



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 26, 2019

NBA Hosts Top-Notch Ranch Dinner for North American Farm Broadcasters

Farm broadcasters from around the nation, along with some national and local agricultural leaders, received an introduction into bison ranching before enjoying a delicious meal of bison sliders, bison kabobs and bison green chili Monday evening, as the NBA hosted The National Association of Farm Broadcasting (NAFB) Board of Directors and guests for an Agribusiness dinner at the West Bijou Ranch east of Denver.

The dinner event was held in conjunction with the NAFB summer board meeting in Denver this week. The NBA hosted the dinner as an opportunity to provide key farm broadcasters and farm leaders with a deeper understanding of the nation's growing bison business.

Following the NAFB board meeting on Monday, More than 50 broadcasters, guests and hosts traveled out to view the bison herd operation on the 7,800-acre ranch owned by the Savory Institute. The 220-cow bison herd is operated jointly by Ray and Debbie Thieman of Prairie Ridge Buffalo, Dave and Laura Wentz of Colorado Natural Buffalo, and Dave and Sue Carter of Willow Creek Bison Herd.

Following the tour, the participants enjoyed a catered dinner in the ranch pavilion and gathering spot. NBA Executive Director Dave Carter and Savory Institute representative Byron Shelton addressed the group following supper. NAFB President Lorrie Boyer of KSIR Radio in Bruch, CO, also provided remarks.

The idea for the event originated when Boyer visited the ranch last year to conduct a live broadcast.

Carter noted, because of the resources in the NBA Growth Fund, we were able to put on a memorable event for the broadcasters and their guests. This type of event helps us develop important relationships with the broadcasters who help us get our message out across the nation.

Check out this video posted by Cad Colby, an Illinois broadcaster attending the event:
https://www.facebook.com/thechadcolby/videos/2450321258383808/?epa=SEARCH_BOX

NBA Launching New Bison Consumer Outreach App

On the heels of the NBA's new Bison Producer's App, available now to NBA members at <https://bisoncentral.com/production-resources/>, is a new app that will allow bison consumers easily access the NBA's Online Buyer's Guide from their smart phones and tablets. The new app will replace the now antiquated BisonFinder app with a more highly functioning program that will promote and benefit all NBA members who participate.

Said project coordinator, Jim Matheson, "This app will be a huge improvement over the BisonFinder app in that this will directly connect consumers to our members, rather than connecting them to retail and food service establishments. Utilizing GPS technology, so local users can find local bison, is a great tool for us and I can't think of a better way to connect consumers directly to their local NBA members."

Dave Carter, NBA executive director, added, "The NBA will be helping to sponsor a major conference of food and lifestyle bloggers in October. As a part of our participation in that event, we will be providing bloggers with information on how they can connect with NBA members who sell meat and provide agritourism opportunities. This is a promotional opportunity you won't want to miss."

Having your Online Buyer's Guide listing up to date and published is the first step to being included in the app. It's also important that your shipping address is up to date, as that is the address that the map will base your listing off of, should it be different from your billing address. If no address is listed, then you will not be included on the app's interactive map.

When consumers contact the NBA looking for all things bison, this is where we send them as to support our membership - <https://bisoncentral.com/buyers-guide/>. The Buyer's Guide features a variety of search features that allows members to promote anything from meat and breeding stock sales to agritourism and much more. Please follow these directions to update your listing:

1. Follow this link to log in: <https://bisoncentral.com/my-account/>
2. Once logged in, click on the "Please be sure to complete your profile. Click here." link to update your information.
3. Fill out all applicable fields as they pertain to your operation, and be sure to complete the "Create Your Free Buyer's Guide Listing" section, which is auto populated with your contact information. You can also upload a photo or logo for your buyer's guide listing here and add your website.
4. Be sure to select "Yes" when asked "Do you want your Buyer's Guide Listing visible on the website?" in order for your listing to appear.
5. And this is the most important step... **BE SURE TO CLICK THE "UPDATE" BUTTON AT THE BOTTOM OF THE PAGE!**

The app is being funded by a grant from the USDA Farmer's Market Promotion Program.

Pet Food Regulators Consider New Definitions for Bison and Water Buffalo

As the nation's pet food regulators prepare to gather in Louisville, KY in early August, the NBA is encouraging members to urge those officials to adopt proposed ingredient definitions that will prevent deceptively labeled water buffalo ingredients from being passed off as North American bison.

The Association of American Feed Control Officials (AAFCO) is the body that develops model regulations for the pet food industry. For the past year, AAFCO's Ingredients Definition Committee has been working for more than a year to develop a new definition that would require that water buffalo be labeled as "water buffalo" and not just as "buffalo." At its August 6th meeting in Louisville, the committee will consider formally recommending that the AAFCO membership adopt two new proposed definitions:

- "Bison" – would allow any bison ingredients to be labeled as "bison" or "North American buffalo."
- "Water Buffalo" – would require any meat or ingredients from the species bubalis bubalis to be labeled as "Water Buffalo."

The National Bison Association fully supports these two recommendations but feels it is vital that both be adopted. Accordingly, the NBA sent out an e-blast to all members earlier this week requesting that comments be submitted to the members of the IDC encouraging adoption of both definitions.

Members who have not received that e-blast should contact the NBA at info@bisoncentral.com to receive the information.

Board Nominations Due Sept. 1st

September 1st is the deadline for NBA members interested in running for election in Regions II, IV, VI and VIII to submit nominations to the NBA office. The elections will be conducted from September 16 – 30 with the 2-year terms starting in January 2020.

According to the NBA bylaws, regional directors "shall be elected by a mail in, or electronic ballot during September of each year prior to the expiration of the regions' directors' terms. If after the initial ballot, no one person in any region has more than 50% of the ballots cast, then a run-off election will occur during November, involving the two persons having the most votes cast in the September balloting. In case of a tie, a coin will be tossed to determine the winner. Only active and lifetime members residing within a region may vote in each region's election." Regional directors are eligible to serve two two-year terms.

The directors elected in September will begin serving in January 2020.

In this election cycle, directors will be elected for two-year terms from Regions II, IV, VI and VIII. The regions up for election for, and the states included are:

Region II, representing CO, WY. Deb Thieman is the current director and is eligible for re-election.

Region IV, representing IL, IN, KS, MO. Keith Yearout is the current director, but is term-limited and is ineligible for re-election.

Region VI, representing AR, LA, MS, NM, OK, TX. Dr. Gerald Parsons is the current director, but is term-limited and is ineligible for re-election.

Region VIII, AL, DC, FL, GA, KY, MD, NC, SC, TN, VA, WV. Kristopher Kelley is the current director and is eligible for re-election.

Nominations for candidates to serve as regional director can be submitted to the NBA at david@bisoncentral.com.

Generic Labeling Petition Filed

The National Bison Association this week filed a formal petition with USDA's Food Safety and Inspection Service to allow bison marketers to utilize the same streamlined process available to marketers of beef, pork, and other amenable species for gaining approval of modest label changes.

While all new labels, and significant label changes require formal approval from FSIS, marketers of amenable species meat can make modest changes without undergoing formal review. Bison marketers, however, must submit any change for formal review and approval. That process sometimes requires 6-8 weeks.

The National Bison Association believes that this inequity can be corrected through a simple amendment to the current regulation regarding generic approval. The association is filing a petition to amend 9 CFR §412.2. The proposed amendment is included as underlined text below:

§412.2 Approval of generic labels.

(a)(I) An official establishment, or an establishment certified under a foreign inspection system in accordance with part 327, or part 381, subpart T of this chapter, or an establishment receiving voluntary inspection services in accordance with 9 CFR Part 352, is authorized to use generically approved labels, as defined in paragraph (b) of this section, and this is free to use such labels without submitting them to the Food Safety and Inspection Service for approval, provided the label, in accordance with this section, displays all mandatory features in a prominent manner in compliance with part 317 or part 381, and is not otherwise false or misleading in any particular.

The association is also requesting that this petition be handled under a process known as "direct-final" rule. That process is reserved for non-controversial changes, and eliminates the lengthy period requires for most proposed regulations.

To facilitate this process, the Washington, D.C. firm of Morgan Lewis has been engaged to work with FSIS on the petition consideration. To date, the cost of engaging that outside firm has been borne by one major bison marketer. The NBA has asked all marketers impacted by this label approval process to contribute to the effort, and has established a dedicated fund for this purpose.

Komanche Cubes Now Available

POVI COMPANY LLC - 1620 N.W. Hankins Drive, Lawton, OK. 73507

PRICE: \$72.50 PER 50 LBS FOB LAWTON OK.

BAGGED/ BULK-BAG & BULK ORDERS WELCOME

BASE CUBE: \$8.00 PER 50 LBS

INGREDIENTS: ALFALFA / GRASS HAY / BLACKSTRAP MOLASSES

ACTIVE INGREDIENT: RUMATEL 44|

Recommended Dosage: 3 pounds of product per 1,000 pounds of Bison (or) One Animal Unit.

NOTE: No claims are made about this product. The TXBP SCSOI Bison Parasitology working group has observed effective results in efficacy testing of bison herds treated with this product that struggle with *Haemonchus* and other strongyle type internal parasites. Caution: do not slaughter animals within 14 days of treatment with this product.

More information:

Jerry Mullen / POVI COMPANY LLC: (580) 695 - 4200

Tim Frasier / Frasier Bison LLC: (940) 475 – 1387

Celebrating The Bison: Buffalo Days Starts July 25

(From The Jamestown Sun)

White Cloud roamed the pastures of the National Buffalo Museum for nearly 20 years. White Cloud died in November 2016 and is preserved behind glass as a full-body taxidermy mount at the National Buffalo Museum. Keith Norman / The Sun

White Cloud roamed the pastures of the National Buffalo Museum for nearly 20 years. White Cloud died in November 2016 and is preserved behind glass as a full-body taxidermy mount at the National Buffalo Museum. Keith Norman / The Sun

The Buffalo Days festival will begin Thursday, July 25, and run through Saturday, July 27, with live music, food and entertainment throughout the weekend to celebrate the birthday of White Cloud.

White Cloud, an albino bison who lived her whole life in Jamestown, died at the age of 19 in 2016 and is preserved as an exhibit inside the National Buffalo Museum in Jamestown.

Emily Bivens, executive director of the Jamestown Chamber of Commerce, said the festival has been reverted to the old name, moving away from "White Cloud Days," to make the event more inclusive. Searle Swedlund, executive director of Jamestown Tourism, agreed with the change.

"White Cloud will always have a special place in this communities' hearts, but it wasn't the appropriate name anymore," Swedlund said. "It was time to move on."

The Hansen Arts Park's weekly installment for the Downtown Arts Market will kick off the festivities Thursday at 5:30 p.m. with an open-mic night featuring the Jamestown High School Pep Band. On Friday, sidewalk sales will be available downtown along First Street from 9 a.m. to 4 p.m.

Saturday's activities include a pancake breakfast hosted by the Jamestown Fire Department from 7 a.m. to noon and a 5K at Two Rivers Activity Center beginning at 8 a.m., with the Buffalo Days parade beginning at 9:30 a.m. at McElroy Park. Registration for a float is free, and approximately 40 are already registered, according to Bivens.

Read more. <https://www.jamestownsun.com/community/events/3982122-Celebrating-the-bison-Buffalo-Days-starts-July-25>

A Bison Charged A 9-Year-Old Girl In Yellowstone

(From CNN)

A 9-year-old girl was injured after a bison charged her in Yellowstone National Park on Monday, the park's public affairs office said.

Yellowstone officials confirm a video posted to Twitter on Monday night and circulated by local media captured the incident. The video shows a bison charge three people. An adult man and woman run away, while a little girl is thrown into the air by the bison.

The girl was part of a group of about 50 people near Observation Point Trail in the park's Old Faithful Geyser area, a news release said.

The group was gathered about 5 to 10 feet away from the bison for at least 20 minutes before a bull bison charged and tossed the girl, who is from Odessa, Florida, into the air.

Her family took her to the Old Faithful Lodge for treatment, park officials said. She was later taken to and released from the Old Faithful Clinic.

No citations have been issued, and the incident is still under investigation, according to the release.

Park officials warned visitors to stay at least 25 yards (75 feet) away from all large animals. Yellowstone is home to 4,527 bison, according to an August 2018 estimate.

A male bull weighs up to 2,000 pounds. The animals can be aggressive and can run up to 30 miles per hour.

See the video here - <https://www.cnn.com/2019/07/23/us/yellowstone-9yo-girl-injured-bison-trnd/index.html>

Search Still On For Escaped Bison Near Lynd

(From *The Marshall Independent*)

LYND — You wouldn't expect an animal as big as a buffalo to be hard to find. But Cal Brink said he's spent days looking for a bison that escaped from his acreage near Lynd last week.

"We'll look for fresh tracks," or places where the bison tried to bed down for the night, Brink said. But when Brink spoke with the Independent on Tuesday morning, nobody had yet spotted the

animal. He's encouraging anyone who sees the bison to contact him or the Lyon County Sheriff's Office.

"They're not looking for trouble," he said of the bison — right now, it's more like a cow out grazing. But for safety reasons, people shouldn't approach or corner one.

The missing bison is one of three that broke away from Brink's property on Wednesday night. It's the first time in his 10 years of raising bison that any have escaped, he said.

A group of eight bison from Reading, were being moved to Brink's acreage east of Lynd. Three ran away, breaking through several strands of barbed wire fence.

Read more. <https://www.marshallindependent.com/news/local-news/2019/07/search-still-on-for-escaped-bison-near-lynd/>

American Prairie Reserve Offers Bison Hunts

(From The Billings Gazette)

For the third year in a row the American Prairie Reserve is offering public bison harvest on its property.

The harvest is in addition to the already available hunting opportunities for a variety of wildlife species on designated Reserve lands.

This year the nonprofit is offering 20 opportunities, with all but two being awarded to give preference to the people who live and work in Montana and the communities surrounding the Reserve.

"The number of opportunities has increased from last year because we utilize harvest as a bison management tool, and the current herd size dictated the number needing to be harvested," said Damien Austin, Reserve superintendent. "We intentionally doubled the number offered specifically to Montanans and those living near the Reserve because we know they generally share the same value. We want them — our neighbors — to have a better chance at receiving a bison harvest opportunity."

American Prairie Reserve is awarding bison harvest opportunities through a free drawing. Six opportunities will go to local residents, four to Montana residents, four to members of the Fort Peck, Fort Belknap, or Rocky Boy communities, and two to the general public. An additional four harvest opportunities are being donated to local charities to be used for their own fundraising efforts, and are not a part of American Prairie Reserve's drawing.

Read more. https://billingsgazette.com/outdoors/american-prairie-reserve-offers-bison-hunts/article_8ab71073-c384-52dd-9137-ee3d454539.html

Male American Bison with Unique Genetics Join Oakland Zoo's Pablo Allard Herd

(From the Stamford Advocate)

Oakland Zoo welcomes two long-awaited American bison bulls with Yellowstone Park genes in an effort to expand the diversity of both captive and free-ranging American bison.

In May, Oakland Zoo sent eleven American bison moms and their calves to Montana as part of an ongoing conservation program with the Blackfeet Nation, known as the Linnii Initiative. The Linnii Initiative aims to restore American bison in Blackfeet Nation land and nearby National Parks in Montana. The 11 bison are now part of that free-ranging and growing herd.

The next step in this conservation effort includes the recent addition of two new male American bison to the remaining females at Oakland Zoo. These three-year-old males are part of a secondary and separate conservation project led by Dr. Jennifer Barfield of Colorado State University, Ft Collins, to preserve Yellowstone bison genetics. The intent behind the move of these new males is to diversify the genetics of future offspring with Oakland Zoo's Pablo Allard herd. These future, genetically diverse calves, along with their mothers, will also be brought bi-annually to Montana to roam freely on Blackfeet Nation land and nearby National Parks in Montana.

The aim of this multi-pronged effort for genetic diversity is to ensure the health and longevity of future American bison generations; the species reached near-extinction in the early 1900s when millions were killed during the westward expansion for grasslands needed to feed livestock. Though their numbers have increased tremendously, herds in the wild and herds in private and public reserves, are quite inbred.

Full story here. <https://www.stamfordadvocate.com/business/press-releases/article/Male-American-Bison-with-Unique-Genetics-Join-14113203.php>

'Bison - Their Place in History' Talk scheduled Tonight

(From Rapid City Journal)

Rangers from Hudson-Meng Education and Research Center, Agate Fossil Beds National Monument, and the Nebraska Game and Parks Commission are pleased to present a joint interpretive talk titled *Bison: Their Place in History* July 26 at 7 p.m. in celebration of National Bison Month. This family-friendly program will take place at Fort Robinson State Park picnic shelter, by the Soldier Creek Campground.

Come and meet staff from federal and state agencies as they partner to share special stories about the ancient past and recent history of American bison. Bison have played a large role in the ecosystem and human history of the Great Plains. After the talk, rangers will lead Atlatl (an ancient hunting device) demonstrations and a junior ranger craft activity.

The interpretive talk is free-of-charge but permits are required to enter Nebraska State Parks, and can be purchased at the Fort Robinson State Park front desk.

For more information about these events or other summer educational talks and programs, please call the Nebraska National Forests and Grasslands at 308-432-0300 or Hudson-Meng Visitor Center desk at 308-6654-3900.

EQIP Funding for Cover Crops on Flooded Cropland in Kansas

EQIP Funding for Cover Crops on Flooded Cropland in Kansas USDA Natural Resources Conservation Service (NRCS) is offering a special Environmental Quality Incentives Program (EQIP) sign-up for farmers in Governor-declared disaster counties in Kansas who could not plant their crops because of flooded or wet fields.

This sign-up provides technical and financial assistance to help farmers plant cover crops, as an alternative to letting fields go fallow and uncovered. The deadline to apply is July 26, 2019.

Read more.

<https://www.nrcs.usda.gov/wps/portal/nrcs/detail/ks/newsroom/releases/?cid=NRCSEPRD1466430>

Anthrax increase in Texas

(From AgriLife Today)

COLLEGE STATION - The Texas A&M Veterinary Medical Diagnostic Laboratory (TVMDL) plays a vital role in animal disease surveillance efforts, including anthrax. On average, TVMDL diagnoses two to three positive cases of anthrax annually in summer months. Thus far in 2019, the agency has confirmed 10 positive cases in several species, including exotic antelope, goats, horses, white-tailed deer and cattle. All positive cases have come from a Texas region with a historical presence of anthrax.

"Detection of this summer's increased number of anthrax cases is just one example of the ongoing role TVMDL plays in protecting animal health, human health, a safe food supply and the financial well-being of the second largest part of the Texas economy," said Dr. Bruce Akey, director, TVMDL.

Bacillus anthracis spores can lie dormant in soil for several years, even decades. Typically, the bacterium infects grazing animals through ingestion of contaminated soil. Animals may also be exposed to anthrax through inhalation and through the skin; however, those are less common routes of transmission.

Anthrax is on the federal list of potential bioterrorism agents and is a zoonotic disease - a disease that can also infect humans. Therefore, anyone handling animals suspected of exposure to anthrax should take necessary precautions, such as wearing long sleeves and gloves.

Full text:

<https://today.agrilife.org/2019/07/23/tvmdl-fighting-texas-anthrax/>

Update on Bovine TB Infected Herds in Michigan

(From Michigan Department of Agriculture and Rural Development News Release)

LANSING - On May 1, the Michigan Department of Agriculture and Rural Development announced that, during routine bovine tuberculosis surveillance testing, an infected cattle herd was identified in Presque Isle County. As a result of movement investigations from the infected

herd, MDARD quickly located an additional bovine TB infected animal that had been sold from the Presque Isle County herd to a herd in Emmet County. The Emmet County herd was designated as infected on May 17.

Investigations into these herds utilized whole genome sequencing, a specific test that can identify the DNA of TB bacteria. The DNA results supported the evidence that the bovine TB found in both herds was similar to bovine TB in infected deer found in Presque Isle County in 2014 and 2015. It also verified a direct link between the type of bovine TB found in both Emmet and Presque County herds, confirming that the Emmet County animal was infected while in the Presque Isle County herd.

All the remaining animals from the herd in Presque Isle County have been removed. The only animal found to be infected in the Emmet County herd was the one moved from the Presque Isle herd. The infected animal was removed from the Emmet County herd, which is under quarantine and will continue to undergo testing to confirm that the remainder of the herd is negative for bovine TB.

"Because the Presque Isle County herd was assembled recently from herds that are no longer in business, it is not possible to determine the specific time and location when the bovine TB infected deer made contact with the cattle," said Michigan's Assistant State Veterinarian Nancy Barr, DVM. "However, the Michigan Department of Agriculture and Rural Development will work with cattle producers in the vicinity of the affected herd and the previous source herds to test their cattle."

Full text:

<https://content.govdelivery.com/accounts/MIDARD/bulletins/2532797>

APHIS Administrator Announces Several Senior Leadership Changes (*USDA Animal and Plant Health Inspection Service Bulletin*)

Dear Stakeholders:

I want to share with you several changes taking place in important APHIS leadership positions.

Dr. Mark Davidson will be an Associate Administrator, filling the position previously held by Mike Gregoire, who retired earlier this year. Most recently, Dr. Davidson has been serving as Deputy Administrator for Marketing and Regulatory Programs Business Services (MRPBS) after many years in Veterinary Services (VS). In this position, he will oversee the work of VS, Animal Care (AC), and MRPBS.

Ms. Bernadette Juarez will be the Deputy Administrator for Biotechnology Regulatory Services, succeeding Dr. Mike Firko, who is retiring at the end of the month. Ms. Juarez has been serving as the Deputy Administrator for AC since early 2016, after earlier service as the Director of APHIS Investigative and Enforcement Services and before that as an attorney with USDA's Office of the General Counsel. While we recruit for a permanent successor, Dr. Betty Goldentyer, currently AC's Associate Deputy Administrator, will serve as Acting Deputy Administrator. Dr. Jerry Rushin will act as AC's Associate Deputy Administrator.

Dr. Jack Shere will also become an Associate Administrator, filling the position previously held by Dr. Mary Bohman, who left the Agency earlier this year. Dr. Shere has been serving as Deputy Administrator for VS and Chief Veterinary Officer (CVO) since early 2016 after many years in VS field leadership positions. In his new role, Dr. Shere will concentrate on emergency preparedness and planning, as well as homeland and national security issues. Among his duties will be a special focus on the emerging African swine fever threat throughout the world.

Dr. Burke Healey, currently the VS Associate Deputy Administrator, will succeed Dr. Shere as the VS Deputy Administrator and CVO. Prior to serving in this position, Dr. Healey held several VS field leadership positions and served as the State Veterinarian for Oklahoma.

Dr. Rosemary Sifford, currently the VS Associate Deputy Administrator for Strategy and Policy (S&P), will succeed Dr. Healey as the VS Associate Administrator. Prior to serving in this position, Dr. Sifford served in VS field leadership positions and was also an Agricultural Quarantine Inspection veterinarian for our Plant Protection and Quarantine program.

Dr. Sarah Tomlinson, currently the VS Executive Director for S&P, will succeed Dr. Sifford as VS Associate Deputy Administrator for S&P. Prior to serving in this position, Dr. Tomlinson served VS as the Coordinator for the National Animal Health Laboratory Network as well as a veterinary epidemiologist. We will recruit for a permanent successor to Dr. Tomlinson.

Dr. Thomas McKenna, currently Director for District One of VS Field Operations (FiOps), will be a new FiOps Executive Director. He will also serve as the FiOps Acting Associate Deputy Administrator while we recruit for a permanent successor to Dr. Brian McCluskey, who recently left the Agency.

All these changes will be effective on August 4, 2019.

I want to express my appreciation for everything these leaders have done in their current and previous positions. They have all contributed to our noble missions of feeding and clothing the world and protecting vulnerable animals. Please join me in wishing them all the best as they embark on their new adventures.

Signed: Kevin Shea, Administrator

Source: <https://content.govdelivery.com/accounts/USDAAPHIS/bulletins/25320fe>

National Conservation Innovation Grants

USDA Natural Resources Conservation Service (NRCS) is accepting proposals for \$12.5 million in national Conservation Innovation Grants (CIG). CIG projects inspire creative problem-solving that boosts production on farms, ranches, and private forests. All U.S.-based non-Federal entities and individuals are eligible to apply.

The grants support the development and field testing, on-farm research and demonstration, evaluation, or implementation of conservation technologies, practices, and systems and approaches to incentivizing conservation adoption. Grantees must match the CIG investment at least one to one. CIG priorities this year are increasing the pace and scale of conservation adoption, water quantity, pollinator habitat, and urban agriculture.

Proposals are due by July 30, 2019.

Read more. <https://attra.ncat.org/event-calendar/national-conservation-innovation-grants/>

Plant-Based Protein Market Poised To Soar: Analysts

(From Meatingplace.com)

Meat alternatives made from plants are expected to continue to generate significantly higher sales over the next few decades, according to projections from industry analysts.

Plant-based meat substitutes had a breakout year in 2018 with a total value of \$4.5 billion, according to [a report from UBS](#), which expects the market to climb to \$85 billion by 2030 as adoption of cell-based meat production advances. UBS also predicts that supply chain innovations will improve transparency on food quality and traceability while also improving efficiencies, reducing fraud and food waste.

The Plant Based Foods Association and The Good Food Institute [jointly reported](#) that plant-based meat alternatives played a key role in the 2% growth in overall retail food sales between April 2017 and April 2019. Sales of plant-based meat alternatives rose 10% in the period to \$801 million, helping to bring the total plant-based market value to \$4.5 billion. The report also notes that refrigerated “plant-based meat” posted a sales increase of 37% while traditional meat sales grew by just 2% in the same period.

Meanwhile, quick service restaurants (QSRs) noted that customers who normally buy burgers made from animals are increasingly trying out plant-based alternatives, according to a recent report from NPD Group. Beef burgers remain the most popular burgers sold at QSRs – 6.4 billion ordered in the year ending May 2019 – but these restaurants served 228 million servings of plant-based burgers in the same period, up 10% from the year before, NPD reported. The report added that the greater availability of plant-based burgers at QSRs has resulted in the average beef burger fan buying at least two plant-based alternatives between April 2018 and April 2019.

What’s Meat Got to Do With It?

(From the New York Times)

In case you haven’t heard, they’re making meat out of plants. Burgers out of soy and coconut. Fried chicken out of jackfruit. Steaks out of “cooked wheat gluten.” Brands like Impossible Foods and Beyond Meat have expanded into fast food, infiltrating chains like Burger King and Dunkin’ with meatless patties and breakfast sausage.

Meat people — that’s animal meat people, meaning ranchers and farmers and their lobbyists — say the competition is welcome. But, in 24 states this year, they have worked to [worked to pass legislation](#) to make it illegal for plant-based food to be called meat. The measures’ supporters don’t want vegan or vegetarian food items to be called burgers, steaks or dogs.

In Louisiana, Francis Thompson, a Democratic state senator who sponsored a bill banning meat words, [said in session](#) that the issue had gone unchecked for far too long. “Broccoli is not rice,” he said. “And certainly, tofu burgers are not meat.”

In Arkansas, David Hillman, a Republican state representative, was more evocative: “I want my rib-eye steak to have been walking around on four feet at one time or another.” Now, the alternative meat-makers are fighting back. This week, a group of plaintiffs that includes Tofurky filed a lawsuit in Arkansas. They argue that the state’s law violates the First and Fourteenth Amendments and condescends to consumers who understand what is meant when “burger” is modified by the word “veggie.”

Full story here. https://www.nytimes.com/2019/07/25/style/plant-based-meat-law.html?searchResultPosition=9&utm_source=Agri-Pulse+Daily+Harvest+2018&utm_campaign=fe03d86102-EMAIL_CAMPAIGN_2019_07_26_10_17&utm_medium=email&utm_term=0_6978e27d37-fe03d86102-48795109