



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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July 20, 2018

NBA Headed to D.C. in September

Long-term federal farm policy, along with a series of regulatory issues, will be on the agenda, as a delegation of National Bison Association members head to Washington, D.C. September 11-14 for the association's annual Legislative Roundup.

The U.S. House-Senate Conference Committee is expected to be hammering out the final version of the new farm bill in September, and the NBA delegation will be working to make sure that provisions assuring Livestock Indemnity Protection for bison, producer financing, and drought monitoring assistance will be included.

The Roundup will begin with a briefing at the Washington Hilton Hotel, the host hotel during the Roundup. Wednesday and Thursday, Sept. 12-13 will be dedicated to meetings with USDA, the Food and Drug Administration, and with legislative leaders.

Friday morning, Sept. 14th, will be devoted to wrap-up meetings with lawmakers and policymakers. Parties interested in participating in this event should contact iim@bisoncentral.com to inquire about the hotel room block, etc.

State/Regional Conference Planned October 12-13

The bi-annual gathering of NBA and State/Regional bison association leaders is set for October 12-14 in Kansas City, MO again at the KCI Marriott Residence Inn. Room block details will be shared with state/regional leaders soon.

The gathering this year will focus on succession planning within the volunteer-based organizations and customizable mentorship programs for associations to utilize to educate new producers in their region.

State/Regional bison association leaders are asked to join the meeting, which has proven to be very effective both in terms of leadership education and relationship building. Attendees travel on Friday and meet all day Saturday, have a dinner that

evening and meet briefly Sunday morning to tie up any loose ends before heading out. More details will be available soon, but please mark your calendar for this important meeting.

Membership Benefits: Are You Utilizing the NBA Website?

Being a member of the NBA is more than just paying those yearly membership dues. How many of you visit the Member's Area of the association website, www.bisoncentral.com? It's like a virtual classroom of information and resources! **This week's focus is on the Marketing Resources area of the website.** This area has a lot to offer as well as some "self-help" places.

First and foremost is the **Buyer's Guide signup area**. This is the area where we direct the public when they inquire about anything buffalo. Our statistics show this is the number one page that people visit on our website.

If you are not currently listed on our Online Buyer's Guide, you need to sign up now! It's free to NBA members and promotes the goods and services your ranch or business offers. You can find bison products that range from bison meat, to buffalo tours and hunts, to buffalo artisan goods. All you need to do is log in to the member's area, go to your profile and create your own, unique Buyer's Guide listing. There is a clickable link in this description that will take you right to your profile so you can get your listing started. Make sure you sign up today and get in front of people looking for your goods and services!

The next section is a wide array of materials that anyone can use for marketing their products. The **Marketing Tools** section is full of professionally designed brochures, booklets, cookbooks, recipes, food images, nutrition chart, logos and so much more. Some items are available at a reduced, membership price, while many others are available as a free download. Take advantage of having these great tools right at your fingertips!

The next section is devoted to an Overview of Regulations for Labeling Claims. This area contains important information for those who are packaging/labeling their own products for retail usage. You don't have to navigate the regulatory channels alone! We have created an overview of the different labels and many have clickable links to more information and/or forms. Make sure your product labeling meets all the guidelines by reading through this informative section.

As you continue to navigate this section, you'll notice the **Advertising Opportunities** area is blank. That is not because we don't have any advertising opportunities, but rather we are working to update and revise our Bison World, online and sponsorship opportunities to better fit the needs of our advertising partners. Watch for updated information coming soon...lots of exciting changes and opportunities will be available

soon. In the meantime, contact us to discuss advertising in Bison World, the Trading Board and Weekly Update.

The final section in this area is the **Market Survey Trends**. The NBA annually surveys the largest bison meat marketers in North America. We look at these trend-setters for some insight into consumer and retail trends. You'll see the questions and answers and lots of color-coded charts and graphs that outline responses. These surveys are set up in Excel formats and you can click on the tabs at the bottom of the sheet to see the various questions and responses.

Once again, there is value in your membership just using the tools available to members on the website. Take some time to explore all the options and utilize what works for you. As always, any input or suggestions are welcome! Email Karen@bisoncentral.com and let us know your ideas!

Unique Bison Note Cards Now Available

These beautiful note cards were made from our young artist winners at the 2018 Winter Conference. Cecil Miskin with [Buffalo Gold Premium Fibers](#) took the lead on getting these done and we cannot thank him enough for spearheading this fun project!

Artists included Dayna Veazey, Isaac Kremer, Jayda Cammack, Rachel Cammack and Bella Flocchini. Packs of 5 notecards with envelopes are available for purchase. Cost is \$20 per pack, plus shipping. There are only 100 sets available and all proceeds go to the NBA! The cards are now available for order on our website in the bison store at <https://bisoncentral.com/bison-store/>.

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Wood Buffalo National Park and Its Wildlife Confronted by Numerous Threats

(From National Parks Traveler)

Size alone cannot be expected to buffer national parks and protected areas from human impacts. That's evident at Canada's Wood Buffalo National Park, a 17,275-square-mile preserve threatened by energy development, hydropower projects, agricultural practices, and municipal expansion.

Renowned for being home to the world's largest free-roaming herd of wood buffalo, the national park also is a rich preserve for other year-round and migratory birds and animals. But the decline of the natural ecosystem in recent years prompted the Mikisew Cree First Nation in 2014 to petition the United Nations Education Scientific Cultural Organization to declare Wood Buffalo a "World Heritage Site in Danger."

Though remotely located in northeastern Alberta and southern Northwest Territories and larger in combined area than the Netherlands, Wood Buffalo, a World Heritage Site since 1983, nevertheless is at risk from encroaching industrial development, coupled with inadequate management by Parks Canada, a UNESCO report issued in March 2017 said.

"The proposed Teck Frontier (oil sands) project would place the oil sands development ever closer to the southern boundary of WBNP and thereby the threats and risks originating from leaks and spills from tailings ponds; additional water withdrawal; and atmospheric deposition of particles containing contaminants such as polycyclic aromatic hydrocarbons (PAHs), nitrogen oxides, and sulphate," the report noted. "The proposed Teck Frontier project would also result in direct encroachment into the documented habitat of the disease-free Ronald Lake Wood Bison Herd, which is of major conservation importance."

Other risks to the park are tied to the pulp and paper industry in the area, historic uranium mining near the shores of Lake Athabasca, growth of agriculture in the region, "and the increasingly intense resource development in the upper Peace River watershed. All of the aforementioned stressors should be fully considered as part of the strategic environmental assessment (SEA) for WBNP and include changes both inside and outside the property that are deemed potentially important with respect to its Ecological Integrity under the overall lens of climate change," the report stated.

In response to that report, Parks Canada launched [a Strategic Environmental Assessment](#) of Wood Buffalo National Park, a thick document released earlier this month that outlined many of the threats standing on the park's doorstep.

Full story: <https://www.nationalparkstraveler.org/2018/07/wood-buffalo-national-park-and-its-wildlife-confronted-numerous-threats>

USDA Announces One Week Left to Complete The 2017 Census of Agriculture

The U.S. Department of Agriculture's (USDA) National Agricultural Statistics Service (NASS) ends all data collection for the 2017 Census of Agriculture on July 31. Anyone who received the Census questionnaire is required by law to respond by that date, and they can complete the form online at www.agcensus.usda.gov or by calling toll-free (888) 424-7828.

"The Census of Agriculture, conducted once every five years, provides the only source of comprehensive agricultural data for every state and county in the nation," said NASS Administrator Hubert Hamer. "Your information helps ensure that future decisions about U.S. agriculture represent you, your industry, and your community."

"Every response matters, even the ones that tell us you are not, or are no longer, a farm," continued Hamer. "If you received a 2017 Census of Agriculture, we need to hear from you by July 31." The same law that requires response – Federal law, Title 7 USC 2204(g) Public Law 105-113 – also requires NASS to keep all information confidential, to use the data only for statistical purposes, and to only publish data in aggregate form to prevent disclosing the identity of any individual producer or farm operation.

Data from the 2017 Census of Agriculture is planned to be released in February 2019.

NRCS Conservation Roadtrip Highlights Benefits of Bison

The latest in a series of *NRCS' Conservation Roadtrip* on-line promotional presentations highlights the conservation success of returning bison and native grasses to the Standing Rock Sioux Reservation. It's definitely worth a look.

Click here.

<https://nrcs.maps.arcgis.com/apps/Cascade/index.html?appid=29d9fc981a8f4ac28da959012c688129>

Why Bison Burgers Are All the Rage at Trendy Burger Spots

(From MSN.com)

It wasn't so long ago when [bison burgers](#) (sometimes called buffalo burgers) started to pop up on restaurant menus as a novelty, something semi-adventurous eaters could sample if they wanted to expand their horizons with a relatively low risk of disappointment. Within the past few years, however, bison burgers have begun popping up on [more and more restaurant menus](#), and it's not a fad.

[If you haven't tried bison](#), you might as well give it a shot. It tastes very similar to beef, but it's much leaner and has a slightly sweeter, richer flavor. It's also lower in saturated fat than beef, and is high in nutrients including iron, zinc, selenium, vitamin B6, and niacin. And because bison are largely raised on ranches and farms (instead of factory-farmed like most commercial cattle), it's more likely to be grass-fed than your average burger.

The primary reason why bison burgers are popping up on burger joint menus nationwide is no longer just for the novelty factor; it's because more and more people are looking for healthier alternatives to beef. A standard beef burger is made with beef that's around 20 percent fat, but a buffalo burger may contain 10 percent fat or less. The downside if this tradeoff is that bison can easily overcook and dry out, but if kept to medium or less, it can be just as satisfying.

Humans are at the top of the food chain for a reason, so we might as well take advantage of the opportunity to discover new meats when given the opportunity. And because it's healthy, tastes similar to beef, and is sustainable and humanely raised, there's plenty of good reason to sample a bison burger the next time you encounter one. Bison might even make a good substitute patty on [some of the 101 best burgers in America!](#)

Source: <https://www.msn.com/en-us/foodanddrink/foodnews/why-bison-burgers-are-all-the-rage-at-trendy-burger-spots/ar-AAAmSS3>

Making Bison A Mainstream Meat

(From National Provisioner)

Beef, pork, chicken and turkey have, thanks to their widespread availability, become mainstream proteins, taking up the vast majority of a retailer's meat case or a restaurant's menu. Everything else gets lumped into the category of "exotic" or "game" meats. That's not necessarily a fair or accurate description, however.

Consider the case of bison. Bison meat has been feeding people on this continent for hundreds of years. It's not very "exotic" when its use as a nutritious protein pre-dates the United States itself. Secondly, bison today isn't hunted like venison. While bison have not been domesticated and remain wild animals, bison ranches dot the Western United States, providing the animals to supply a growing demand among American consumers. The bison industry is innovating and growing in its effort to make bison more of a mainstream meat.

Bison once roamed the Central Plains of the United States by the millions. Widespread hunting and westward expansion brought the animal to the brink of extinction in the late 1800s, but careful conservation measures have saved the species. It was named the National Mammal of the United States in 2016.

High Plains Bison has three ranches in the United States and Canada where it raises its own animals. The company also sources weanlings and slaughter-ready animals on the open market to meet demand, says Kathy Lund, chief operating officer of the Denver, Colo.-based business.

"We are processed in a third-party facility that is heavily vetted to meet our exacting standards. We have worked closely with our processor, Lorentz Meats, to adopt methods which we believe drive overall product quality," she says.

Bison is a fast-growing protein. In 2016, demand outpaced supply, causing widespread shortages in the industry. The supply chain corrected itself, and bison sales grew in the mid-teens in 2017 as a result. By comparison, sales of the more mainstream proteins were flat or declined, according to consumer trends analyst InfoScout.

One reason that bison is mis-categorized as game meat is that consumers would assume it to taste gamey. That is not the case, Lund points out. It has a sweet and robust flavor. Along with the taste, bison has plenty of attributes that appeal to today's consumers.

"Bison consumption is driven by the health benefits, taste and the heritage of the animal plus the regenerative land benefits," she explains. "Bison is very lean with some cuts of boasting 40% fewer calories than beef and 60% less in fat."

Bison meat also comes with several sustainable characteristics that appeal to consumers' concerns for the environment.

"In general, bison are not raised via industrial farming and they do not ravage the land like many other mammals. High Plains bison graze on open grass land with high quality forage and have a free choice program," Lund says, adding that, unlike cattle, bison eat to live, rather than live to eat.

Full story here. <https://www.provisioneronline.com/articles/106527-making-bison-a-mainstream-meat?>

Native Bison Hunters Amplified Climate Impacts on Prairie Fires *(From the University of Arizona News)*

Native American communities actively managed North American prairies for centuries before Christopher Columbus' arrival in the New World, according to a new study by researchers from Southern Methodist University and the University of Arizona.

Fire was an important indigenous tool for shaping North American ecosystems, but the relative importance of indigenous burning versus climate on fire patterns remains controversial in scientific communities.

The new [study](#), published in Proceedings of the National Academy of Sciences, documents the use of fire to manipulate bison herds in the northern Great Plains. Researchers found that, contrary to popular thinking, burning by indigenous hunters combined with climate variability to amplify the effects of climate on prairie fire patterns.

"The important contribution of this research to paleoenvironmental science is a demonstration of the impact that relatively small groups of mobile hunter-gatherers could have on amplifying the broader climatic effect on wildfires," said study co-author **María Nieves Zedeño**, a professor in the UA [School of Anthropology](#). "We have added a new human dimension to the discussion of interactions between people and climate by actually going back in time and showing how mobile hunter-gatherers manipulated the environment by improving the grassland through fire." The relative importance of climate and human activities in shaping fire patterns is often debated and has implications for how we approach fire management today.

"While there is little doubt that climate plays an important top-down role in shaping fire patterns, it is far less clear whether human activities — including active burning — can override those climate influences," said lead study author Christopher Roos, a UA alumnus who is now an associate professor of anthropology at Southern Methodist University. "Too often, if scientists see strong correlations between fire activity and climate, the role of humans is discounted."

Full story here: <https://uanews.arizona.edu/story/native-bison-hunters-amplified-climate-impacts-prairie-fires>

FDA Awards Grants to Fund Studies for Drugs for Minor Uses/Minor Species

(From the FDA)

As part of the FDA's continuing mission to assure that safe and effective animal drugs are available to meet the health needs of a wide range of diverse species, the agency has awarded four grants totaling \$600,000 to help fund research to support New Animal Drug Applications (NADAs) for drugs intended for minor uses or minor species. The grants are all for multi-year projects; depending on available funding and satisfactory progress by the grantees, the FDA plans to award an additional \$600,000 for these four grants in the next fiscal year.

The grants will provide funding for studies to support the approval or [conditional approval](#) of two different products, including a cancer drug for dogs. The FDA already conditionally approved [Tanovea-CA1](#) (rabacfosadine) in 2016 for the treatment of lymphoma in dogs. VetDC Inc., the drug sponsor, will use the grant award to fund a field study to determine Tanovea-CA1's effectiveness and to gather additional safety data. The completion of this study is needed for Tanovea CA1 to be eligible for full approval. Prior to Tanovea-CA1's conditional approval, the only drugs available to treat canine lymphoma were products approved for use in humans.

The FDA awarded three grants to NovaEel Inc., for studies to demonstrate safety and effectiveness of estradiol administered in feed to American eels. NovaEel Inc. is pursuing approval of the drug for increased rate of weight gain in American eels fed in recirculating aquaculture systems.

The Minor Use and Minor Species Animal Health Act of 2004, commonly referred to as the “MUMS act”, was signed into law on Aug. 2, 2004. The law is intended to make more medications legally available to veterinarians and animal owners for the treatment of minor animal species (those other than horses, dogs, cats, cattle, pigs, turkeys and chickens) and uncommon diseases in major animal species.

The MUMS act provides innovative ways to bring products to market for these small populations and is designed to help veterinary pharmaceutical companies overcome the financial roadblocks they face in providing animal drugs for a limited market. Before this legislation, veterinary pharmaceutical companies would rarely attempt to bring such drugs to market.

The FDA opens two application periods each year to apply for MUMS grants, which are dependent upon available funding. In order to apply, the drug must be on the MUMS [designations list](#), the grant funding must be used to defray the costs of qualified safety and effectiveness testing associated with the development of the drug, and the FDA’s Center for Veterinary Medicine must have already reviewed and accepted the proposed study protocol.

Source:

https://www.fda.gov/AnimalVeterinary/NewsEvents/CVMUpdates/ucm613874.htm?utm_campaign=7-23-2018-MUMSGrant2&utm_medium=email&utm_source=Eloqua

USDA Earmarking \$12B In Trade Assistance

(From AgriPulse)

USDA officials are scrambling to put together a presentation on an assistance program to help mitigate the tens of billions of dollars in damage that’s expected to be done to farmers and ranchers as a result of the Trump administration’s multifront trade war with China, Mexico, Canada, the European Union and elsewhere.

Key officials at USDA headquarters were behind closed doors and even the office of communication had closed down its office suite as the department prepared to unveil the “mitigation” program.

Senate Agriculture Chairman Pat Roberts, R-Kan., said Ag Secretary Sonny Perdue told him the department would be providing \$12 billion in aid in some form to farmers and that the funds would be distributed in September. The department scheduled a briefing at 1:30 p.m. Washington time.

Farm groups and farm state lawmakers have been clear in that they’d prefer to see an end to the trade hostilities that have resulted in steep tariffs on U.S. ag exports, but they also want to know what USDA is planning.

Anticipating the release of USDA plan today, Farmers for Free Trade Executive Director Brian Kuehl said the best result would be to rescind U.S. tariffs on China and elsewhere to end the disputes that have been disrupting trade.

"Farmers across America depend on open markets and stable contracts for their livelihood," Kuehl said. "The best relief for the president's trade war would be ending the trade war. Farmers need contracts, not compensation, so they can create stability and plan for the future. This proposed action would only be a short-term attempt at masking the long-term damage caused by tariffs."

Maria Zieba, director of international affairs for the National Pork Producers Council, said today that the U.S. has exported virtually no pork to China in the past six weeks because of its retaliatory tariffs.

Meat groups ask Trump to place lab-grown protein under USDA watch

(From Meatlingplace.com)

Seven groups representing meat and poultry producers and processors have written directly to U.S. President Donald Trump urging that USDA be given authority for regulating cell-cultured protein products.

Such products should be held to the same rigorous food safety and labeling standards as meat and poultry under the regulatory system administered by USDA, the groups asserted. "Cell-cultured protein products that purport to be meat or poultry should be subject to the same comprehensive inspection system that governs other amenable meat and poultry products to ensure they are wholesome and safe for consumption, and to ensure they are labeled and marketed in a manner that provides a level playing field in the marketplace," the groups said.

The American Farm Bureau Federation, American Sheep Industry Association, National Cattlemen's Beef Association, National Chicken Council, National Pork Producers Council, National Turkey Federation and North American Meat Institute signed the letter. They noted the U.S. Food and Drug Administration (FDA) indicated plans to assert itself as the primary regulator of cell-cultured products at a recent public meeting that FDA excluded USDA from attending.

FDA's "power grab" comes on the heels of the White House's recently released government reorganization plan that included moving primary federal food safety functions into a single agency housed within the USDA.

"Having cell-cultured protein products regulated by FDA is not only inconsistent with the meat and poultry inspection statutes, but also with the White House's reorganization plan," the groups said.

'Big Four' Meet on Farm Bill

(From the Hagstrom Report)

Senate Agriculture Committee Chairman Pat Roberts, R-Kan., ranking member Debbie Stabenow, D-Mich., House Agriculture Committee Chairman Michael Conaway, R-Texas, and ranking member Collin Peterson, D-Minn., met today about the farm bill conference.

The meeting took place even though the Senate has not yet voted to go to conference. The "Big Four," as they are sometimes called, issued a brief joint statement that did not mention any of the major differences between the two bills such as work requirements for the Supplemental Nutrition Assistance Program or payment limits.

"We look forward to working together to get a farm bill finished as quickly as possible, and we're committed to finding solutions to resolve the differences. We must keep working to provide American farmers and families with the certainty and predictability they need and deserve," they said.

One aide involved in the talks said that the four principals had agreed to have weekly phone calls, have begun discussing when they can meet in August and are committed to getting the conference report into law by Sept. 30 when the current farm bill expires. The aide also said that committee staffs will work on the conference through August.

Full story here. https://www.thefencepost.com/news/big-four-meet-on-farm-bill-conference/?utm_source=Agri-Pulse+Daily+Harvest+2018&utm_campaign=8fd747e116-EMAIL_CAMPAIGN_2018_07_27_09_34&utm_medium=email&utm_term=0_6978e27d37-8fd747e116-48795109

Lighthizer: China Trade Battles Could Take Years, But Mexico Deal Very Close

(From AgriPulse)

The U.S.-China trade war could drag on for years, but a U.S. agreement with Mexico rewriting the North American Free Trade Agreement could happen as soon as August, U.S. Trade Representative Robert Lighthizer said today in a Senate hearing.

While the question of whether the painful Chinese tariffs on U.S. farm goods would also last for years was unanswered, lawmakers at the Senate Appropriations subcommittee meeting were dismayed about the prospect of a long-term dispute with China that is impacting U.S. exports of grains, oilseeds, seafood, meat, nuts and produce.

"I think some issues will be dealt with shortly ... and I think, directionally, we're going to have a problem with China that's going to go on for years," Lighthizer said.

When Lighthizer appeared to begin to address the tariffs directly, Sen. John Kennedy, R-La., cut him off: "You think it'll take years with China?"

"I believe that to be true," Lighthizer responded. "The way I analyze it, senator, they have a system and their system is challenging our system, in my opinion."

China first hit the U.S. with tariffs in retaliation for the Trump administration's decision to impose tariffs on imported steel and aluminum. Then, after the U.S. levied tariffs on \$34 billion worth of

Chinese goods to punish it for intellectual property theft, China retaliated again and aimed the new taxes almost solely on U.S. agricultural and food products.

Kansas Republican Sen. Jerry Moran, who chairs the Appropriations Subcommittee on Commerce, Justice, Science, and Related Agencies, told reporters he was very worried about the potential for a prolonged trade war with China, which has been shunning U.S. soybeans, sorghum and other commodities because of the 25 percent tariff.

Is the U.S. Cattle Business at Risk For FMD?

(From Beef Magazine)

In Andrew Clark's mind, it's only a matter of time.

He's talking about foot-and-mouth disease (FMD) and whether or not the U.S. will experience an outbreak. Based on the years he spent as a veterinarian in southern Africa, he thinks it will happen. "If we look at what is a threat to us, at some point, we're going to have foot-and-mouth disease," he told members of the International Livestock Identification Association (ILIA) during the group's recent conference in Bend, Ore.

ILIA is comprised of brand inspectors and law enforcement officials in U.S. states, Canadian provinces and Native American Tribal Nations where livestock brand recording, livestock ID and inspection are recognized by legislation. I was honored to be invited to speak to the group again this year on how BEEF readers view animal ID and traceability.

I'll discuss ID and traceability in a later blog. For now, let's consider FMD.

After Clark got up-close with FMD over the 10 years he spent in Africa, he returned to the U.S., eventually retiring as the state veterinarian for Oregon. If anybody understands FMD and the threat it poses, as well as on-the-ground knowledge of how the U.S. animal disease system operates, it's Clark.

While FMD is not a human health concern, the implications to the U.S. cattle business are legion. "A single case of foot-and-mouth disease stops all (livestock) movement for a minimum of 6 months until it's completely proven there's no more disease in the population," he told ILIA members. "So think of the economic implications to our livestock industries." Not only will it stop all cattle movement within the U.S., it will stop all beef exports.

However, in southern Africa, where FMD is endemic, exports still happen. That's due to a combination of fences and vaccination. Should FMD strike here, we can't build fences fast enough to contain animal movement, particularly susceptible wildlife like feral hogs. But we can vaccinate.