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**Saturday, January 9, 2021  
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The National Bison Association (NBA) Weekly Update is an exclusive service for NBA members.

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## ***NBA Weekly Update for January 8, 2021***

*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.*

### **Bison Center of Excellence Sorts through Letters of Intent**

The board of the Center of Excellence for Bison Studies began sifting through more than 35 Letters of Intent that were submitted in December for funding to support research projects over the next three years.

The Center had issued a request for letters of intent in early December, and received responses from researchers at institutions and organizations ranging from California to Washington, D.C.

“The breadth and depth of these projects is extremely impressive,” said Dave Carter, NBA executive director and member of the COE board of directors. “We have proposals for projects wanting to study bison health, grazing and the ecosystem, Tribal herd development, meat quality, and a range of other topics. It’s encouraging that the word is out in the scientific community about the Center of Excellence.

The Center board will meet next week to rank the Letters of Intent, and to invite full proposals from those identified as the top priorities.

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## Two Weeks to Register, Lowered Room Rates

Just two weeks left to register for the 2021 NBA Winter Conference, held in conjunction with the Dakota Territory Buffalo Association (DTBA). Please take a moment to [register](#) now for this fun and informative event online or by calling the NBA at 303-292-2833. Here's 5 reasons why you should plan to join us in-person or virtually February 19th and 20th in Rapid City, SD at the Ramkota Hotel, or online!

**Great Speaker Lineup** - The conference agenda is packed with informative presentations from an array of expert speakers and panelists who will address pertinent topics in bison marketing, processing, herd health, nutrition and more. See a full agenda at <https://bisoncentral.com/winter-conference/>.

**A Return to Bison Networking** - While we will take proper precautions and procedures considering COVID 19, the conference will allow members to once again meet in person conduct past-due business and catch up on lost time while establishing new contacts and friends in the bison community. Social distancing measures will be in place, per CDC guidelines and local regulations. For those who would prefer not to attend in person, we are offering a virtual option that will feature all presentations live-streamed from Rapid City at a reduced registration rate.

**The 2021 Gold Trophy Show and Sale (GTSS)** - The NBA is expecting to have approximately 100 head of premium bison breeding stock including 2-year-old bulls, yearling bulls, bull calves, bred 2-year-old heifers, and heifer calves, including pens of 2 and 5 respectively for females. Additionally, DTBA will have their Girlz Going Wild Yearling Heifers, all to be sold on February 20th, via simulcast and video auction at the Ramkota Hotel in Rapid City at 6 pm Mountain Time. The GTSS is still taking consignments, get all the details and consign online at <https://bisoncentral.com/gold-trophy-show-and-sale/>.

**Bison Feasts, Fun Activities, Trade Show** - Your registration includes four bison-themed meals, with additional dinner tickets and kids' meal passes available for purchase [here](#). We'll conduct our popular benefit auction to raise crucial funds for the NBA and the DTBA as these organizations head into a challenging 2021. The conference will also include a small trade show featuring bison art, services, novelties, handling equipment, and more. Vendor booths are still available, measure approx. 10'x10', and are available for just \$150 (includes one-person's meals) for two days of exhibiting.

**Lower Fees, In-person registration 100% Refundable**- This year's abbreviated conference is being offered at the discounted rate to NBA and DTBA members at \$150/person. Virtual attendance is available for \$50/person, to be offered on the Zoom platform. If local regulations prohibit in-person gathering, and the conference is cancelled, registrations will be fully refunded to in-person registrants.

Register online and get all the details [here](#).

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## Year-End giving Tops \$11,000

Individuals and bison businesses generously stepped up with more than \$11,000 in year-end giving pledges to the National Bison Association in response to an appeal by Former President Dick Gehring and the "Giving Tree" appeal in the Weekly Update.

"The generosity demonstrated by our members is humbling, to say the least," said Dave Carter, NBA executive director. Their support helps assure that the NBA remains strong and equipped to meet the challenges ahead as we enter the uncertainty of 2021."

The contributors include:

- Bob and Laurie Dineen, Rocky Mountain Natural Meats
- The Graese family, Northstar Bison
- Jim Wells, North American Bison, L.L.C.
- Bob and Claudia Beauprez, Eagle Wing Bison Ranch

- Donnis Baggett and Beverly Brown, Lucky B Bison
  - Eloise Mongillo, incoming NBA Director of Development
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## **NBA Membership Tell Us Why It's Important to You!**



As 2020 comes to a close, the NBA is preparing to roll out a new membership structure for future years. Loaded with benefits and perks for all levels of membership, we'd like to enlist the experts to help us promote all the NBA has to offer!

As part of a grassroots membership drive, we'd like you, our valued members, to tell us why NBA membership is so important to you. What value do you get for the money spent? Are there services or products you find helpful? Why do you think it's important for producers to become a member of the National Bison Association?

Ideally, we'd like to have members submit a short 30-60 second video telling us why membership is important to you. Make sure to tell us your name and your ranch or business name and location. You can video yourself on your phone, have a friend or family member video you, or record yourself on some type of online video platform. Then download and submit your video files and we'll do the rest!

The videos will be used as testimonials on our social media platforms, YouTube, website, and could become part of in-person presentations. By submitting your video, you will be giving us permission to use them in that manner. Members will be able to share these promotions on their own social media platforms or their websites, etc. Your testimonials are the most powerful way for us to tout the benefits of membership.

If you are not comfortable doing this on video, you are welcome to send a photo and written testimonial and we'll use those much the same way.

Please email video or written testimonials/photos to Communications Director, Karen Conley at [Karen@bisoncentral.com](mailto:Karen@bisoncentral.com). If you prefer, you can also upload them to Dropbox and email the link.

We are excited to hear from you and look forward to sharing your thoughts about membership in the National Bison Association!

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## **National Buffalo Museum Grows the Herd**

Jamestown, ND – Friday, January 8, 2021 – The National Buffalo Museum welcomed a new addition to its herd in December. Boyd Meyer, owner of Cold Creek Buffalo Company in Cheyenne, WY, donated a 20-month-old bison bull, who has since been named Moose. IlanaXinos, the museum's Executive Director, said, "We are honored to receive this generous donation from Cold Creek Buffalo Company. Boyd is an active member of the museum and his support is truly appreciated."

In an interesting twist of fate, Moose is a direct descendant of Leo, the museum's very first herd bull who went on to become an influential herd sire at the Slim Buttes Buffalo Ranch in South Dakota. Leo is an important animal in that his genetics have played a pivotal role in setting the standard for seedstock in the modern bison industry. Leo's genetics were instrumental in developing the breeding program at the ranch, which is well known for producing some of the highest quality bison breeding stock in the US.

Moose was part of the Dakota Territory Buffalo Association's Young Guns Performance Tested Yearling Bull Challenge, a prestigious bison breeding bull competition. Ranchers from the US and Canada bring in their best breeding bull prospects to be raised on a neutral host ranch. Data is collected on each bull to determine Average Daily Gain ability on grass and on a feed ration. Moose was one of the bulls who gained the most on a grass diet. Cold Creek Buffalo Company, one of the industry's leading ranches, has been



entering bulls into this competition for nearly a decade, consistently placing in the top tier of the class.

Selecting breeding animals is an important decision that bison ranchers must make. It is important to select breeding bulls with correct conformation, which refers to the animal's skeletal and muscular structure. Kevin Leier, a bison rancher in Rugby, North Dakota, and Region 3 Director of the National Bison Association explains, "Correct structural conformation perpetuates the characteristics of bison that ranchers strive to keep intact, including easy calving ability, longevity in breeding, athletic ability, and overall integrity of the species."

"Modeling best practices in bison ranching is one way in which the museum works to achieve its mission, explains Xinos. "Having a well-respected producer donate a bull of this caliber to the museum's herd speaks to the fact that our organization is moving in the right direction. Moose has correct confirmation, and superior genetics. He introduces genetic diversity into the museum's herd, while also serving as a link to its genetic past. We couldn't be more thrilled to have him join our herd."

The National Buffalo Museum's mission is to advocate for the restoration of the North American bison through education and outreach. For more information, contact IlanaXinos at 701-252-8648 or [director@buffalomuseum.com](mailto:director@buffalomuseum.com).

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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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## HELP US BUILD A STRONGER BISON MARKETPLACE



**Your voluntary contributions help support the ongoing mission of the National Bison Association. Marketing, outreach, promotion and teaching are just a few of the projects supported by donations to the Growth Fund. Any amount is welcome!**

**DONATE NOW!**

Learn more at <https://bisoncentral.com/product/nba-growth-fund-program/>

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## **I Discovered Eating Bison While Getting In Shape Felt Like Steroids Without The Side-Effects**

*(From the BroBible)*

Getting into shape is now an anthem for a lot of Americans. I have been part of this song for a little over the past year. While most of the nation spent 2020 on the couch, drinking themselves into a stupor and filling up on crap cuisine, I, for one reason or another, kept going the other direction.

Eventually, the world would get better, I just knew it, and I didn't want to emerge looking like a slob. My diet actually got pretty strict. I completely eliminated processed food and sugar, and I spent a portion of each day doing bodyweight workouts like an inmate on death row.

In the beginning, I consumed nothing but chicken and salmon to fulfill my protein requirement. I also drank a couple of shakes throughout the day, but most of my muscle-

building nutrition came from lean meat. And that model was working out fine until one day I found myself craving food that didn't have wings or fins. It was like my caveman DNA was crawling up from the crevices of my very being and screaming at me, "Eat some freaking steak, you sissy."

Still, I resisted.

It wasn't long after my inner caveman began harassing me that I traded in my living room prison workouts for a gym membership. And, I've got to tell you, that's when things got different. All of a sudden, I was hungrier than I've been in a long time. And not just hungry like "I could eat." I was a ravenous, blood-thirsty beast that needed his zookeeper to toss him a slab of red meat, or else all hell was going to break loose. Now, I'm no fitness expert by any stretch, so I couldn't tell you if it was the strength-training or the intensive cardio that was responsible for starving me out.

But something about the experience found a way to tap into my animalistic nature and rattle those cells that tell humans to kill, devour and then kill again. There was a point when I thought that I might turn into a werewolf or something if I didn't satisfy my appetite. It was beyond me. There was nothing I could do to fight it. I finally broke down and had a steak.

Read [more](#).

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## **Western Kentucky Family Farm Raising Bison**

*(From the Aberdeen News)*

HARTFORD, Ky. - Bison are roaming in western Kentucky.

They were brought here five years ago by Ohio County farmer Tyson Sanderfur as a way to expand upon his family's Livermore Road tobacco, grain, turkey, and cattle operations. "Seems like no one entity is ever doing really good, but you put them all together on the farm and just try to make it," Sanderfur said. "Diversity seems to be the key. We're diverse in that we have a little of each."

It was in 2015 that Sanderfur saw a unique opportunity to raise bison, also known as the "American buffalo," to a certain weight before selling it off to a dedicated meat retailer. Sanderfur said he approached Bryan Hendrickson, a fellow farmer and college friend from Union County, about the idea of partnering and investing in bison.

Sanderfur and Hendrickson purchased their first 15 head of bison from a seller in Pennsylvania. Their bison herd has now grown to about 60, with half being raised by each of the two farmers.

At Sanderfur's farm, the bison cows are raised to a finished weight of 1,200 pounds before they're sold at 24 months old.

"It's been good," said Sanderfur about how well the venture has gone. "It is a niche market. It's not like you can just haul them off to a local stockyard and sell them. You do have to have in-markets for the animals, which we do. And we've grown accordingly."

Read more [here](#).

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## **Bison Processor Plans Brand Refresh**

*(From Meatingplace.com)*

Great Range Premium Bison, a brand owned by Henderson, Colo.-based Rocky Mountain Natural Meats announced it will begin a brand refresh later this month.

The plan includes a new retail brand look, including new logo and product packaging. The company seeks to better market "the positive attributes of eating bison," the company said in a news release.

The refresh "will position our brand for future growth," said Rocky Mountain Chief Operating Officer Ace Ward.

Great Range Premium Bison is available at retail grocers in all 50 states.

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## **Minnesota's bison herd expands in Olmsted County**

*(From The Mankato Free Press)*

BYRON — A bull housed at Olmsted County's small Zollman Zoo at Oxbow Park will help Minnesota's effort to bring back a genetically pure herd of American plains bison.

The county worked with the Minnesota Department of Natural Resources this fall to do a genetic test on the bull and found that not only is it pure bison, but its lineage is different from the other buffalo kept in the state. That means its offspring will be key to providing the genetic diversity needed to build a healthy herd.

The DNR sent Zollman Zoo, just west of Rochester, three female bison from Minneopa State Park to live and mingle with the bull. The four bison will be kept at the zoo, and with any luck their offspring will be spread out among two state parks and the Minnesota Zoo to keep growing the herd, said Ed Quinn, natural resource program supervisor for the DNR.

"Genetically, this gives us a really good slice of the pie that we didn't have much of," Quinn said. "With Olmsted in the partnership, now we'll have another place where bison are produced and where folks can come see them."

The last wild bison disappeared from Minnesota nearly 150 years ago, when the animals were hunted to the brink of extinction. While numbers have rebounded to an estimated 500,000 nationally, the vast majority of those — more than 90% — have been bred with cattle. Genetically pure bison are hard to find, and almost all come from one of just a handful of national parks.

Read [more](#).

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## **Mossback's Northwest: The ancient bison hunters of the San Juans**

*(From Crosscut)*

The San Juan Islands are beautiful gems in the Salish Sea — forested hills and shorelines where deer romp and vacationers kick back.

It wasn't always like this.

There's evidence that these were hunting grounds used by some of the earliest inhabitants of the Pacific Northwest.

How do we know that? A significant, little-known discovery in an Orcas Island pond gives us an important clue.

How did humans come to the Pacific Northwest? The old theory was that folks migrated from Siberia across an Aleutian land bridge. It was thought those people moved south through a gap between massive ice sheets near the Rocky Mountains at a time glaciers covered much of northern North America, including our region.

But it looks like people were here well before that gap existed. Many researchers now believe they first came by sea, following the coastline from north to south.

About 10 years ago, property owners on Orcas Island were digging a new pond on their property, when workers uncovered some old bones. The bones didn't reflect the fauna that live on the islands today — they were the remains of massive prehistoric bison — *bison*

*antiquus.*

Read [more](#).

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## **Banff bison herd feeling right at home**

*(From The St. Albert Today)*

PANTHER VALLEY – After being absent from the landscape for over a century, plains bison now roam free once again in Banff National Park.

In late July of 2018, Parks Canada released 31 bison from an enclosed pasture in Panther Valley, where they had been getting acquainted with their new home on the eastern slopes of the Canadian Rockies.

“We think it’s going really well so far,” said Karsten Heuer, bison reintroduction project manager with Parks Canada. “The animals have really adjusted to the mountainous landscape well. They are using the high elevations in summers and the low valley bottom meadows in fall, winter and early spring.”

The individuals in the group are also looking healthy according to Heuer, and an indicator reflective of that good health is the herd as a whole is reproducing at an encouraging rate. As many as 20 calves are expected next spring.

“This last year we had 16 born,” Heuer said, “and that was of a possible 17 sexually mature females. So, that’s a pretty incredible birth rate.”

One of the 16 new calves did not survive. It was killed by wolves within a day or two of birth, but the herd count now stands at 50 individuals and growing.

There were a lot of unknowns coming into such an ambitious project. It’s not every day that you reintroduce North America’s largest land mammal back onto the landscape.

Read [more](#).

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## **Osage Nation Leverages CARES Act Funds to Invest in Food Security**

*(From Tribal Business News)*

HOMINY, Okla. – The Osage Nation has taken steps to establish better food security for its members during the COVID-19 pandemic.

The tribe opened several projects in December, including a 42,000-square-foot greenhouse growing space, a 44,000-square-foot “programs building” with aquaponics and food processing areas, and a 19,000-square-foot meat processing plant.

The meat processing plant will process beef and bison from the Nation’s 43,000-acre ranch and provide tribal ranchers with processing for their livestock and wild game. Meat from the processing plant will be distributed through the Nation’s social programs to people in need. The tribe will also operate a retail store at the facility.

Meanwhile, the tribe has started growing beans, squash, tomatoes, bell peppers, lettuce, and other greens at the new greenhouse. The Osage Nation’s aquaponics system, which circulates water from fish tanks through plant beds to provide natural fertilizer to the soil and back again, also opens opportunities in tilapia, lettuce, and spinach.

Jann Hayman, director of the Osage Department of Natural Resources, said food security was already an issue for the tribe before the pandemic hit, but COVID-19 dealt a further blow to Osage tribal members in need.

The spread of COVID-19 has caused food insecurity to rise across the entire country. An

October 2020 report by Feeding America estimated that the number of food insecure people in America could rise to 50 million, including 17 million children.

Oklahoma ranked 8th in the organization's list of projected food insecurity rates at 18.6 percent. The problem could be especially pronounced in Native American communities where unemployment and poverty rates are already above average, according to the Feeding America report.

"These new facilities will provide the Osage Nation with a valuable new asset in overcoming the food security disruption of this past year, and in expanding our long-term food security capabilities once the pandemic subsides," Hayman said in a statement.

The tribe paid for the new buildings through federal CARES Act funding, which it also used to shore up the ranch-to-table pipeline for the Nation's bison, cattle, and pig operation.

James Weigant, COVID Task Force coordinator for Osage Nation, said the tribe used a portion of its more than \$44 million CARES Act funds to purchase a separate herd of cattle and bison specifically as inputs for the tribe's packing plant. The Osage also built a "small, feedlot type facility" to get those animals ready for processing.

Read more [here](#).

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## **Canada reaches post-Brexit trade deal with UK**

*(From Meatingplace.com)*

The governments of Canada and the United Kingdom have reached a stopgap trade agreement for numerous goods, including Canadian meat.

[According to a report from CBC](#), the "last-minute deal" ensures that Canadian meat exports will not be hit with tariffs when the UK exits the European Union at the conclusion of 2020.

"With this announcement, our government will ensure Canadian businesses that trade goods with the United Kingdom continue to have preferential access," said Chrystia Freeland, Canada's deputy prime minister, in a statement.

The UK is Canada's third-largest export market, with the two country's conducting \$29 billion in trade annually.

Meanwhile, similar trade talks between the U.S. and UK have not reached such conclusions. [In a recent interview with the BBC](#), U.S. trade representative Robert Lighthizer signaled the countries are still negotiating UK tariffs, with particular attention being paid to agriculture.

"The U.S. needs to get additional access to the agricultural market in the UK — that's an important part of it," Lighthizer said. "Each side has to get something out of it." The past several months have been contentious ones for U.S./UK trade talks. [In July](#), UK retailers refused to sell both U.S. poultry treated with chlorine and U.S. beef from cattle raised with hormones. [And in November](#), the UK's secretary of state for international trade reiterated that refusal, stating "We will make sure — by using a range of tariffs, quotas and safeguards — that Britain's farmers are not undercut by unfair competition from those with lower standards."

Closer to home, [the UK announced a post-Brexit trade agreement with the European Union](#) on Christmas Day, just under the wire for a year-end sunset of previously existing agreements rendered obsolete by Britain's decision to exit the EU.

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## **US Levies Tariffs on More EU Goods**

*(From AgriPulse)*



The U.S. is ratcheting up its punishment on the European Union with **new tariffs** on French and German wine and other alcoholic beverages as both sides remain entrenched over aircraft subsidies.

The Trump administration, says the Office of the U.S. Trade Representative, is only responding to what it considers unfair tariff usage by the Europeans. The World Trade Organization ruled last year the U.S. had the right to hit EU nations with \$7.5 billion in tariffs because of Europe's Airbus subsidies. The WTO ruled in October the EU could hit the U.S. with \$4 billion in tariffs to punish the U.S. for subsidizing Boeing.

But the EU chose to base its tariffs on trade that occurred from August 2019 through July 2020, during some of the months that trade was depressed because of the COVID-19 pandemic. That, the USTR argues, is not fair.

“Specifically, the EU’s action does not mirror the U.S. action because the methodology used by the EU to exercise its \$4 billion authorization relies on a benchmark reference period affected by the economic downturn caused by the COVID pandemic,” the USTR said Thursday in defense of its decision to boost tariff retaliation against the EU. “Under this methodology, the EU was able to cover a greater volume of imports than if, like the United States, it had used data from a period when trade was not affected by the pandemic.”

As a result, the USTR said more wine as well as “certain cognac and other grape brandies from France and Germany” will be hit with tariffs.

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## **Hormel Surveys Consumers on Meat-Eating Plans For '21**

*(meatingplace.com)*

A new survey from Hormel Foods' Applegate natural and organic meat brand found that 72% of Americans believe meat should be part of a healthy diet.

Hormel surveyed more than 1,000 adults about their plans to eat better in 2021. The research also showed 55% resolved to cut back on sugar. And despite the rising popularity of plant-based trends, the survey found 58% of adults have no plans to consume less meat in 2021.

Other key takeaways from the Hormel survey include:

- 41% of U.S. adults stated that clean labels/ingredients are important when purchasing meat products.
- 40% of adults think it's important to choose natural or organic options when purchasing meat products.
- More than one-third (38%) of adults say that selecting humanely raised meat is important to them when purchasing meat products.
- About one-in-three (34%) adults think convenience is important when purchasing meat products.
- 30% of adults say nutritionals are important to them when purchasing meat products.
- Nearly half (48%) of Americans do not believe they are eating enough vegetables every day.
- Kitchen fatigue is real: About one-in-three (37%) U.S. adults admitted that they have experienced some level of kitchen fatigue and have started to cook more frozen foods. This includes nearly one-in-four (23%) U.S. adults who would be willing to cook with more frozen foods, if there were more nutritious options.

The online survey was conducted Nov. 25-30, 2020 by Applegate and Finn Partners.

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## **Stabenow Pledges Focus on Ag Carbon as Dems Prepare to Take Senate**

(From AgriPulse)

Sen. Debbie Stabenow, who is poised to take back the chairmanship of the Senate Agriculture Committee pending the outcome of a Georgia runoff, says she would make it a “top priority” to facilitate establishment of an agricultural carbon market.

“As chair of the Agriculture Committee, we're going to lead an effort to create a voluntary climate exchange and ... climate policy for farmers and ranchers, and that's a top priority for me,” Stabenow said.

The Biden transition team is discussing the possibility of using USDA's Commodity Credit Corp. to set up a carbon bank that could buy and sell ag carbon credits. Separately, Stabenow is co-sponsor of a bill called the Growing Climate Solutions Act that is aimed at accelerating carbon credit trading by authorizing USDA to certify verification services.

Arkansas Sen. John Boozman, who will become the top Republican on the Senate Ag Committee if Democrats control the Senate, has expressed some concerns about ag carbon trading, fearing it will primarily benefit the credit traders.

“We're going to do all we can to work with them on every (policy) area that there is,” Boozman told *Agri-Pulse*. “On the other hand, whatever we are going to do is going to be governed by common sense and good science.”

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## **Save the Date!**

- 1/9/2021 - Turner Bison Exchange Prairie Performance Auction - SD
- 1/25/2021 - Clearwater Ranch Online Only Auction - OK
- 2/19/2021 - NBA - DTBA Joint Winter Conference - Rapid City, SD/Online
- 2/20/2021 - NBA GTSS & DTBA Girlz Going Wild Auction - Rapid City, SD/Online
- 2/22/2021 - TNC Smoky Valley & Tallgrass Prairie Online Auctions - KS
- 2/27/2021 - Beltway Bison Consignment Auction - PA
- 03/11/2021 - Eastern Bison Association Annual Winter Conference & Sale - PA
- 3/20/2021 - Missouri Bison Association Spring Sale - MO
- 4/09/2021 - Minnesota Bison Association's Annual Education Conference - MN
- 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](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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