



## National Bison Association

8690 Wolff Court, Suite 200 Westminster, CO 80031-3646  
www.BisonCentral.com Phone: 303-292-2833 Fax: 303-845-9081

### Weekly Update from the National Bison Association

A news and update service **exclusively** for members of the National Bison Association.  
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**March 9, 2018**

## USDA Adjusts 2018 Livestock Indemnity Rates on Bison; Still No Word on 2017

The USDA Farm Service Agency has formally implemented a revised compensation level for bison claims in 2018, with the rates more than double the previous levels. However, the agency has not yet responded to the National Bison Association's request to adjust the rates for claims filed on losses in 2017.

The rate adjustment came in response to a formal request filed by the NBA in November. The association filed the request after learning that the rates being offered to bison producers were unrealistically low, when compared to actual market values.

Under the LIP rules, livestock producers qualifying for claims under LIP are to receive 75 percent of the market value of the animals covered. However, the 2017 rates for LIP pegged bison calves at \$447.66 and bison cows at \$914.34. The rates also combined bison and beefalo in the same category.

After receiving significant market data from the NBA, the FSA agreed to revisit the formula used to determine the compensation rates. The changes made by FSA are:

	2017 Rate	2018 Rate
Bison Bulls	\$1,714.39	\$2,160.36
Bison Cows	\$914.34	\$1,790.61
Bison Calves <400 lbs.	\$447.67	\$1,225.84
Bison Calves 400 lb. – 799 lbs.	\$607.56	\$1,471.34
Bison Calves 800 lbs. +	\$951.06	\$1,975.46

The agency also separated bison from beefalo in terms of compensation rates.

In January, the NBA Board of Directors sent a letter to Agriculture Secretary Sonny Perdue requesting that the rates be adjusted for 2017 to reflect actual market value last year. The USDA has not yet responded to that request.

Dave Carter, NBA executive director, said, "We are extremely pleased that the Farm Service Agency looked at the market information and promptly adjusted the rates for bison producers.

More important, they have developed a model that will allow for market-based adjustments in the years ahead. Now, we hope that they will look back and make the adjustments needed to provide compensation for producers suffering losses in 2017.”

## **Matheson in Pennsylvania for Annual Eastern Bison Gathering**

Assistant Director Jim Matheson is in Harrisburg, PA this weekend for the Eastern Bison Association’s annual conference and sale, March 8 – 10th. Matheson will provide an update on the current activities of the NBA on Friday and give an overview of the national bison industry.

The Eastern Bison Association annual conference will be held at the East Harrisburg Red Lion Hotel in Harrisburg, PA on Thursday and Friday of this week and will feature an array of speakers who will cover pertinent topics regarding bison production and management. The association’s annual sale will be held at the Pennsylvania Farm Show Complex on Saturday at 9 am with the sale starting at 11 am sharp. Learn more at [http://www.ebabison.org/?page\\_id=644](http://www.ebabison.org/?page_id=644)

## **Bison Showcased at Natural products Expo West**

Several companies will be showcasing bison products at the nation’s largest natural foods trade show scheduled in Anaheim, CA through this weekend.

The Natural Products Expo West is the country’s largest natural, organic and healthy products event. Last year, more than 80,000 attendees participated, including thousands of food-company executives, retail giants and potential investors.

According to the Wall Street Journal, the lure for most attendees is: What’s the next eating trend?

As reported this week in the Journal, “The Natural Products Expo West starting Wednesday in Anaheim is the niche food sector’s version of the Consumer Electronics Show. Some of the biggest retailers and food companies, including [KrogerCo.](#) and [Kellogg](#) Co. jockey side-by-side with thousands of small start-up brands crowding the convention floor.”

Among the companies featuring bison products at Expo West this year are:

- EPIC Provisions;
- Golden Valley Natural;
- Patagonia Provisions; and
- Tanka/Native American Natural Foods.

NBA Executive Director Dave Carter is also attending the show and will be blogging from the event. You can read Carter’s blog at: <https://bisoncentral.com/blog/>

## **Montana Bison Association Supports Western Heritage Center Bison Exhibit**

*(From The Montana Bison Association)*

Currently on display at the, Western Heritage Center, is an exhibit titled: *Bison: The Past, Present and Future*. This exhibit traces the historical treatment of bison, from near extinction to

modern conservation and ranching practices that have brought the population of our national mammal back to over 500,000. The exhibit is provided by the National Bison Foundation, Montana Bison Association, Buchanan Capital, Dr. Don Woerner, and the Carbon County Historical Society & Museum.

The exhibit is on display at the, Western Heritage Center, Billings, Montana (located at 2822 Montana Avenue, Billings, MT) through April 7, 2018.

The WHC is open Tuesday thru Saturday from 10 am to 5 pm. A small admission fee is charged.

For more information visit their website at: [www.ywhc.org](http://www.ywhc.org) or call: (406) 256-6809

The Montana Bison Association, is a non-profit organization, comprised of bison producers and enthusiasts with a passion for this majestic animal. For additional information on this association go to: [www.montanabison.org](http://www.montanabison.org).

“We are proud to be one of the sponsors of this informative, historical and professional exhibit of the great American Bison,” stated Aaron Paulson, President of the Montana Bison Association(MBA). “We want to encourage everyone who might have an interest in bison, to view the exhibit at the Western Heritage Center.”

## **Bison advocates arrested in Yellowstone**

*(From The Bozeman Daily Chronicle)*

Three activists have been arrested in Yellowstone National Park for attempting to block the slaughter of Yellowstone bison.

Early this morning, two people locked themselves inside the squeeze chute at the park’s Stephens Creek corrals, where bison are readied for slaughter.

Park spokeswoman Vicki Regula said in an email that park rangers saw the two people at 5:30 a.m. and that the two were arrested at 12:30 p.m. for entering the area of the corrals. The area is closed to the public. No damage was done to the facility.

The incident was first announced on a Facebook page for a group called Wild Buffalo Defense, which calls itself a “collective of indigenous and non-native organizers dedicated to seeing wild buffalo roam free on the plains.”

According to the group’s page, a third person has now been arrested. It’s not clear why.

In a phone interview, Adam Luke, a group spokesman, declined to say how many people are involved or how long it had been active. He described it as an “autonomous grassroots group” and said they wanted to intervene in the annual slaughter of bison “directly and nonviolently.”

“The main point of this action was to draw attention to the fact that there’s really minimal numbers of wild buffalo being kept in the park,” Luke said.

Read more. [https://www.bozemandailychronicle.com/news/crime/bison-advocates-arrested-in-yellowstone/article\\_fd44ec8a-62cd-5873-80f3-a76525e14792.html](https://www.bozemandailychronicle.com/news/crime/bison-advocates-arrested-in-yellowstone/article_fd44ec8a-62cd-5873-80f3-a76525e14792.html)

## **Calves in Famous Genesee Bison Herd Sold at Auction**

*(From Fox KDVR)*

If you are new to Colorado or have been here many years, you have probably seen them off Interstate 70 near Genesee: A herd of bison just happily grazing away.

On Friday, you could've taken one home if you were a high bidder at the annual bison auction.

The bison are direct descendants from a wild bison herd in Yellowstone National Park in Wyoming.

The city and county of Denver wanted to preserve a piece of the American West and in 1914 transported a small herd from Wyoming to Genesee.

The herd in Genesee has thrived so much that every year Denver has to auction off some of the calves.

Ranchers from around Colorado and beyond bid on to buy the bison calves, 32 in all.

The auction took about an hour. Then it was time for the young bison to be loaded up on the various trailers, heading to their new homes.

This year's auction raised more than \$65,000, the most money raised in the auction's 33-year history.

Read more. <http://kdvr.com/2018/03/02/calves-in-the-famous-genesee-bison-herd-sold-at-auction/>

## **Wyoming, Oklahoma Country Of Origin Bills Die**

*(From The Fence Post)*

According to Bobby Giesse, a Wyoming rancher and president of the Independent Cattlemen of Wyoming, the country of origin labeling bill for beef that passed the House Ag Committee last week was not heard before the full House before the deadline so it will have effectively died.

"We at ICOW will continue to follow COOL legislation and fight to get legislation introduced next year. In the meantime, I personally have plans to meet with numerous grocers, retailers, consumers and others in an attempt to streamline COOL for all concerned," he said.

The Oklahoma country of origin placard bill met a similar fate - it was not heard before the committee before the final day of bill introduction.

Full text:

<https://www.thefencepost.com/news/wyoming-oklahoma-country-of-origin-bills-die/>

## **NAFTA Negotiators Conclude Talks on Food Safety**

*(From Reuters)*

MEXICO CITY - Negotiators from the United States, Canada and Mexico successfully concluded discussions on rules governing food safety and animal health under a revised NAFTA trade deal, a Mexican source familiar with the matter said on Monday.

The chapter on so-called sanitary and phytosanitary measures, which addresses food standards as well as animal and plant hygiene, was agreed by the three sides late on Sunday, according to the source, who spoke on condition of anonymity.

The agreement came just before ministers from the three nations are due to meet in Mexico City to take stock of progress in efforts to rework the North American Free Trade Agreement.

The conclusion of the chapter on sanitary and phytosanitary measures is a rare indication of concrete progress at the sluggish talks, and follows agreement between the NAFTA partners on good regulatory practices earlier in the round.

Full text: <http://tinyurl.com/ycxfoppz>

## **USDA recalls 15,000 lbs. of beef and pork over E. coli concern**

*(From The Seattle Times)*

About 14,800 pounds of meat distributed across the Northwest are being recalled after a sample tested positive for a potential deadly strain of E. coli bacteria, the U.S. Department of Agriculture said late Saturday.

The recall comes from Interstate Meat Distributors, based in Clackamas, Ore., and affects ground beef and pork delivered to shops in Washington, Oregon and Utah.

The meat company notified the USDA that a third-party lab had found E. coli in a sample of beef trim, though there have been no confirmed reports of anyone getting sick from the meat, the USDA said.

Full text: <http://tinyurl.com/y7jlm7bx>

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## **Roberts Announces Confirmation of Ag Negotiator**

*(From the Office of U.S. Sen. Pat Roberts)*

WASHINGTON — U.S. Senator Pat Roberts (R-Kan.), a senior member of the Senate Finance Committee and Chairman of the Senate Agriculture Committee, today is pleased to announce that Gregg Doud was approved by the U.S. Senate.

Upon swearing in, Doud, of Kansas, will serve as Chief Agricultural Negotiator in the Office of the United States Trade Representative.

“I’m pleased the U.S. Senate has advanced Gregg’s nomination,” Roberts said. “Our hard-working farmers, ranchers, end-users, and folks in rural America have waited too long to be represented at the trade negotiating table.”

“Raised on a farm in the great state of Kansas and possessing decades of agriculture and trade experience in Washington, I’m confident Gregg understands what trade means to agriculture, and he has the experience to help maintain U.S. agriculture’s role as a reliable supplier around the world.”

The Senate Finance Committee, which Roberts is a senior member of, held a hearing on Doud on Oct. 5.

Doud was favorably reported out of the Committee with a bipartisan vote.

## **General Mills, Hormel Brands Are First 'Market Partners' In Land to Market Eco-Label**

*(From Sustainable Foods News)*

Boulder, Colo.-based Savory has a goal to regenerate 2.5 billion acres of grasslands - about 20 percent of the world's grasslands - through holistic management by 2025. It also administers a global network of about 100 hubs that work with producers to show them how to restore the natural cycles of grasslands through properly managed grazing.

Savory had [first announced](#) the L2M program, calling it "the world's first verified regenerative supply chain" for meat, dairy, wool and leather, in January 2016.

[Applegate](#), the leading U.S. organic and natural meat brand, was acquired by Austin, Minn.-based Hormel (NYSE: HRL) in July 2015 for [\\$774.1 million in cash](#). The brand sells hot dogs, bacon, sausages, deli meats, cheese and frozen products under the Applegate Naturals and Applegate Organics product lines.

[EPIC Provisions](#) is General Mills' brand of grass-fed, meat-based protein snack bars. EPIC co-founder, Taylor Collins, recently called on other brands to join him in supporting the L2M regenerative agriculture eco-labeling program.

[Collins wrote in a blog post](#) that the L2M program "will impact the way we feed and clothe ourselves like never before."

The other inaugural L2M "market partners" include the [Union brand of "whole earth" snacks](#) and Zuke's Natural Pet Treats and Supplements.

"Together with this intrepid group of early brand partners, we're creating a new approach to sourcing with land regeneration at its core," said Victoria Keziah, L2M's managing director. "[L2M] sets a new standard for traceability. It links 'brand' and 'land' in a way that is direct and undeniable, based upon proven regenerative outcomes at the ground level."

The program is based on a process called Ecological Outcome Verification (EOV), which measures criteria at the producer level such as soil health, carbon sequestration, biodiversity, water infiltration and ecosystem function.

The EOV protocol is currently being prototyped in 14 Savory Hub regions with eventual rollout on thousands of farms and ranches globally.

Savory said the partnering brands are expected to roll out "select EOV products" with the new label at the retail level by 2019.

Savory said that the program "is not just another certification or label. There are many amazing programs in the marketplace that tell consumers if the products they are purchasing were grown without chemicals, or are GMO-free, or have high animal welfare standards. These certifications fill an important niche, but none of those programs tell us if our environment is getting better."

## **US Farm Sector Braces for Repercussions from Trump's Tariffs**

*(From AgriPulse)*

The U.S. farm sector knows the repercussions from President Donald Trump's plan to impose steep tariffs on steel and aluminum imports are going to be bad – they just don't know yet how bad.

It's widely-accepted that any time there's foreign trade retaliation, the U.S. agriculture industry usually gets hit first and hard. Up until Thursday, farm groups were bracing for Chinese retaliation to new U.S. tariffs on washing machines and solar cells, but then Trump announced his intention to slap a 25 percent tariff on all steel imports and 10 percent tariff on aluminum imports.

Now U.S. farmers and exporters fear retaliation on multiple fronts - from Canada to the north, Mexico and Brazil to the south and the European Union across the Atlantic.

"Everyone agrees we need to hold our trading partners accountable but taking unilateral action to raise tariffs carries harmful unintended consequences," Brian Kuehl, executive director of Farmers for Free Trade, an umbrella ag sector group, said in a statement. "The agriculture sector knows from experience that our ag exports are the first to be hit by retaliation. Whether it's our chickens in retaliation for tariffs on Chinese tires, or U.S. apples and wine exports as a result of a Mexican trucking dispute, historically, agriculture always has the biggest target on its back."

The Trump administration called out China for the biggest abuses in steel overproduction, with the Commerce Department noting that, "On an average month, China produces nearly as much steel as the U.S. does in a year."

Even so, China is only a minor exporter to the U.S. despite being the world's largest producer.

Canada exported 5.8 million tons of steel to the U.S. in 2017, making it the largest foreign supplier, according to U.S. Commerce Department [data](#). Mexico is the fourth-largest steel exporter to the U.S., just behind Brazil and South Korea. The European Union is also concerned that the new U.S. tariffs will end up diverting much more of the world's steel into the European market and depressing prices there.

Together with the U.S. tariffs on Chinese and South Korean washing machines and solar cells, the possible repercussions that will affect U.S. farmers and ranchers are devastating, said Matt McAlvanah, a spokesman for Farmers for Free Trade.

During the U.S.-Mexico trucking dispute, Mexico retaliated on a long list of U.S. agricultural products and China hit back against U.S. poultry when the U.S. slapped tariffs on Chinese tires, he said.

“Think about that on a larger scale because Mexico is going to retaliate; Canada’s going to retaliate; the EU is going to retaliate, and China is going to retaliate,” he said. “And that’s at a bare minimum.”

## **Fresh Meat & Plant-Based Meat Alternatives on The Rise, According to New Acosta Research**

*(From Acosta)*

Eighty-one percent of Millennials, 74 percent of Gen X, 66 percent of Boomers and 50 percent of Silents said protein content is extremely or very influential when making grocery store purchases, according to Acosta – a leading full-service sales and marketing agency in the consumer packaged goods industry – and the company's 2018 Progressing Protein Palates report. The study also revealed that generations view protein differently, with older generations more concerned with the health benefits of protein, and younger generations caring about exercise recovery and feeling full.

"Our research shows that protein continues to be a mainstay in shopping baskets, but the kind of proteins shoppers are buying is evolving," said Colin Stewart, Senior Vice President, Insights, at Acosta. "Plant-based meat alternative sales are booming and popular with vegetarians and meat-eaters alike. Another trend we're seeing with protein is that shoppers are paying more attention to labels and product claims, but are overwhelmed and confused about what they mean."

Acosta's 2018 Progressing Protein Palates report takes an in-depth look at meat and protein buying behaviors, highlighting:

### **Fresh Meat Trends**

- Eighteen percent of shoppers are buying more fresh meat versus last year, while 12 percent are buying less, mainly due to price and striving to eat healthier – either for themselves or their family.
- Forty-one percent of Millennials are buying more fresh meat versus a year ago, more than all other generations combined.
- Beef and chicken dominate, making up 70 percent of all fresh meat sold.
- Sales of natural/organic meat are outpacing conventional options.

### **Plant-Based Meat Alternatives and Alternative Diets**

- Shoppers are recognizing that consuming meat isn't the only way to pack protein, with plant-based meat alternatives growing 11 percent in units year over year.
- Seventy-one percent of shoppers who purchase plant-based meat alternatives also eat meat.
- Meat-eaters are interested in alternative diets that are either less focused on meats or do not contain meat all-together, especially Millennials. Twenty-six percent of Millennials are already vegetarian/vegan.
- Thirty-four percent of meat-eating Millennials eat four or more vegetarian dinners each week.

Source: <http://www.perishablenews.com/index.php?article=0066409>