



## National Bison Association

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### Weekly Update from the National Bison Association

A news and update service **exclusively** for members of the National Bison Association.  
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**June 8, 2018**

## USDA Adjusts 2017 Compensation for Bison Losses

The National Bison Association this week commended the U.S. Department of Agriculture's decision to increase in the Livestock Indemnity Program (LIP) compensation rates offered to producers suffering losses in 2017 and thanked two U.S. Senators for their assistance in facilitating that decision.

USDA Under Secretary Bill Northey informed U.S. Sens Michael Bennet (D-CO) and Mike Rounds (R-SD) earlier this week that the USDA Farm Service Agency would be using a revised model to determine the compensation to producers filing claims for eligible death losses in 2017. The Senators had contacted the USDA at the request of the National Bison Association.

LIP is designed to provide producers with 75 percent of market value from losses incurred from covered events, such as drought or fire. However, producers filing claims for losses incurred in 2017 were offered compensation rates of about 25 percent of market value.

After the National Bison Association contacted the USDA with information regarding actual market prices, the USDA Farm Service Agency agreed to revise its methodology for determining the value of live bison for 2018 and future years. Tuesday's announcement assures that producers suffering losses in 2017 will receive compensation based on the new methodology.

"This is great news for bison producers in Colorado and across the country," said Bennet. "After hearing about the unfair compensation rates in 2017, we asked USDA to use their recently updated model to reevaluate 2017 claims. We're pleased that Undersecretary Northey was so responsive and is now taking steps to correct discrepancies from the USDA's multi-year delay in updating rates. Our amendment to the Senate Farm Bill will ensure such a delay will not happen in the future."

"South Dakota is the top state for bison production," said Rounds. "Our producers shouldn't be unfairly punished for the federal government's failure to update its payment mechanisms in a timely manner. With record bison losses in 2017, we appreciate Undersecretary Northey's efforts in recognizing the importance of updating the LIP's compensation formula and continuing to support our bison producers during times of hardship."

National Bison Association Executive Director Dave Carter said, “We thank Under Secretary Northey and the USDA Farm Service Agency for agreeing to rectify this inequity in the Livestock Indemnity Program. And, we are especially appreciative of the bipartisan leadership offered by Senators Bennet and Rounds to help convince the USDA to implement this change.”

## **Marketers’ Survey Shows Supply, Demand Moving into Balance**

The latest National Bison Association survey of commercial marketers indicates that supply and demand are moving into better balance than over the past five years, with some minor buildup in selected cuts.

The survey was conducted over a 10-day period in May, and is the latest twice-yearly assessment conducted by the NBA since 2012. The survey is conducted each November and May. This May, the NBA also conducted a follow-up survey among the largest marketers to determine differences in outlook among the major companies, compared to a wider survey of all marketers.

Among all marketers, the survey indicates that 62 percent are experiencing minor buildup, while 15 percent are continuing to short customers and 23 percent see supply and demand in balance. Three-quarters of the major marketers are experiencing minor buildup, while 25 percent report supply and demand in balance.

The demand for bison pet food ingredients continues to serve as a significant factor in the profitability of commercial marketers. Among all marketers surveyed, 69 percent reported more demand for pet food ingredients than could be supplied. However, all five of the major makers reported that demand for pet food ingredients exceeded supply.

Meanwhile, the shortage of trim has turned into a minor surplus. Last May 92 percent of the marketers reported that demand exceeded supply for trim. This year, only 15 percent of all marketers are reporting a shortage of trim.

The twice-yearly market survey, and the larger marketers’ survey are both available in the members’ section of [www.bisoncentral.com](http://www.bisoncentral.com).

## **Two Farm Bill Amendments Benefit Bison Producers**

Two amendments adopted by the Senate Agriculture Committee this week as a part of the Farm Bill Discussion will provide additional protection to U.S. bison producers.

One amendment, offered by U.S. Sen. Michael Bennet (D-CO) and John Thune (R-SD) directs the USDA to work with the National Bison Association each year to update the market value of bison used as the basis for determining Livestock Indemnity Program compensation for producers experiencing losses due to fires, drought and other factors. Bennet authored the amendment to assure that that bison producers receive fair compensation for losses covered under LIP.

A second amendment, offered by Sens. John Thune (R-SD) and Bennet, directs the USDA to increase its drought monitoring capabilities in states experiencing D3 (extreme) or D4 (exceptional) drought conditions. The amendment will establish drought monitoring stations

within every 1,250 square miles in those states, with a minimum of 50 stations within each state. The amendment also authorizes \$5 million per year to fund the stations.

“Both of these amendments will improve USDA’s ability to provide bison producers with assistance during drought conditions, or other types of disaster situations,” said Dave Carter, executive director of the National Bison Association. “We thank Senators Bennet and Thune for offering these amendments, and are pleased that they were incorporated into the Farm Bill proposal reported out of committee on Wednesday.”

## **Spotlight on Our Summer Conference Starter/Expansion Herd Donors**

The highlight of the 2018 Summer Conference will be an expansion/starter herd being auctioned off at the Thursday evening Benefit Auction. This hand-picked herd will consist of six heifer calves and one bull calf in the herd. The animals will be selected from the donating ranches later this fall and will be grouped together at one ranch and made available to the buyer around the end of November or the beginning of December. Potential purchasers must be registered for the conference and present at the auction to bid on this unique herd.

Featuring some unique genetics, these calves have the potential to get a new producer started in the bison business or will make an excellent addition to any existing herd. In the weeks leading up to the Summer Conference, we will take a look at these donor ranches and share a little about their program.

In the last of our spotlight series, we will be taking a look at our bull donor, Black Kettle Buffalo, owned by Dick and Kay Gehring, as well as heifer calf donors Rock Hill Ranch, owned by Keith and Eva Yearout and Four Mile Buffalo, owned by Ryan Mahlandt and David and Rynthia Mitchell.

### ***Black Kettle Buffalo***

Black Kettle Buffalo, near Moundridge, Kansas, has culled and obtained cows from a myriad of different bloodlines. We look first to the cows that are getting it done in their everyday clothes. If a cow needs extra feed and maintenance, she finds a different home. If she can efficiently produce a calf that fits our desired profile on her own, we take a hard look at her offspring. Our bulls have been obtained from Cammack Buffalo Ranch, Circle Three Ranch, Cold Creek Buffalo Company, Diamond Tail Ranch, Red Canyon Ranch, Rock Creek Ranch, Excel Bison Company, Wolverine Bison Co., and, of course, our home-grown bulls. When selecting bulls, conformation, muscling, soundness, and athleticism are a must.

Black Kettle Buffalo will be donating the bull calf for the starter/expansion herd.

### ***Rock Hill Ranch***

Rock Hill Ranch, owned by Keith and Eva Yearout, purchased its first heifer calf (Bubbles) in 1983 from the Kansas state herd at Maxwell Game Preserve near Canton, Kansas. She cost us \$325!

Through the years, females from several of the Kansas state herds, Fort Robinson, Custer State Park and Wichita Mountains have come and gone. Bulls came from RO Smith (Circle 3), the grand champion bull calf from the Eastern Bison Association auction, the Gold Trophy Show and Sale and the Dakota Territory Buffalo Association Young Guns Yearling Breeding Bull Challenge.

Our main cow herd was reduced from 40 to 15 in December of 2000, when we moved further from the pasture. For many years, the herd was self-sufficient with calves being weaned and sold annually at the Kansas Buffalo Association auction.

Over the past couple of years, when the neighbor thought our cows were getting pretty old, (they were old when we left 16 years ago) we began keeping some replacement heifers. We have always tried to keep unrelated herd sires for our breeding program, although a lot of the females are “Bubbles” direct decedents.

Although our animals have been allowed to move freely over their 320-acre home, they do respect the perimeter fence, come to cake and are supplemented with hay, as needed, in the winter. Having been caked, fed and worked annually, they are accustomed to being handled. The heifer calf being offered will have been sired by one of the bulls obtained from the DTBA Young Guns group.

### ***Four Mile Buffalo***

Four Mile Buffalo, owned by Ryan Mahlandt and David and Rynthia Mitchell, is located on the western edge of the Flint Hills, east of Wichita, Kansas. Patch burn rotation and efficient cows are the cornerstone of their success. Four Mile Buffalo calves continually top the market at the Kansas Buffalo Association auction. Attention to proper stocking rate and the herd’s needs allow for minimal supplementation. Most of these cows have a box car type frame and produce the same. Four Mile Buffalo will be donating a heifer calf for the starter/expansion herd.

## **Absentee Bidding Available on Starter/Expansion Herd**

For those of you who will not be able to attend the Summer Conference in Kansas City, MO later this month, the NBA will be offering absentee bidding on the Starter/Expansion Herd that will be sold at the Benefit Auction on Thursday evening, June 28.

To be eligible to bid on this exclusive offering, we are asking that you pre-register by Tuesday, June 26. Be prepared to give us your maximum bid and we will carry your bids to the auction and bid on your behalf. When you register to bid, please have the maximum bid amount, your contact information and method of payment information ready and we will get you signed up! This is a fantastic opportunity to take home some unique genetics to add to your herd. Don’t miss out!

To sign up for absentee bidding, please contact Karen at (303) 292-2833, extension 301 or email her at [Karen@bisoncentral.com](mailto:Karen@bisoncentral.com).

## **2018 Bison Food Booklet Available – Order by July 1 to Save!**

Back by popular demand, the Bison Food Booklet, inserted into the July Bison World, will again be offered as a stand-alone publication suitable for promotional use and distribution to consumers and food enthusiasts! These booklets are perfect for handing out at farmers’ markets or at your on-farm store. They also make great promotional tools for your food truck or trade-show booth.

The 16-page booklet contains nutritional, cuts, cooking and preparation technique information as well as cooking trends, a restaurant profile and plenty of delicious recipes.

Pre-order pricing will be \$1.50 per booklet until July 1. After that, the cost will be \$2 each. If you are interested in ordering booklets, please email [Karen@bisoncentral.com](mailto:Karen@bisoncentral.com) with your information and the number of booklets you would like to order.

## **Show Us Your Farmer's Market Promotions**

It's the season of Farmers' Markets and many of our members have dynamic trailers and displays they use to promote their products at these venues. We would like to showcase what our members are doing and share their innovative set-ups on our social media platforms. Send photos and a brief description of your Farmer's Market set-up and we will highlight them in the coming weeks, giving you, the participants, additional recognition on our social media sites. Tell us the name you use to market products and where you are located and where you typically set up and we'll give you a shout out! Send photos and information to [Karen@bisoncentral.com](mailto:Karen@bisoncentral.com).

## **Research Project Brings Bison Back to Central Minnesota Prairie**

*(From ABC 5 News)*

At one time, there were millions of bison in the Upper Midwest.

But by the middle of the 1800s, thanks to the expansion of settlers and hunting, the bison were almost gone.

Now, though, an ambitious experiment has started to bring bison back and save what's left of the vanishing prairie in central Minnesota.

On Wednesday, they roared back into their new home at the University of Minnesota's Cedar Creek Ecosystem Science Reserve in East Bethel off two trailers from the North Star Bison Ranch.

"This is amazing, to see them running like that, I'm going to start crying actually" said Caitlin Potter, the Cedar Creek Ecosystem Science Reserve Education and Outreach Coordinator.

"What an incredible thing to see. This is how oak savannas are supposed to be, and how Minnesota has been. And to just see them out like that on the landscape; it's amazing."

Read more. <http://kstp.com/news/research-project-brings-bison-back-central-minnesota-cedar-creek-east-bethel/4948813/>

## **Coffee Crowd Sees Tourism Potential in Local Bison, Birds**

*(From the McCook Gazette)*

McCook, Neb. — Darrell Meister may have been “preaching to the choir” during his featured appearance Tuesday morning at the monthly “Coffee with a Cop” at Sehnert’s Bakery in downtown McCook.

Meister has been convinced of the tourism opportunities and associated benefits presented by his herd of American bison ever since he released his first seven animals into pastures near Hugh Butler Lake in April 2016. His herd now numbers 24.

“My goal has never been only to make money,” Meister told the 12-14 gathered for the monthly coffee-and-doughnuts session with McCook Police Chief Ike Brown and Sen. Sgt. Kevin Darling. “I’ve also wanted to be part of the resurrection of the ‘National Mammal.’ There’s so much history associated with the bison and Native Americans and the prairie. They’ve all evolved together. Historically, you can’t have one without the other.”

Dale Dueland of McCook, who owns farmland near the bison pastures, shares Darrell’s vision, and “the possibility of the bison becoming a huge asset for the area. It’s a 10-15-minute trip from McCook. It’s a community asset that needs to be embraced and promoted.”

Meister said that because the herd is in Frontier County, it appears he’s not eligible for assistance from Red Willow County tourism efforts. Terry McCune of McCook, a retired Dundy and Hitchcock county sheriff’s deputy, said he doesn’t think that “that line” should matter, that both counties should work together for the benefit of everyone.

Read more. <http://www.mccookgazette.com/story/2531059.html>

## **Bison Calf Born at Irvine Park**

*(From the Chippewa Herald)*

A group of children huddled around the bison enclosure at Irvine Park Wednesday afternoon, noses pressed against the chicken wire fence.

They shout in excitement as a female calf raises her head and peers at them, surrounded by six other, sleepy bison.

The healthy three-week-old calf is Irvine Park and Zoo’s newest addition.

But while the zoo usually gets its animals from a Wisconsin animal broker, the calf was born in Chippewa Falls May 22, said parks, recreation and forestry director Dick Hebert.

“It’s a big attraction already,” Hebert said. “We see a lot of people stopping to see it.”

The zoo now is home to seven of the shaggy mammals. That’s not unusual, Hebert said: “The bison pasture is extremely large ... There is room for more bison if we’re fortunate to have more.”

Read more. [https://chippewa.com/news/local/bison-calf-born-at-irvine-park/article\\_938b784e-9a14-5df6-987c-d51980128f9d.html](https://chippewa.com/news/local/bison-calf-born-at-irvine-park/article_938b784e-9a14-5df6-987c-d51980128f9d.html)

## **New Yellowstone Boss Named Following Predecessor's Ouster**

*(From ABC News)*

A new superintendent was named Wednesday to Yellowstone National Park, one of the crown jewels of the park system, after his predecessor said he was being forced out by the Trump administration following a dispute over bison.

Cameron "Cam" Sholly will replace Dan Wenk, who has been superintendent since 2011, according to the Department of Interior.

Wenk planned to retire next March but was told last week he would be gone by August. He said his ouster followed disagreements with Interior Secretary Ryan Zinke over the size of the park's world-famous bison herds.

Ranchers and state livestock officials in neighboring Montana, where Zinke served as a U.S. representative before he became Interior secretary, have long pushed to reduce the size of the herds because of concerns over the disease brucellosis. About half of Yellowstone's bison test positive for the disease, which can cause animals to prematurely abort their young.

Park biologists contend the population of more than 4,000 bison is sustainable. But Zinke and his staff have said the number is too high, Wenk said, and have raised concerns that Yellowstone's scenic Lamar Valley is being damaged by overgrazing.

The Interior Department has not commented on Wenk's claims.

Read more. <https://abcnews.go.com/US/wireStory/yellowstone-boss-named-predecessors-ouster-55873754>

## **Environmental Group Calls Bison Refuge Closures A 'Vendetta'**

(From Boise Public Radio)

Public lands facilities around the nation are cutting budgets and staff. But in the Mountain West region, cutbacks at Montana's National Bison Refuge are prompting accusations of a political vendetta by regional U.S. Fish and Wildlife Service managers.

The National Bison Range is an isolated refuge where you can go for a drive and see wild bison and maybe even black bears. A couple of years ago regional managers at the Interior Department proposed transferring management and funding of the refuge to local tribes and the Bureau of Indian Affairs. Interior Secretary Ryan Zinke said no.

According to Jeff Ruch with Public Employees for Environmental Responsibility, the regional managers weren't happy.

"The Fish and Wildlife regional office is waging the equivalent of bureaucratic war against the National Bison Range," says Ruch.

Read more. <http://boisestatepublicradio.org/post/environmental-group-calls-bison-refuge-closures-vendetta#stream/0>

## **North Dakota Introduces Local Foods Map**

(From ND Dept. of Ag)

Agriculture Commissioner Doug Goehring announced the availability of a new interactive web-based map to help consumers more easily find local foods in North Dakota. The map contains layers for farmers markets, on farm sales, road side stands, CSAs, u-picks, vineyards, produce donation sites and more.

“The new local foods map helps people find food grown, raised, harvested and made in North Dakota,” said Goehring. “The map is a great tool to connect with and support local growers and producers.”

The map also shows produce donation sites that will accept garden-grown produce for charitable causes.

The map is mobile responsive and will be updated frequently with new growers and producers. Questions about the map should be directed to Local Foods Specialist Jamie Good at (701) 328-2659 or [jgood@nd.gov](mailto:jgood@nd.gov).

The new local foods map is available at <https://www.nd.gov/ndda/local-foods-directory-map>.

Read more. <https://www.nd.gov/ndda/news/goehring-announces-new-local-foods-map>

## **Carbon Farming Isn't Worth It for Farmers. Two Blockchain Companies Want to Change That**

*(From New Food Economy)*

When the price of Bitcoin skyrocketed at the end of 2017, analysts crunched the numbers and concluded that the cryptocurrency was set to consume the entire global energy supply by the end of 2020. “Mining” Bitcoin involves solving increasingly complex mathematical equations that secure the network in exchange for newly-minted cryptocurrency—which incidentally requires lots of energy. Huge server farms have popped up around the world for the express purpose of generating the virtual cash, from China to upstate New York, where one town put a moratorium on new commercial cryptocurrency mining operations to protect “the City’s natural, historic, cultural and electrical resources.”

But in spite of Bitcoin’s eco-unfriendly reputation, some organizations propose using blockchain, the technology that makes the cryptocurrency possible, to power a regenerative agricultural revolution. The ultimate goal is to reverse the flow of carbon dioxide into the atmosphere until atmospheric levels fall to a degree that scientists agree will stabilize the climate.

Regenerative agriculture describes a range of farming practices that prioritize soil health and biodiversity over short-term gains that can be derived from tilling and weeding, heavy pesticide use, or artificial fertilizers. Advocates of regenerative agriculture have long argued that holistic land management is better for the farmer and for the earth, but the movement has recently gotten a boost from interest in one of its other benefits: carbon sequestration.

Read more. <https://newfoodeconomy.org/carbon-farming-blockchain-climate-change-regenerative-agriculture/>

## **Agricultural Conservation Easement Program in Indiana**

Indiana's USDA Natural Resources Conservation Service (NRCS) is accepting applications for the Agricultural Conservation Easement Program (ACEP). ACEP restores and protects Indiana's critical wetlands and grasslands, which helps productive farms remain in agriculture and provides important habitat for wildlife and plant species. This program includes both Wetland Reserve Easements and Agricultural Land Easements.

Applications for the next funding round, the 2019 fiscal year of funding, must be submitted on or before August 17, 2018.

Read more.

<https://www.nrcs.usda.gov/wps/portal/nrcs/main/national/programs/easements/acep/>

## **Regional Conservation Partnership Program in Iowa**

USDA Natural Resources Conservation Service and its conservation partners are seeking applicants for conservation practice implementation in Regional Conservation Partnership Program project areas. The following projects and locations have funding available: Regional Grassland Bird and Grazing Land Enhancement Initiative (southernmost 21 counties in Iowa), Improving Working Lands for Monarch Butterflies (statewide, with focus on Interstate 35 corridor), Midwest Agriculture Water Quality Partnership (various Iowa watersheds), Upper Cedar Watershed Urban-Rural Partnership (Rock Creek Watershed in northeast Iowa), Fox River Water Quality Project (Fox River Watershed in southeast Iowa), and Innovative Conservation Agriculture Project (Allamakee and Clayton Counties).

The deadline to submit applications is June 15, 2018.

Read more.

<https://www.nrcs.usda.gov/wps/portal/nrcs/ia/newsroom/releases/2018+RCPP+Funding+Still+Available+for+Farmers+In+Most+Project+Areas/>

## **Vanessa Mazal: At last, a plan to reintroduce bison to a state national park**

*(From the Boulder Daily Camera)*

Just 200 years ago, tens of millions of wild American bison, or "buffalo" as they're colloquially known, roamed freely across the central and western United States. Over the century that followed, their numbers plummeted to fewer than 1,000 animals, distributed amongst herds managed by government agencies, including 23 in Yellowstone National Park, and those held privately.

Various factors contributed to the bison's near-demise during the fateful 1800's. Among them were policies — both official and implicit — encouraging activities aimed at starving-out buffalo-dependent American Indian tribes; a thriving overseas market for hides and bones; and habitat fragmentation caused by westward-reaching railroads.

While the wild bison population declined, ranchers began to amass private herds. Many of these were crossed with cattle to make them more docile as domesticated livestock; others were kept "pure" to conserve the wild bison's genetic constitution.

In the early 20th century, the federal government, in cooperation with states, tribes and others, embarked on a long-term initiative to repopulate wild bison on protected lands in the west. To date, this program includes herds on several Colorado sites: the Denver-owned Genesee Park and Daniels Park herds; Larimer County's Red Mountain and Soapstone Prairie herd; and the U.S. Fish & Wildlife Service-managed herd at Rocky Mountain Arsenal National Wildlife Refuge, east of Denver.

Finally, there's also now a viable proposal to reintroduce bison into one of our state's treasured national parks. The plan, currently under consideration by the National Park Service, would bring a wild herd to Great Sand Dunes National Park & Preserve in the San Luis Valley. Bison, native throughout Colorado, are considered a keystone species — fundamental to healthy grasslands and prairies. The spacious San Luis Valley is believed to have served as a way station between the mountains and the plains.

We don't have to imagine what it would look like for bison to roam the valley again because the Nature Conservancy manages a herd as livestock on an adjacent ranch set to be acquired by the NPS. These domestic animals are indeed impressive against the backdrop of the dunes and the Sangre de Cristo Range, but they don't meet the genetic integrity standards of the federal bison program. A resident herd introduced from protected, wild stock would contribute to expanding the species' gene pool, offer incredible educational opportunities and experiences for visitors, benefit the park's ecology, and have cultural significance for park-affiliated American Indian tribes and nations.

Full story: [http://www.dailycamera.com/guest-opinions/ci\\_31932508/vanessa-mazal-at-last-plan-reintroduce-bison-state](http://www.dailycamera.com/guest-opinions/ci_31932508/vanessa-mazal-at-last-plan-reintroduce-bison-state)

## **Navajo Nation Buys Ranches Near Base of Sacred Blanca Peak** *(From Colorado Business Magazine)*

The flag of the Navajo Nation has four mountains, one of which is white. It represents Blanca Peak, Colorado's third highest mountain, located in the Sangre de Cristo Range. In two recent purchases, the Navajos acquired nearly 29,000 acres at the base of the range south of Westcliffe. The purchases were not coincidental.

"All of our kids, all of our children, they know about the four sacred mountains," says Russell Begaye, president of the Navajo Nation, in an interview with a New Mexico newspaper.

Tsisnaasjini', the name used by the Navajo for Blanca, translates as "white shell" and is sacred in the cosmology of the Diné, as the Navajo call themselves. The flag also represents three other sacred mountains, including Hesperus northwest of Durango and one peak each in New Mexico and Arizona.

Wolf Springs Ranch, the larger of the two spreads, had been owned for 18 years by Tom Redmond, former owner of Aussie, the cosmetics firm, and current president of Onesta, a natural hair care products firm. The smaller Boyer Ranch had been ranched since 1942 by members of the Boyer family. The two ranches together sold for \$31 million.

The Navajo plan to continue ranching, folding the operations into Navajo Beef, a business begun in 2012.

“There is a good market for quality beef in restaurants and grocery stores, and Navajo can meet that demand,” Begaye says.

The Wolf Springs sale included 400 head of cattle as well as 900 head of bison. The

Full story: <http://www.cobizmag.com/Trends/Navajo-Nation-Buys-Ranches-Near-Base-of-Sacred-Blanca-Peak/>

## **Nielsen: 'Sustainable' retail product sales up 4%**

*(From Sustainable Food News)*

When it comes to food in the fast-moving consumer goods (FMCG) space, consumers are seeking transparency around three key product attributes: sustainability, processing claims (e.g., organic, natural) and ingredients, according to Nielsen.

Interest in each of these three areas varies, but sales among products that focus on each of them are on the rise. According to data from Nielsen and Nielsen Product Insider, 64 percent of U.S. households buy sustainable products, which is up 4 percentage points from a year ago. In the retail space, the highest sales growth is coming from products that tout sustainable farming and social responsibility, at 14 percent and 8 percent, respectively, according to data from Nielsen Product Insider.

Products touting sustainable resource management are seeing sales growth of 6 percent and sales of sustainable seafood are up 3 percent.

According to Nielsen's 2017 global survey on sustainability, 68 percent of Americans believe it's important that companies implement programs that improve the environment. And 67 percent said they are prioritizing healthy or socially conscious food purchases this year, while 48 percent said they will change their consumption habits to reduce their impact on the environment. Nielsen's 2017 global sustainability survey found that 67 percent of consumers want to know everything that goes into the food they buy. And, 46 percent of Americans say that claims on food products have a direct influence on their purchase decisions.

Key marketing claims - 'organic,' 'natural' and 'free from' continue to fuel sales growth. Plus, with health and wellness driving improved fast-moving consumer goods (FMCG) sales growth - as well as private label growth - in recent years, to see double-digit organic sales growth for the last five years is no surprise.

## **World's Top Cattle Feeder Debuts IQF Burgers Under Grass-Fed Beef Brand**

*(From Sustainable Foods News)*

[JBS USA Inc.](#), the world's largest cattle feeder, has launched individually quick frozen (IQF), 100-percent grass-fed ground beef patties under its [Grass Run Farms brand](#).

The company, a division of [Brazil-based JBS](#), the world's largest animal protein processing company, said the Grass Run Farms brand is supplied by a network of Midwest grass-fed beef producers that take part in its grass-finished beef program that also includes boxed beef for retailers and foodservice customers.

The new IQF patties are sold in two-pound, multi-use recyclable cartons or resealable pouch packages containing six, one-third-pound patties, which are 80 percent lean. The brand said the patties are also "natural," which it defines as minimally processed with no artificial ingredients.

IQF allows individual pieces of the product to be frozen separately to help prevent loss of nutrients, dehydration, loss of color, individual pieces sticking together, and changes in texture and shape.

"Grass Run Farms continually innovates healthy protein options for its consumers," said Charlie Bradbury, head of Grass Run Farms. "We've answered the call for convenient, 100 percent grass fed beef products through our new ready-to-cook IQF ground beef patties. Consumers are leading busier lives than ever before, and products like our new patties offer a level of ease for families across the country."

JBS USA owns several beef brands including [Cedar River Farms natural beef](#).