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(6) 2019 Bull Calves • (5) 2019 Fall Heifer Calves

(6) 2019 Spring Heifer Calves • (8) 2018 Exposed Heifers • (1) 2018 Bull

(3) 2017 Bulls • (1) 2016 Bull



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The National Bison Association (NBA) Weekly Update is an exclusive service for NBA members.

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NBA Weekly Update for March 27, 2020

The Weekly Update is a service designed to provide National Bison Association members with news and information affecting bison production and marketing. Many items in the Weekly Update are reprinted from outside sources. The content of those articles does not necessarily reflect the policy position of the National Bison Association. The articles are reproduced here only as a means to keep our membership informed as much as possible of all information and opinions relating to bison that is circulating publicly.

NBA Board Urges Secretary to Include Bison in Ag Relief Package

The National Bison Association Board of Directors last night unanimously adopted a resolution urging Agriculture Secretary Sonny Perdue to assure that any agricultural relief package developed under the new stimulus package includes bison producers as eligible recipients.

The \$2 trillion economic stimulus package expected to be passed by the U.S. House of "livestock producers, including dairy producers as eligible recipients. However, the preliminary package being developed by USDA has specifically targeted "beef" producers.

At the request of the NBA, several bison producers in North Dakota this week contacted the office of U.S. Sen. John Hoeven (R-ND) to stress that bison producers face the same economic uncertainty being experienced by beef ranchers. Hoeven is chair of the Senate Agricultural Appropriations Subcommittee, and had asked the Secretary to start developing measures to protect beef producers after being contacted by cattle ranchers from his state.

The resolution adopted by the NBA Board, and conveyed to Secretary Perdue today, reads:

The National Bison Association Board of Directors commends Congress and the Trump Administration for strong steps to protect agriculture and other vital sectors of the U.S. economy during this time of uncertainty related to the COVID-19 outbreak. Bison producers today face the same economic risks as do our neighboring producers in beef, dairy and other livestock sectors. Accordingly, we unanimously urge the Secretary of Agriculture and all other federal officials to assure that America's bison producers are included as eligible recipients in any assistance program implemented for the livestock sector, and that any compensation for bison producers be based upon the prevailing market prices before March 2020.

Summer Conference Go/No-Go Decision Set for April 15th

With economic uncertainty and social distancing raising concerns about summertime activities, the National Bison Association Board of Directors voted last night to establish April 15th as the deadline to determine if the association's Summer Conference will take place as scheduled June 21-23rd in Cheyenne, WY.

April 15 will be set as the go/no-go date for the executive committee to determine if a Summer Conference will be held in 2020, and that, if the conference is not held in June, the NBA will schedule a virtual mid-year membership meeting to be conducted later this year.

The resolution adopted last night reads:

April 15 will be set as the go/no-go date for the executive committee to determine if a Summer Conference will be held in 2020, and that, if the conference is not held in June, the NBA will schedule a virtual mid-year membership meeting to be conducted later this year.

The vote came after NBA Assistant Director Jim Matheson said that even though the NBA has signed a contract with the Little America Hotel and conference Center in Cheyenne, the hotel has let him know that there will not be any financial penalties imposed if the conference is postponed until 2021.

The NBA bylaws require that the association conduct a semi-annual meeting of members. The board agreed to organize an on-line virtual mid-year meeting if the Cheyenne event is postponed until 2021.

Promotion of BuySome Bison Begins in Paleo Magazine this Weekend

Social media posts and editorial content scheduled to start this weekend in the digital version of [Paleo magazine](#) will launch the National Bison Association's efforts over the coming months to introduce the public to *BuySome Bison*, the free consumer app that allows people to connect with local rancher/marketers and producers who can direct-ship meat raised and process to their specifications.

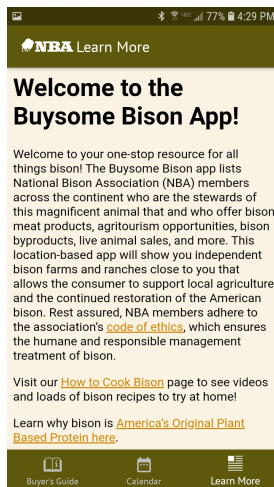
BuySome Bison was developed last year by the NBA through the assistance from USDA's Farmers' Market Promotion Program (FMPP). Funding from FMPP also provides resourcing for the association to promote the app through consumer publications like *Paleo*, *Healthy Eating*, and *Food & Wine*.

"There's an explosion of interest among consumers in sourcing local bison meat, or in purchasing meat that was raised and processed in a particular manner," said Dave Carter,



NBA executive director. “*BuySome Bison* connects those customers with our member-marketers, so we want to spread the word.”

Members entering their marketing information into the [NBA Buyers Guide](#) will be automatically listed in the [BuySome Bison app](#).



Take Advantage of NBA's New Direct Marketing Resources

Explore the NBA's many Direct-Marketing Resources today at www.bisoncentral.com/marketing-resources/

As mentioned in the NBA Blog last week, COVID-19 is impacting everyone these days and the bison business is not immune. As we work through this period of uncertainty, we can learn from the bison: face into the storm, keep moving forward, and lower our metabolism. We don't have to face this challenge alone. With that said, the NBA is pleased to announce it's revamped [Online Marketing Resources](#) section available exclusively to NBA members. You will find the new webpage stocked with professionally edited images, brochures and fliers aimed wholly at consumer bison education and promotion. As restaurants and retail temporarily shutter and direct marketing comes into focus for many businesses, help bring the consumer directly to you by taking advantage of these NBA member services.

Are You Listed on the Buysome Bison App?

Are you included on the NBA's New and Improved [Buysome Bison app](#)? The new consumer-focused app replaces the NBA's Bison Finder app and links directly to members' NBA [Online Buyer's Guide](#) listing. Utilize this member service to help sell all things bison, from quarters and halves to hunts and breeding stock sales. Check your listing by logging in to your account [here](#).

Printed Bison-Specific Marketing Materials To Go

Shop the [NBA's Bison Store](#) for Cost-Effective Marketing Materials.

The NBA offers cost-effective, bison-specific marketing materials that are printed on quality stock and offered at near cost to NBA members. From cookbooks to brochures to posters, the NBA has your printed point of sale materials covered. Shop the NBA Bison Store today.

A Note from NBA President Donnis Baggett

Dear NBA Member,

I hope this finds you and yours doing well. I wanted to let you know that due to the spread of the COVID-19 Coronavirus, the NBA board and staff postponed the strategic planning retreat that we'd scheduled for March 19-20. We plan to reschedule it soon after the pandemic threat passes. In the meantime, we hope you will share any suggestions you may have for discussion items with your regional director. Here's a list by region:

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If for some reason you can't reach your director, feel free to send your suggestions to me at donnis.baggett@gmail.com. Thank you for your membership in the NBA. We wish you good health and a healthy 2020 calf crop.

Sincerely,

Donnis Baggett

President

National Bison Association

Editor's Note: The following news stories were distributed by organizations not affiliated with the National Bison Association. They may not reflect the opinions or the positions held by the NBA on matters such as genetic integrity, animal management, and other issues.



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'It's overwhelming': Community saves Colorado bison rancher's business

(From Fox 31)

COMMERCE CITY, Colo. (KDVR) -- For more than a decade, Rex Moore has been supplying bison burgers, steaks and roasts to restaurants across Colorado.

The meat from Rock River Ranches has even landed him a photo on the menu at Denver's Park Burger.

But with dining rooms shut down and restaurants struggling with takeout orders, Moore has seen business dry up.

"Normally, I should have about 45 deliveries a week," he said. "Last week, I had five orders. And they were small orders."

Moore, like many Colorado ranchers who supply primarily to restaurants, has been bracing for the worst.

"I lost 80% of my restaurants in one week," he said. "I was distraught and thought I could lose my business and have to sell the herd."

Moore posted a desperate plea on social media, asking for help.

"I was amazed at the response," he said through tears. "Within one hour, there was 1,000 shares. Within five hours, there was 12,000 shares. As of this morning, it's been shared 28,000 times."

Moore says his phone has been ringing off the hook, with Coloradans looking to save his business.

"It's overwhelming, the people that want to help," he said. "I'm just amazed. People are calling and saying, 'I have \$100, I want to buy some meat.' I had a large freezer and cooler of meat that had no where to go, and now it's all going to be gone."

He estimates he has received roughly 2,000 order requests since Monday.

[Read more.](#)

A reporter's reaction when a bison herd approaches has the internet in stitches. Yellowstone says he did the right thing

(From CNN)

A Montana television reporter gave an unexpected lesson in social distancing when a herd of bison walked toward him.

Deion Broxton with CNN affiliate KTVM was reporting at Yellowstone National Park on Wednesday when he noticed the mighty animals approaching. The park is closed until further notice because of the coronavirus pandemic.

Broxton's camera was rolling, and he posted a video of the encounter on Twitter.

You don't see the bison in the video, but Broxton's reaction tells the story.

"Oh my God. Oh my God," Broxton said.

He paused for a moment and his eyes darted back and forth between the camera and the bison.

"Oh no, I ain't messing with you," he said as he walked out of the frame. "Oh no.

Oh no. Oh no I'm not messing with you."

Broxton grabbed his camera, which is still recording, and stashed it in the trunk of his car.

He shot video of the bison when he was in a safe place -- and they were huge.

Twitter did its thing once the video was online and Broxton was transformed overnight into a meme -- describing people's reactions to everything from interrupting coworkers to shoppers coughing in grocery stores.

See the video at <https://www.cnn.com/travel/article/yellowstone-reporter-reaction-bison-herd-trnd/index.html>

All ATTRA Publications Are Now Free!

(From ATTRA)

It's all free!

The National Center for Appropriate Technology, home of the ATTRA Sustainable Agriculture program, is pleased to announce it is now providing all the technical resources on the ATTRA website at no cost.

This means that you no longer need to pay an annual subscription fee or individual publication fee to access any of our digital publications, videos, podcasts, and other resources and materials at <https://attra.ncat.org/>.

We decided to stop requiring payments for materials in order to better serve you and others like you, who depend on our expertise to make your agriculture production sustainable and profitable.

We still rely on private income to make ends meet and hope you will consider a tax-deductible donation. Please become a Friend of ATTRA! Visit <https://attra.ncat.org/become-a-friend-of-attra/> to learn more and to make your contribution.

Thank you for your loyalty and patronage. We hope you visit our website frequently and find everything you need to be successful.

APHIS COVID-19 Frequently Asked Questions

(From USDA Animal and Plant Health Inspection Service Bulletin)

APHIS has developed a list of frequently asked questions to share information about Agency services and business continuity. These FAQs will be updated as needed to keep stakeholders informed about APHIS' day-to-day operations.

The FAQs are available on USDA's Coronavirus Website under Animal and Plant Health: <https://www.usda.gov/coronavirus>

[Source.](#)

Center for Rural Affairs Offers Loan Relief, Emergency Credit

The Center for Rural Affairs is committed to helping our local business partners cope with the economic impact of COVID-19. It's part of our mission to build prosperous, healthy, and inclusive communities. And, it's the right thing to do.

We've lent out more than \$21 million to Nebraska small businesses in the history of our Rural Enterprise Assistance Project (REAP). In this period of economic uncertainty, we will offer relief to borrowers experiencing a drop in revenue due to COVID-19. We know this is a difficult time for many, and we're committed to doing what's right for small business owners.

We are suspending all fees for the next 90 days — For the next 90 days, we're waiving all fees (late payment, overdraft, reschedule) for existing loans.

We are making loan deferment available to affected borrowers — Borrowers with loans in good standing who are experiencing a decline in revenue are eligible to request reduced payments or loan deferment for up to 90 days.

We are making emergency credit available — We're implementing an Express Loan based largely on credit history and pre-COVID-19 income that offers expedited funding of up to \$7,500 for new borrowers and up to \$10,000 for return borrowers with strong payment histories.

We are available for coaching and consultations — Our team is available to provide coaching and resources to small business owners, although we are working remotely as much as possible.

We will continue to lend — We will continue to offer affordable small business financing of up to \$150,000 for small businesses in Nebraska through our traditional loan products. Nebraska businesses can [apply for Express Loans or traditional small business loans here](#).

Current borrowers seeking reduced payment or loan deferral can contact their [loan specialist](#) or our main office at 402.687.2100.

Our borrowers are an important part of the communities we serve. We are committed to supporting local businesses. We're in this for the long haul.

[Source.](#)

Brashears Confirmed As USDA Undersecretary

(From AgriPulse)

The Senate confirmed Mindy Brashears Monday night as USDA's undersecretary for food safety after first being nominated two years ago. Brashears had been serving as deputy undersecretary while waiting for confirmation.

Mark Jekanowski has been appointed as the World Agricultural Outlook Board Chairman. Jekanowski is currently acting board chairman and will assume his new duties March 29. Jekanowski joined the board in 2019 as deputy chairman. Before that he worked in USDA's Economic Research Service, first serving as chief of the crops branch.

Secretary of Agriculture Sonny Perdue has appointed David Wu to serve as deputy assistant secretary for administration. Wu is assuming the role following the departure of

deputy assistant secretary Don Bice, who has served in the role since February 2018. Wu officially joined USDA in October as the principal deputy assistant secretary for administration.

President Donald Trump has nominated Michael Nemelka to serve as the deputy United States Trade Representative covering investment, services, labor, environment, Africa, China, and the Western Hemisphere, with the rank of rank of Ambassador. Nemelka currently serves as special adviser to Ambassador Robert Lighthizer. Before joining USTR, Nemelka was a partner at Kellogg, Hansen, Todd, Figel & Frederick, P.L.L.C.

FSA Extending Loan Deadlines to Help Producers

(From AgriPulse)

The Farm Service Agency is “relaxing” its loan-making process as the nation works to cope with travel and interpersonal restrictions brought about by the coronavirus outbreak.

Foremost among the actions is an extension in the deadline for applicants to complete farm loan applications, though FSA has yet to say how long that extension will be.

The agency also said it would prepare documents for direct loans even if it cannot complete lien and record searches because of closed government buildings. “Once those searches are complete, FSA would close the loan,” FSA said.

In addition, FSA said it would close loans “if the required lien position on the primary security is perfected, even for loans that require additional security, and those lien searches, filings and recordings cannot be obtained because of closed government buildings.”

“We recognize that farm loans are critical for annual operating and family living expenses, emergency needs and cash flow through times like this. FSA is working to find and use every option and flexibility to provide producers with credit options and other program benefits,” FSA Administrator Richard Fordyce said.

In the area of servicing direct loans, FSA said it is extending deadlines for producers “to respond to loan servicing actions, including loan deferral consideration for financially distressed and delinquent borrowers.” There’s no word yet on how long the extensions will be.

Agriculture Groups Seek Expanded Driving Hours For Farm Sector

(From TalkBusiness.net)

More than 50 agriculture groups have asked the Federal Motor Coach Safety Administration for relaxed drive time rules for drivers hauling agricultural products amid the coronavirus crisis.

The groups [sent a letter](#) to FMCSA on Wednesday (March 25) outlining their case for the rule exceptions.

“As trucking capacity and the availability of drivers tightens due to COVID-19, neither surge nor normal trucking capacity may be adequately available to provide the required just-in-time deliveries to animal feeding operations, food processing and manufacturing plants, distribution facilities, export facilities and retail outlets, which could result in significant food chain supply disruptions,” the letter said.

While some changes have been made for trucks hauling food to grocery stores or distribution centers through April 12, the group said those changes ignored the beginning and middle segments of the food and agriculture supply chains.

“Each sector of that chain is linked, and when one segment is affected adversely, the

ripple effects extend throughout the supply chain,” the group noted in the letter.

The groups want to see hours of service exemptions expanded from farm to fork. The emergency declaration should also include transport of raw and processed agriculture commodities, animal food and feed ingredients, processed foods and food ingredients, honeybees and farm supplies throughout the supply chain working to supply the nation’s food during this crisis.

The groups cited the U.S. Department of Homeland Security’s recent decision to identify the full food and agriculture supply chain as essential critical infrastructure workers that have a social responsibility to continue operations.

Read more [here](#).

USDA Admits Meat Labeling Policy ‘Misleading Consumers’

(From Sustainable Food News)

The U.S. Department of Agriculture (USDA) said Thursday its current policy allowing imported meat to carry the “Product of U.S.A.” label, as long as the products pass through a USDA-inspected plant, “may be misleading to consumers.”

The agency’s Food Safety and Inspection Service (FSIS) made the admission in a [response](#) to a 2018 [petition](#) from the [American Grassfed Association](#) (AGA) and the [Organization for Competitive Markets](#) (OCM) demanding the agency change its policy to ensure only U.S. domestic meat products can be labeled “Product of USA.”

The FSIS’ current labeling policy permits meat and poultry products that were derived from animals that may have been born, raised and slaughtered in another country but processed in the United States to be labeled as “Product of USA”.

While the FSIS said it would be denying the petition’s call to change agency policy, the FSIS said it will initiate rulemaking and propose “to limit ‘Product of USA’ and certain other voluntary U.S. origin statements to meat products derived from livestock that were slaughtered and processed in the United States.”

Carrie Balkcom, AGA executive director, said she hopes the comment period comes “sooner rather than later to allow American farmers to continue to Make America Great, per the mantra of our executive branch and its appointees. For the USDA to continue to allow foreign products to be labeled ‘Product of U.S.A.’ continues to penalize American family farms and farmers.”

Sales of U.S. grass-fed beef have grown from \$17 million in 2012 to \$272 million in 2016 with producers seeing as much as a 30 percent premium for their products. AGA President, Will Harris, estimates about 80 percent of all grass-fed beef sold in the United States is imported, particularly from Australia, and sells for half the price of U.S. grass-fed beef.

Canadian Research Shows No Benefit Of Rest Stops To Livestock

(From The Manitoba Co-operator)

The beef sector is hoping new data will help make the case to soften new animal transportation regulations that are currently officially in force, but are being slowly phased in.

The rules came into force February 20, and include controversial changes to mandatory rest stops the Canadian Food Inspection Agency (CFIA) argued will improve animal welfare, but left the sector steaming.

The changes drop maximum transport from 48 hours to 36, after which cattle must get at

least eight hours of food, water and rest. Trucks will have an exemption if they hit that limit within four hours of their destination. Previously, rest periods were required to last only five hours.

Now a study from Agriculture and Agri-Food Canada (AAFC), the Beef Cattle Research Council (BCRC) and academics from the universities of Calgary and Guelph are looking to bring new facts to the debate.

Researchers designed a three-year study comparing the impact of different rest lengths and different haul distances. The study took 320 weaned steer calves and put them on the road for either 12 or 36 hours. The groups were then given either four-, eight- or 12-hour rest stops or not rested at all. Cattle were then loaded and transported another four hours.

Calves were tested for weight, temperature and indicators like muscle damage or fatigue, dehydration, energy deficit, inflammation, injury, immune response and infection both before transport, directly after unloading at the rest stop, just prior to reloading and at the final destination. Those animals were then tracked for another four weeks to measure any longer-term impact.

First-year results from the study have been released. The researchers did not find a clear advantage to the rest stops, regardless of how long the cattle were in transit or how long they were off the truck.

[Full text.](#)

Homeland Security Lists Pet Food, Feed Processing As Critical Infrastructure

(From Pet Food Processing)

WASHINGTON, DC - Pet food and feed processors were listed as part of the United States' "critical infrastructure" and are advised to continue business operations during the outbreak of COVID-19, said Christopher Krebs, director of the US Department of Homeland Security (DHS) in a memorandum on March 19.

President Donald Trump issued guidance on March 16 that stated, "If you work in a critical infrastructure industry, as defined by the Department of Homeland Security, such as healthcare services and pharmaceutical and food supply, you have a special responsibility to maintain your normal work schedule."

The DHS compiled the comprehensive list of critical businesses in collaboration with other federal agencies and members of the private sector.

"We recognize that state, local, tribal, and territorial governments are ultimately in charge of implementing and executing response activities in communities under their jurisdiction, while the federal government is in a supporting role," Krebs said.

Full text [here](#).

Measure Seeks To Address Iowa's Shortage Of Veterinarians

(From The Gazette)

Like most rural veterinarians, Dr. Alana McNutt is a jack of all trades.

On Tuesday, she did hysterectomies on two cats and two dogs before loading up her pickup to go to a farm near Lisbon where she vaccinated and provided other care to 1,000-pound cattle.

And because it's calving season, McNutt, 35, is ready for emergency calls when a mama cow, goat or sheep is struggling to deliver a baby.

"The biggest challenge a mixed animal veterinarian faces is some percentage has to be emergency work," she said of veterinarians who treat both pets and farm animals.

According to the Cedar Rapids Gazette, there is a shortage of mixed animal and farm animal veterinarians across the country because of the unpredictable hours and the need to live in rural areas.

To recruit more rural veterinarians - critically important in a state that is the No. 1 producer of hogs and eggs - the Iowa Legislature has proposed repaying student loans for vets who work in an underserved area for four years.

"The big thing in Iowa is we're the largest animal agriculture state in the U.S. so it's very important we have veterinarians and farmers to take care of these animals," said Dr. Randy Wheeler, executive director of the Iowa Veterinary Medicine Association.

House File 2615 provides up to \$15,000 a year, up to \$60,000 over four years, in loan repayment for at least five veterinarians a year who commit to serving in rural areas in the state. To qualify, veterinarians must care for "food supply" animals or have a focus in food safety, epidemiology, public health or animal health.

If approved, the program would need an appropriation of \$300,000 a year, said Rep. Norlin Mommsen, R-DeWitt, who is the floor manager for the bill.

Full text



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Save the Date!

- 3/28/2020 - Jack Auction Group "Cabin Fever" Online Auction - SK
- 4/6/2020 - Carllson Bison Online Only Auction - NE
- 5/15/2020 - Texas Bison Association Spring Meeting - TX
- 6/7-2020 - Montana/Western Bison Association Joint Summer Meeting - MT
- 6/21 - 06/23/2020 - National Bison Summer Conference - Cheyenne, WY
- 1/20 - 1/23/2021 - National Bison Winter Conference - Denver, CO
- 1/23/2021 - NBA Gold Trophy Show and Sale - Denver, CO

Please visit <https://bisoncentral.com/calendar/> for details and more up-to-date events. If you have a bison event coming up that's not listed, please send the details to jim@bisoncentral.com and the NBA will post the event on its website at no charge.

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