

Sample Bison Ranch Business Plan – NOTE: This is offered as an example only, and is the property of the National Bison Association. Do not copy any portion of this business plan for your personal use! Any copyright infringement will be pursued.



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Section I. Executive Summary

The American Bison that once ruled the plains and provided Native Americans with food, homes, clothing, medicine, tools and many other essentials of living, reached near extinction near the end of the 19th century. Today they are experiencing a comeback as a viable business venture and proving that they can once again give life, health and vitality to the land they occupy and to the people who utilize their meat and other valuable products.

We are excited for the opportunity to be a part of this valiant comeback, and to be able to provide bison and their byproducts to XXXX. These products would include frozen meat, hides, skulls, as well as ecotourism options. By offering tours to the public we would be able to educate people about the bison and the health benefits the meat provides.

The demand for bison meat greatly surpasses the supply that is available. The American public is increasingly embracing the great taste, and nutritional attributes of deliciously healthy bison meat. People are increasingly recognizing the role bison are playing in restoring healthy landscapes across North America. Even though beef is lower priced and more readily available, bison is making headway as consumers become more health conscious and look at value vs. dollar. Bison producers are enjoying an unprecedented period of strength, stability and profitability.

The process of beginning a bison ranch started many years ago. Membership in the National Bison Association has provided us with the opportunity to network with current producers, and attend conferences and seminars to prepare ourselves for this business opportunity.

The bison business holds exciting possibilities and generates considerable interest and fascination in today's agricultural market.

Section II. Mission, Goals, and Objectives

General Description of the Business

The ranch will be in the business of raising and marketing bison for meat and other byproducts, as well as providing educational opportunities for the public. The primary products would include frozen meat, bleached skulls, and tanned hides. After establishment of the heard, breeding animals and calves will also be available for sale. The meat is especially attractive to those who are interested in the health benefits of low fat, natural red meat. Skulls and hides are purchased by people who like western and Native American décor and ambiance.

The primary means of marketing would begin with the use of social media to promote local sales to the community. The National Bison Association also maintains a producer list that is readily available to consumers that are searching for locally produced bison meat. Retail stores, such as Whole Foods, have expressed a large interest in having access to additional bison meat for their customers as well.

Mission Statement

This ranch will exist to promote the legacy of the American Bison by:

1) Practicing good stewardship of its natural resources in the raising of bison, 2) offering quality bison meat and products to enhance people's health and lives, 3) promoting customer relations which encourage repeat business, and 4) providing an alternative source of income through the production of marketable bison.

Goals and Objectives

Short-Term Goals

Goal #1: To purchase agricultural land

Objectives:

- To purchase agricultural ground that can be converted into a series of pastures that allow for the rotational grazing of Bison. Fencing infrastructure will take time to establish; therefore some acreage will remain leased to local farmers for row crop production.

Goal #2: Contract Local Farmer

Objectives:

- Sign a lease agreement with a local agricultural producer for cash rent of the ground to provide a source of income while fencing is being constructed.

Goal #3: Work with local NRCS office to establish a grazing management plan and apply for EQIP funding.

Objectives:

- Obtain a Grazing Management Plan
- Determine proper pasture sizes for rotationally grazing bison

- Apply for EQIP fencing, access road, and rotational grazing cost share

Goal #4: Plant native prairie vegetation and begin fencing

Objectives:

- ◆ • Work with local Pheasants Forever Chapter to plant native prairie species
- ◆ • Begin establishing pastures for grazing, while fencing simultaneously

Goal #5: Obtain 10-15 Bison

Objectives:

- Obtain bison from producers in Indiana and Michigan.
- Attend National Bison Association Sales for additional stock.

Long-Term Goals

Goal #6: Establish 80+ acres of pastured ground to be rotationally grazed by bison.

Objectives:

- To have 80+ acres of established grassland that is fenced.
- Will be able to rotate herd between pastures to reduce the use of hay for forage supplement.

Goal #7: Establish herd of 25 to 40 bison cows with calves and bulls over next 5 – 7 years.

Objectives:

- Save back best heifer calves to add to herd and change bulls when needed to maintain quality and prevent in-breeding.
- Manage herd to avoid non-productive cows, disease and parasites.

Goal #8: Begin selling meat and byproducts to the community (3-4 years)

Objectives:

- Market to local customers and restaurants.

Section III. Background Information

Background Industry Information

The bison industry today includes the production of bison, which are then marketed as breeding stock or meat animals, frozen or prepared meat, and by-products such as skulls and hides. It can be classified as agriculture, alternative agriculture, sustainable agriculture, livestock production, alternative livestock, health foods, etc. It is also easily adaptable to organic food production and lends itself well to agri-tourism.

While bison (American Buffalo) once roamed the plains of North America by the millions, they reached near-extinction in the late 19th century. It was estimated that there were fewer than 300 animals left in 1894 when a law was passed forbidding the killing of them. Since that time numbers have increased to an estimated 380,000 in North America by 2015. The past 20 years has seen a growing popularity in bison as an alternative to cattle both from the perspective of the rancher and from the consumer of the meat.

The bison business achieved unparalleled strength, stability and profitability in 2016. Sales of bison meat in restaurants and retail stores now top \$350 million a year. The prices that ranchers are receiving from processors and marketers have been at all-time highs for the past six years.

The American public is embracing deliciously healthy bison meat, because of the advantages it offers in great flavor, nutritional benefits, and environmental sustainability. Federal regulations prohibit the use of artificial growth hormones in bison, and our industry protocols limit antibiotic use to only the amounts needed to treat illnesses in the animals. Because bison are a natural part of the North American ecosystem, bison ranching can be a beneficial to the natural environment.

Interest in by-products, especially skulls and hides has also increased in recent years, adding more value to the industry. The small producer can maximize his per animal return by taking advantage of such by-products.

There are many advantages to raising bison including:

- Thriving on native grasses
- Adapted to the climate extremes and the predators of our ecosystem
- No artificial shelters, remain outdoors all year around
- Efficient feed utilization, making them economical foragers which do well on most grasses in the United States.
- Long productive lives.
- Primary requirements: Fresh water and adequate nutrition.
- Calving rarely requires human intervention.
- Superior hardiness results in disease resistance, lower input costs, fewer veterinarian visits.
- Bison thrive in most North American landscapes with no ill effects.
- The bison industry enjoys a free enterprise market without excessive intervention.

Current and Future Trends

The price of breeding animals and meat products has been increasing significantly over the past decade. Live animals are marketed both privately and through auctions. Regional auctions allow ranchers to increase the genetic diversity of their herds by selecting those animals that have the traits needed to improve the production of a herd.

Bison meat can be sold wholesale or retail. Since 2011, the value of slaughter bull carcasses has ranged between \$3.85 – \$4.25/lb. A steady market, and a growing demand for healthy red meat alternatives to beef has made caused the bison industry to flourish.

The market for bison meat in northern Ohio is virtually untapped at this time, due to the lack of producers in the area. Retail outlets for fresh and frozen meat at health food stores are readily available to local producers. Local restaurants also show interest in providing locally raised, healthy meat options to their customers.

Section IV. Organizational Matters

A. Ownership, Regulations, and Contracts Business

Structure

This business will solely be owned by XXXX. Her interest in the Bison industry began in 1995 when she joined the National Bison Association. She has invested a great deal of time into learning about the bison industry as a whole prior to purchasing her own land and animals. XXXX has aligned herself with XXXX who has been a member of the National Bison Association since 2011. At this time, both XXXX and XXXX feel confident that they can operate a successful bison operation.

The real-estate will be owned by XXXX, and maintained by the ranch manager XXXX. This business, and all personal property intended for everyday operation will solely be owned by Dr. XXXX. The business will be financed through bank loan, with income initially generated through cash rent of agricultural ground that will not be immediately pastured.

The working relationship between Dr. XXXX and XXXX will allow for daily management and creation of infrastructure to be established. There will be no other employees outside of family members. Insurance will be obtained through the National Bison Association's working agreement with Nationwide Insurance to protect the property from theft, fire, and other disasters, as well as liability insurance on the vehicles, property and product. This structure is inexpensive, simple and will suit their needs at the present time.

Regulations

Taxes

All state, federal and local taxes will be reported. Once meat sales begin to be made we will also begin paying into state and local sales tax.

Permits

Once operational we will have to obtain the proper permits to allow for meat sales, as well as for packaging of the meat for resale. There will be no permits required for this industry prior to the sale of meat products.

Consumer Regulations

The meat will need to be processed by a USDA inspected facility. While this is not required for bison meat sold to the general public since it is classified as a wild meat, it is an additional assurance for the consumer. Most restaurants and retail outlets require USDA inspection. All packages are labeled with the type of meat and the particular cut (e.g., rib eye, top sirloin, etc.) and a scale weight. Any processed foods e.g. summer sausage, are labeled with all ingredients.

Contracts

We have preliminarily made an agreement with XXXX to lease the tillable acres that will not be pastured. For the first operating year this will be 60 acres of land, and will be a minimum of 40 acres for the next three years. Final draft of an agreement will be made after closing on the property.

There is an existing contract with the Natural Resource Conservation Service on 2.34 acres of grass filter strip that is in an EQIP cost share program. This program pays \$296 annually (\$126.50/acre), until the contract expires in 2023.

B. Management Issues

Internal Management Team

XXXX and XXXX will work together as a team to manage this business, with each contributing his/her energy, property, and ideas while respecting and appreciating the other's input. They will manage and do much of the work themselves, utilizing family members, but seeking advice and help when needed.

XXXX is a Pediatric Emergency Room Physician. As such she is knowledgeable of and interested in the nutritional benefits that bison meat provides those who consume it. As a member of the National Bison Association for the past 20 years, she has become knowledgeable on every aspect of bison ranching. Her extensive interest in bison fiber products opens an additional market for the sale of by-products. She is currently working with bison yarn and leather to develop clothing.

Mr. XXXX attended college for Wildlife Management, and has 10 years of experience working with and managing animals. He is a full time employee of the Ottawa County Soil and Water Conservation District, and has an extensive understanding of farming best management practices, livestock management, grazing practices, and general management of a farm/ranch operation. He has an extensive knowledge of NRCS conservation practices that will allow us to apply for additional government funding to help with fencing, erosion control, animal watering systems, access roads, and rotational grazing practices. His mechanical know-how and ingenuity allows him to build equipment for handling the bison.

Bison World and Stockman Grassfarmer are periodicals that XXXX subscribes to in order to keep up on current research related to production and marketing of bison. XXXX has been researching nutritional information, especially related to fats in the diet.

Personnel

The primary staff for the ranch will be Mr. XXXX. He will be responsible for daily operations on site, including building fences, handling bison, conducting tours, and managing sales. He will be the primary contact for the renter of the agricultural ground.

It is anticipated that additional personnel will be needed on a part-time basis as the tourism business grows. XXXX and Mr. XXXX families are willing to assist with any future staffing needs.

Outside Services/Advisors

The management team will consist of a banker, veterinarian, hay producer, row crop farmer and meat processor. We will also work with other bison producers to ensure the proper methods of production and sales of meat and by-products.

The primary source of feed will come off of the pastures on site, however supplemental feeding of hay may be required during the winter. We have made arrangements with XXXX to acquire any additional hay that would be needed. XXXX will also be leasing the agricultural ground on site for row crop production until it is converted into pasture.

A large animal veterinarian will be required to maintain herd health. Animals will be processed through a handling facility annually to provide the opportunity for parasite control and pregnancy checks. Throughout the year parasite control will be handled using medications that are given through a watering system.

Members of the business maintain membership in the National Bison Association, the Indiana/Illinois Bison Association, and the Eastern Bison Association. These associations meet to discuss various aspects of the bison industry, and are a valuable source of information.

Risk Management

Insurance

Insurance will be acquired through the National Bison Associations agreement with Nationwide Insurance. This insurance commonly covers the property from theft, fire, and other disasters, as well as liability insurance on the vehicles, property, animals and product.

To reduce product risk, we plan on all meat being processed by a reputable meat processor under USDA inspection. It is to be kept frozen at all times, and no meat shall be sold which is known to have been thawed or opened in any way.

Safety Precautions

Because buffalo are wild animals and can be unpredictable in their behavior, no one will be allowed to be on the ground in the bison pens unless they have been trained in handling procedures. Catwalks will be constructed around the outside of the sorting pens, and gates will be operated by ropes and pulley systems that are accessed from outside of the pen. Vehicles, such as a tractor, will be used for moving bison from one pasture to another.

Operating Controls

Record-Keeping Functions

Financial records will be maintained by XXXX and Mr. XXXX. Day-to-day operating expenses

(such as feed and fuel) will be managed by Mr. XXXX. Having multiple sets of records will allow us to find any discrepancies and maintain a proper working balance.

Accounts Receivable

Receipts and invoices will be written and duplicated for any transactions that are made. The primary funds to be received at this point will be for leasing of agricultural ground. When feasible, a credit card reader may become needed for on-site meat sales

Accounts Payable

Expenses will be paid upon receipt of bill or completion of work.

Other Operations Control

Personnel

The only employees at this time are XXXX. Job descriptions have been developed for them, including compensation. These may be changed and upgraded as their skills develop and the business grows.

Purchasing

Purchasing will be conducted by both XXXX and Mr. XXXX as needed. All purchases will be verified with XXXX prior to being made.

Inventory Control

An inventory will be kept of all live animals, meat products, and by-products using Microsoft Excel to keep track of all items on hand.

Customer Service

Customer service will be a primary concern, and any complaints will be followed up with promptly. A basic policy of treating all customers as they would want to be treated will be enacted.

Pricing

Pricing is determined by reviewing expenses, while reviewing current market prices and competitors' prices. This is will reviewed annually or more frequently if needed.

Quality Control

Expectations of quality and packaging will be discussed with the processor prior to shipping any animals to market.

Section V. The Marketing Plan

A. The Products and Services

We are in the business of producing and marketing bison and bison products. The first step of this process is to build and maintain a high-quality breeding herd. They currently own one four year old breeding bull that is located at another ranch in Indiana.

Breeding Stock: Once stocking rates have been reached for the herd we plan to sell heifer calves to other producers as breeding. By selling calves we can limit the risks of inbreeding in the herd, and generate an additional line of revenue.

Retail Products: We chose to enter the retail market with the bison meat, hides, skulls, and other by-products to develop a local customer base.

Meat: The frozen meat is sold directly to consumers. All the meat shall be processed under USDA inspection, assuring consumers that it meets all governmental standards. The retail cuts are all boneless and packaged in clear plastic, vacuum-packed packages. Steaks from the tenderloin, rib eye, top loin, sirloin, and round, roasts, stew meat, and ground meat in bulk or pre-formed patties provide the consumer with choices to fit every cooking style. And there are also several processed meats, including jerky, hot dogs, summer sausage and pre-cooked roasts for those who want to enjoy a snack or meal without cooking.

Bison meat is very similar to beef in taste and texture but has several health advantages. First, it contains about 1/4 the fat as similar cuts of beef, making it much more acceptable to those who want or need to reduce their fat and calorie intake. Bison meat is tender without having the fat marbled into it because the muscle fibers are shorter than those of beef. The fat content is also less than that of pork, lamb, chicken, turkey and some fish. Secondly, bison provides about 45% more iron than equivalent portions of beef. Third, there are no known allergies to bison as there are to beef and other meats. This may be due to the fact that bison are allowed to grow naturally without hormones or growth stimulants. They are hardy animals, resistant to many of the infections that plague cattle, and therefore do not require antibiotics to keep them healthy. Bison meat contains no drug residues and no preservatives, (with the exception of the processed meats in which sodium nitrite is required to prevent botulism.) Studies have shown that grass-fed animals have a higher percentage of essential fatty acids that protect against heart disease and cancer.

Tours, Meals: To familiarize the public with the benefits of bison we would like to hold open house events, as well as school and group tours. Visitors will also be given some history and information about the habits of these fascinating animals. Wagon tours would provide an opportunity for the public to get up close to the animals, and experience them first hand. These tours will take visitors out into the pasture and into the bison herd where they can see and photograph the animals up close.

By-Products: To more fully utilize the by-products of the bison we will offer cleaned, bleached skulls and tanned hides. These make unique decorations. The skulls can be painted or decorated in a variety of ways. The hides make warm, soft rugs or can be made into hats, coats, vests, pillows or other garments or decorations. Bones can be sold for the marrow, or smoked and sold as dog treats.

Summary of Features and Benefits of Bison Meat:

<u>Features</u>	<u>Benefits</u>
Lower in fat than most other meats.	Healthy meat alternative.
Less fat in meat means it cooks in less time at lower temperatures.	Saves time and fuel in preparation.
Meat has short muscles fibers.	Tender without fat marbled into it.
45% more iron than beef.	Important for women, who need more iron in their diet than men.
Produced without hormones, drugs, antibiotics, or growth stimulants.	No known allergies to the meat. No residues in meat.
Price compares favorably to natural-fed beef and other specialty meats.	Comparable pricing for similar products and better value for the dollar.

Life Cycles / Seasonality

Bison products are all relatively new to the market place. The meat market is growing as the news media features stories about bison and the nutritional benefits of the meat. In 2016 the American Bison was named the National Mammal and has provided additional advertising opportunities for the industry.

Seasonal sales will largely be relied upon due to the tourism industry in our area. We are located within 5 miles of Lake Erie which sees a large influx of tourist activity from May through October. Our location will allow us to market our products to many types of environmentalist including birders, fisherman, and hunters.

By maintaining high standards and a friendly approach we hope to generate a local customer base that will provide a steady income during the non-tourist season.

Products/Services Growth Description

Other products or services may be added to the business if they: 1) Utilize the natural resources currently available on the ranch, 2) utilize or promote bison products, 3) are compatible with healthy lifestyles, and 4) are equal or superior to similar products currently available.

Serious consideration is being given to having a retail store on the ranch to better accommodate

visitors and produce more value-added products. This would also allow for the display and sale of artistically-enhanced bison products, e.g., painted skulls or other bones, bison statues, pictures, etc. Preference would be given to works of local artisans. Locally produced natural and organic foods could also be offered.

Such products and services will be added after they are researched and tested to determine if they are economically feasible to offer. Another important consideration in adding more services is whether or not the managers have the time to commit to these. Adding these services may be dependent on quitting their off-ranch jobs, having a son join as a business partner, or hiring additional employees.

B. The Market Analysis

Customer Analysis

The typical first-time customer for bison meat may be of any age from 20 to 70, from a variety of occupations, living in the country or city, single or married, with or without children, and from a variety of ethnic groups. More men than women are initially attracted to it. While people of all income levels show interest, the prices prohibit those of lower income from buying very much. The recent trends in healthy eating, organic meats, and Non-GMO have directly correlated to an increased demand in the bison meat industry.

Research shows that people interested in eating health foods include wildlife/environmental enthusiasts, recreational walking enthusiasts, regular church attenders, and people with a general interest in self-improvement. Hunters and shooters are attracted to bison as a “wild” meat.

Buyers of bison skulls and hides are more likely to be hunters, environmentalists, or art enthusiasts. Price of these items also dictates a

Competitive Analysis

The primary competition for bison meat is beef sold in all grocery stores. It is readily available, liked by most people, priced low compared to most other meats, and cut and packaged to suit the consumer. People in Ohio are accustomed to eating large quantities of beef, both at home and in restaurants; they know what to expect and how to prepare it.

Bison meat has several distinct health advantages over beef, making it a great alternative to beef. Few grocery stores in northern Ohio feature bison meat. Those stores that do have it generally stock just the burger, as steaks are typically unavailable. Their prices on bison are considerably higher than beef making the bison meat less attractive to the consumer. By selling only bison, we can explain the benefits of bison and how to prepare it, while providing the story of the animal and how it was produced to the customers. The customers can thus see what they are getting, ask questions, and meet the people who are producing it. They can also see pictures of the bison. Customers who visit the ranch to purchase the meat can also see the animals.

Market Potential: Meat

The past five years have seen steady growth in the bison industry. Carcass market prices have ranged between \$3.85 – \$4.25/lb. and show no signs of decreasing. The demand for bison meat far exceeds the supply that is readily available in today's market.

Market Potential: Tours

Once the herd is established and all proper infrastructures are in order we wish to offer tours to the public. This will allow local consumers to visit the ranch and see the animals in person.

Market Potential: Other Products

The sales of skulls, hides, yarn, fabric, dog treats and soap will be available in the future. More marketing strategies need to be developed for these products for them to reach their full potential.

C. Marketing Strategies

Product Strategies

Product Mix

The main product that will be sold will be bison meat. This is sold as steaks, roasts, burger, stew meat, hot dogs, summer sausage, jerky, smoked roasts, tongue, and liver. An attempt has been made to utilize the whole animal and include some cuts of meat that would be considered convenience foods, such as the summer sausage, hot dogs, pre-cooked roasts, and jerky.

In addition to the meat other parts of the animal are to be sold, including bleached skulls, tanned hides, bison fiber, bones for dog treats, and homemade soap from the tallow (fat) of the animal.

Tours are being added to the mix of products/services because of the interest shown in having such available and because of the exposure it will give to the other products previously offered.

Live animals will be sold when available, after stocking rates are met.

All products and services relate in some way to the bison.

Packaging

The meat will be vacuum packed in heavy clear plastic wrap so the consumer can see the meat and the quality. Each package is labeled with the name of the cut, weight, and any required precautions for handling.

Labels are being developed to identify the meat as being produced by our ranch, and also to distinguish it as being a heart-healthy food. These labels will be provided to any grocery stores that carry these products to help identify the meat as being different from beef and worthy of the higher price.

Promotion Strategies

Advertising

The least expensive and most effective advertising tool available for us will be social media. By creating accounts on social media we will be able to reach a large base of potential customers in our area.

Once we have an established meat supply, we will look into marketing advertisements in the local papers.

When tours are operational we will provide potential customers with a brochure that explains the products available, nutritional advantages of the meat and the prices.

Placement Strategies

This property is located approximately 5 miles from Lake Erie. During the tourist season we experience an influx of environmental enthusiasts that will be intrigued by the bison industry and all of the healthy meal advantages they provide.

This location is miles from the Lake Erie Birding trail that generates over 1 billion dollars in revenue for northwest Ohio annually. It is also located near the Camp Perry Shooting range that holds numerous national events that draw thousands of tourists annually. The amount of tourist activity from May – October provides the opportunity to generate a large customer base outside of the local community.

Summary

These Marketing Strategies are designed to promote the bison and bison products in northern Ohio and to allow us to be recognized as a leading bison producer in this area. We want to be recognized as family and community oriented and a company that is promoting products that will enhance people's lives.

Section VI. The Financial Plan

A. Managing Books and Records

Books and records will be maintained by XXXX and XXXX. XXXX will handle all financial record keeping of expenses and incomes. All on site expenses will be recorded by Jarred at the time of purchase / sale and then forwarded to Kimberly.

B. Budgets and Assumptions

The following financial predictions are for the establishment of an operational bison ranch.

- 1) **Land Purchase:** 106 acres of land; 91 acres tillable, 10 acres wooded, 2.3 acres of CRP Filter Strip. Total purchase cost of \$525,000 with 10% put down at time of sale.
- 2) **Land Survey.** Land was surveyed prior to sale. Original owner paying for half of the survey. Leaving \$1650 to be paid at the time of closing.
- 3) **Fencing Expenses**
 - High Tensile Wire
 - Fencing Staples and Supplies
 - Wooden Fence Posts

Initial Startup Expenses			
Expense	Cost	Units	Total Cost
Land Acquisition	\$ 4,952.83	106 Acres	\$ 525,000.00
Land Survey	\$ 1,650.00	1	\$ 1,650.00
First Year Taxes	\$ 2,889.14	1	\$ 2,889.14
Water Well	\$ 2,500.00	1	\$ 2,500.00
High Tensile Fencing	\$ 89.99	28	\$ 2,519.72
Fencing Posts	\$ 14.00	630	\$ 8,820.00
Fencing Tools/ Staples			\$ 1,500.00
Breeding Stock	\$ 1,500.00	12	\$ 18,000.00
Total Expenses			\$ 562,878.86

4) **Driveway Culvert**

- \$3000 for instillation and materials

5) **Projected Income**, including the annual payments for NRCS program acres and the annual rental rate per acre for the agricultural ground. Potential income for fiscal year 2018 & 2019 reflects 2016 Natural Resource Conservation Service Cost Share Rates and are not guaranteed funds.

2017 Income Statement			
Source	Acres	Price/Acre	Total Income
NRCS CRP	2.34	\$ 126.50	\$ 296.01
XXXX	60	\$ 150.00	\$ 9,000.00
Total			\$ 9,296.01
2017 Potential Income			
Source	Acres	Price/Acre	Total Income
NRCS Quail Buffer	2.7	\$ 129.00	\$ 348.30
Total			\$ 348.30
2017 Grand Total			\$ 9,644.31

2018 Income Statement			
Source	Acres	Price/Acre	Total Income
NRCS CRP	2.34	\$ 126.50	\$ 296.01
XXXX	40	\$ 150.00	\$ 6,000.00
Total			\$ 6,296.01
2018 Potential Income			
Source	Acres	Price/Acre	Total Income
NRCS Quail Buffer	2.7	\$ 129.00	\$ 348.30
NRCS Prescribed Grazing	45	\$ 37.32	\$ 1,679.40
NRCS Introduced Grass Est.	17	\$ 208.93	\$ 3,551.81
NRCS Native Grass Est.	26	\$ 359.04	\$ 9,335.04
Source	Units	Price/Unit	Total Income
NRCS Tire Tank Waterers	13	\$ 1,052.40	\$ 13,681.20
Source	Feet	Price/Ft	Total Income
NRCS EQIP Fencing	15000	\$ 1.34	\$ 20,100.00
NRCS EQIP Access Road	2500	\$ 18.84	\$ 47,100.00
NRCS Livestock Pipeline	4000	\$ 2.15	\$ 8,600.00
NRCS Water Well Drilling	60	\$ 46.96	\$ 2,817.60
Total			\$ 107,213.35

2018 Grand Total	\$ 113,509.36
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2019 Income Statement			
Source	Acres	Price/Acre	Total Income
NRCS CRP	2.34	\$ 126.50	\$ 296.01
XXXX	40	\$ 150.00	\$ 6,000.00
Total			\$ 6,296.01
2019 Potential Income			
Source	Acres	Price/Acre	Total Income
NRCS Quail Buffer	2.7	\$ 129.00	\$ 348.30
NRCS Prescribed Grazing	45	\$ 37.32	\$ 1,679.40
Source	Calves	Price/Calf	Total Income
Bull Calves	3	\$ 1,500.00	\$ 4,500.00
Total			\$ 6,527.70
2019 Grand Total			\$ 12,823.71

C. Summary of Financial Needs

XXXX is looking for an initial startup loan that will enable the ranch to be operational with animals on the ground by 2018. A 10% down payment has been placed with the seller at this time. These funds would allow for the infrastructure to begin to be put in place starting as soon as the fall of 2017. Tillable acreage would remain in production with XXXX paying cash rent on said acres to also assist with loan payment. Government assistance with the conversion of tillable land into pastured ground will assist with infrastructure establishment, which ultimately will allow for quicker loan repayment. XXXX currently has a breeding bull in Indiana that would be transferred to the property. Additional breed cows and calves would be purchased to establish a working herd in Ottawa County, Ohio.

D. Conclusion

New research shows many nutritional benefits to eating bison meat. There is also a lot of curiosity about the animals and their nature. We believe these factors will help to draw new customers to purchase the meat and other products, and also come for tours.

Current bison producers are showing a profitable return on their investment and that there is a large demand for bison meat and breeding stock animals.