



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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NBA)

May 3, 2019

Farmers' Market Season Ramping Up – Marketing Materials Available

With the farmers' market season getting underway across the nation, bison meat vendors should take advantage of the wealth of information and marketing materials available through the National Bison Association.

Several new resources have been developed over the past two years through resources from the USDA Farmers' Market Promotion Program. Those include three on-line cooking videos, feather flags, and updated brochures.

“One of the main questions asked by potential customers is ‘How do I cook it?’ So, we developed some on-line videos explaining how to cook with ground bison, with bison steak, and with roast bison,” said Dave Carter, executive director of the NBA. “Now, we have some cards that marketers can hand to their customers to direct them to those videos. Each card has a QR code that allows people to easily access the videos.”

Carter noted that the NBA also has a stock of feather flags that marketers can use to draw attention to their booths.

“At a farmers' market, vendors need to have something that can grab the attention of shoppers and draw them into their booth. The feather flags can help drive traffic and increase sales.”

Other materials available for marketers include updated *Why Bison* brochures with cooking tips and recipes, posters and other point-of-sale materials. The association also has a comprehensive resource manual filled with tips on marketing, business planning, and other information for members engaged in direct sales or agritourism.

The marketing resources are available in the bison store at <https://bisoncentral.com/bison-store/>

Cooking with Bison is Easy!

Check out these videos on how to make unique and delicious dishes using ground bison, bison steak and bison roast. Find easy to follow recipes and basic cooking instructions for different cuts of bison.

Videos and Recipes created in conjunction with The National Bison Association, USDA's Farmers' Market Promotion Program and the Escoffier School of Culinary Arts.



Scan the code or go to www.bisoncentral.com/how-to-cook-bison/



840 Tags on NBA Tag-Store Will Help Producers Meet New USDA Rules

A new [tag-store](#) on the NBA website will help bison producers meet the new USDA rules requiring RFID tags on all bison moving in interstate commerce.

USDA's Animal and Plant Health Inspection Service as recently announced that they are taking steps to improve the livestock traceability system to protect the long-term health, marketability and economic viability of the industry. According to a recent press release, published below in this issue of Weekly Update, the most essential one is to move from metal identification tags to electronic identification tags in beef and dairy cattle, as well as in bison.

Starting January 1, 2023, only individual official RFID tags will be accepted as official identification for bison moving interstate meeting the following criteria:

- Sexually intact and 18 months or older
- Used for rodeo or recreations events (regardless of age)
- Used for shows or exhibitions

Starting December 31, 2019, USDA will discontinue providing free metal tags. However, approved vendors will still be permitted to produce official metal tags for one additional year. Approved vendor tags will be available for purchase on a state-by-state basis as authorized by each state animal health official through December 31, 2020. Starting January 1, 2021, USDA will no longer approve vendor production of metal ear tags with the official USDA shield. Accredited veterinarians and/or producers can no longer apply metal ear tags for official identification and must start using only official RFID tags. Starting January 1, 2023, RFID ear tags will be required for bison moving interstate that meet the RFID tagging requirements. Animals with metal ear tags will have to be retagged with RFID ear tags in order to move interstate. Animals moving directly to slaughter are not subject to RFID requirements.

In order to be proactive considering upcoming regulations, the NBA is recommending that all members utilize official '840' tags on their animals as soon as possible. In order to help facilitate the transition, the NBA has secured a relationship with a major tag manufacturer and is selling 840 tags on its website in 'The Tag Store': <https://bisoncentral.com/tag-store/> Purchases from the Tag Store below help support the NBA through a revenue sharing program and give producers the opportunity to participate in the NBA's BlockChain transparency and traceability program.

Michigan Bison Association Partners with State Welcome Centers

MiBA - Michigan Bison Association partners with Michigan Welcome Centers to Promote Bison Awareness. Michigan Bison Association has developed a new awareness campaign for Michigan Travelers. Suggested by the Michigan Welcome Center Team, a full-sized diorama of a young baby buffalo in a natural Michigan Wilderness setting to have on display in the Michigan Welcome Centers.

Already in Michigan's largest Welcome Center in Clare, Michigan, this display, accompanied with print information about the history of Bison in Michigan, is catching the eye of many a traveler. The display captures the hearts of many with the baby buffalo in the woods, but more importantly, highlights the history of our National Mammal in Michigan and promotes how to learn more, find producers, where you can take tours of Bison Ranches and finally, where you can purchase Bison Products.

Included in the information is the NBA Bison Finder App. The plan is to move this display around Michigan for years to come and potentially have multiple displays over time.



Amazing...But Not Exotic
(Blog by Dave Carter)

I've pounded the drum continuously over the past few months to call out the need for truth in labeling when it comes to companies using the term "buffalo" to deceive customers into believing that water buffalo meat and pet food ingredients are actually bison.

But that's only one example of how our business must deal with misused and convoluted terminology.

Take, for example, the term *exotic species*.

Encyclopedia.com defines *exotic species* as "alien species, invasive species, non-indigenous species, and bioinvaders, are species of plants or animals that are growing in a nonnative environment. Alien species have been moved by humans to areas outside of their native ranges. Once transported, they become removed from the predators, parasites, and diseases that kept them in balance in their native environments. As a result of the loss of these controls, they often become pests in the areas into which they are introduced."

Based on this definition, it should be easy to make a list of exotic species of livestock in North America. Hmm...let's see; cattle, pigs, chickens...that would make a good start.

That's not the way it works. Regulations within USDA [Food Safety and Inspection Service](#) (FSIS) classify bison as an exotic species. Non-exotic: cattle, pigs and chickens. At least the FDA has the courtesy of defining bison as a "minor species" when it comes to regulations regarding veterinary materials.

The exotic species classification generally arises as a point of discussion when it comes to the issue of having to pay for USDA inspection. But it also creates barriers on how USDA approaches product label approval, use of meat curing products and other issues.

I'm not suggesting that we petition USDA to re-classify bison as a non-exotic (amenable) species. It's not in our best interest to fall under all of the regulations that govern beef, pork and the other commodity livestock sectors.

But perhaps we ought to visit with our friends in the elk and deer associations about steps needed within the regulatory system to support—rather than stymie—the producers and marketers who raise these indigenous animals.

Read all Dave's blogs here. <https://bisoncentral.com/blog/>

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Senators Introduce Livestock Haulers Bill

(From Meatingplace.com)

U.S. Sens. Ben Sasse, R-Neb. And John Tester (D-MT) have introduced legislation to modify Department of Transportation regulations requiring mandatory rest time for livestock haulers and give them flexibility in getting to their destinations.

The bill is supported by the Nebraska Farm Bureau, Nebraska Cattlemen, National Cattlemen's Beef Association (NCBA), U.S. Cattlemen's Association, and the Livestock Marketing Association.

"The current hours of service rules for livestock haulers present major challenges for our industry and can often jeopardize the health and well-being of livestock," Colin Woodall, NCBA's senior vice president of government affairs. "Live cattle cannot simply be left unattended in a trailer, especially in very hot or cold weather, for extended periods of time. This bill recognizes the unique needs of livestock haulers."

A bipartisan group of senators joined Sasse in co-sponsoring the bill. According to Sen. Jerry Moran, R.-Kan., the Transporting Livestock Across America Safely Act would:

- Provide that hours of service and electronic logging device requirements are inapplicable until after a driver travels more than 300 miles from the original source.
- Exempt loading and unloading times from the hours of service calculation of driving time.
- Extend the hours of service on-duty time maximum requirement from 11 hours to a minimum of 15 hours and a maximum of 18 hours.
- Give flexibility for drivers to rest at any point during their trip without counting against hours of service.
- Allow drivers to complete their trip regardless of hours of service if they are within 150 miles of their delivery point.
- Make sure that after the truck is unloaded at its destination, the driver will take a break for a period that is five hours less than the maximum on-duty time.
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A similar bill was introduced in the House.

Bison Docuseries Could Air on Television Network

(From East Idaho News)

IDAHO FALLS — A local media company has created a documentary series on bison ranching and looks forward to showcasing its unpredictable dangers on national TV in "Bison Boys." Tyler Porter, [Porter Pro Media's](#) CEO, says this series shows east Idaho with a massive audience while telling a story that hasn't been told before.

"Idaho Falls is a part of the world that really hasn't been showcased through television, and there's never really been a series that really documents bison," Porter says. "We're excited about being able to do something new and something fresh and be able to put our spin on it." "Bison Boys" is about Brock and Brigham, who own four ranches and work with thousands of bison, Porter says.

"It's a dangerous job. Every day is different. There are crazy things that happen. It's really showing who they are and this business that they're building and this legacy that they're creating," Porter says.

Full story here. <https://www.eastidahonews.com/2019/04/local-media-companys-bison-docuseries-could-air-on-television-network/>

Bison: Oklahoma's State animal

(From The Skiatook Journal)

The Bison is Oklahoma's State Animal. It is also the state animal of Kansas and Wyoming and the official mammal of the United States.

A wonderful place to see them is the Tallgrass Prairie Preserve, just north of Pawhuska and only an hour's scenic drive from Skiatook. We are fortunate to be so close. The Preserve consists of approximately 40,000 acres of tallgrass prairie with 2,500 free-ranging bison. Roads in the Preserve are gravel so if you plan to go be prepared for dust from passing vehicles, which include oil field rigs.

The trip is well worth it, though, to be able to drive through a herd of wild bison and see them up close and personal. Bison are often referred to as buffalo but they are more closely related to cattle than they are to African or Asian buffaloes.

On the way up or back you may want to stop at Ree Drummond's The Pioneer Woman Mercantile in Pawhuska and have a great meal or check out all the neat stuff.

Source. https://www.tulsaworld.com/communities/skiatook/news/bison-oklahoma-s-state-animal/article_321e27c7-20ba-5926-9107-f8562d31ee0b.html

USDA Implementing Advanced Animal Disease Traceability

(USDA News Release)

The United States Department of Agriculture (USDA) is currently working with federal, state and industry partners to strengthen its traceability system to protect the long-term health, marketability and economic viability of the U.S. livestock industry. While there are several steps USDA needs to take in order to do this, the most essential one is to move from metal identification tags to electronic identification tags in beef and dairy cattle, as well as in bison.

“The transition from metal identification tags to radio frequency identification (RFID) tags will not happen overnight,” assured Dr. Andy Schwartz, Texas Animal Health Commission (TAHC) Executive Director and State Veterinarian. “The transition is projected to take four years and we want to use this time to educate and encourage Texas cattle, dairy and bison producers to start taking steps toward electronic identification.”

Starting January 1, 2023, only individual official RFID tags will be accepted as official identification for cattle and bison moving interstate, including:

Beef Cattle & Bison

- Sexually intact and 18 months or older
- Used for rodeo or recreations events (regardless of age)
- Used for shows or exhibitions

Dairy Cattle

- All female dairy cattle
- All male dairy cattle born after March 11, 2013

AMS Announces 2019 Rates for Voluntary Meat Services

(USDA News Release)

The U.S. Department of Agriculture's (USDA) Agricultural Marketing Service (AMS) this week announced the 2019 rates it will charge for voluntary grading, inspection, certification, verification, and laboratory services for a variety of agricultural commodities, including meat. Agricultural businesses seek out these services to ensure the quality and availability of wholesome food for consumers across the country. The new rates for these services take effect starting October 1, 2019 (Fiscal Year 2020).

Annual rates will be published on April 30 in a Federal Register [notice](#). The rates are intended to cover costs incurred by AMS to provide these services and to maintain operating reserves for each program as mandated by Congress.

The rate for meat commitment service will increase from \$74.00 an hour to \$84.00 an hour (scheduled/commitment regular time). Other rates that change based on those baseline figures (night differential, overtime, etc.) are also adjusted accordingly.

The rate for audit services will increase from \$108.00 an hour to \$115.00 an hour.

On November 13, 2014, the USDA published a final rule in the Federal Register that established standardized formulas for calculating the fees charged by AMS user-funded programs ([79 FR 67313](#)). Since then, AMS has [published](#) the user fee rates through a unified process for setting fees across all of its voluntary user fee programs.

USDA Unveils New Licensing and Registration Assistant

(From USDA Animal and Plant Health Inspection Service Bulletin)

Washington, D.C. -- The U.S. Department of Agriculture's (USDA) Animal and Plant Health Inspection Service (APHIS) is debuting an online self-service tool called the Licensing and Registration Assistant to help individuals and businesses identify their licensing and registration needs under the Animal Welfare Act (AWA).

This tool is designed to help all regulated businesses including breeders, dealers, exhibitors, transporters, and research facilities, by taking the guesswork out of which type of license or registration they need. Whether someone is starting a new business, or just wants to check to see if they are in compliance, this tool is ready to assist, and using it will take just 5 to 15 minutes.

With this easy self-service tool, determining whether a license or registration is needed is as simple as following these four steps:

Visit <https://efile.aphis.usda.gov/LRAssistant>

Answer a few anonymous questions

Discover your licensing needs

Act on the results

The tool does not require users to log in or sign up to access it, and all answers provided are completely anonymous. After answering the questions, the tool will recommend the specific licensing and/or registration types required and will provide links to download those applications.

Regulations established under the AWA set standards for the humane care and treatment for certain animals that are exhibited to the public, sold for use as pets, used in research, or transported commercially. Each year, USDA issues licenses to nearly 6,000 people, and is responsible for ensuring that these regulated facilities are complying with the AWA's humane standards of care.

Source: <https://content.govdelivery.com/accounts/USDAAPHIS/bulletins/241c4c7>

Grassley to Trump: End the Tariffs or We'll Kill Your NAFTA Rewrite

(From Reason)

There's only one way for President Donald Trump to get his much-touted rewrite of the North American Free Trade Agreement (NAFTA) through Congress: End the tariffs.

That's the blunt message that Sen. Chuck Grassley (R-Iowa) delivers in an op-ed that ran in Sunday's Wall Street Journal. Grassley's opinion matters more than most, given that he is chairman of the powerful Senate Finance Committee, which would likely have to give its approval to Trump's United States-Canada-Mexico Agreement (USMCA) before it could face an up-or-down vote from the full Senate.

Congress must approve the USMCA before it can take effect, but Grassley says it will not do that until the Trump administration lifts tariffs on steel and aluminum imports from Canada and Mexico. "These levies are a tax on Americans, and they jeopardize USMCA's prospects of passage in the Mexican Congress, Canadian Parliament and U.S. Congress," he writes. "Canadian and Mexican trade officials may be more delicate in their language, but they're diplomats. I'm not. If these tariffs aren't lifted, USMCA is dead. There is no appetite in Congress to debate USMCA with these tariffs in place."

Full text:

<https://reason.com/2019/04/29/grassley-to-trump-end-the-tariffs-or-well-kill-your-nafta-rewrite/>

Farmers Invited To Join New Grazing Groups Across Iowa

(From Practical Farmers of Iowa)

Practical Farmers of Iowa invites farmers who currently graze livestock of any kind, or hope to in the future, to participate in new farmer-led grazing groups the organization is forming across the state.

For many farmers, networking with their peers is the preferred way to learn about different production strategies or possible solutions to farming challenges. While many resources exist in Iowa to help connect farmers to one another, not as many are targeted specifically at farmers who graze livestock.

The new grazing groups aim to address this need for more peer-to-peer grazing support. Participating is free, and farmers do not need to be Practical Farmers members.

“Our members have shared feedback asking us to initiate these grazing groups so they can learn from each other on a regional basis,” says Meghan Filbert, livestock program manager for PFI. “These groups will provide networking opportunities for graziers who want to connect with other like-minded farmers and may not realize there are others in their area doing what they’re doing.”

The first gatherings will take place in May and June, each hosted by a farmer, and will run from 4:30-7 p.m. Dinner will also be provided at each. The group will take a pasture walk together, and discuss spring grazing management on lush pastures, first-cut hay, planting summer annuals and more.

Read more. <https://practicalfarmers.org/2019/04/farmers-invited-to-join-new-grazing-groups-across-iowa/>

New Graduate Certificate Fulfills Animal Health Industry's Demands For Applied Skills

(Kansas State University - Olathe Press Release)

MANHATTAN - Employers in Greater Kansas City's animal health industry say they need employees with more technical skills in agribusiness, management, policy and regulation in order to keep pace with the increasing complexity of the global animal health industry. In response, Kansas State University is offering a new graduate certificate for animal health professionals that is tailored to enhance these technical skills.

The animal health management graduate certificate is a 20-credit hour program that provides courses and experiences to equip professionals in the animal health industry with knowledge and skills to make better economic decisions for their companies and its practices. Graduates gain management and economic tools specifically for food and companion animals that enable them to lead and manage organizations in the animal health sector more efficiently.

"This online, business-focused graduate certificate will allow professionals in the animal health and companion animal health industry to learn business, economic and management skills they can immediately apply to their companies and practices," said Allen Featherstone, professor, head of the department of agricultural economics and director of the masters of agribusiness program. "With courses taught by faculty and senior experts in the industry, and classmates working in all sectors of animal health, students will benefit from real-life experiences shared in class."

The curriculum addresses the redefinition of animal health, pharmaceutical impact in food supplies, the breadth of species included in animal health, veterinary epidemics, consolidation of companies, increasing regulation, "downstream consumer" influence, workforce diversification and competition for resources in human and animal markets, among other topics.

Full text: <http://tinyurl.com/yyc5ngf9>

Mitloehner Goes Full "Debunki-Nator" On Livestock's Role In Greenhouse Gas

(From Meatingplace.com)

On Twitter, he goes by the handle @GHGGuru, which gives some insight into Frank Mitloehner's status as animal agriculture's leading scientific voice on livestock greenhouse gas emissions (GHGs).

In fact, in the weeks following the January publication of the EAT-*Lancet* report that laid the planet's environmental woes at the feet of meat and livestock, the University of California-Davis professor and air quality scientist's tweets challenging the commission's findings received more than 2.5 million impressions.

As his recent social media posts about the EAT-*Lancet* paper suggest, this is not Mitloehner's first rodeo when it comes to calling out what he considers factual inaccuracies about livestock production and the environment. And he's found plenty, whether it's the commission's recommendation that red and processed meat consumption should be reduced by 86% to 90% to promote dietary health or its use of the often-cited yet incorrect statistic that global meat production is responsible for 18% of GHG emissions.

Meatingplace caught up with the recent 2019 Borlaug CAST Communication Award recipient, between tweetstorms to discuss current issues in understanding and mitigating air emissions from livestock operations.

Check it out in our [Science Profile](#), "The Debunk-inator," in the April issue of **Meatingplace** magazine.

Trump Looks for End to Japan Farm Tariffs Ahead of Two Visits

(From Bloomberg)

President Donald Trump urged Japan to end tariffs on U.S. farm products when he met Prime Minister Shinzo Abe, who appears to have deflected the most damaging U.S. demands on trade weeks before the pair are likely to meet again during two upcoming Trump visits.

Trump pushed for the end of the Japanese agricultural levy, while not directly mentioning past threats of sanctions on automobiles. Abe raised the issue of existing U.S. tariffs on its cars and highlighted the growing number of jobs created in the U.S. by Japan's investment.

"We'll be discussing very strongly agriculture because as the prime minister knows Japan puts very massive tariffs on agriculture, our agriculture, for many years, going into Japan, and we want to get rid of those tariffs," Trump said during an Oval Office meeting with Abe on Friday.

Trump told reporters at the White House that the agricultural levies are unfair "because we don't tariff their cars." Trump, though, praised Japanese automobile companies for investing in the U.S.

Full story here. https://www.bloomberg.com/news/articles/2019-04-26/trump-abe-agricultural-tariffs?utm_source=Agri-Pulse+Daily+Harvest+2018&utm_campaign=cc29b4954d-EMAIL_CAMPAIGN_2019_04_29_09_47&utm_medium=email&utm_term=0_6978e27d37-cc29b4954d-48784377

Farmer's Share Of Food Dollar At All-Time Low

(From National Farmers Union)

WASHINGTON — For every dollar American consumers spend on food, U.S. farmers and ranchers earn just 14.6 cents, according to a report recently released by the U.S. Department of Agriculture (USDA) Economic Research Service (ERS). This value marks a 17 percent decline since 2011 and the smallest portion of the American food dollar that farmers have received since the USDA began reporting these data in 1993. The remaining 85.4 cents cover off-farm costs, including processing, wholesaling, distribution, marketing, and retailing.

National Farmers Union (NFU), which has advocated for family food producers' social and economic welfare for more than a century, uses the annually calculated statistic as a barometer of the state of the farm economy. In response to the updated report, NFU President Roger Johnson released the following statement:

“Even though family farmers and ranchers are more productive today than they have ever been, they’re taking home a smaller and smaller portion of the American food dollar. This one data point doesn’t paint the full picture of the farm economy, but when considered in the context of depressed commodity prices, plummeting incomes, rising input costs, and deteriorating credit conditions, it is certainly clear that we are in the midst of an agricultural financial crisis.

“Conditions for farmers have been eroding since 2011, and there’s only so much longer they can hold on. Many have already made the heartbreaking decision to close up shop; in just the past five years, the United States lost upwards of 70,000 farm operations. As a country with a growing population and growing nutritional needs, we can’t afford to lose many more. We sincerely hope this startling report will open policy makers’ eyes to the financial challenges family farmers and ranchers endure on a daily basis and convince them to provide the support they so desperately need.”

Source. <https://www.morningagclips.com/farmers-share-of-food-dollar-at-all-time-low/>