian communities, to our people culturally and ecologically to our lands,” said the president of the InterTribal Buffalo Council and Blackfeet buffalo manager Ervin Carlson, the press release said. “We know bringing them back will not only heal our people but also help us with the changes we see on our grasslands due to drought.”

Once, 30 to 60 million bison traveled across the Great Plains and were a main source of hides and meat, driving the economy of many Plains Indian Tribes. In an attempt to destroy the Tribal members’ livelihood, mass hunting of bison was encouraged by the U.S. government. As bison numbers dwindled in the late 19th century, the Tribes lost their main source of food and were driven onto reservations.

“The herds today are small and isolated. Today there are about 350K Plains bison in production herds, 30K in public herds and about 20K bison in tribal herds,” Hila Shamon, lead author of the study and a landscape ecologist and mammalogist at the Smithsonian Conservation Biology Institute, told EcoWatch in an email.

“Bison are a social species and rely on their herd to survive; an evolutionary strategy to

maximize fitness. They group together for predator vigilance, collective foraging and learning,” Shamon said.

Bison are “megaherbivores” — large herbivores that weigh more than 1,000 kilograms — and are important contributors to the grassland system of the prairies, South Dakota State University reported. The physical impact of bison and other animals on the environment modifies it in such a way that it creates habitat for different species.

Read more [here](#).

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## **Vilsack: Carbon Measuring Key to Wooing Skeptical Farmers** (From *AgriPulse*)

Companies and farm groups that are trying to recruit farmers to sign up for climate plans often face skeptical producers who fear that most, if not all, of the financial benefit will go to retailers and manufacturers who get to label their products as good for the environment.

“Naturally, everyone would like to be paid when they do something that makes their product more marketable,” said Kent Fountain, who recently stepped down as chairman of the National Cotton Council, which is working to enlist growers in a program aimed at meeting apparel companies’ demand for cotton that can be certified as sustainable.

“The big challenge is getting the grower to recognize that the benefit may not be at this point ... may not be tangible,” said Fountain, a ginner and farmer in Georgia.

Some congressional Republicans have questioned whether carbon markets, in particular, will directly benefit farmers.

“My concern ... is that there's going to be a value created out of thin air that's going to provide very little for the farmer or the environment, and then a whole bunch of people that don't have anything to do with agriculture are going to be getting the money,” said Rep. Austin Scott, R-Ga., said at a House Agriculture Committee hearing.

Agriculture Secretary Tom Vilsack says the key to winning over farmers to the benefits of carbon markets and industry sustainability programs is to measure and validate the outcomes of ag practices, which is the primary goal of the administration’s \$1 billion Partnerships for Climate-Smart Commodities.

The initiative will fund a series of pilot projects aimed at proving the value of climate-smart practices to farmers as well as their customers and potential investors.

Once the carbon impact of ag practices is properly measured and validated, then standards can be set to use in certifying climate-smart products, Vilsack said.

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## **Questions Mount as Beyond Meat's Q4 Results Draw Close: Analyst** (From *Meatingplace.com*)

A J.P. Morgan analyst is wondering exactly what to expect when Beyond Meat releases its fourth-quarter earnings this week, but he insists he is not trying to “pile on” in terms of the prospects for the alternative protein pioneer.

In a report to investors, Ken Goldman noted that in terms of stock price, Beyond is “the worst performer in our universe in the last year,” dropping 67% versus a median gain of 13%. He also reported that Beyond fell 15% over the last month and dropped 10% over the last week. Only 14% of the sell-side ratings are Buy/Overweight, the third-lowest in J.P. Morgan’s coverage.

Goldman said he pointed out these data points to help investors appreciate how imbalanced Beyond shares have become in light of a recent reduction of top-line sales of



\$101 million in the period. Beyond's guidance for quarterly top-line sales currently is between \$85 million and \$110 million.

In addition to seeking final numbers for the quarter on Feb. 24, Goldman also will look for more information on the results of Beyond's recent expansion of its McPlant product test with McDonald's Corp. and hopes to receive guidance from the company on overall 2022 net revenue, margin, capacity and capital expenditures. The absence of full-year guidance from Beyond could be "viewed as incrementally negative by investors," he adds.

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## **Next Steps in Fixing the Supply Chain: USDA's Moffitt**

*(From Meatingplace.com)*

The Biden Administration announced millions in grants to shore up the meat processing supply chain in 2021; in November, 167 grants were awarded for nearly \$33 million across the country to encourage diversification and modernization at each link in the process. Jenny Lester Moffitt, Under Secretary for Marketing and Regulatory Programs at USDA, promises more to come in 2022.

In a conversation with Meatingplace, Moffitt discussed the agency's goals and plans for the year.

"[Meat supply chain disruptions are] certainly a problem that has been decades in the making," Moffitt said. "We have an opportunity to transform the food system so it's much more distributed and resilient."

In November, the White House said the funds were so that meat and poultry processing businesses can cover the costs for improvements such as expanding existing facilities, modernizing processing equipment and meeting packaging, labeling, meeting food safety requirements to achieve a Federal Grant of Inspection, or to operate under a state's Cooperative Interstate Shipment program.

"It is about funding for independent processing capacity. Some is in the form of grants, some in strengthening the financing system, in partnerships with lenders as well as by backing loans," Moffitt said.

The Administration also has earmarked \$100 million for developing the workforce, support innovation and provide technical assistance and training, she said.

Also, in '22, Moffitt promised, USDA will focus on the meat industry's competitive market, with an eye on strengthening the producers and the consumers while ensuring increased transparency.

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## **The Need Is Real: Minn. College Finalizes Butchery Program**

*(From meatingplace.com)*

A Meat Cutting program at Ridgewater College in Willmar, Minn., gained the school's official approval earlier this month for a fall launch.

Ridgewater is part of a [wave of schools](#) introducing college-level butchery programs. Students will learn the meat cutting and processing business from farm to slaughter and market to consumer, the school said, adding that the need for the training is real.

"Retirements of small-town butchers and growing shortages of meat processing workers due to the pandemic have elevated the need for this new Meat Cutting option," Jeff Miller, a dean of instruction at the college, said in an announcement.

"We are very connected to our industry partners and local and regional producers, and they're struggling to have accessible options for getting their animals slaughtered and processed for consumers."



An 18-credit, single-semester "Beginning Meat Cutting" certificate will be offered this fall. Two more certificates, "Advanced Meat Processing" and "Meat Cutting & Processing Entrepreneur," are expected to be approved by spring 2023.

To attract working students, Ridgewater will offer the courses two evenings a week and one weekend per month, with both online and in-person learning. Hands-on slaughtering experience will take place off-site at a licensed facility.

Read more [here](#).

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## Regional Conservation Partnership Grants Application Period Open

**The grant:** Regional Conservation Partnership Program  
USDA has up to \$225 million available for conservation partners through the Regional Conservation Partnership Program. It is a partner-driven program with opportunities for projects that address climate change, benefit historically underserved producers, and support urban agriculture.

**Applications are due by April 13, 2022.**

More information [here](#).

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## Save the Date!

- 2/26/2022 - Beltway Bison Consignment Live Bison Auction - PA
- 2/26/2022 - Jack Auction Group Video Bison Auction - Online
- 3/05/2022 - Rocky Mountain Bison Association's Spring Conference - CO
- 3/10/2022 - Eastern Bison Association Annual Conference - PA
- 3/12/2022 - Jack Auction Group Video Bison Auction - Online
- 3/18/2022 - Minnesota Bison Association Spring Meeting - MN
- 3/19/2022 - Missouri Bison Association Spring Sale - MO
- 4/08/2021 - Illinois/Indiana Bison Association Spring Meeting - IN
- 4/21/2022 - Jack Auction Group Video Bison Auction - Online
- 5/26/2022 - Jack Auction Group Video Bison Auction - Online
- 7/12/2022 - International Bison Conference - Saskatoon, SK

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](mailto:jim@bisoncentral.com) and the NBA will post the event on its website at no charge.

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

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