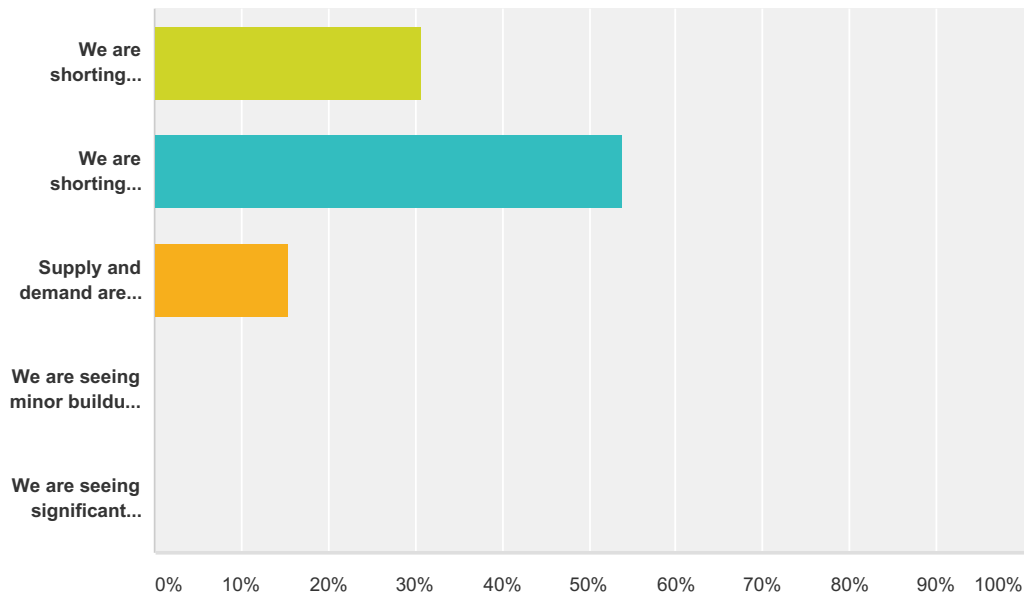


Q1 How well are you able to satisfy your customers' orders?

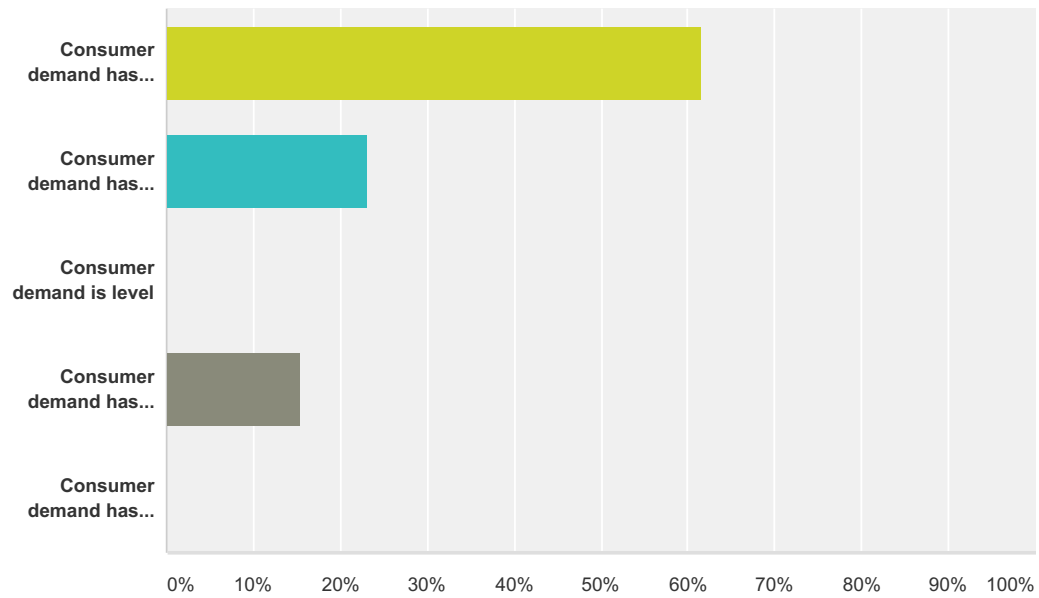
Answered: 13 Skipped: 0



Answer Choices	Responses
We are shorting customers in excess of 20%	30.77% 4
We are shorting customers 0-19%	53.85% 7
Supply and demand are roughly in balance	15.38% 2
We are seeing minor buildup of inventory	0.00% 0
We are seeing significant build-up of inventory	0.00% 0
Total	13

Q2 How has consumer demand changed for bison since November 2015?

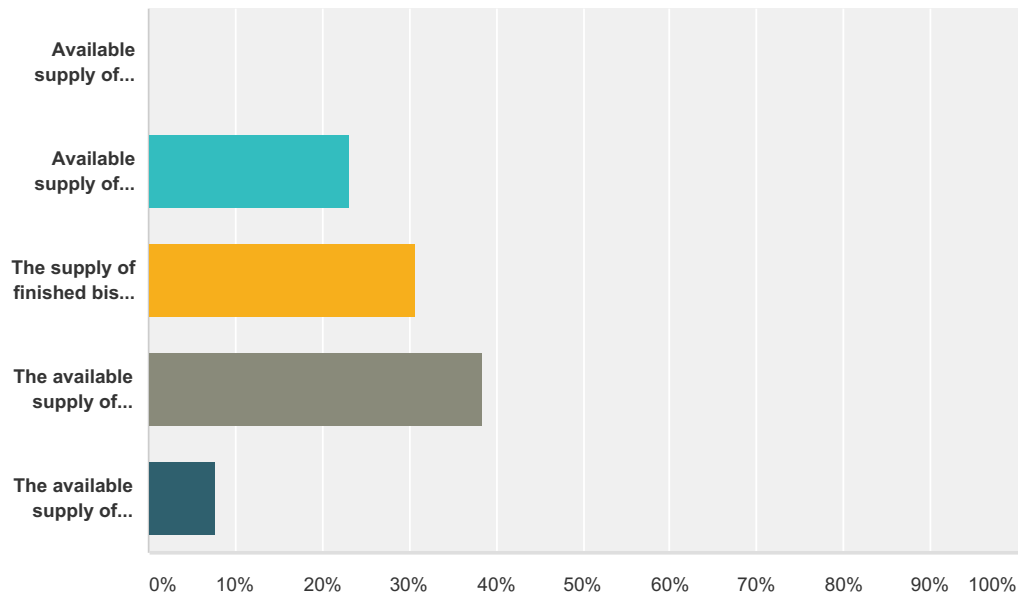
Answered: 13 Skipped: 0



Answer Choices	Responses
Consumer demand has increased more than 10%	61.54% 8
Consumer demand has increased 1-9%	23.08% 3
Consumer demand is level	0.00% 0
Consumer demand has declined 1-9%	15.38% 2
Consumer demand has declined more than 10%	0.00% 0
Total	13

Q3 How has the supply of finished bison changed since November 2015?

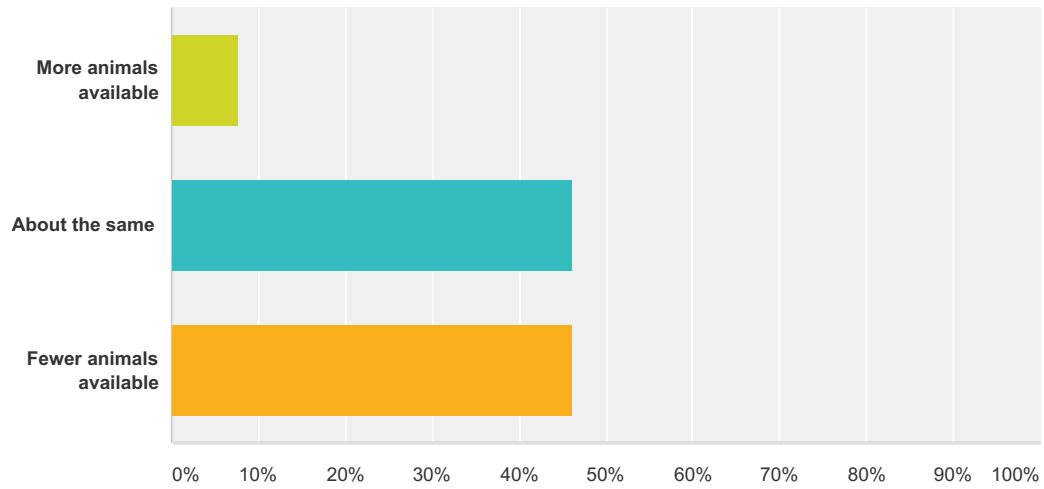
Answered: 13 Skipped: 0



Answer Choices	Responses
Available supply of finished bison has increased more than 10%	0.00% 0
Available supply of finished bison has increased 1-9%	23.08% 3
The supply of finished bison is roughly equal of May 2012	30.77% 4
The available supply of finished bison has decreased 1-9%	38.46% 5
The available supply of finished bison has decreased more than 10%	7.69% 1
Total	13

Q4 What do you see in regard to the available supply of finished bison in the next three months?

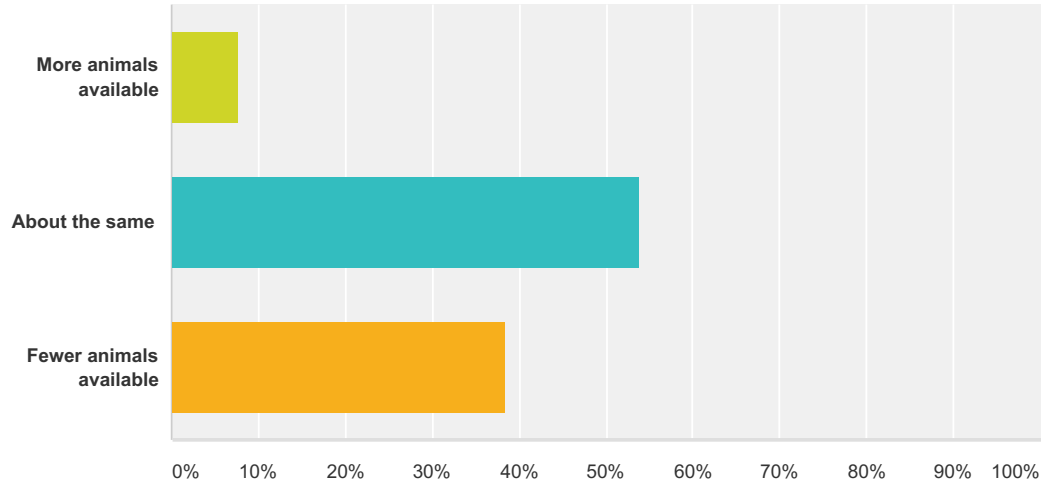
Answered: 13 Skipped: 0



Answer Choices	Responses
More animals available	7.69% 1
About the same	46.15% 6
Fewer animals available	46.15% 6
Total	13

Q5 What do you see in regard to the available supply of finished bison in the next 4 - 6 months?

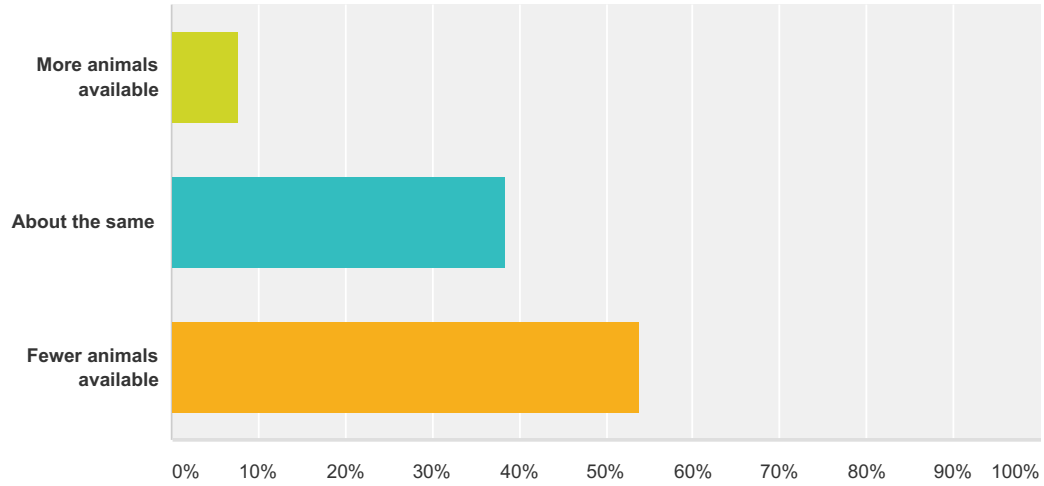
Answered: 13 Skipped: 0



Answer Choices	Responses
More animals available	7.69% 1
About the same	53.85% 7
Fewer animals available	38.46% 5
Total	13

Q6 What do you see in regard to the available supply of finished bison in the next 7 - 12 months?

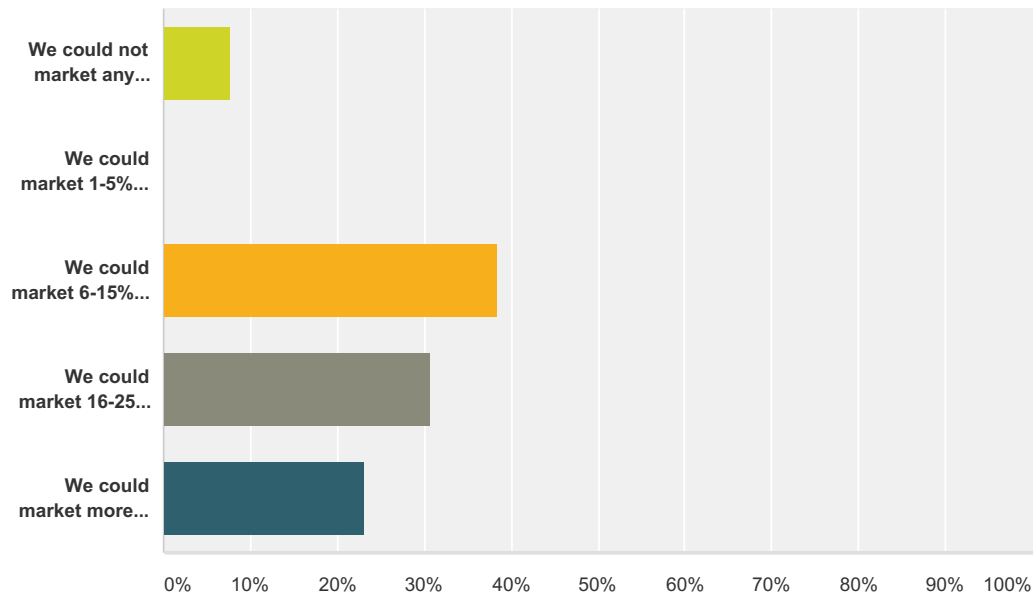
Answered: 13 Skipped: 0



Answer Choices	Responses
More animals available	7.69% 1
About the same	38.46% 5
Fewer animals available	53.85% 7
Total	13

Q7 What percentage of additional product could you market at today's prices?

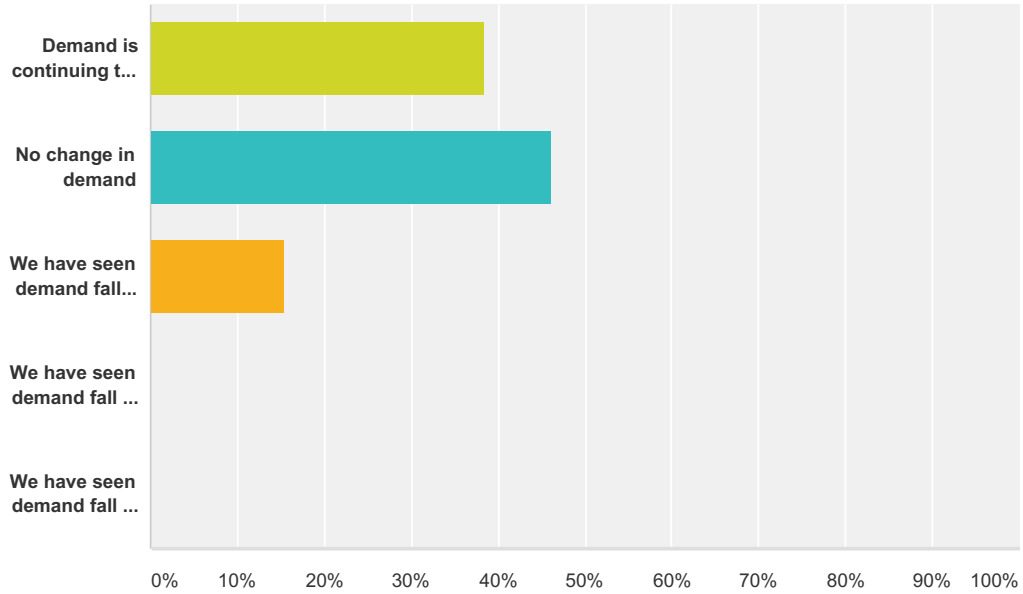
Answered: 13 Skipped: 0



Answer Choices	Responses
We could not market any additional product	7.69% 1
We could market 1-5% more product	0.00% 0
We could market 6-15% more product	38.46% 5
We could market 16-25% more product	30.77% 4
We could market more than 25% more product	23.08% 3
Total	13

Q8 What impact is the current pricing having on the demand from your customers?

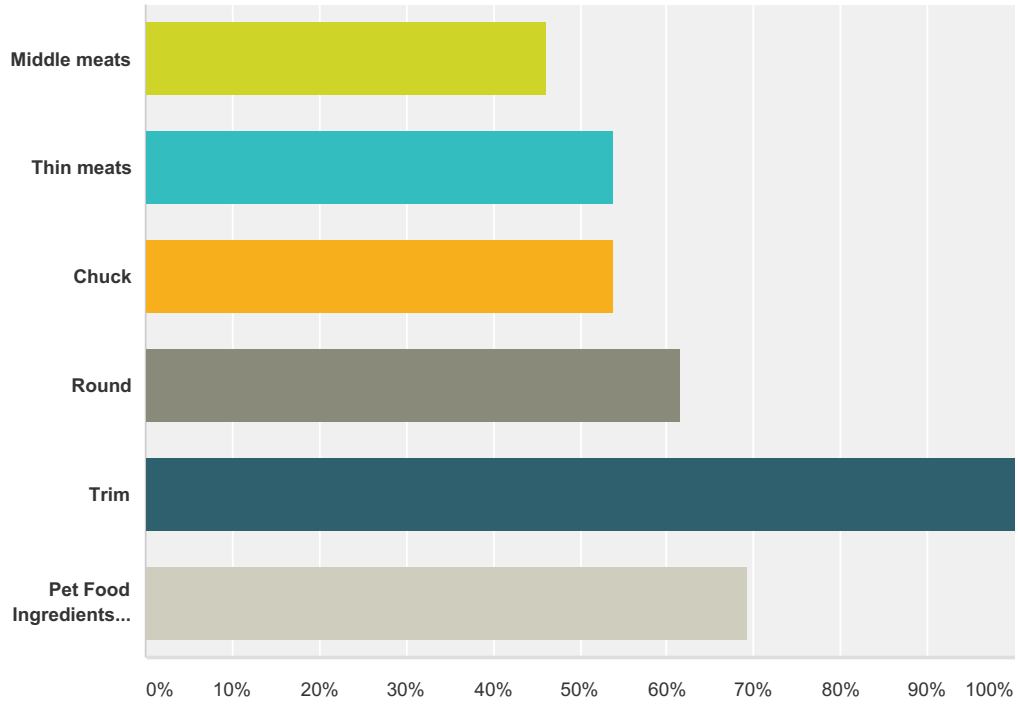
Answered: 13 Skipped: 0



Answer Choices	Responses	Count
Demand is continuing to increase	38.46%	5
No change in demand	46.15%	6
We have seen demand fall from 1-5%	15.38%	2
We have seen demand fall by 6-10%	0.00%	0
We have seen demand fall by more than 11%	0.00%	0
Total		13

Q9 For which meats has demand exceeded supply over the past year? (check all that apply)

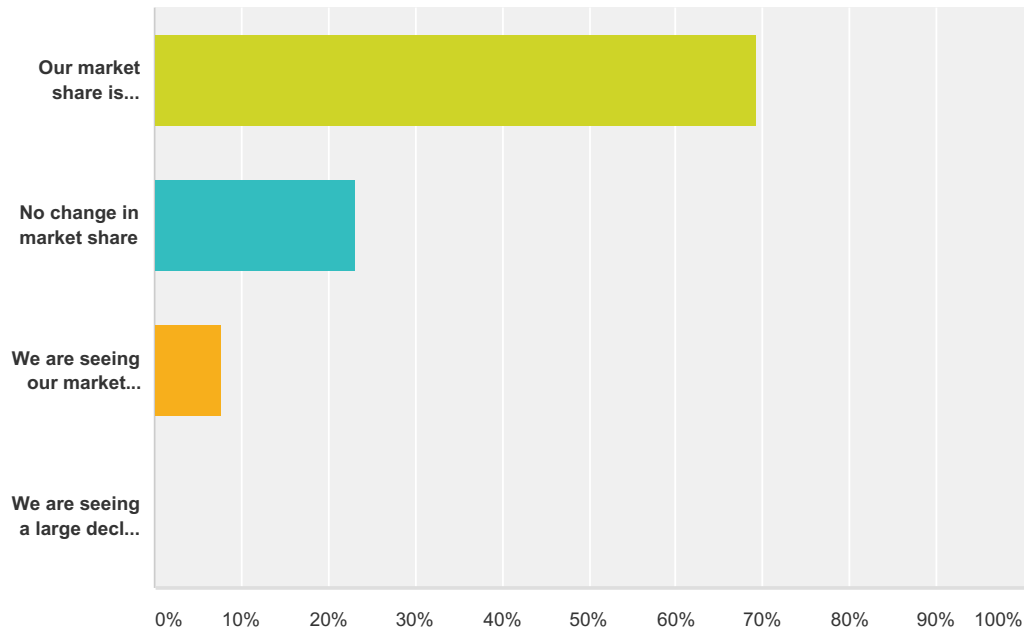
Answered: 13 Skipped: 0



Answer Choices	Responses	Count
Middle meats	46.15%	6
Thin meats	53.85%	7
Chuck	53.85%	7
Round	61.54%	8
Trim	100.00%	13
Pet Food Ingredients (heart, liver, etc.)	69.23%	9
Total Respondents: 13		

Q10 What impact is the current supply/price situation having on the market share for bison vs. other red meats?

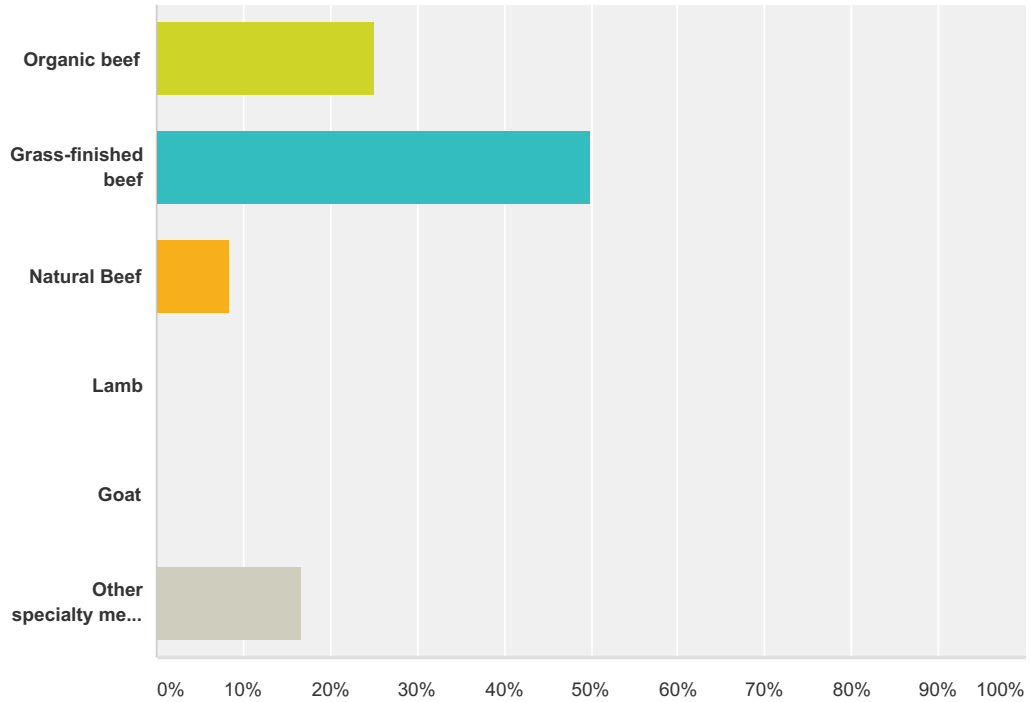
Answered: 13 Skipped: 0



Answer Choices	Responses
Our market share is continuing to grow	69.23% 9
No change in market share	23.08% 3
We are seeing our market share decline slightly	7.69% 1
We are seeing a large decline in market share	0.00% 0
Total	13

**Q11 What other protein sectors are emerging as primary competitors for bison?
(check all that apply)**

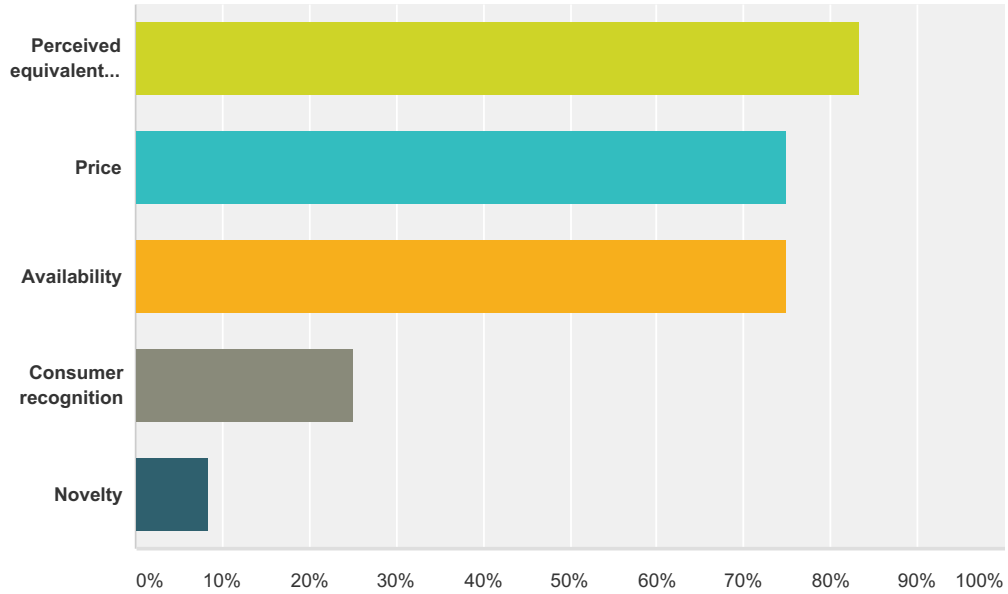
Answered: 12 Skipped: 1



Answer Choices	Responses
Organic beef	25.00% 3
Grass-finished beef	50.00% 6
Natural Beef	8.33% 1
Lamb	0.00% 0
Goat	0.00% 0
Other specialty meats (red deer/elk, wild boar, ostrich, wagyu, etc.)	16.67% 2
Total	12

Q12 Why are these other proteins competing successfully against bison (check all that apply)?

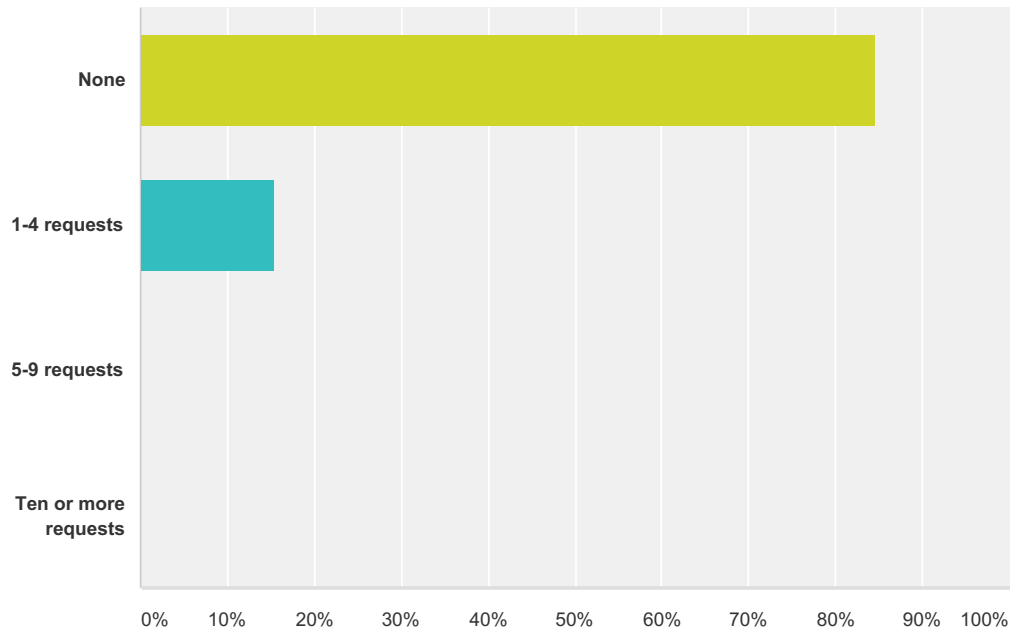
Answered: 12 Skipped: 1



Answer Choices	Responses
Perceived equivalent health benefits	83.33% 10
Price	75.00% 9
Availability	75.00% 9
Consumer recognition	25.00% 3
Novelty	8.33% 1
Total Respondents: 12	

Q13 In the past six months, how many inquiries have you received for certified organic bison meat?

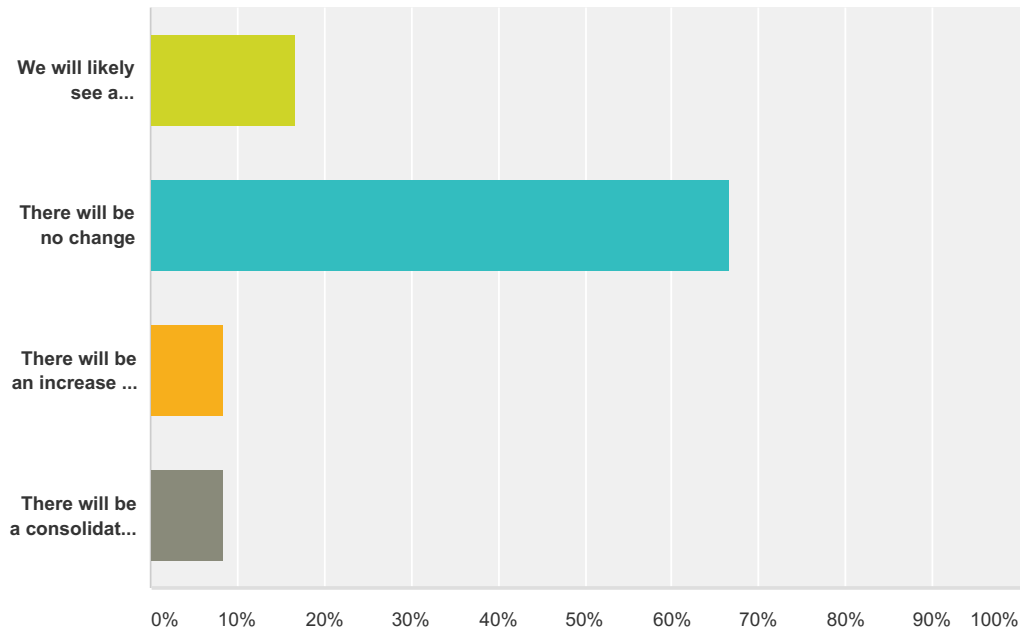
Answered: 13 Skipped: 0



Answer Choices	Responses	
None	84.62%	11
1-4 requests	15.38%	2
5-9 requests	0.00%	0
Ten or more requests	0.00%	0
Total		13

Q14 What is the outlook for the infrastructure of bison marketers North America over the next 18 months?

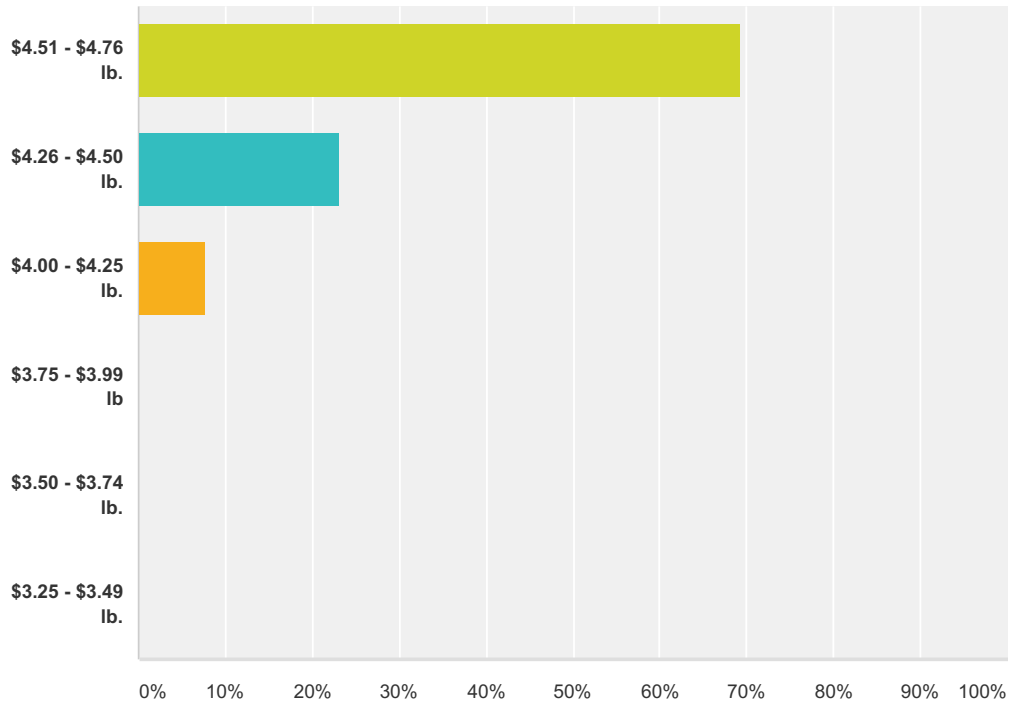
Answered: 12 Skipped: 1



Answer Choices	Responses
We will likely see a consolidation of marketers	16.67% 2
There will be no change	66.67% 8
There will be an increase in the number of marketers	8.33% 1
There will be a consolidation among existing marketers but entry by new marketers	8.33% 1
Total	12

Q15 At what price range do you believe that bison bull carcass prices will be sustainable for both producers and marketers, while allowing our industry to continue to build consumer demand?

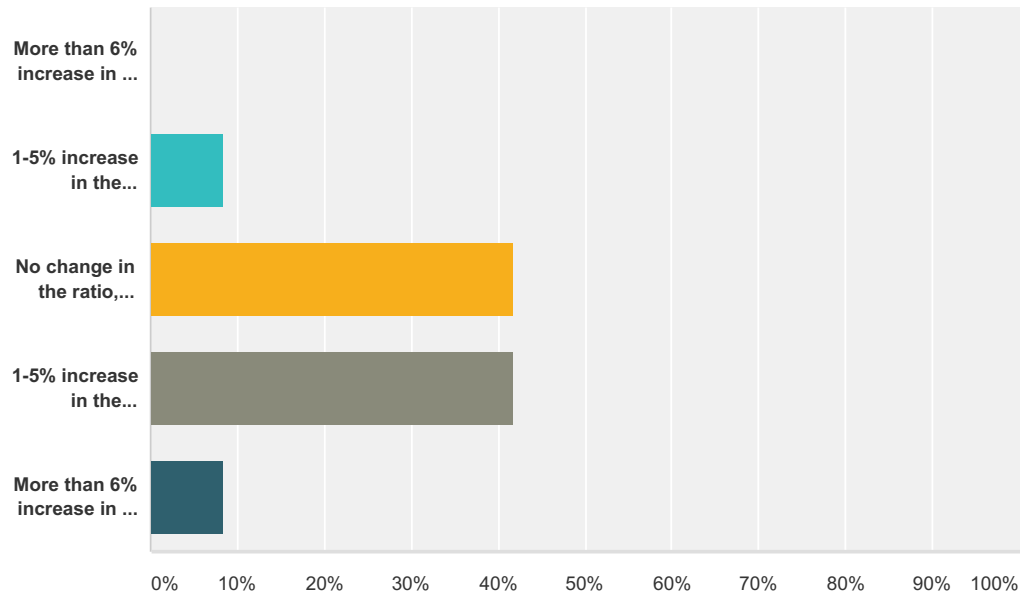
Answered: 13 Skipped: 0



Answer Choices	Responses
\$4.51 - \$4.76 lb.	69.23% 9
\$4.26 - \$4.50 lb.	23.08% 3
\$4.00 - \$4.25 lb.	7.69% 1
\$3.75 - \$3.99 lb.	0.00% 0
\$3.50 - \$3.74 lb.	0.00% 0
\$3.25 - \$3.49 lb.	0.00% 0
Total	13

Q16 What change, have you experienced in the ratio of male/female animals, compared to the past five years?

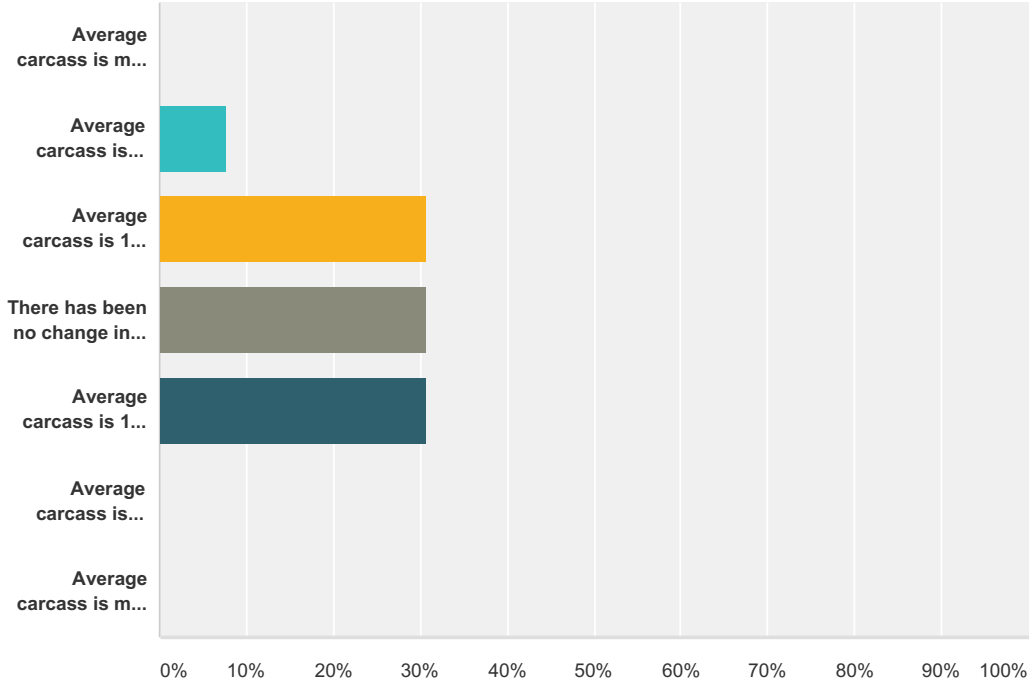
Answered: 12 Skipped: 1



Answer Choices	Responses
More than 6% increase in the percentage of female animals	0.00% 0
1-5% increase in the percentage of female animals	8.33% 1
No change in the ratio, compared to five-year average	41.67% 5
1-5% increase in the percentage of male animals	41.67% 5
More than 6% increase in the percentage of male animals.	8.33% 1
Total Respondents: 12	

Q17 What difference have you seen in carcass weights over the past 12 months, compared to your historic average?

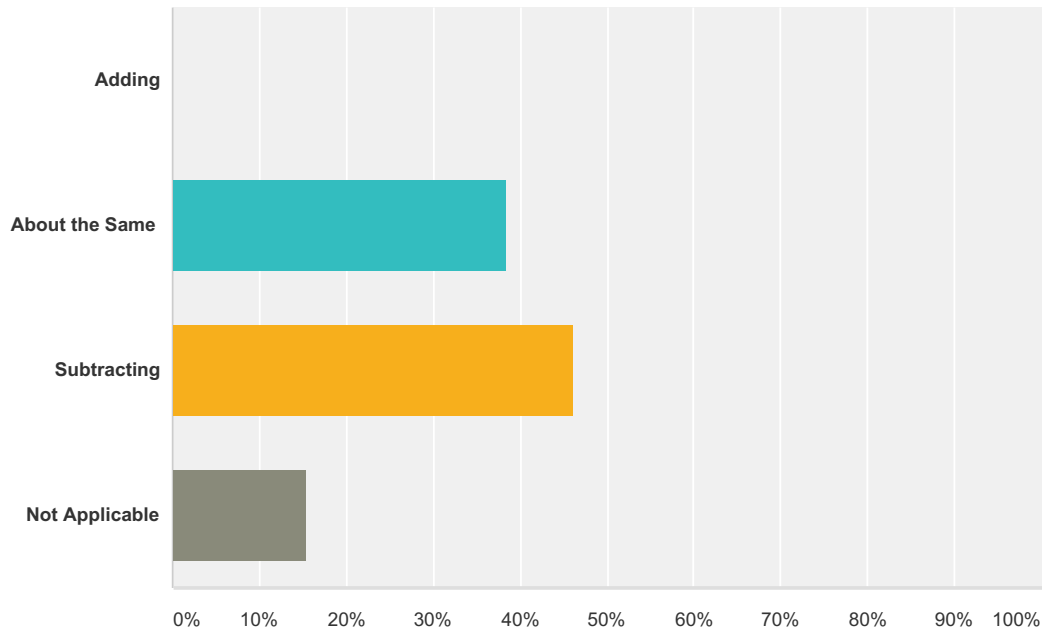
Answered: 13 Skipped: 0



Answer Choices	Responses
Average carcass is more than 11% heavier	0.00% 0
Average carcass is 6-10% heavier	7.69% 1
Average carcass is 1-5% heavier	30.77% 4
There has been no change in average weights	30.77% 4
Average carcass is 1-5% lighter	30.77% 4
Average carcass is 6-10% lighter	0.00% 0
Average carcass is more than 10% lighter	0.00% 0
Total	13

Q18 Compared to this point last year, are you adding or subtracting trim inventory in cold storage?

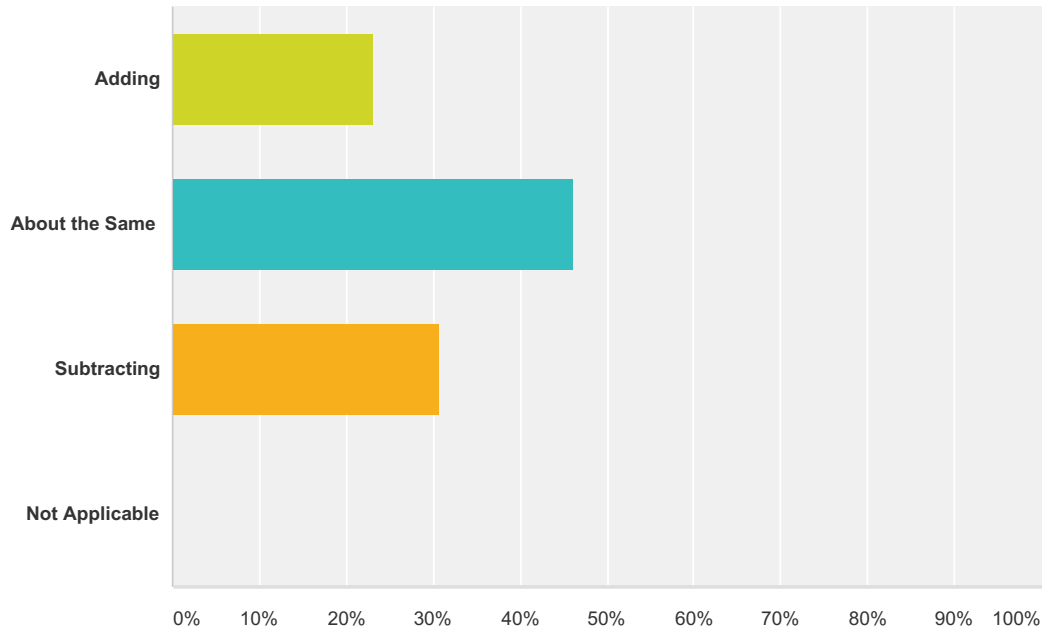
Answered: 13 Skipped: 0



Answer Choices	Responses
Adding	0.00% 0
About the Same	38.46% 5
Subtracting	46.15% 6
Not Applicable	15.38% 2
Total	13

Q19 Are you adding or subtracting middle meats (loins, ribeye, etc) inventory in cold storage compared to this point in time last year?

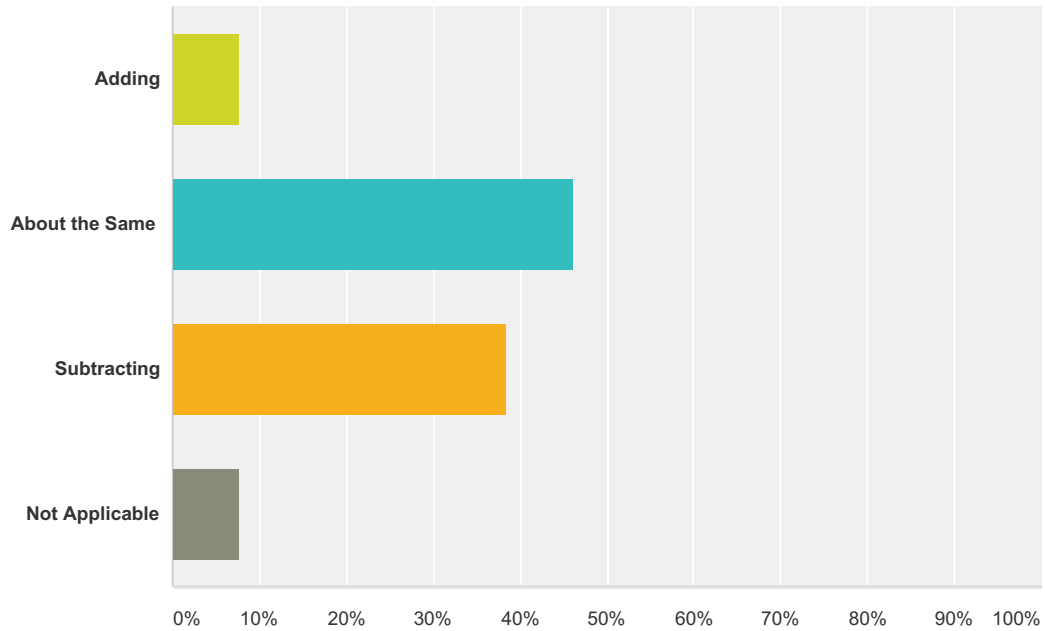
Answered: 13 Skipped: 0



Answer Choices	Responses
Adding	23.08% 3
About the Same	46.15% 6
Subtracting	30.77% 4
Not Applicable	0.00% 0
Total	13

Q20 Compared to this point last year, are you adding or subtracting end meats (chucks, rounds, etc.) to inventory in cold storage?

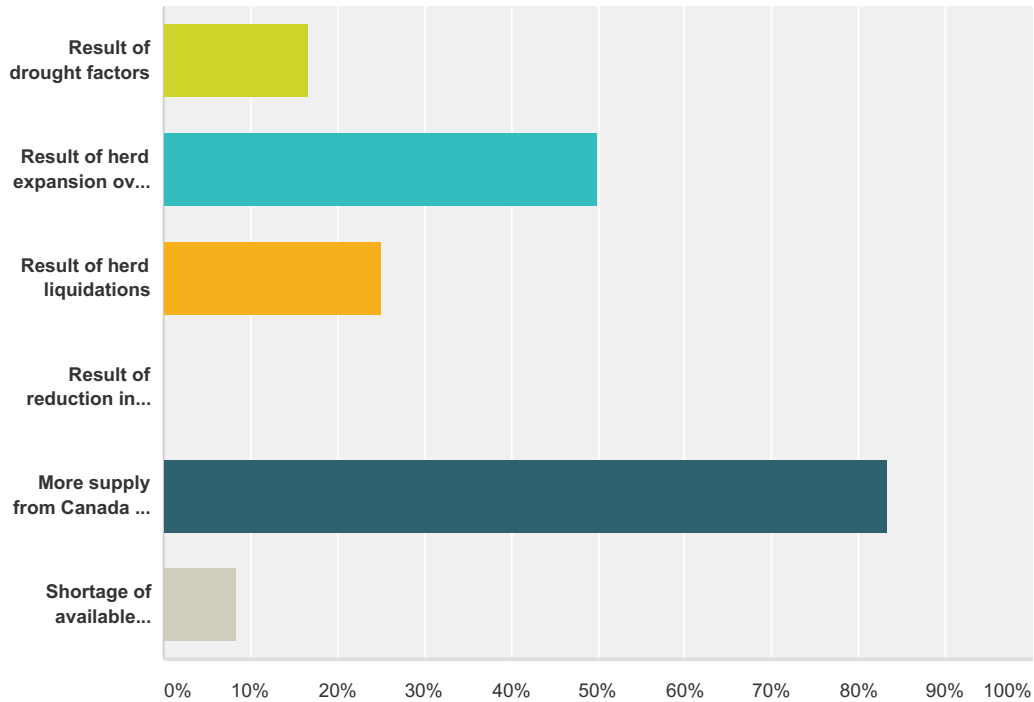
Answered: 13 Skipped: 0



Answer Choices	Responses	
Adding	7.69%	1
About the Same	46.15%	6
Subtracting	38.46%	5
Not Applicable	7.69%	1
Total		13

Q21 According to the USDA, the 2016 year-to-date slaughter of bison in federally-inspected plants is roughly two percent higher than the comparable period in 2015. What do you believe are the key factors behind this trend? (check all that apply)?

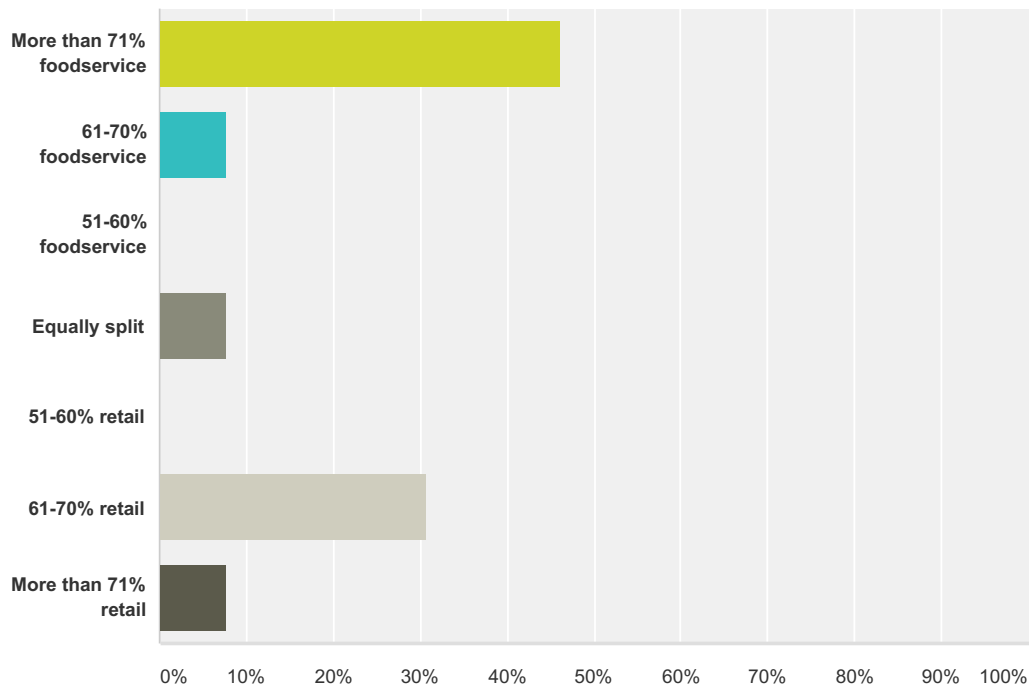
Answered: 12 Skipped: 1



Answer Choices	Responses
Result of drought factors	16.67% 2
Result of herd expansion over past several years	50.00% 6
Result of herd liquidations	25.00% 3
Result of reduction in demand for bison meat	0.00% 0
More supply from Canada as a result of the exchange rate	83.33% 10
Shortage of available animals	8.33% 1
Total Respondents: 12	

Q22 What percentage of your product is currently going to retail vs. foodservice?

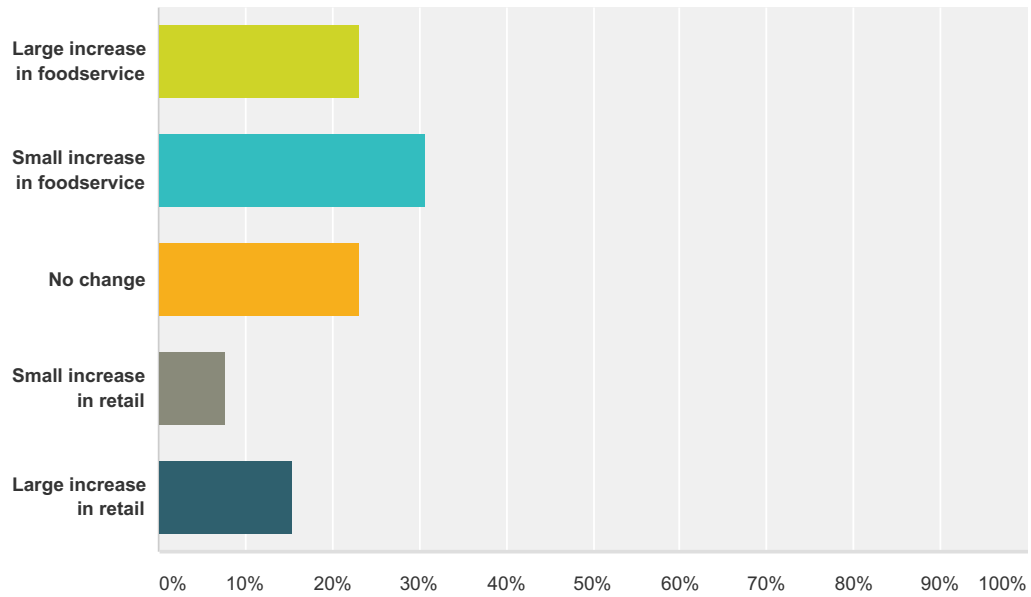
Answered: 13 Skipped: 0



Answer Choices	Responses	Count
More than 71% foodservice	46.15%	6
61-70% foodservice	7.69%	1
51-60% foodservice	0.00%	0
Equally split	7.69%	1
51-60% retail	0.00%	0
61-70% retail	30.77%	4
More than 71% retail	7.69%	1
Total		13

Q23 How has the ratio of foodservice and retail customers changed in the past three years?

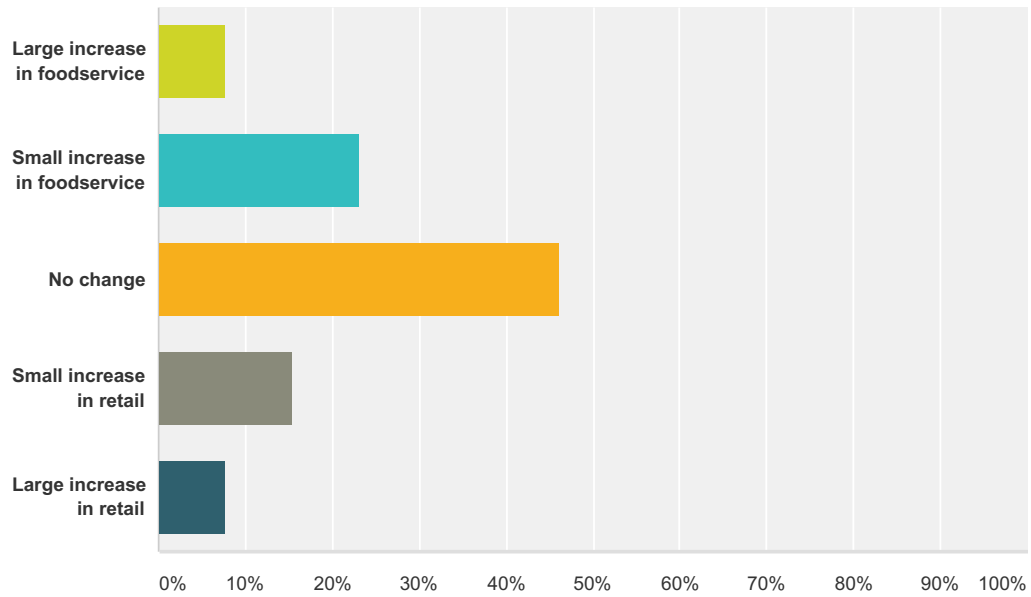
Answered: 13 Skipped: 0



Answer Choices	Responses	Count
Large increase in foodservice	23.08%	3
Small increase in foodservice	30.77%	4
No change	23.08%	3
Small increase in retail	7.69%	1
Large increase in retail	15.38%	2
Total		13

Q24 How do you expect the ratio of foodservice and retail customers to change in the next three years?

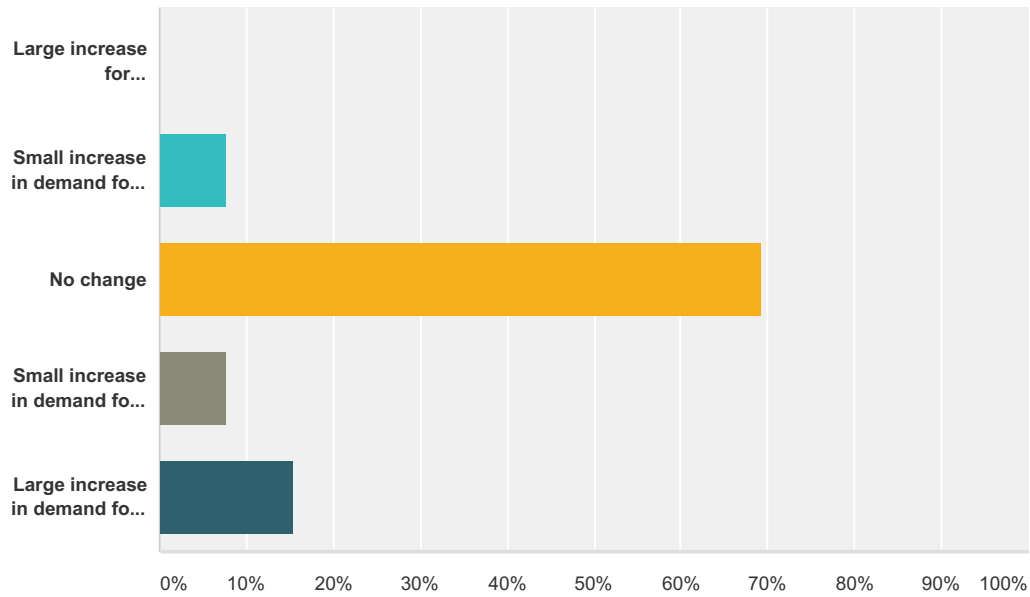
Answered: 13 Skipped: 0



Answer Choices	Responses
Large increase in foodservice	7.69% 1
Small increase in foodservice	23.08% 3
No change	46.15% 6
Small increase in retail	15.38% 2
Large increase in retail	7.69% 1
Total	13

Q25 Is there a shift in demand for the type of finishing of production in comparison to the past five years?

Answered: 13 Skipped: 0

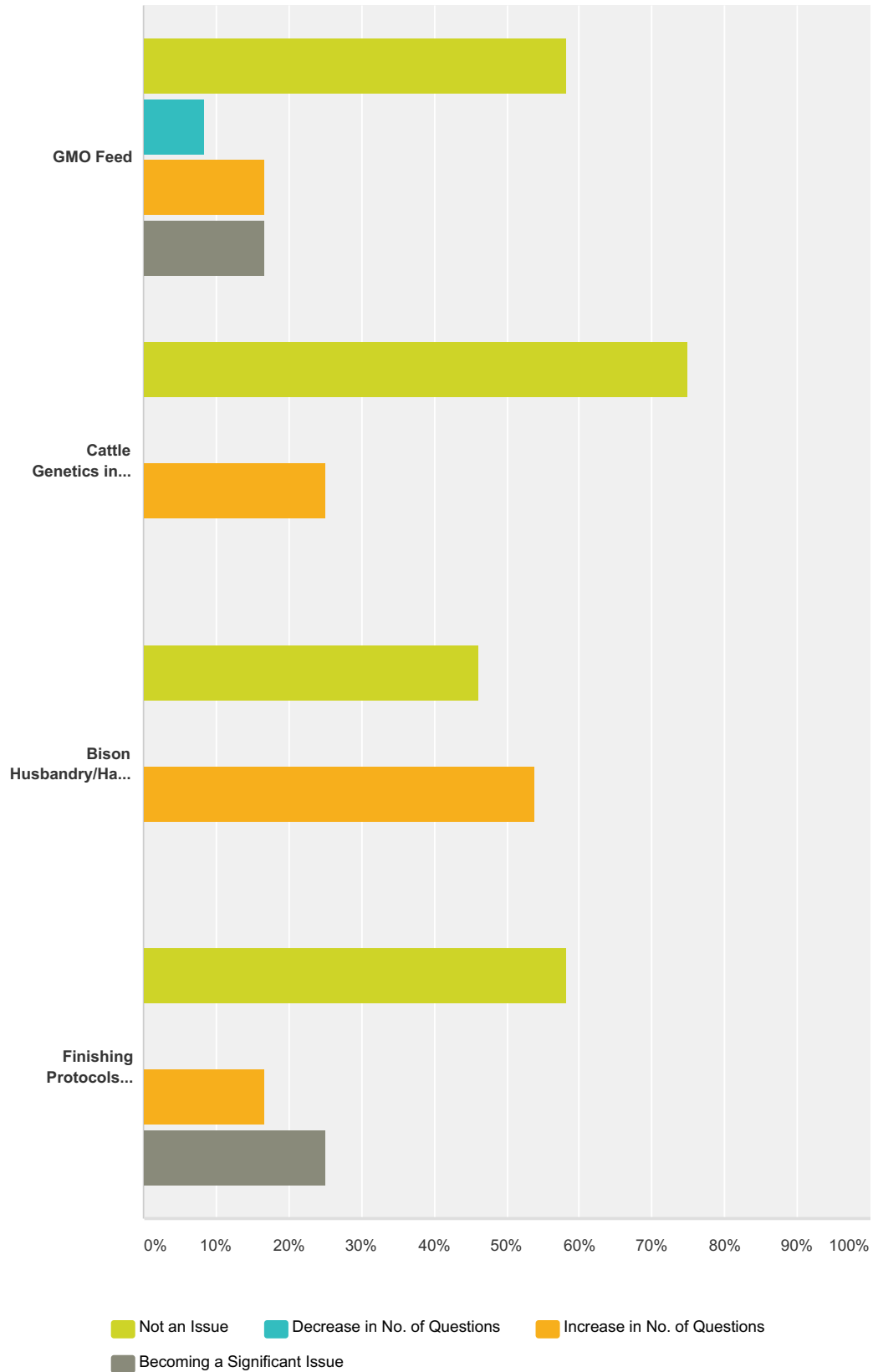


Answer Choices	Responses	
Large increase for grain-finished product compared to grass-finished	0.00%	0
Small increase in demand for grain finished product compared to grass-finished	7.69%	1
No change	69.23%	9
Small increase in demand for grass-finished product compared to grain-finished product	7.69%	1
Large increase in demand for grass-finished product, compared to grain-finished product	15.38%	2
Total		13

Q26 What has been the level of consumer questions on the following topics over the past 12 months

Answered: 13 Skipped: 0

Commercial Marketers Survey, November 2016



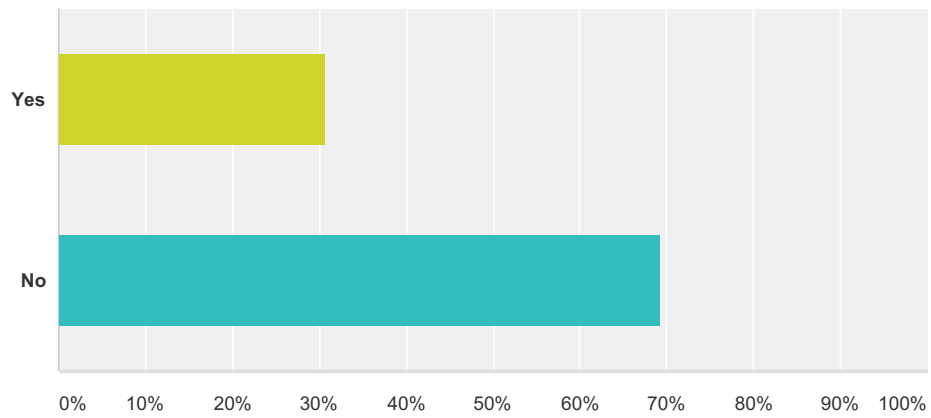
	Not an Issue	Decrease in No. of Questions	Increase in No. of Questions	Becoming a Significant Issue	Total
GMO Feed	58.33% 7	8.33% 1	16.67% 2	16.67% 2	12

Commercial Marketers Survey, November 2016

Cattle Genetics in Bison	75.00% 9	0.00% 0	25.00% 3	0.00% 0	12
Bison Husbandry/Handling Protocols	46.15% 6	0.00% 0	53.85% 7	0.00% 0	13
Finishing Protocols (grass vs. grain)	58.33% 7	0.00% 0	16.67% 2	25.00% 3	12

Q27 Did you export bison meat to the European Union in 2015?

Answered: 13 Skipped: 0



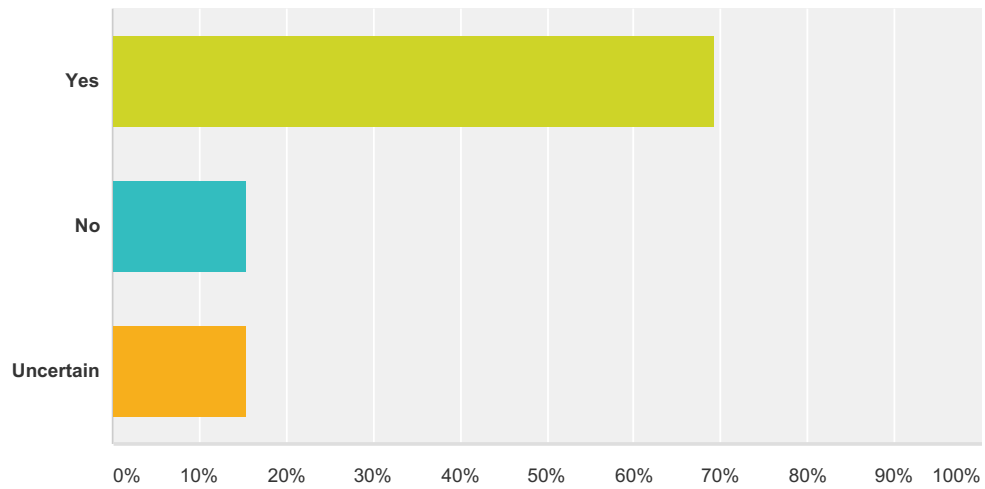
Answer Choices	Responses	
Yes	30.77%	4
No	69.23%	9
Total		13

Q28 If "yes" to the question above, how many pounds of bison meat did you export to the European Union?

Answered: 2 Skipped: 11

Q29 Are you planning to expand your business in the next 12 months?

Answered: 13 Skipped: 0



Answer Choices	Responses
Yes	69.23% 9
No	15.38% 2
Uncertain	15.38% 2
Total	13

Q30 Let us know any changes that you are making in your business as a result of the current supply/price situation

Answered: 3 Skipped: 10

Q31 Please let us know any other thoughts about the future of the commercial bison marketing business you'd like to share.

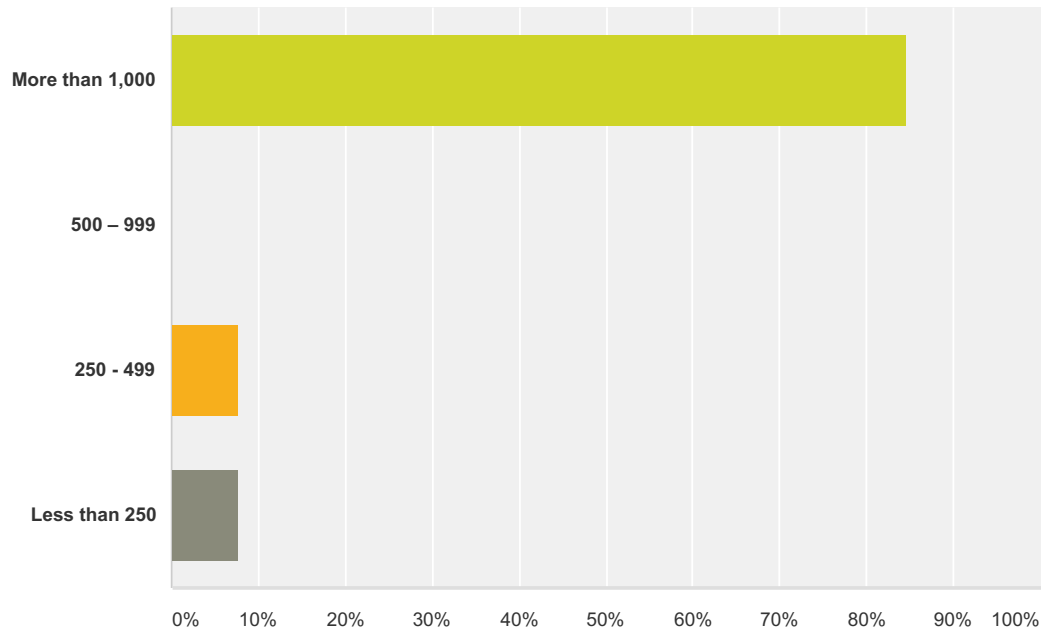
Answered: 4 Skipped: 9

Q32 Where do you believe the NBA should be focusing its marketing efforts?

Answered: 5 Skipped: 8

Q33 Optional Question: How many bison did you process in the most recent calendar year?

Answered: 13 Skipped: 0



Answer Choices	Responses
More than 1,000	84.62% 11
500 - 999	0.00% 0
250 - 499	7.69% 1
Less than 250	7.69% 1
Total	13