

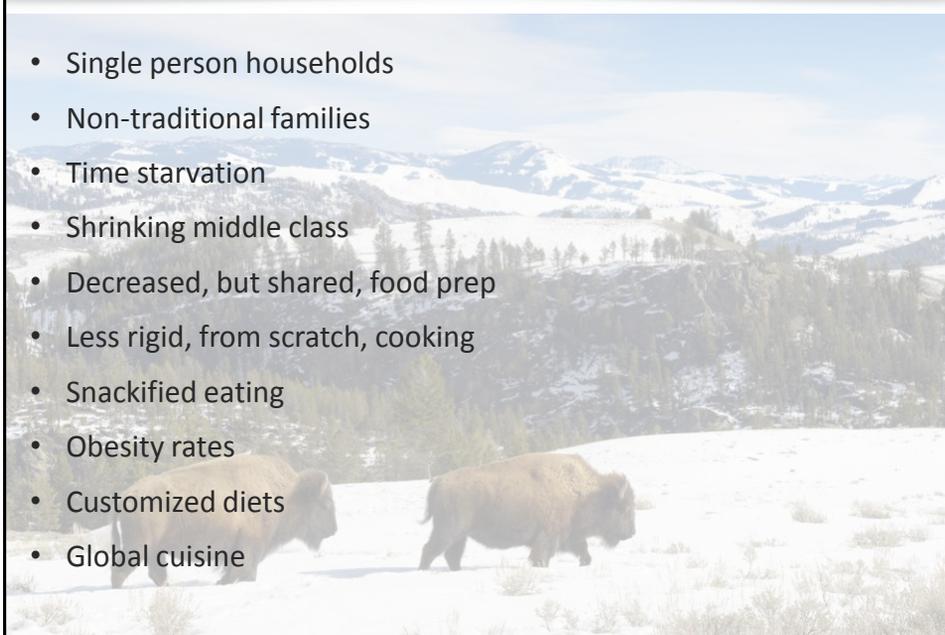


CONSUMERS: PARTNERS IN BISON RESTORATION

Laurie Demeritt | CEO | The Hartman Group

Macro Trends Affecting the Food Marketplace

- Single person households
- Non-traditional families
- Time starvation
- Shrinking middle class
- Decreased, but shared, food prep
- Less rigid, from scratch, cooking
- Snackified eating
- Obesity rates
- Customized diets
- Global cuisine



Three Strategic Platforms for Bison Producers



Premium

- Upgraded experiences
- Everyday occasions
- Marketplace growth



Health & Wellness

- Fresh, less processed
- Nutrient density
- Organic, natural and local



Sustainability

- The power of the purchase
- Meaningful narratives
- Animal welfare

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Premium is about upgraded experiences



Premium is *not*...

- Price alone
- Reserved for the “elite” or sophisticated
- Only for special occasions
- About “low fat,” “low sodium,” or “low calorie”
- Communicated via words alone



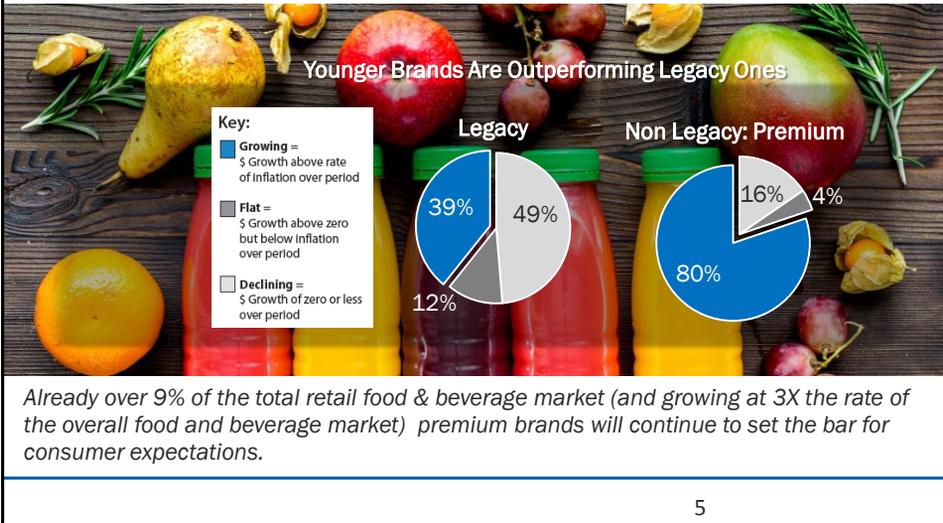
Premium *is*...

- People, places, and traditions
- Real distinctions in quality
- Expressed through values and experiences
- About intentionally making things better
- Transparency and trust
- Pleasure and discovery

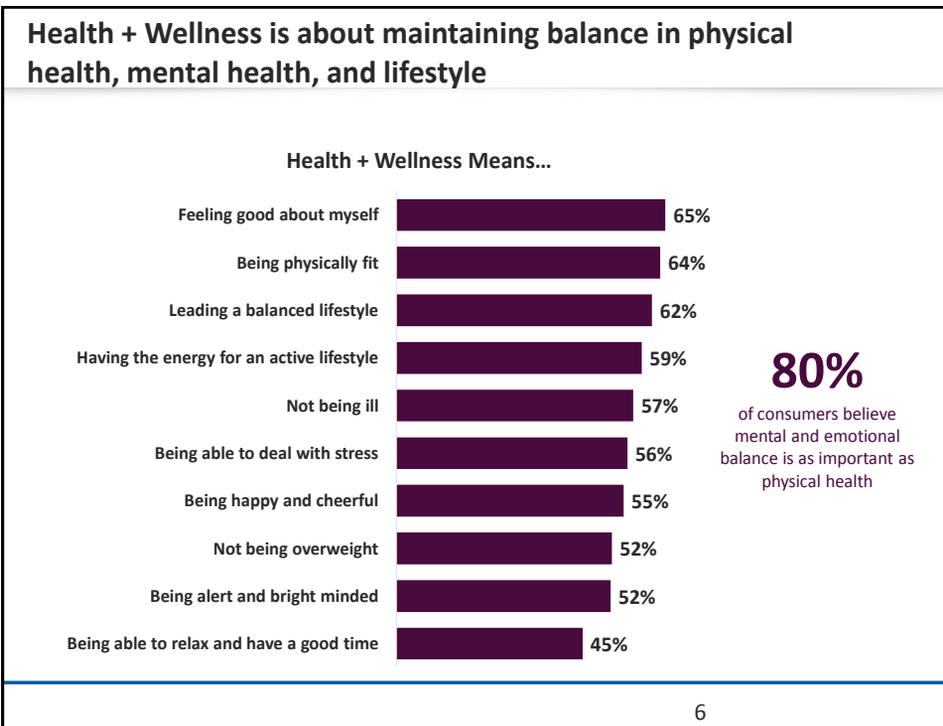
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The new premium

The “new premium” quality is characterized by fresh ingredient profiles and specialized, high-quality production and sourcing techniques.



Health + Wellness is about maintaining balance in physical health, mental health, and lifestyle



Consumers today idealize food that is close to its “natural” form

Consumers across the board express the belief that food closer to its natural state is superior to food *changed* by scientific or industrial processes (particularly when that change is seen to be motivated by profit). At its most basic level, this means foods that are:

Grown naturally



Grown without unnecessary chemicals
– respecting rhythms and interdependencies present in nature

Made simply



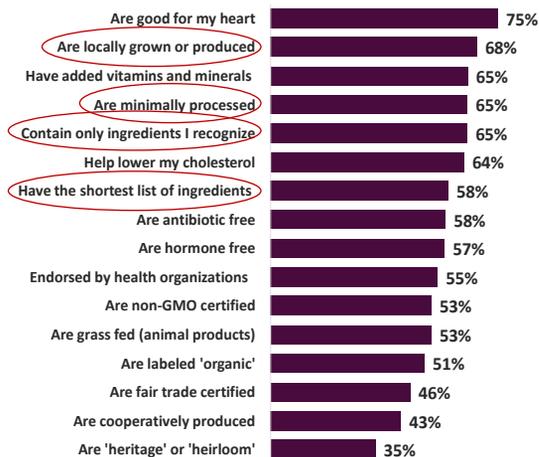
Simple ingredients – no unnecessary ingredients – no unnecessary stages of preserving or processing

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Consumers look for cues of fresh, less processed foods

I Look for Food and Beverages That...

% agree strongly/somewhat

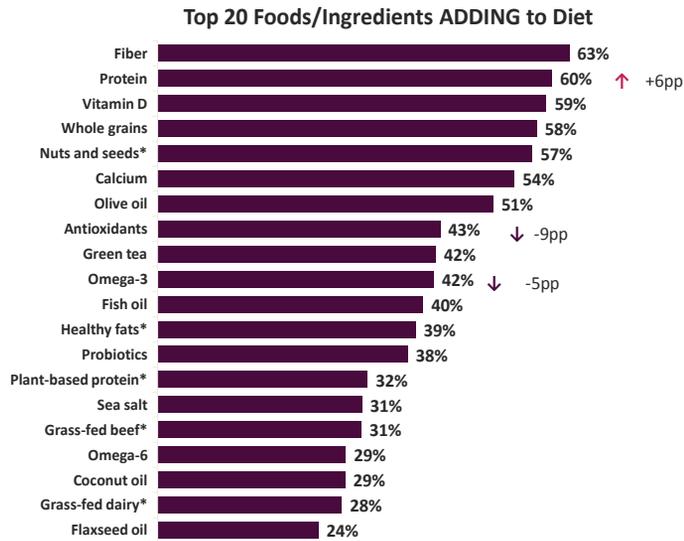


What is fresh?

- Fresh is not always an objective distinction
- Fresh is about food in its most natural state
- Fresh is a multi-faceted symbol that consumers use to make distinctions between options

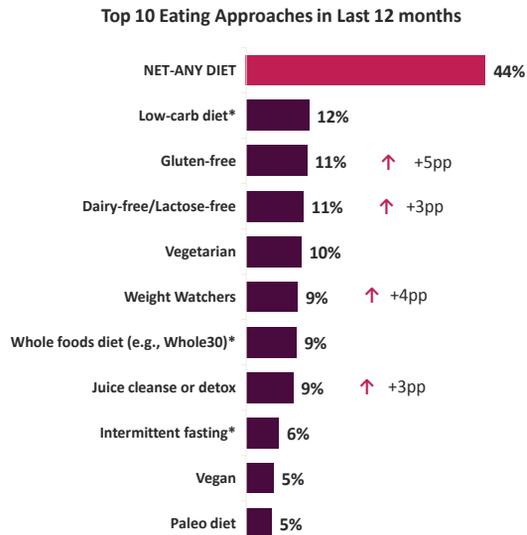
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Nutrient-dense foods promote satiety and good digestion



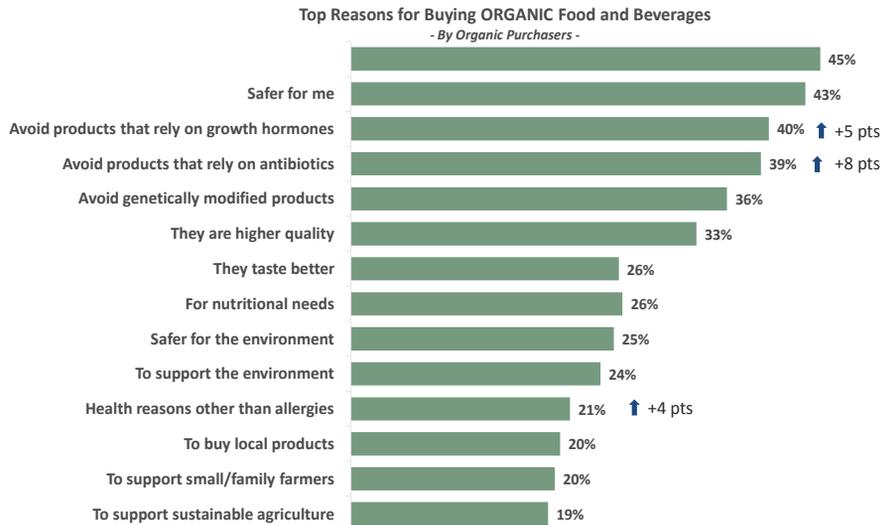
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A very wide variety of eating approaches are being explored



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Organic purchase is motivated by avoidance of specific items



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Local can oftentimes trump organic

38% (+9% from 2014) of consumers say they are buying **more local** than a year ago

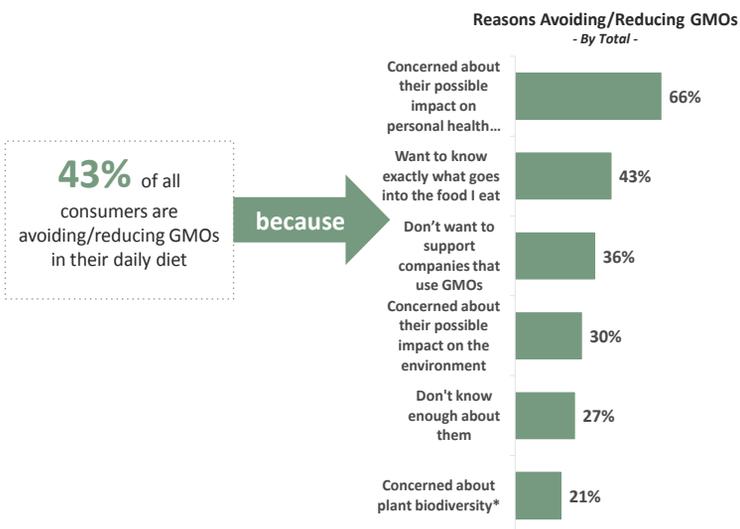


Local food and beverage continues to offer consumers a constellation of tangible benefits. These benefits can outshine those of organic, particularly when supported by a warm narrative. Consumers associate local with:

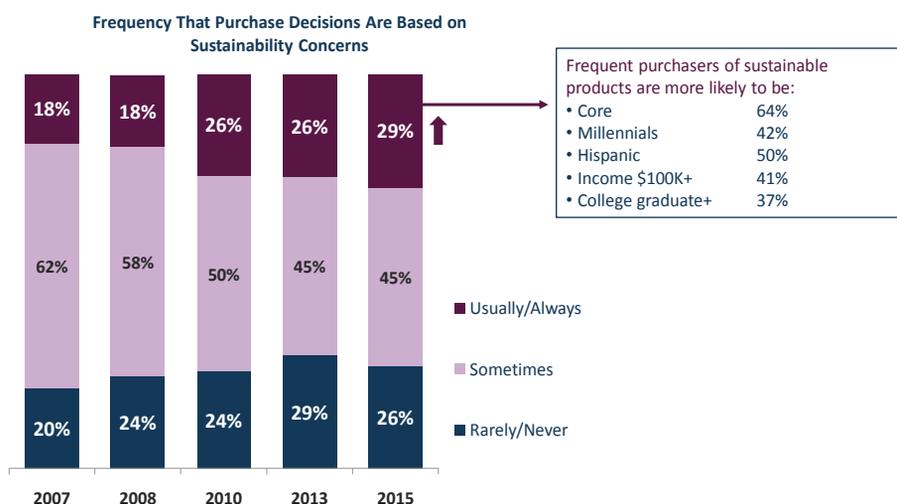
- Shared values and trust
- Smaller-scale production
- Support of local economy
- Freshness and seasonality
- Knowing where it's *not* from
- A *sensible* way of sourcing food

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GMO avoidance is motivated by perceived potential health impacts

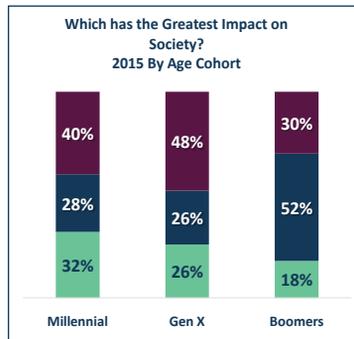
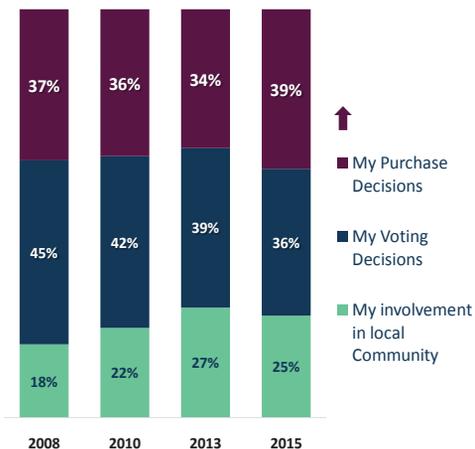


The number of those who prioritize sustainability purchasing is up significantly



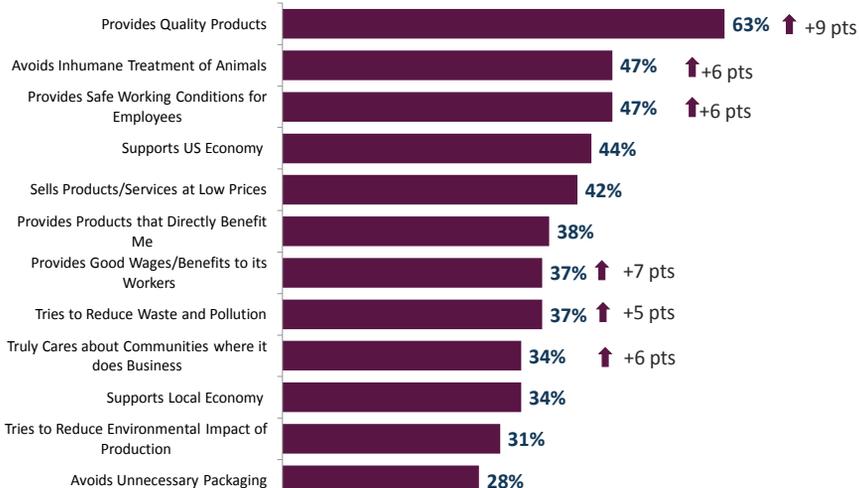
Consumers increasingly believe their purchasing decisions have the greatest impact on society

Which has the Greatest Impact on Society?



Consumers want to support companies that prioritize treatment of both workers and animals

Desirable Company Attributes - % Very Important



Animal Welfare

As consumers now consider the entire lifecycle of a product as they assess its quality, animal welfare has emerged as one of the most important sustainability issues that can motivate paying a price premium.

44% of consumer say that to earn their trust, companies need to communicate “how they treat animals used in their products”

Percentage of Consumers looking for ...

58% Hormone-free

58% Antibiotic-free

51% Grass-fed

Animal welfare is one of only two narrative attributes showing the trifecta of consumer interest, unit volume growth and correlation to sales growth



Ingredients	Production	People
Ingredients from Specific Growing Regions	Degree of Care and Thoughtfulness Shown in Production	Products Developed by Founder
Products are Family Recipes	Improve Animal Welfare	Improve America's Health
High Quality Ingredient Claims	Make Better Tasting Food	Improve Labor Conditions
Ingredients from Exotic Global Locales	Adherence to Artisan Quality Standards	Products Professionally created by chef/doctor
	Specific Values in Production (e.g., Halal, eco-friendly)	Founder has Fitness/Sports Credentials or Expertise
Other	Ethical Claims	Founder has Culinary Credentials
Declarations of Passion/Enthusiasm		Founder is an Ordinary Person with Passion
Raising Money for a Good Cause		Founder Wants to Make Better Tasting Food

20 distinct narrative attributes were tagged, at the UPC level, across 8 different food and beverage categories.

Thought Starters

- There is increased complexity in consumer households today – decision making is dispersed, there is limited food prep time, a diversity of eating approaches is being pursued, etc. *Consider these factors when designing, distributing and communicating about your product*
- The market is becoming increasingly fragmented due to the customization of consumer diets and preferences, the proliferation of new product entries, the diffusion of shopping channels, etc. *Pursue specific usage occasions rather than targeting the “mass market”*

Leverage bison’s premium positioning...

- Bison has a quality halo that distinguishes it from the competitive set – don’t try to compete directly with beef, you are in a different realm
- Premium is defined by the people, places and traditions surrounding the product – tell your narrative about these elements

Embrace your status as a healthier product...

- The nutritional value of bison meat aligns well with the growing demand for nutrient dense proteins
- The lack of “manipulation” and minimal processing in the production process squares with the modern meaning of fresh, less processed
- To the extent possible, execute on local, natural and non-GMO

Continue to lead with sustainability practices...

- Bison is inherently authentic and, therefore, consumers assume transparent practices – ensure you are following through on these
- The primacy of animal welfare as a consumer driver should not be underestimated. And should not be misinterpreted – it is linked to quality (health, taste) of the final product



The Hartman Group, Inc.
3150 Richards Road, Suite 200
Bellevue, Washington 98005
425.452.0818

hartman-group.com