



Executive Summary

Notes from the Strategic Planning Session

National Bison Association Board of Directors

April 7-8, 2017

Denver, CO

When Mother Nature considered a healthy, regenerating, sustainable mammal of North America, she said “Bison”. She considered nature’s original “plant based protein”, that would preserve the land and allow us to live and enjoy a great eco-system while enjoying “GREAT LIVING”.

Our Vision:

The National Bison Association will bring together all stakeholders to restore one million bison to North America in a manner that respects the integrity of the species, strengthens the economic viability of producers and rural communities, sustains the cultural health Native Americans, and contributes to regenerative health of ecosystems.

Our Three-Year Mission

By December 31, 2020, The National Bison Association will generate a total of \$900,000 in gross revenue, with at least 12% coming from new outside sources; and the association will have led the effort to restore 490,000 bison in North America.

We will have succeeded if:

1. The NBA has \$900,000 in gross revenue, and continues to build reserves
2. The bison herd in North American reached 490,000 animals, with continued strong market demand providing profitability for producers.

Key Goals

Goal No. 1 – Increase the Capacity of the NBA

Goal No. 2 – Expand the relationship with Tribal producers through expanded outreach and communication

Goal No. 3 – Expand and Improve the Coordination of our Communication Programs.

Goal No. 4 – By December 31, 2020, Initiate and coordinate programs that will result in 490,000 bison in North America without compromising the integrity of the species, and while continuing to strengthen customer demand.

Goal No. 1 – Increase the Capacity of the NBA

Description	Status	Comments
Objective A: By 12/2018 – The NBA will generate \$100,000 in new revenue from Outside Sources, including corporate sponsorships, and public/private foundations		
Objective 2 – By December 2017, the NBA will Investigate Market-Based Fundraising, and By December 2018 will implement any program deemed to be feasible.		
Object 3 – By December 31, 2018, the NBA will establish a cause-related marketing partnership with one pet food company		
Objective 4 – By December 2019, the NBA will Strengthen its membership recruitment and retention through improved membership software. Better use of personnel communication of benefits, and utilization of technology.		
Objective 5 – By December 31, 2017, the NBA will restructure and rename the current Checkoff Program; and By December 31, 2020, the new program will generate at least \$65,000 in gross revenue/yr.		
Objective 6 – By September 30, 2019, the NBA will have implemented all the programs authorized through the USDA Framers’ Market Promotion Program Grant		

Goal No. 2 – Expand the relationship with Tribal producers through expanded outreach and communication

Description	Status	Comments
Objective 1. By January 31, 2018, The NBA will establish more formal communication among leadership of NBA and ITBC		
Objective 2. By December 31, 2018 – The NBA will include tribal outreach in the association’s apprenticeship program		
See apprenticeship program, under Goal No. 4.		

Description	Status	Comments

Goal No. 3 – Expand and Improve the Coordination of our Communication Programs.

Description	Status	Comments
Objective 1. – By December 31, 2017 – The NBA will expand its social media presence with an Association blog, and relationships with at least three prominent bloggers.		
Objective 2. – By December 31, 2017, the NBA will develop and post at least Three on-line videos promoting the campaign to restore one million bison.		
Objective 3 – The NBA will expand its communication presence by brining on a salaried Communications professional by January 2018, and by expanding the organization’s Bison World and social media capacity.		

Goal No. 4 – By December 31, 2020, Initiate and coordinate programs that will result in 490,000 bison in North America without compromising the integrity of the species, and while continuing to strengthen customer demand.

Description	Status	Comments
Objective 1 – By December 31, 2020, we will have established at least five Apprenticeship Programs targeting beginning ranchers and tribal producers.		
Objective 2 – By December 31, 2020, we will have developed a relationship with at least two national agricultural financial institutions, and two national agricultural real estate firms.		
Objective No. 3 – By December 2019, the NBA will have developed a specific set of proposals for the next Bill, and will have worked with appropriate coalition partners to incorporate those proposals into the legislation		
By July 4 th , 2017 – In cooperation with ITBC, National Sustainable Ag Coalition, and other groups, the NBA will identify five key policy recommendations for the new farm bill		
By September 1, 2017 – Develop a series of position papers on each of the recommendations DC		
By September 30, 2017 – Conduct Policy Roundup in Washington, D.C.		
By June 30, 2018 – Have at least one Farm Bill hearing conducted on an NBA-member bison ranch. DC		
By July 31, 2018 – provide at least one set of oral/written comments at a farm bill hearing. DC		
After passage of Farm Bill – By December 31, 2020, engage		

Description	Status	Comments
with appropriate USDA offices about implementation of programs for bison producers.		
Objective 4 – By December 31, 2020 – The NBA will have worked with USDA and Department of Interior to develop better coordination of policies that can help foster growth in private, public and tribal herds		
Objective No. 5 – By December 31, 2020, The NBA will have facilitated increase collaboration among research institutions, the NBA, and the National Buffalo Foundation to expand tangible scientific knowledge and tools to address bison nutrition and herd health issues		