



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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March 22, 2019

InterTribal Council Votes to Join NBA's Fight for Honest Labeling

The Board of Directors of the InterTribal Buffalo Council today voted unanimously to formally join the NBA's fight to stop mislabeled water buffalo in both pet food and human food products.

At a board meeting held in Denver today, the directors also authorized the ITBC legal counsel to work with the NBA to develop a strategy for legislative and/or regulatory action to halt misleading labeling of water buffalo products.

The vote came after NBA Executive Director reviewed the ongoing challenges of mislabeled products in the marketplace with the ITBC board.

The ITBC board also directed their legal counsel will develop an issues paper on the importance of the term "buffalo" to Native Americans. Ervin Carlson, president of the ITBC, noted that the paper should cover the cultural and spiritual importance of buffalo to Native Americans, as well as the economic issues surrounding labeling.

Carter said after the meeting, "Having the ITBC and the NBA working together to address this issue is a very important step that will give us much greater clout when we talk with elected officials and regulators. This is one more positive result from the Memorandum of Understanding that was established among our organizations in 2014."

Livestock Indemnity Program, Other Assistance Available for Bison Producers

Bison producers suffering losses from the ongoing flooding and other disasters in the Midwest, should contact their Farm Service Agency offices as soon as possible to submit claims under USDA's Livestock Indemnity Program (LIP), NBA Executive Director Dave Carter said today.

"A year ago, the NBA worked with the USDA FSA to fix the outdated formulas that were providing bison producers with inadequate compensation under LIP. Those rates are now reflective of market prices, and can be an important tool in helping ranchers weather the ongoing disaster," Carter said.

Under LIP, producers are compensated at a rate based on 75 percent of the market value of the animals the previous year. For bison, the payment rates are:

- Bulls -\$2,160.30
- Cows - \$1790.61
- Light Calves (less than 400 lbs.) - \$1,225.84
- Heavy calves (up to 799 lbs.) \$1,471.53; and
- Yearlings (800 lbs or more) - \$1,975.46

To be eligible for LIP:

- A livestock owner must have legally owned the livestock on the day the livestock died and/or were injured by an eligible loss condition
- An owner's livestock must have either:
 - died in excess of normal mortality as a direct result of an eligible loss condition, or
 - been injured as a direct result of an eligible loss condition and were sold at a reduced price.

Here are links to FSA office locations, and to information about LIP and other resources for producers hard hit by flooding.

- [List of county Farm Service Agency \(FSA\) offices](#)
- [Livestock Indemnity Program Fact Sheet](#): This FSA program financially assists producers when they suffer loss of livestock due to adverse weather.
- [Emergency Assistance for Livestock, Honeybees and Farm-Raised Fish Fact Sheet](#): This FSA program covers some livestock losses that do not fall under the Livestock Indemnity Program.
- [Emergency Conservation Program Fact Sheet](#): ECP can provide some cost-share assistance to rehabilitate farmland damaged by natural disasters. It also can provide cost-share assistance to help restore fences damaged or lost due to natural disaster.

2019 Summer Conference Planning Group Begins Work

Going Forth in the North – July 7 – 10, 2019

The 2019 NBA Summer Conference planning, scheduled for July 7 – 10 in Bismarck, ND, has officially begun! The conference is generously being hosted by the North Dakota Buffalo Association.

With the theme “Going Forth in the North”, members of the conference host association’s board of directors and other stakeholders met via teleconference last week to start planning this fun event.

The group laid out a diverse, educational and fun three day conference that will begin Sunday evening, July 7th with a Riverboat Cruise on the Missouri River. Note, tickets are limited to 100 total and will be sold first come, first served. The group will then spend Monday touring area attractions, enjoying a bison bbq and hearing from special guests, with tentative trips planned for Fort Abraham Lincoln and the North Dakota Heritage Center.

Tuesday will be spent learning from an array expert speakers on pertinent topics that affect you as a bison producer. We’ll have our semi-annual banquet dinner and benefit auction that

evening as well. Tuesday evening will also feature the auctioning of “Teddy”, a yearling bison bull that has highly sought Teddy Roosevelt National Park genetics.

Wednesday will be an optional North Dakota bison touring day with stops to include the National Buffalo Museum, Heartland Bison Ranch, KenMar Buffalo Ranch, and the North American Bison, LLC processing plant with food and transportation provided. This is a tremendous opportunity to visit some of the best that North Dakota has to offer the bison enthusiast.

The NBA hopes to open registration in about a month as registration fees, sponsorships, tradeshow opportunities, and the agenda are finalized. In the meantime, please be sure to make your hotel reservation at the host hotel, the Radisson in downtown Bismarck. Reservations can be made by calling the hotel directly at 701-255-6000 and requesting rooms in the National Bison Association room block. If reserving online, please use the booking code BISO19 to receive the group rate of \$109/night at <https://www.radisson.com/customerservice/reserve/>.

Please mark your calendars and stay tuned for more details at <https://bisoncentral.com/nba-summer-conference/>

Bull Prices Steady, Heifers Down in Latest USDA Report

Prices paid on dressed bull carcasses steadied in February, but heifer prices were lower, according to the latest monthly wholesale price report issued this week by USDA’s Livestock and Grain Market Reporting Service.

Young dressed bull carcasses averaged \$453.07/cwt. in February, which was \$0.42 lower than in January and \$33.66/cwt. lower than in February 2018. Heifer carcass prices averaged \$437.69/cwt. which was \$18.70/cwt. lower than in January, and \$33.80/cwt lower than the previous February. Prices for older bull and cow carcasses were lower as well.

According to USDA’s National Agricultural Statistics Service, 7,938 bison were processed under federal inspection through February. That figure is 101 head higher than the first two months in 2018

National Buffalo Museum Fundraiser Slated for June 12

The National Buffalo Museum in Jamestown, ND, will be hosting their 26th Annual Auction Fundraiser on June 12 at the Jamestown Civic Center. The event will feature a social hour with hors d’oeuvres, a bison prime rib dinner and beer and wine available all evening! There will be live and silent auctions and a variety of raffles.

The fundraising auction allows the museum to continue its mission of educating and preserving the history of our National Mammal, the bison.

For more information about the event, to purchase tickets or sign up as a sponsor or donor, click here: <https://www.buffalomuseum.com/store/Auction-c28266439>

Bison Feast Scheduled in West Virginia This Fall

Four West Virginia companies from different areas and industries are collaborating on an event to remember. September 2019 will mark the first bison feast at Riffle Farms in Terra Alta, WV. The farm dates back to 1851. Jimmie and Liz Riffle are the fourth military family to live and work the property, which is home to a herd of roaming bison. This healthy, sustainable meat option is the Riffles' bread and butter. The bison are never fed corn or grains but are instead 100 percent grass fed.

The Riffles are joining creative forces with Mike Costello and Amy Dawson of Lost Creek Farm to host this upcoming farm-to-table dinner. Culinary masters, Costello and Dawson will highlight the Riffles' bison meat with other local ingredients during an evening that is already set to sell out.

The evening's festivities will also include live music by LoganTown, cider from West Virginia brewer Swilled Dog Hard Cider, a silent auction and a hayride from the parking lot up to and from the event barn. Ella & Company, a company based out of Thomas, will transform the tractor barn into a whimsical event space while Axial Productions, a Florida-based company, will be in town to film the multifaceted event.

Locals are eagerly looking forward to the bison feast featuring these celebrated West Virginians and their crafts. The bison herd will be pastured next to the event barn that evening with only a gate between the tables and these amazing beasts. Also, all proceeds from the silent auction and 5 percent of ticket sales will be donated to West Virginia Agri-Women

Read more here: <http://www.wvexecutive.com/feast-in-the-field/>

INVITED REVIEW: Growth, Voluntary Intake, And Digestion And Metabolism Of North American Bison

ABSTRACT

Purpose

Published literature on growth, voluntary intake, and nutrient digestion and metabolism of North American bison (*Bison bison*) was reviewed to create an information base for implementing management strategies.

Sources

The information came from refereed scientific journals, published textbooks, experiment station reports, and PhD dissertations.

Synthesis

After narrowly avoiding extinction in the 1880s, about 400,000 North American bison are in the United States and Canada today. Voluntary intake and growth are depressed during the winter and rebound during the following spring and summer. Domestic cattle and bison share similar grazing behavior, intake capacity, and ruminal fermentation characteristics. Greater DM digestion coefficients for bison compared with cattle appear to result from less DMI for bison than cattle in the studies. With the exceptions of red blood cell quantity and characteristics, and

greater glucose and BUN concentrations, bison and cattle have similar blood histology profiles, enzyme activities, and mineral and metabolite concentrations.

Conclusions and Applications

Available forage biomass and nutritive value, not capacity to eat, will limit acquisition of needed nutrition by grazing bison. Management of domestic herds should take into consideration the annual “winter slump” in intake and growth. Any putative advantage in fiber fermentation capacity in bison compared with cattle does not appear to be due to differences in ruminal microbial populations. In feedlots, bison consumed feed DM equal to about 2.5% of BW, gained 750 g/d, and converted feed to gain at 9% efficiency.

Read more. <https://authors.elsevier.com/a/1Ylgg9CzeJsN2s>

Watch This 800-Pound Bison Do A ‘Happy Dance’ On First Day Of Spring

(From The Raleigh News and Observer)

An uncharacteristically giddy bison in North Carolina won a social media following Wednesday, after the N.C. Zoo posted video of it doing a “happy dance” on the first day of Spring.

The 48-second clip shows the 800-pound beast hopping from side to side, jumping up and down and then dropping to the ground to wallow in mulch and mud.

It was viewed more than 135,000 times within the first 24 hours of being posted on Facebook, and 1,700 people shared it.

Spring officially arrived in North Carolina at 5:58 p.m. Wednesday.

The zoo has a small herd of four American Bison, all females between 10 and 20 years of age. They’re named Libby, Calf, Lucy and Nohorn (because she literally has no horns).

They are heavy, but light-footed, with an ability to run at 40 mph and “use their heads as plows to move snow in search of plants” in the winter, according to the zoo’s website.

Read more here: <https://www.newsobserver.com/news/state/north-carolina/article228181759.html#storylink=cpy>

Raising Bison at the Crane Trust near Alda

(From NTV – ABC)

Hall County, Neb — For the past five years they have raised bison on the property at the Crane Trust south of Alda.

(Click the link to view two different stories about the bison there were back to back on NTV's Good Life show.)

The team at the Crane Trust didn't really know exactly what they were getting into by bringing the bison to their location.

What they did know however, was that at least on paper it made good sense to bring the bison back to this native Nebraska prairie.

Jacob Salter is the Crane Trust Bison Coordinator.

"We haven't seen bison here for over 150 years. This is their native home and this is where they belong. It is important to bring them back. It is important not only for them but for everything else that uses the prairie systems that we manage for," said Bison Coordinator, Jacob Salter.

The Crane Trust manages in total about 5400 acres here. They have dedicated more than 1000 of that to the bison.

"Four pastures right now that they can be in and we do move them from pasture to pasture," said Salter.

"Cattle have been here since the beginning of the Crane Trust and we still use them but we have slowly been incorporating bison into our management tool bag so to speak. One difference we have with the bison is that we own them so they are here year-round. We wanted to see how they could change or impact the ecosystem that we have here," said Director of Land Management at the Crane Trust, Tim Smith.

The started off with 41 bison they brought from Crawford Nebraska. The herd currently is up to 103 including young Patty who was orphaned when her mom had twins.

Read more. <https://nebraska.tv/features/ntvs-good-life/raising-bison-at-the-crane-trust-near-alda>

On The Horns Of A Mystery: Mounties Seeking Help Tracking Down Missing Bison

(From The Calgary Herald)

More than a century after their numbers were decimated by reckless culling, a bison hunt has been revived in Alberta's foothills.

But this time, the quest isn't for an entire herd but for four bison cows that went missing from a ranch west of Sundre, possibly stolen for their valuable meat.

A rancher who had done a head count in October and found his herd was whole made another tally in January, and discovered the cows were missing.

Using reconnaissance from a fixed-wing aircraft, the RCMP's livestock investigator noticed a section of fence on the ranch had been tampered with by humans.

"It looked like the fence had been damaged and then repaired, and the rancher said 'it wasn't me'," said Cpl. Joe Mandel of the Sundre RCMP detachment.

The animals haven't been seen since, and the RCMP is seeking public help in locating the female bison, which would be between eight and 20 years old.

Another bison rancher in the area said it wouldn't be easy to poach the animals, which are more difficult to control than cattle.

Read more. <https://calgaryherald.com/news/local-news/on-the-horns-of-a-mystery-mounties-seeking-help-tracking-down-missing-bison>

Tribes Rekindle Push For Federal Trust Ownership

(From The Daily Inter Lake)

A visitor to the National Bison Range near Moiese might someday enjoy a deeper and more holistic understanding of the bison, the land and the bison's cultural context.

That's the position, anyway, of the Confederated Salish and Kootenai Tribes, which restated Wednesday a wish to restore the National Bison Range to federal trust ownership for the benefit of the tribes.

The Bison Range, established in 1908 by President Theodore Roosevelt, is currently owned by the United States as part of the National Wildlife Refuge System. The U.S. Fish and Wildlife Service currently manages the 18,766-acre site. The refuge's website reports the site's bison herd numbers between 250 and 300 animals. Other wildlife, including elk, also populate the refuge.

Under the restoration plan as proposed, the land would not be removed from federal ownership but, under trust principles, the tribes would be the beneficial owners.

The tribes have previously sought beneficial ownership of the Bison Range and have had that course of action rejected by the U.S. Department of Interior.

On Wednesday, the tribes described a new effort to restore the Bison Range to Tribal Conservation Lands and reported that the Confederated Salish and Kootenai Tribes had notified Montana's Congressional delegation and U.S. Department of Interior of that pursuit.

A news release emphasized that legislation proposed by the tribes would require continued public access and management for bison conservation.

Read more.

https://www.dailyinterlake.com/local_news/20190321/tribes_rekindle_push_for_federal_trust_ownership

Red Deer County bison rancher concerned over potentially stolen bison at Sundre ranch

(From The Red Deer Bulletin)

The possible theft of bison in Sundre is worrying for one Red Deer County rancher.

It would be difficult for someone to walk onto a ranch and take bison, said Yvonne Mills, of YR Bison Ranch, located just east of Red Deer.

"It's not that easy to load up bison," she said. "They're not going to walk up on a trailer like a horse would, right?"

In January, a Sondre-area rancher told RCMP he was missing several bison – the owner's herd was accounted for in October 2018, but now had four bison missing.

With assistance from the RCMP livestock investigator, aerial reconnaissance was conducted over the property, and it appeared the fence surrounding the bison's pasture was damaged or tampered with.

Police only released this information to the public Wednesday.

It's uncertain whether the animals, which are aged between eight and 20 years, were taken by predators, wandered off or were stolen, RCMP said.

Read more. <https://www.reddeeradvocate.com/news/red-deer-county-bison-rancher-concerned-over-potentially-stolen-bison-at-sundre-ranch/>

Appeals Court Upholds Limited Use Of Motor Vehicles For Elk And Bison Retrieval In Kaibab Forest

(From The Arizona Central)

The 9th U.S. Circuit Court of Appeals on Wednesday upheld the limited use of motor vehicles to retrieve lawfully hunted bison and elk in the Kaibab National Forest, according to a statement from the Arizona Attorney General's Office.

"Preserving the ability of elk and bison hunters to retrieve their animals is a win for conservation and a win for common sense," said Attorney General Mark Brnovich, in a prepared statement Thursday.

The ruling is the latest development in a debate that pitted state and federal officials against environmentalists over how to cull oversized herds of bison that roam areas of the forest near Grand Canyon National Park.

In January 2016, several environmental groups sued the U.S. Forest Service and state Game and Fish Department over a decision to allow hunters to drive up to one mile off of designated roads in the forest to lawfully retrieve bison or elk that had been hunted.

The decision to allow off-road retrieval was part of a plan to manage animal herds in the area, the Attorney General's Office statement said.

Federal and state officials have said unmanaged bison and elk herds can adversely impact the habitat by damaging water sources, vegetation, archaeological sites and other wildlife species. Bison herds, in particular, have been a problem in the area as oversized herds have evolved after being cross-bred and introduced into the area.

The Arizona Game and Fish Department uses lawful hunting as the primary tool to properly manage elk and bison populations in Arizona, according to the AG Office's statement.

Read more. <https://www.azcentral.com/story/news/local/arizona/2019/03/14/court-upholds-limited-use-motor-vehicles-elk-bison-retrieval-kaibab-national-forest/3166620002/>

Baby Bison From South Dakota Helping Replenish Kauai Herd Devastated By Flooding

(From Hawaii News Now)

They were a jarring sight.

Bison roaming along Kauai coastlines — even wading through floodwaters — after last year’s unprecedented rains.

Images of the bison on the loose in spots around Kauai’s north shore went viral on social media. The large animals, which are definitely not native to Hawaii, got loose in severe flooding that hit the island in April.

Paniolo spent days trying to bring them back in, but many of the animals were lost. Today the Hanalei Bison Ranch reports that it has just received four new young bison all the way from South Dakota to help replenish the herd.

Source. <http://www.hawaiinewsnow.com/2019/03/18/baby-bison-south-dakota-helping-replenish-kauai-herd-devastated-by-flooding/>

U.S. Signals Agriculture Battle With EU Before Trade Talks

(From Bloomberg News)

A U.S. agriculture official took a swipe at the European Union’s import policies in agriculture, a sector America has been urging the bloc to address in trade talks.

The EU is using “non science-based” and “backward-looking” trade protectionist measures when it comes to its farm-good imports, according to the U.S. Trade Representative’s chief agriculture negotiator Gregg Doud.

“It’s shocking to me to see the direction Europe is heading when it comes to the use of science and technology in agriculture,” Doud told the National Grain and Feed Association’s annual convention in Amelia Island, Florida. “We can no longer let the EU get away with circulating a false narrative that EU agriculture is superior to the rest of the world.”

The U.S. has been pressing the EU to address agriculture in trade talks, a sector the bloc has vowed to leave out. Farm production in the region is subsidized and measures including controls on approvals of genetically-modified products help keep some American goods from going in.

European Trade Commissioner Cecilia Malmstrom has said that agriculture would not be included in free-trade talks with the U.S., and the bloc insists that a pact reached in July to lower trans-Atlantic trade barriers is limited to industrial goods, aside from soybeans. The EU has been a key buyer of the oilseed in recent months, with U.S. exports in the 12 months ended February doubling amid attractive prices following the trade spat with China.

Doud also responded to some concerns in the U.K. that a post-Brexit trade deal with the U.S. could lead to lower food standards because American products aren’t as safe.

"We cannot let our trading partners anywhere in the world get away with such language," he said. "It's intolerable and quite frankly it's just not true."

A spokeswoman for Prime Minister Theresa May said earlier this month that the U.K. will not lower food standards as part of any future trade agreements. The comments came as President Donald Trump's administration signaled it wants "comprehensive access" for U.S. farm goods in any trade deal with Britain, as well as removing "unwarranted barriers" for products related to health and safety checks.

Source. https://www.bloomberg.com/news/articles/2019-03-18/u-s-signals-agriculture-battle-with-europe-before-trade-talks?utm_source=Agri-Pulse+Daily+Harvest+2018&utm_campaign=9326bae91f-EMAIL_CAMPAIGN_2019_03_19_06_13&utm_medium=email&utm_term=0_6978e27d37-9326bae91f-48795109

Beginning Farmers Say They Need Federal Farm Programs

(From the Hagstrom Report)

A group of beginning farmers on Monday gave a Washington summit on farming in the year 2040 a taste of what it takes to be an up-and-coming farmer and explained how vital various farm programs had been in the development of their businesses.

Michael Turley, owner of Rolling Lawns Farm, a century-old family dairy operation in Greenville, Ill., told the summit sponsored by Agri-Pulse that he decided to "leave the supply chain and become part of the value chain" a few years ago. He stopped selling milk to dairy co-ops and became a supplier of milk to high-end restaurants and coffee shops in St. Louis, Mo., the nearest large city.

On a normal Monday afternoon, Turley said, he would be in the fancy restaurants in St. Louis promoting his products to chefs.

Turley said he has introduced the chefs and consumers who visit the farm to his Holstein milk cows and treats the animals accordingly. One cow, Iris, has gotten old and no longer produces milk, but Turley has not sent her off to a hamburger plant.

"The first cow I introduced to the chefs was Iris," Turley said. "She was a professional dairy cow."

"When people come to our farm there is a reverence for the animal," Turley said. Consumers who visit the farm "know how they take care of a family dog, and they expect us to do the same."

But to convert his family's century-old farm, he said he benefited from the Farm Service Agency Guaranteed Farm Loan Program to build his processing plant, the Farm Storage Loan Program to build storage facilities and the Value-Added Producer Grant program "to get the brand off the ground."

John Shepherd of Blackstone, Va., who grew up on a two- or three-acre tobacco farm, said he realized as a high school student that he needed to go to Virginia Tech if he wanted to farm, and then started out by farming land that had been "abused" by tobacco. Shepherd said the Farm Service Agency Guaranteed Farm Loan Program was also vital to his operation, but that he first had to qualify by bringing in receipts from sales at farmers markets to prove he really was a farmer. He added that environmental cost-share programs have been important to his operation.

US Beef Facing Possible Tariff Hike In Japan, TPP Members Not Affected

(From beefcentral.com)

The United States is facing the prospect of potentially significant tariff increases on its beef exports to Japan in coming months, hikes its main competitors would be safeguarded from due to economic partnership agreements with the country.

Japan's tariff system incorporates a 'safeguard mechanism' designed to protect its domestic cattle industry from excessive beef imports.

The safeguard mechanism kicks in if cumulative quarterly imports of fresh or frozen beef (calculated separately) from all suppliers exceed 117 percent of the previous year's imports. In that event tariffs kick from 38.5pc to 50pc for the remainder of the fiscal year (Japan's fiscal year runs from April 1 to March 30).

However, only countries that do not have an economic partnership agreement (EPA) with Japan are affected by the so-called 'snapback' tariffs.

Australia, under the terms of its own economic partnership agreement with Japan signed in 2014, and as one of the 11 member countries of the Trans Pacific Partnership agreement that kicked in from last December, is not subject to the safeguard duty.

Apart from the US, which withdrew from the TPP in early 2017 soon after the Trump Administration came into power, all major beef exporters to Japan are members of the agreement, including Canada, New Zealand and Mexico.

Tariffs on beef from the 11 TPP member nations dropped from 38.5pc to 27.5pc in December last year, and will drop further to 26.6pc from April 1.

Full story here. https://www.beefcentral.com/trade/export/us-may-face-tariff-hike-in-japan-from-which-tpp-members-will-be-spared/?utm_source=Agri-Pulse+Daily+Harvest+2018&utm_campaign=79077dff2-EMAIL_CAMPAIGN_2019_03_20_09_49&utm_medium=email&utm_term=0_6978e27d37-79077dff2-48790993

Trump considering leaving tariffs on China after deal

(From AgriPulse)

President Donald Trump said Wednesday he's planning on leaving U.S. tariffs on Chinese products in place "for a substantial period of time," even after some form of deal is reached with China.

Trump's comments are shaking the U.S. ag sector, which has been counting on a deal to put an end to tariffs China placed on American ag goods as a retaliatory measure.

Trump, who recently said he appealed to Chinese President Xi Jinping to lift Chinese retaliatory tariffs on U.S. agriculture commodities, said he wants to leave the U.S. tariffs in place "because we have to make sure that if we do the deal with China, that China lives by the deal. Because they've had a lot of problems living by certain deals and we have to make sure." But leaving those tariffs in place is exactly what the U.S. agriculture sector is asking Trump not to do.

Fifty-nine U.S. farm groups sent a letter Tuesday to Trump, pleading with him to lift the tariffs. *Agri-Pulse* viewed a copy of the letter that was signed by groups such as the American Farm Bureau Federation, National Cotton Council, U.S. Apple Association, National Pork Producers Council, National Milk Producers Federation, North American Meat Institute and U.S. Wheat Associates.

The groups stressed that America's farmers and ranchers continue to suffer, "and failing to lift these tariffs could negate any positive gains resulting from a new trade arrangement with China. American products are rapidly losing their earned market share to our competitors, underscoring the need for an urgent resolution."

The fear is that if the U.S. does not lift its tariffs on China, then China will not lift its retaliatory tariffs that have crippled exports to one of the largest foreign markets for U.S. farmers and ranchers, officials from two of the groups who signed the letter told *Agri-Pulse*.

Natural Label Attracts the Most Buyers

(From MeatingPlace.com)

The "natural" claim on food labels is more likely than other messages to prompt consumers to buy a product, according to a new survey from Wakefield Research for Label Insight. The survey of 1,000 U.S. adults looked at which loosely regulated marketing claims on packaging had the most influence on consumer purchasing behavior.

Label Insight said its database contains 21,838 food and beverage products with an "all natural" marketing claim on the package. There is no standard definition for "natural," which can describe the absence of artificial flavors, artificial sweeteners, artificial preservatives and color additives in products that are minimally processed.

A close second to the "natural" claim for motivating consumer purchases was the claim "no preservatives." In the survey, 53 percent of shoppers said the natural claim would inspire them to buy, and 51 percent said "no preservatives" would.

Looking at meat-specific labels, 34 percent of consumers would be more likely to buy meat labeled "antibiotic free," 26 percent would buy "free range" and 25 percent would buy "grass

fed.” “Pasture raised” influenced only 17 percent of shoppers, yet “free range” and “pasture raised” are synonymous terms meaning the animal has been raised outdoors, Label Insight noted.

The firm said its database showed 862 products making a “pasture raised” claim and 467 with a “free range” claim, demonstrating a disconnect between some brands and consumers.