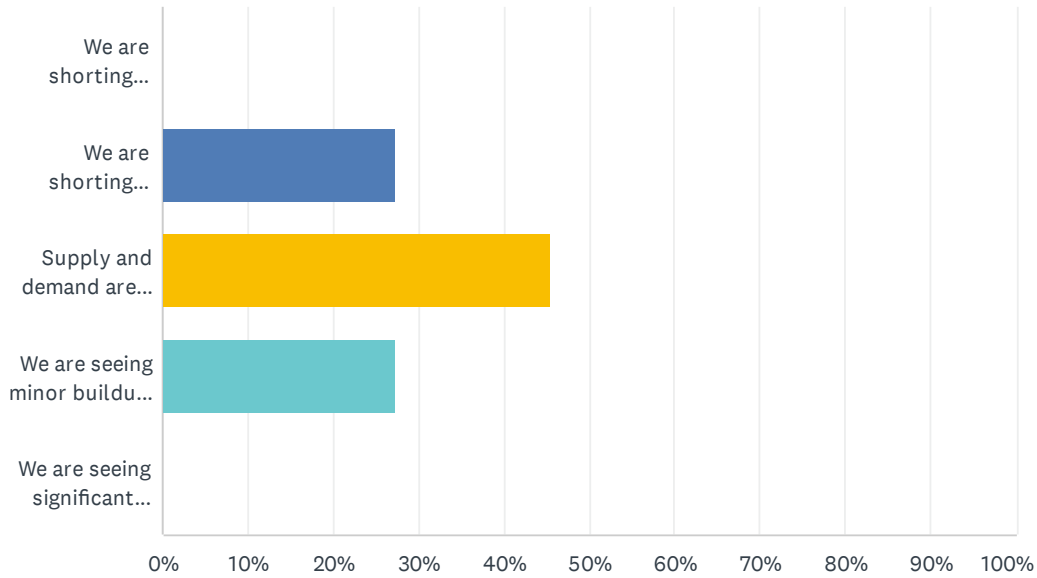


# Q1 How well are you able to satisfy your customers' orders?

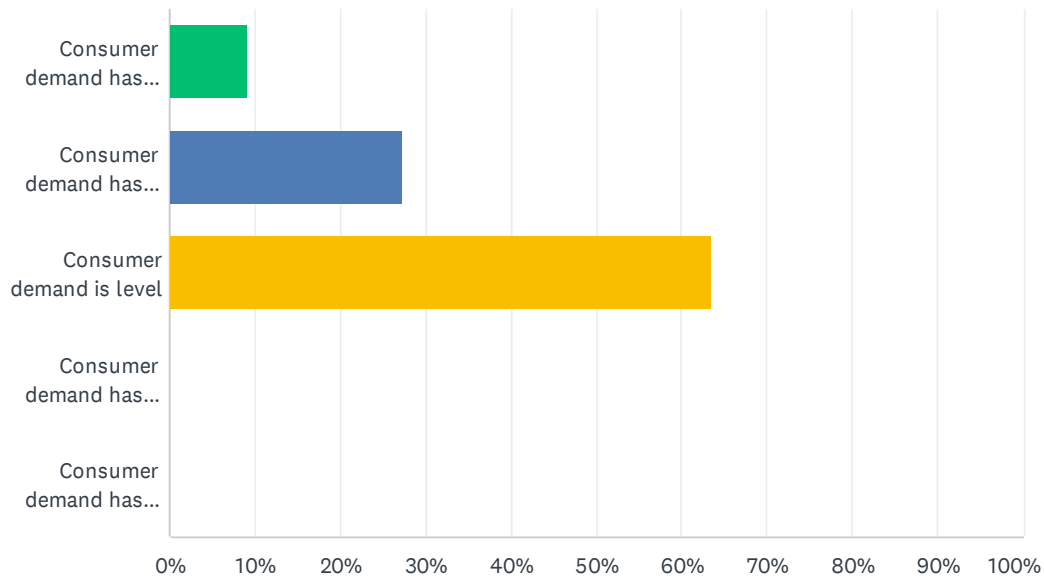
Answered: 11 Skipped: 0



ANSWER CHOICES	RESPONSES	
We are shorting customers in excess of 20%	0.00%	0
We are shorting customers 0-19%	27.27%	3
Supply and demand are roughly in balance	45.45%	5
We are seeing minor buildup of inventory	27.27%	3
We are seeing significant build-up of inventory	0.00%	0
<b>TOTAL</b>		<b>11</b>

## Q2 How has consumer demand changed for bison since November 2016?

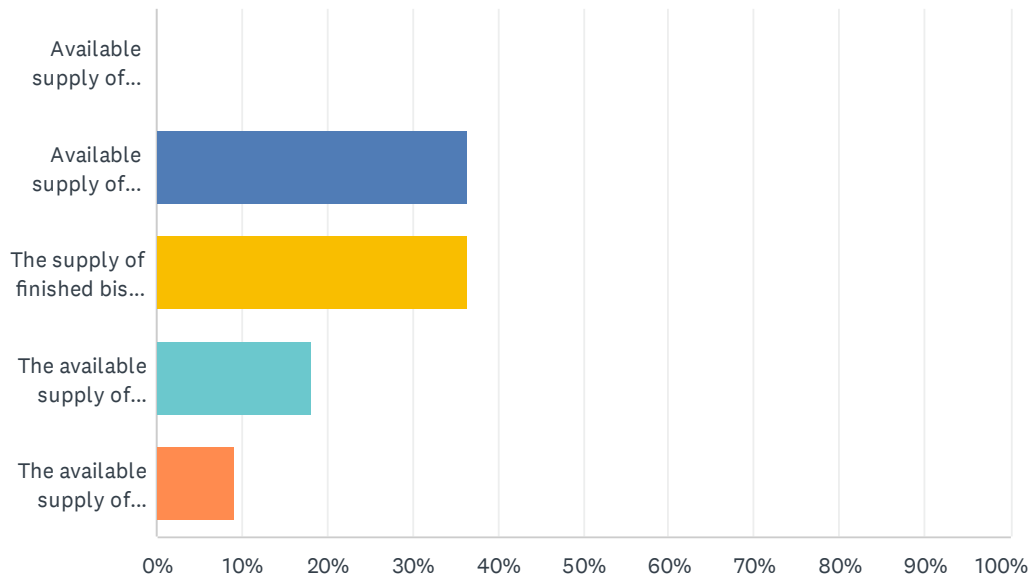
Answered: 11 Skipped: 0



ANSWER CHOICES	RESPONSES	
Consumer demand has increased more than 10%	9.09%	1
Consumer demand has increased 1-9%	27.27%	3
Consumer demand is level	63.64%	7
Consumer demand has declined 1-9%	0.00%	0
Consumer demand has declined more than 10%	0.00%	0
<b>TOTAL</b>		<b>11</b>

### Q3 How has the supply of finished bison changed since November 2016?

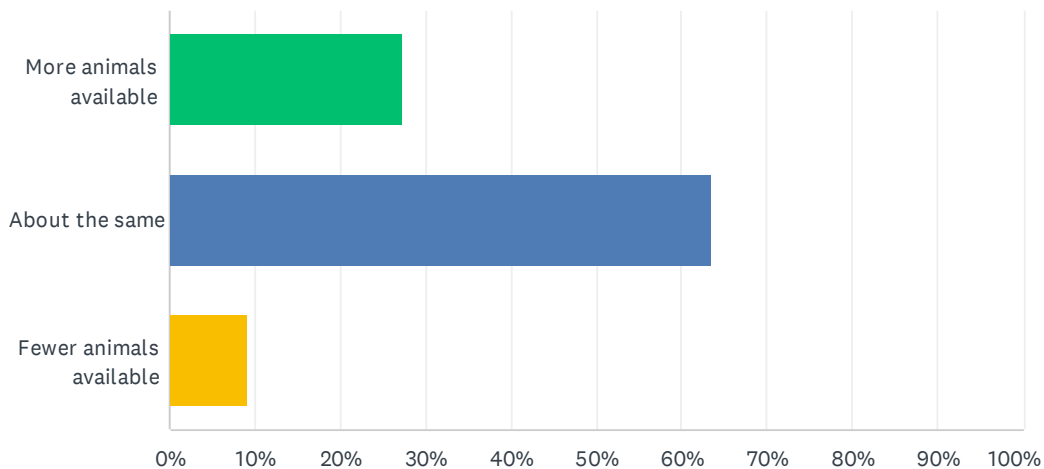
Answered: 11 Skipped: 0



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%	36.36%	4
The supply of finished bison is roughly equal of November 2016	36.36%	4
The available supply of finished bison has decreased 1-9%	18.18%	2
The available supply of finished bison has decreased more than 10%	9.09%	1
<b>TOTAL</b>		<b>11</b>

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

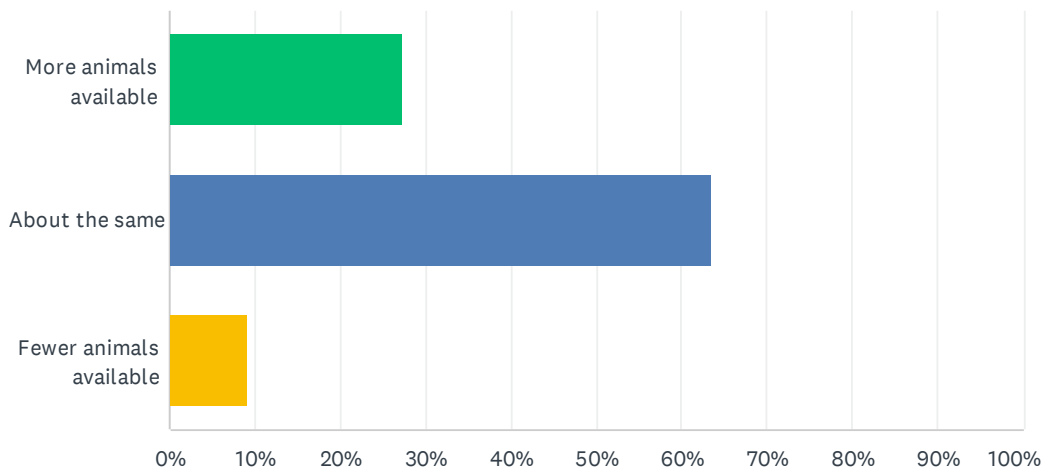
Answered: 11 Skipped: 0



ANSWER CHOICES	RESPONSES	
More animals available	27.27%	3
About the same	63.64%	7
Fewer animals available	9.09%	1
<b>TOTAL</b>		<b>11</b>

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

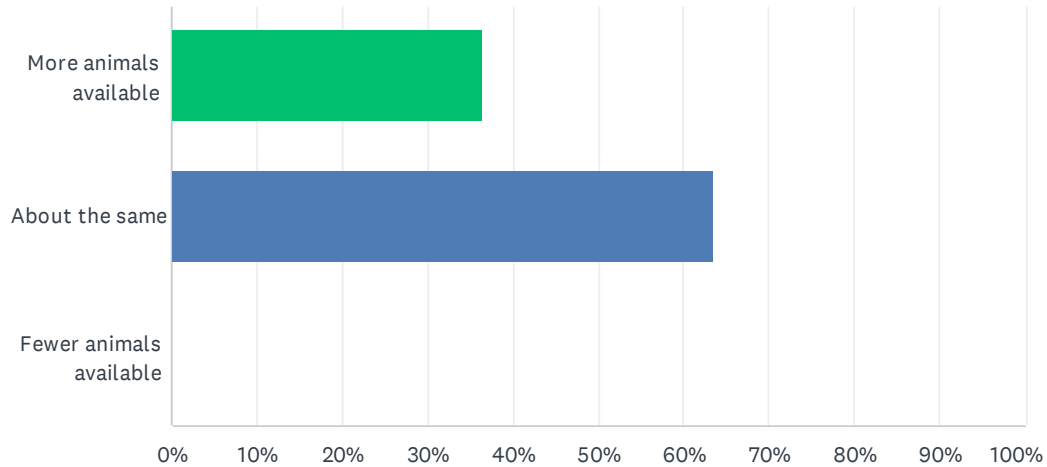
Answered: 11 Skipped: 0



ANSWER CHOICES	RESPONSES	
More animals available	27.27%	3
About the same	63.64%	7
Fewer animals available	9.09%	1
<b>TOTAL</b>		<b>11</b>

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

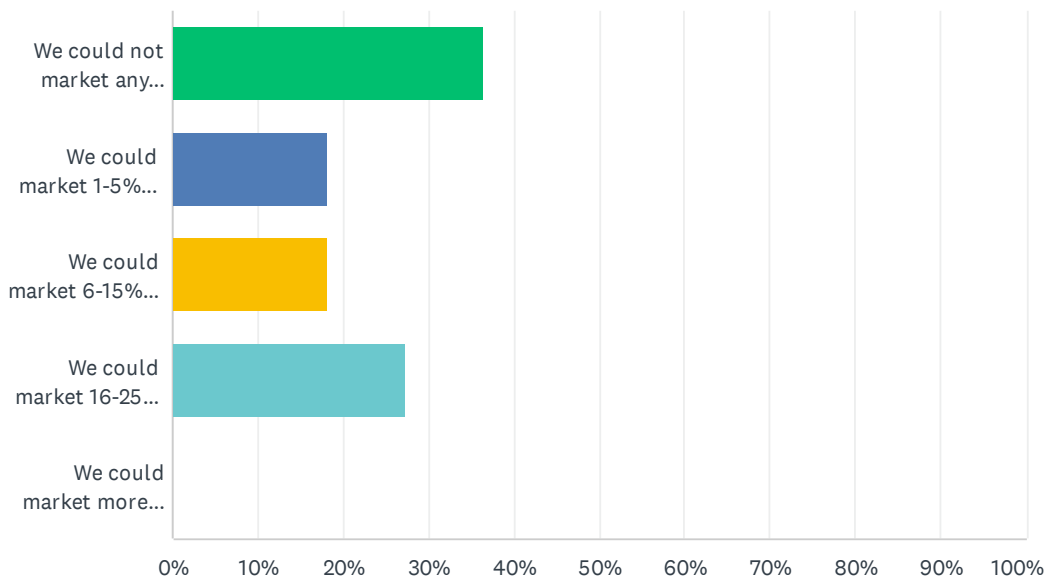
Answered: 11 Skipped: 0



ANSWER CHOICES	RESPONSES	
More animals available	36.36%	4
About the same	63.64%	7
Fewer animals available	0.00%	0
<b>TOTAL</b>		<b>11</b>

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

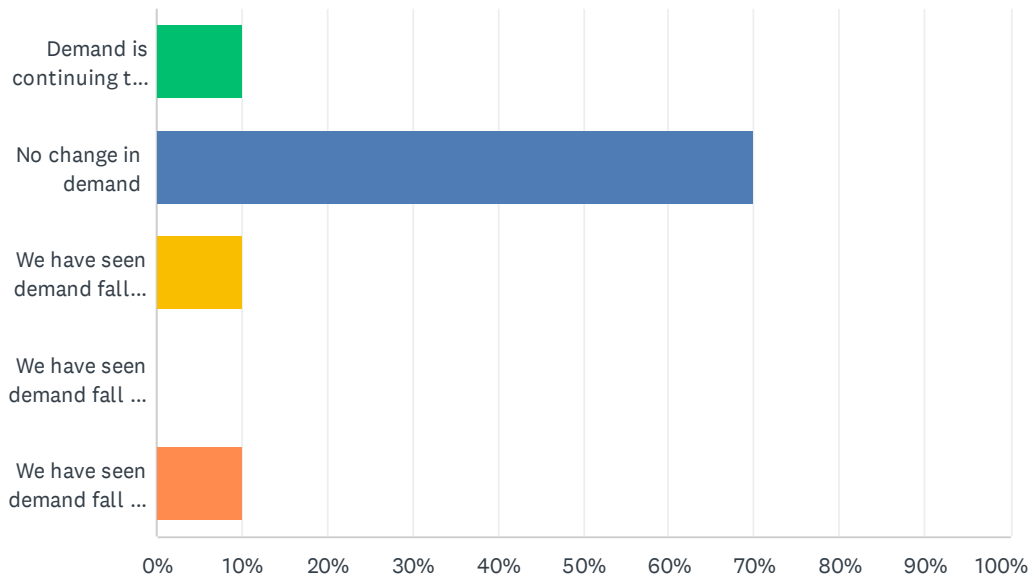
Answered: 11 Skipped: 0



ANSWER CHOICES	RESPONSES	
We could not market any additional product	36.36%	4
We could market 1-5% more product	18.18%	2
We could market 6-15% more product	18.18%	2
We could market 16-25% more product	27.27%	3
We could market more than 25% more product	0.00%	0
<b>TOTAL</b>		<b>11</b>

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

Answered: 10 Skipped: 1

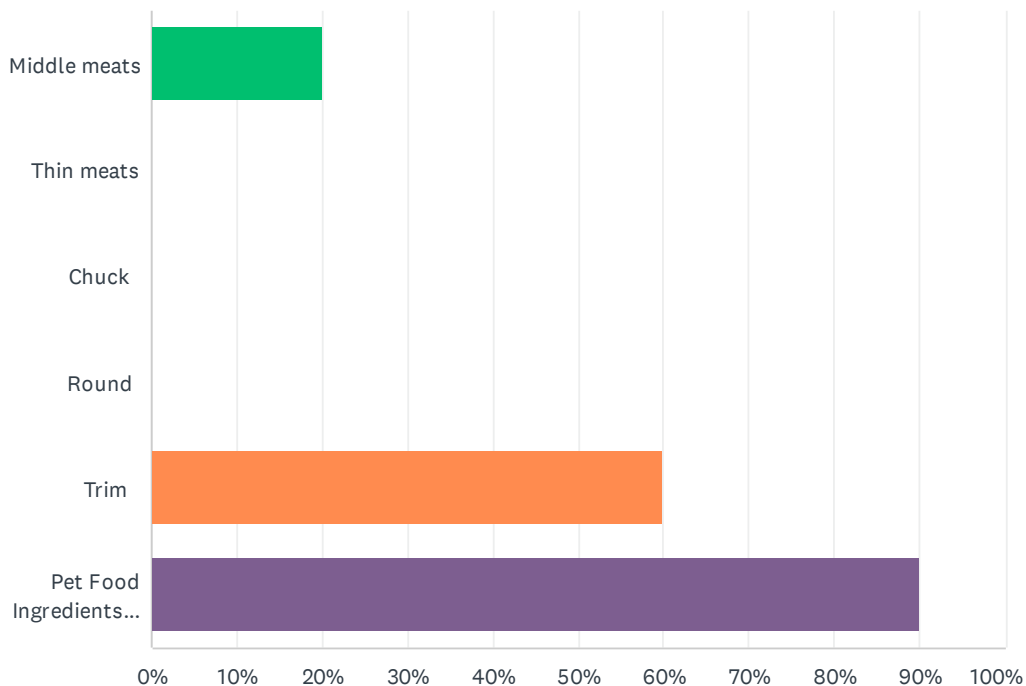


ANSWER CHOICES	RESPONSES	
Demand is continuing to increase	10.00%	1
No change in demand	70.00%	7
We have seen demand fall from 1-5%	10.00%	1
We have seen demand fall by 6-10%	0.00%	0
We have seen demand fall by more than 11%	10.00%	1
<b>TOTAL</b>		<b>10</b>



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

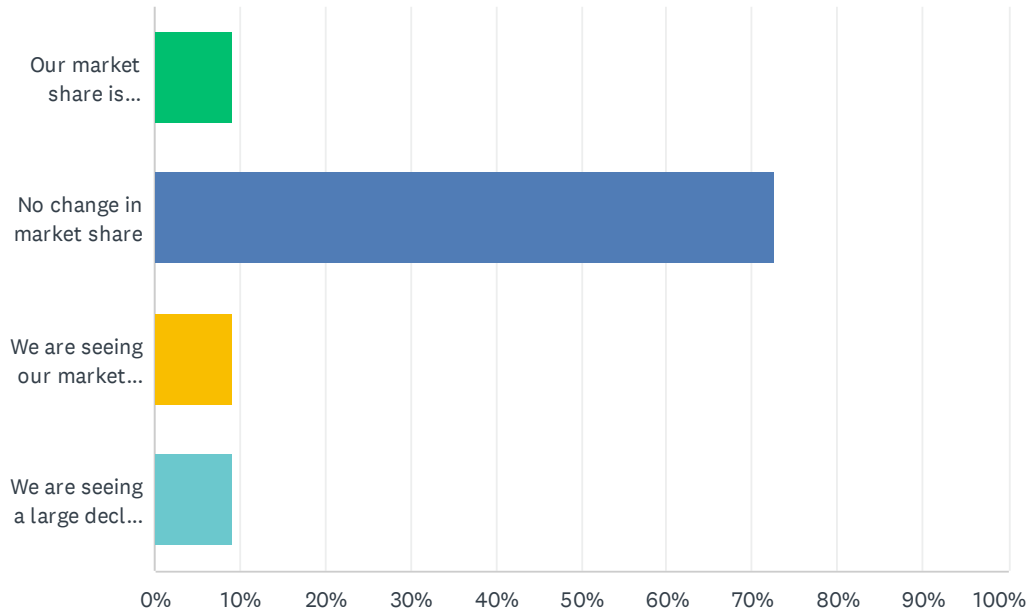
Answered: 10 Skipped: 1



ANSWER CHOICES	RESPONSES	
Middle meats	20.00%	2
Thin meats	0.00%	0
Chuck	0.00%	0
Round	0.00%	0
Trim	60.00%	6
Pet Food Ingredients (heart, liver, etc.)	90.00%	9
Total Respondents: 10		

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

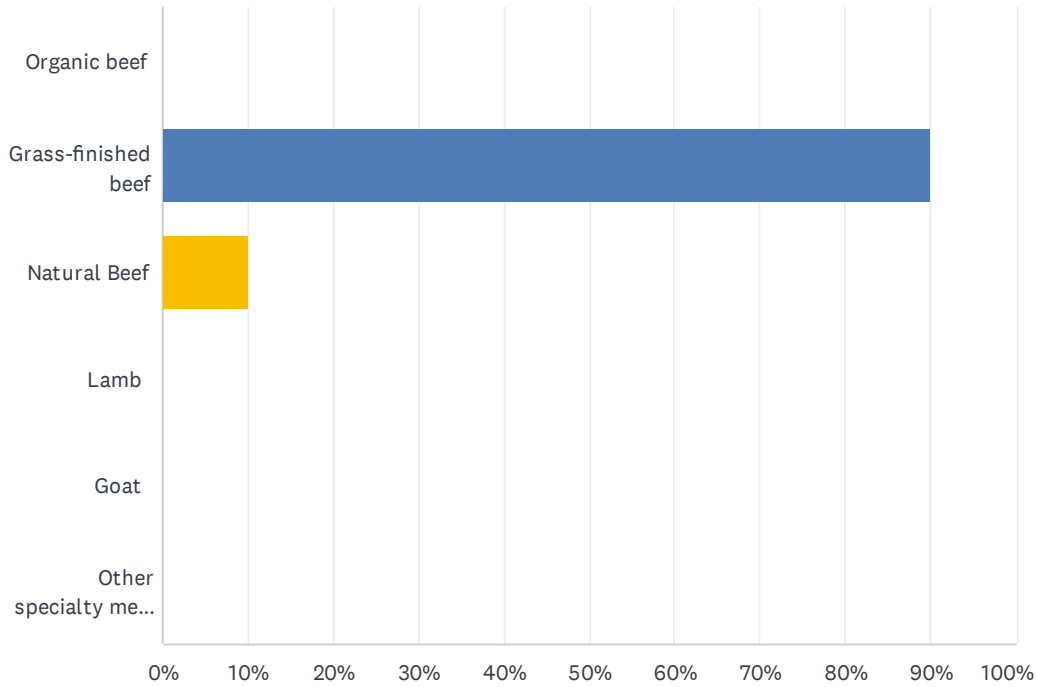
Answered: 11 Skipped: 0



ANSWER CHOICES	RESPONSES	
Our market share is continuing to grow	9.09%	1
No change in market share	72.73%	8
We are seeing our market share decline slightly	9.09%	1
We are seeing a large decline in market share	9.09%	1
<b>TOTAL</b>		<b>11</b>

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

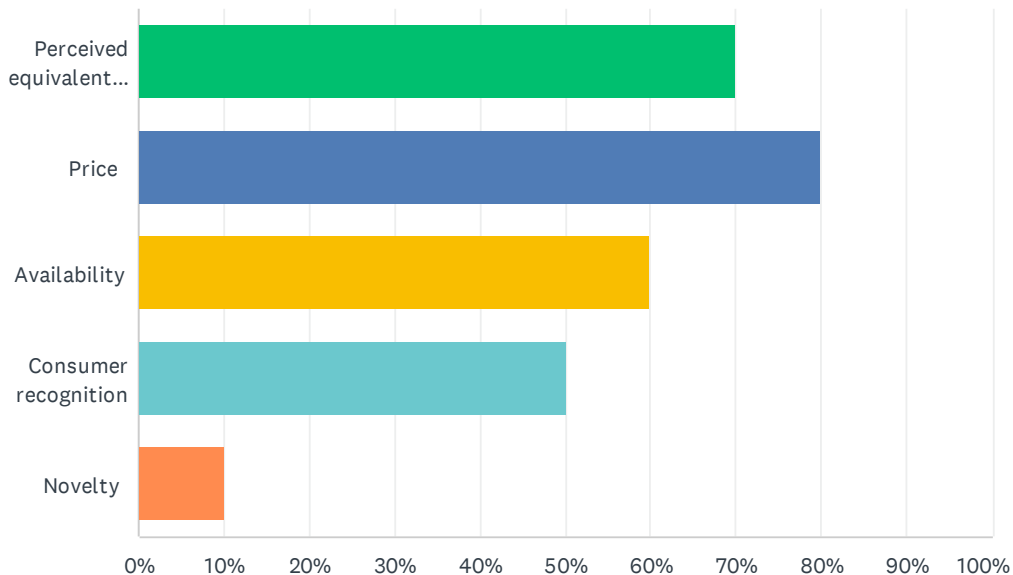
Answered: 10 Skipped: 1



ANSWER CHOICES	RESPONSES	
Organic beef	0.00%	0
Grass-finished beef	90.00%	9
Natural Beef	10.00%	1
Lamb	0.00%	0
Goat	0.00%	0
Other specialty meats (Please specify.)	0.00%	0
<b>TOTAL</b>		<b>10</b>

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

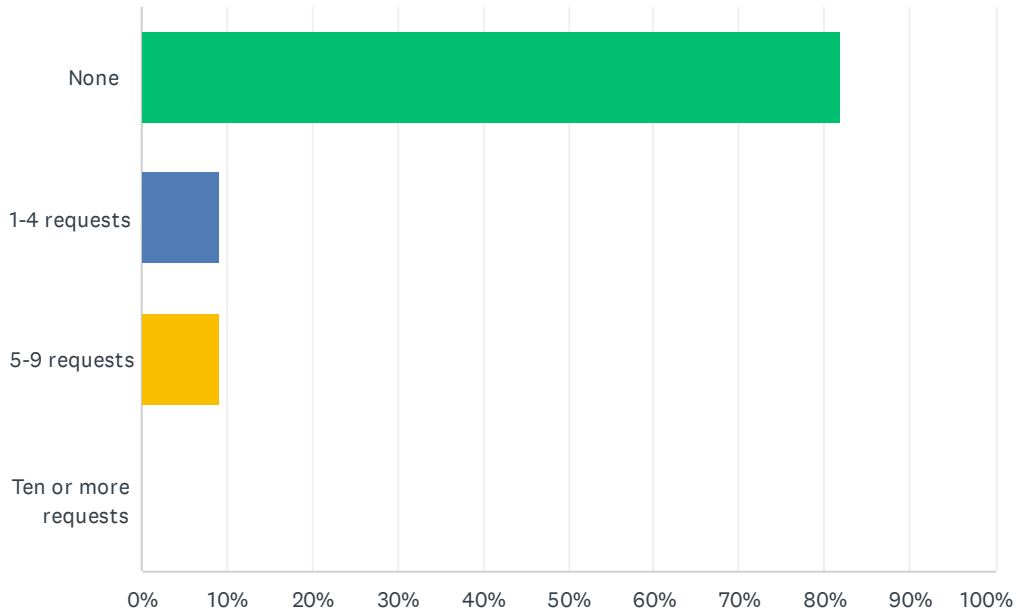
Answered: 10 Skipped: 1



ANSWER CHOICES	RESPONSES	
Perceived equivalent health benefits	70.00%	7
Price	80.00%	8
Availability	60.00%	6
Consumer recognition	50.00%	5
Novelty	10.00%	1
Total Respondents: 10		

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

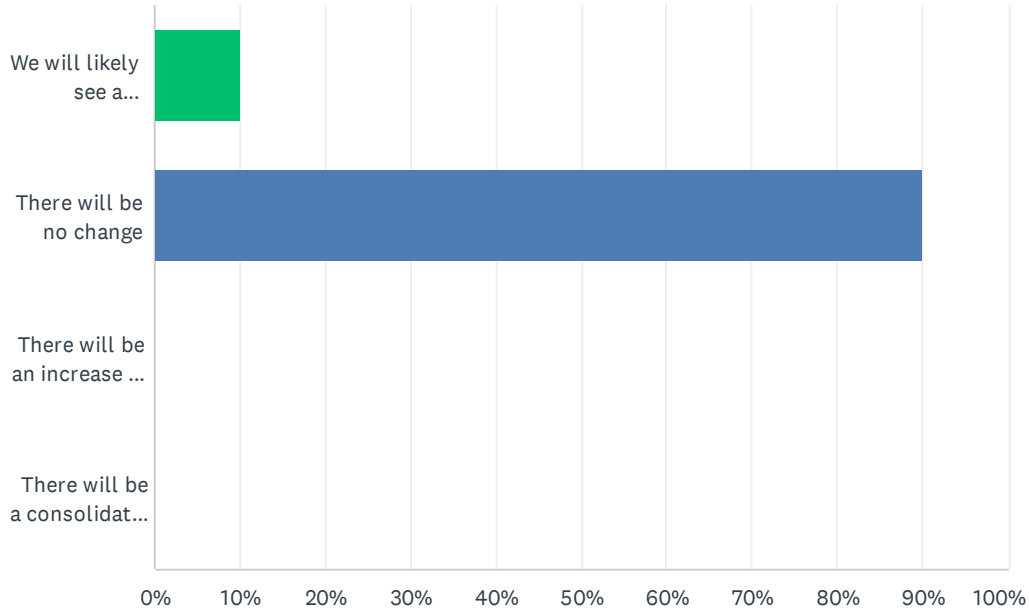
Answered: 11 Skipped: 0



ANSWER CHOICES	RESPONSES	
None	81.82%	9
1-4 requests	9.09%	1
5-9 requests	9.09%	1
Ten or more requests	0.00%	0
<b>TOTAL</b>		<b>11</b>

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

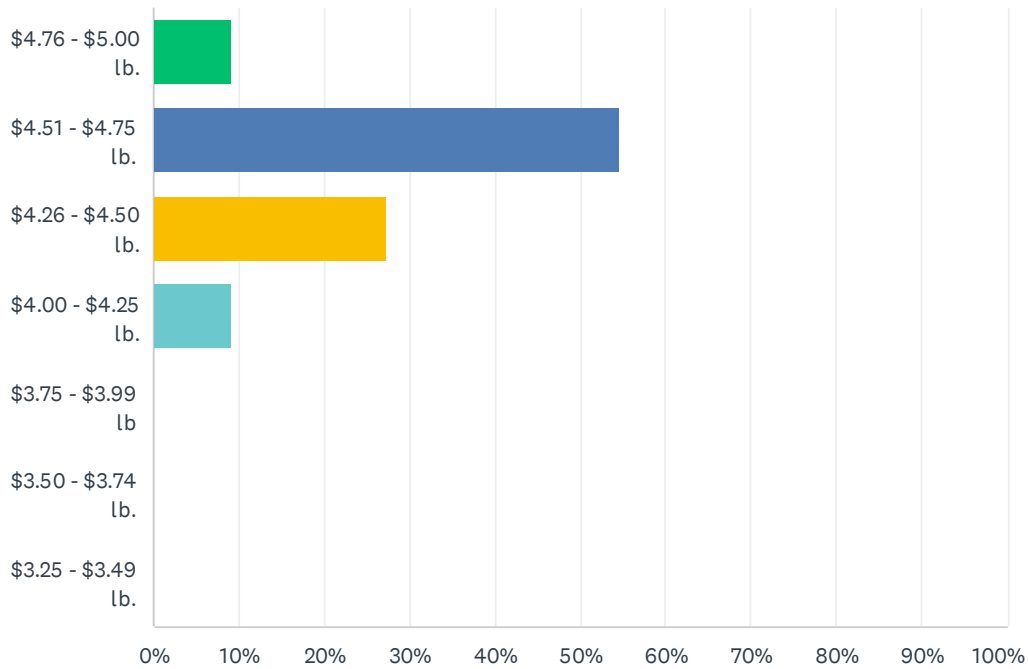
Answered: 10 Skipped: 1



ANSWER CHOICES	RESPONSES	
We will likely see a consolidation of marketers	10.00%	1
There will be no change	90.00%	9
There will be an increase in the number of marketers	0.00%	0
There will be a consolidation among existing marketers but entry by new marketers	0.00%	0
<b>TOTAL</b>		<b>10</b>

### 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?

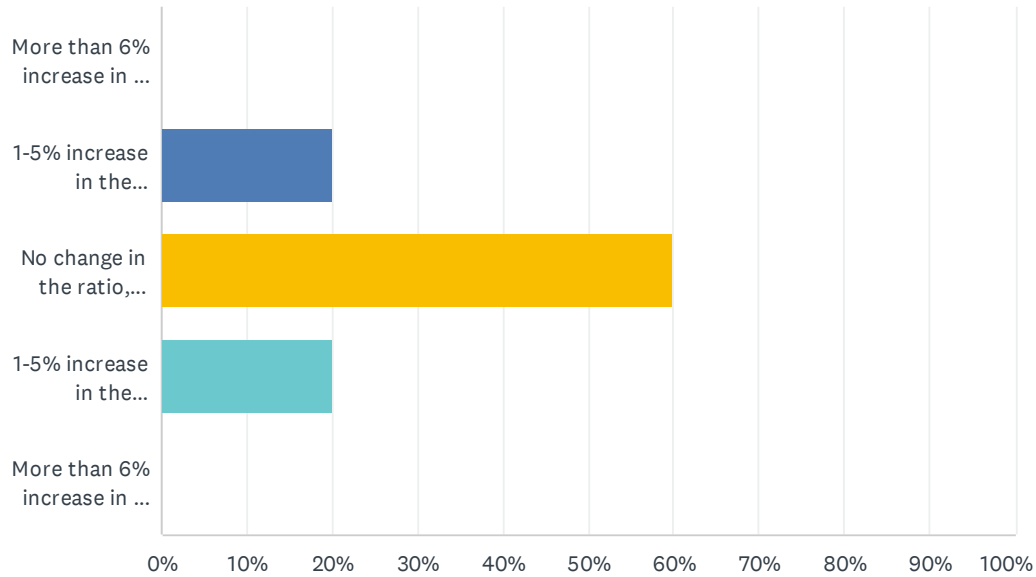
Answered: 11 Skipped: 0



ANSWER CHOICES	RESPONSES	
\$4.76 - \$5.00 lb.	9.09%	1
\$4.51 - \$4.75 lb.	54.55%	6
\$4.26 - \$4.50 lb.	27.27%	3
\$4.00 - \$4.25 lb.	9.09%	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
<b>TOTAL</b>		<b>11</b>

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

Answered: 10 Skipped: 1

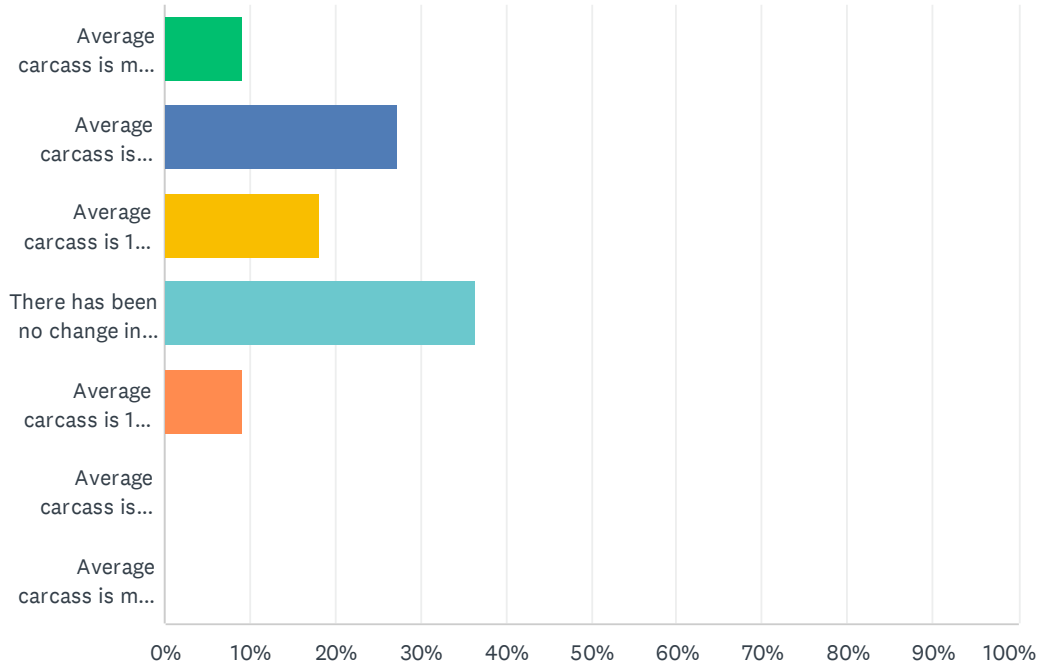


ANSWER CHOICES	RESPONSES	
More than 6% increase in the percentage of female animals	0.00%	0
1-5% increase in the percentage of female animals	20.00%	2
No change in the ratio, compared to five-year average	60.00%	6
1-5% increase in the percentage of male animals	20.00%	2
More than 6% increase in the percentage of male animals.	0.00%	0
Total Respondents: 10		



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

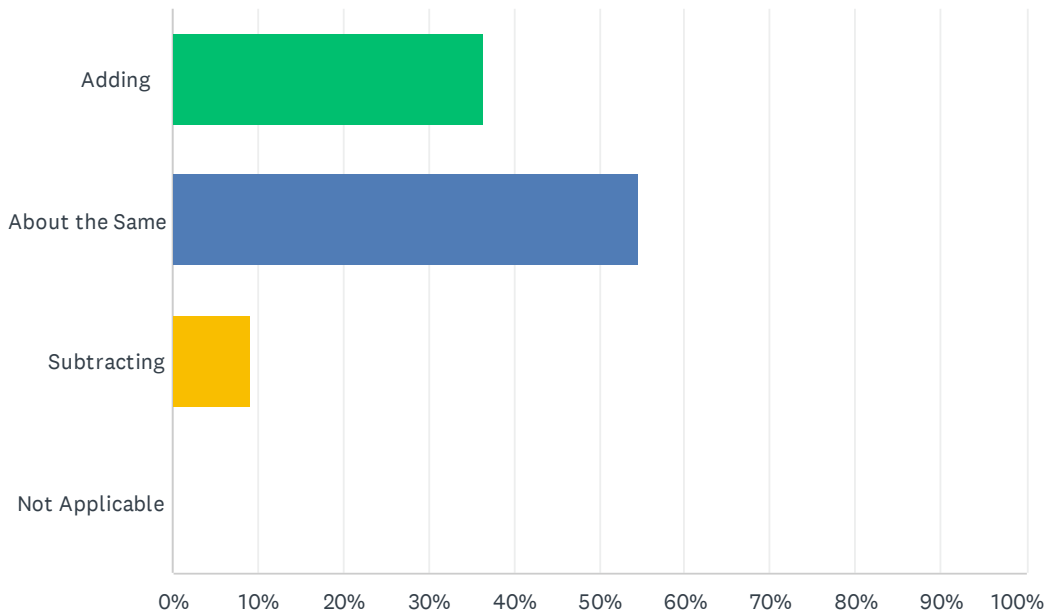
Answered: 11 Skipped: 0



ANSWER CHOICES	RESPONSES	
Average carcass is more than 11% heavier	9.09%	1
Average carcass is 6-10% heavier	27.27%	3
Average carcass is 1-5% heavier	18.18%	2
There has been no change in average weights	36.36%	4
Average carcass is 1-5 % lighter	9.09%	1
Average carcass is 6-10% lighter	0.00%	0
Average carcass is more than 10% lighter	0.00%	0
<b>TOTAL</b>		<b>11</b>

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

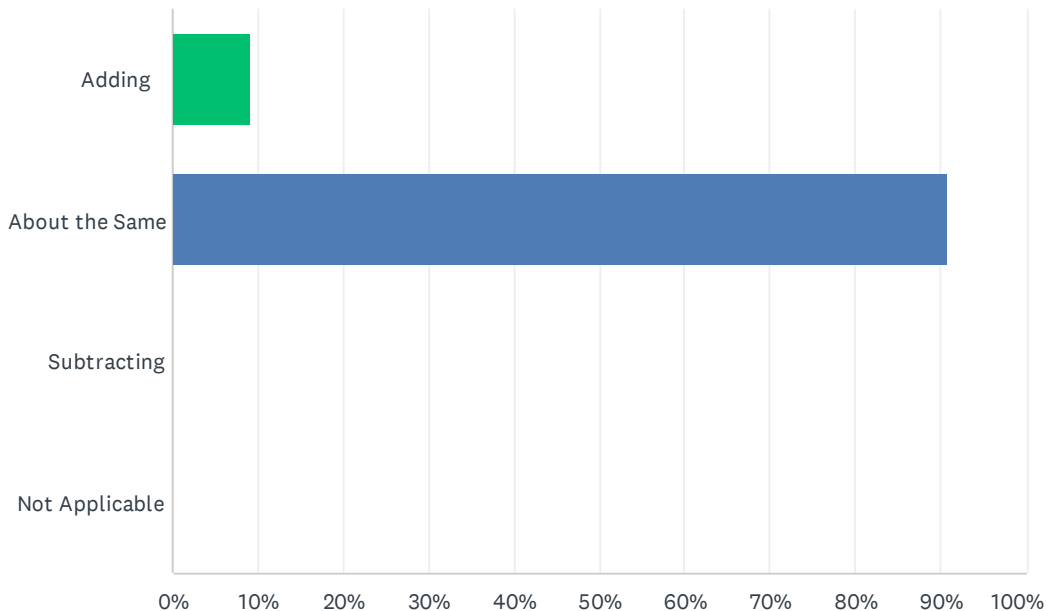
Answered: 11 Skipped: 0



ANSWER CHOICES	RESPONSES	
Adding	36.36%	4
About the Same	54.55%	6
Subtracting	9.09%	1
Not Applicable	0.00%	0
<b>TOTAL</b>		<b>11</b>

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

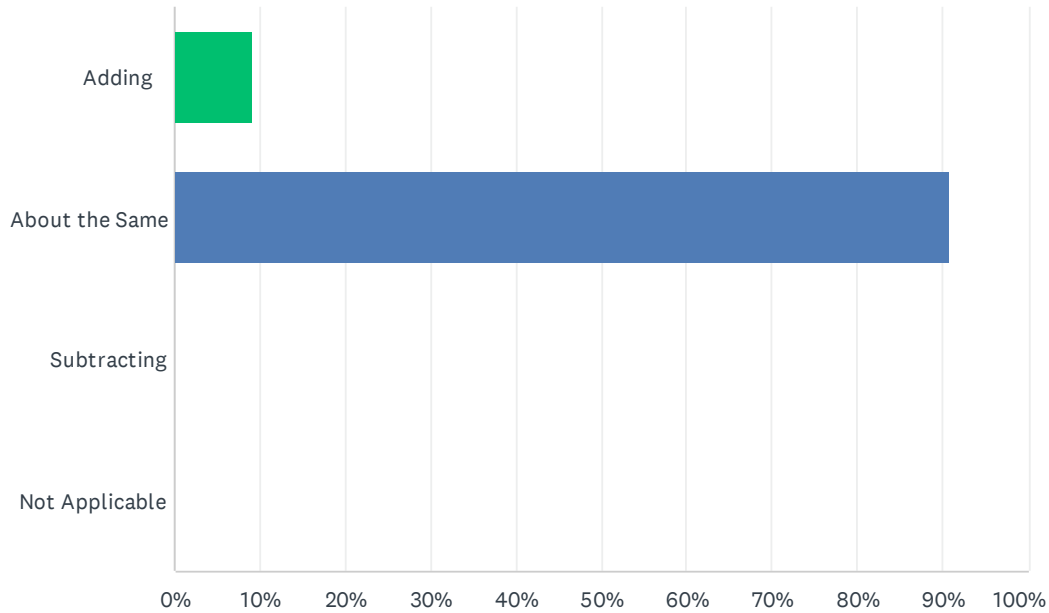
Answered: 11 Skipped: 0



ANSWER CHOICES	RESPONSES	
Adding	9.09%	1
About the Same	90.91%	10
Subtracting	0.00%	0
Not Applicable	0.00%	0
<b>TOTAL</b>		<b>11</b>

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

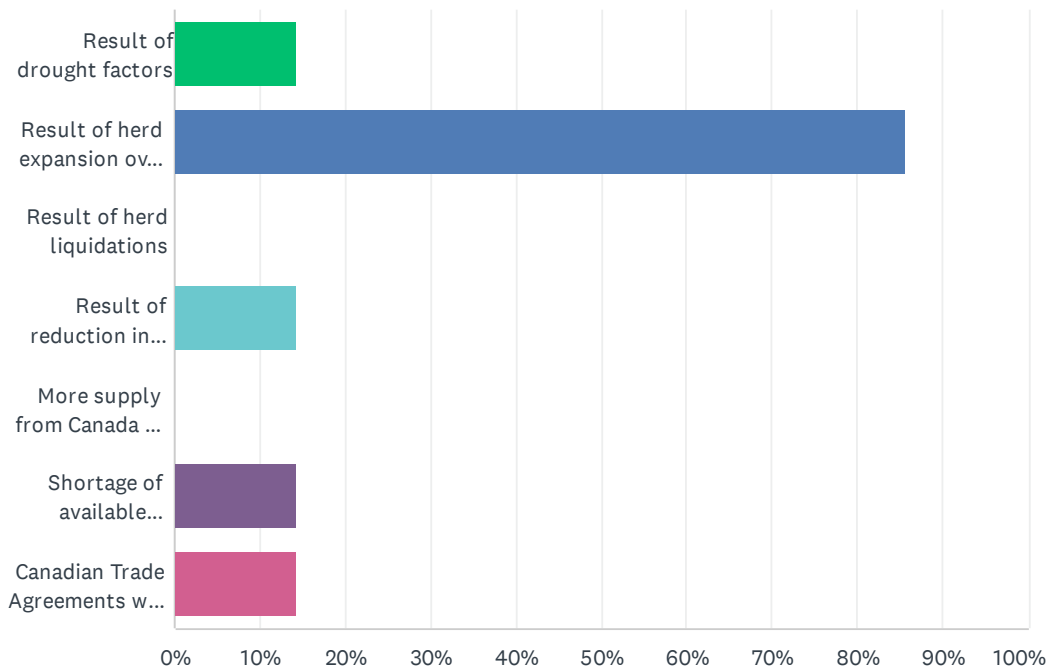
Answered: 11 Skipped: 0



ANSWER CHOICES	RESPONSES	
Adding	9.09%	1
About the Same	90.91%	10
Subtracting	0.00%	0
Not Applicable	0.00%	0
<b>TOTAL</b>		<b>11</b>

**Q21 According to the USDA, the 2017 year-to-date slaughter of bison in federally-inspected plants is roughly one percent lower than the comparable period in 2016. What do you believe are the key factors behind this trend? (check all that apply)**

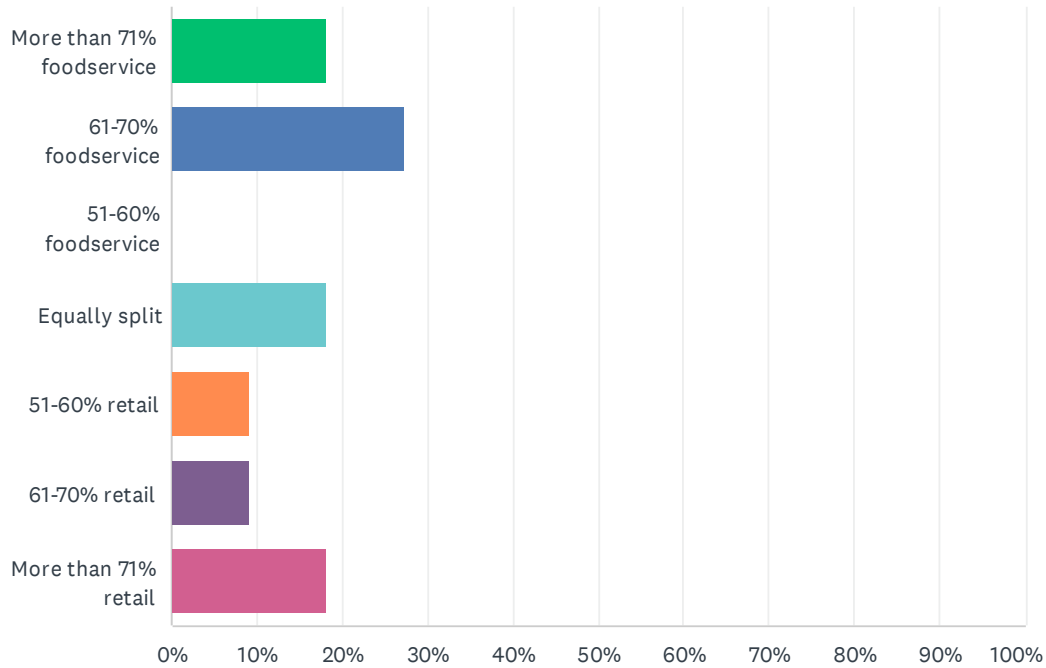
Answered: 7 Skipped: 4



ANSWER CHOICES	RESPONSES	
Result of drought factors	14.29%	1
Result of herd expansion over past several years	85.71%	6
Result of herd liquidations	0.00%	0
Result of reduction in demand for bison meat	14.29%	1
More supply from Canada as a result of the exchange rate	0.00%	0
Shortage of available animals	14.29%	1
Canadian Trade Agreements with EU (and other markets)	14.29%	1
Total Respondents: 7		

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

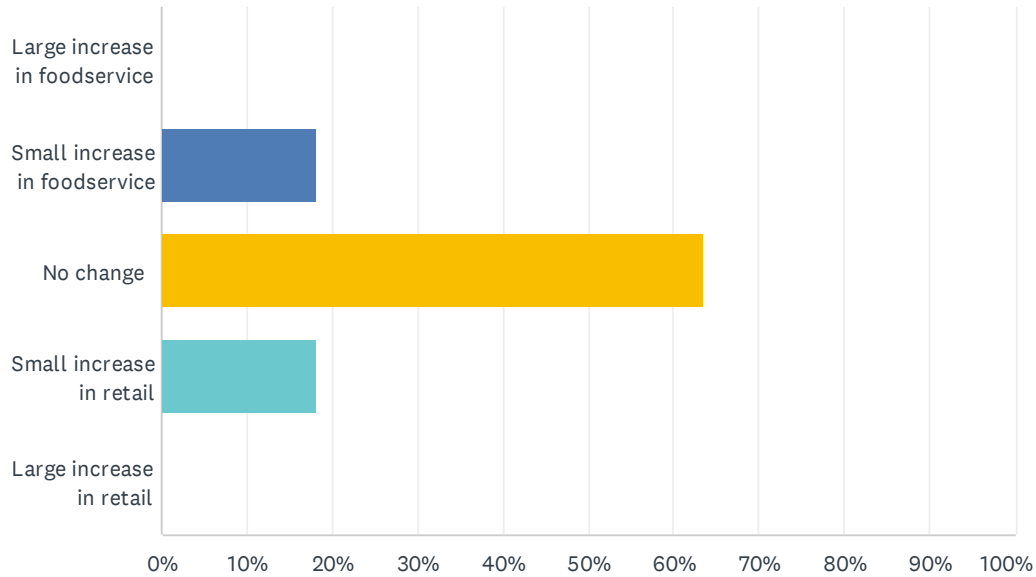
Answered: 11 Skipped: 0



ANSWER CHOICES	RESPONSES
More than 71% foodservice	18.18% 2
61-70% foodservice	27.27% 3
51-60% foodservice	0.00% 0
Equally split	18.18% 2
51-60% retail	9.09% 1
61-70% retail	9.09% 1
More than 71% retail	18.18% 2
<b>TOTAL</b>	<b>11</b>

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

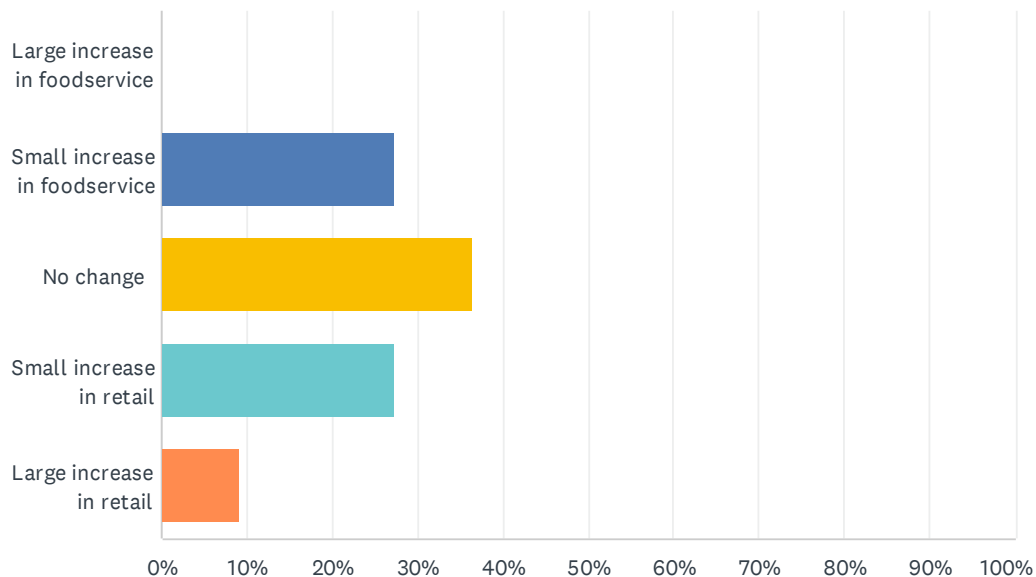
Answered: 11 Skipped: 0



ANSWER CHOICES	RESPONSES	
Large increase in foodservice	0.00%	0
Small increase in foodservice	18.18%	2
No change	63.64%	7
Small increase in retail	18.18%	2
Large increase in retail	0.00%	0
<b>TOTAL</b>		<b>11</b>

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

Answered: 11 Skipped: 0

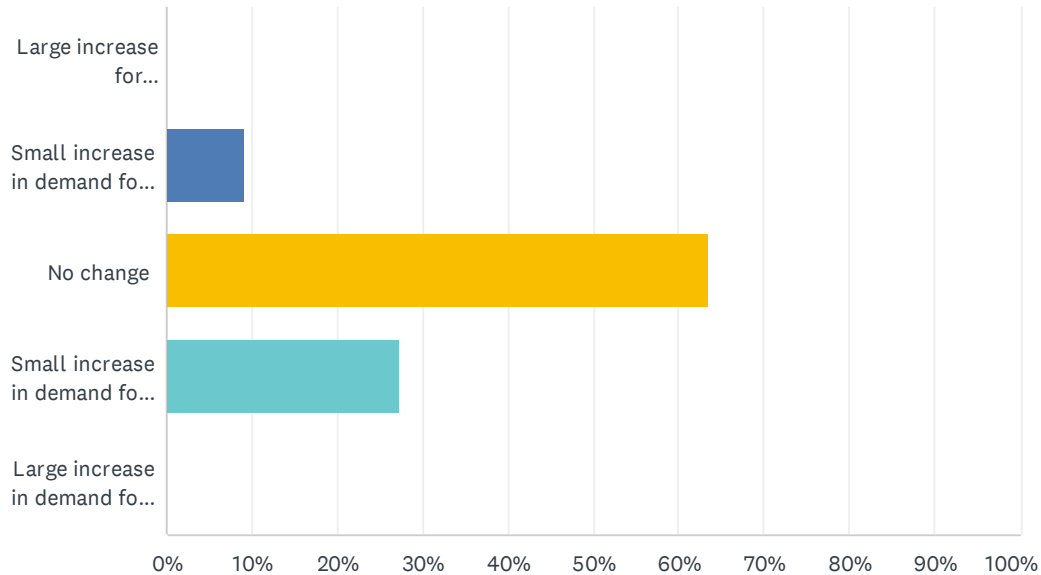


ANSWER CHOICES	RESPONSES
Large increase in foodservice	0.00% 0
Small increase in foodservice	27.27% 3
No change	36.36% 4
Small increase in retail	27.27% 3
Large increase in retail	9.09% 1
<b>TOTAL</b>	<b>11</b>



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

Answered: 11 Skipped: 0

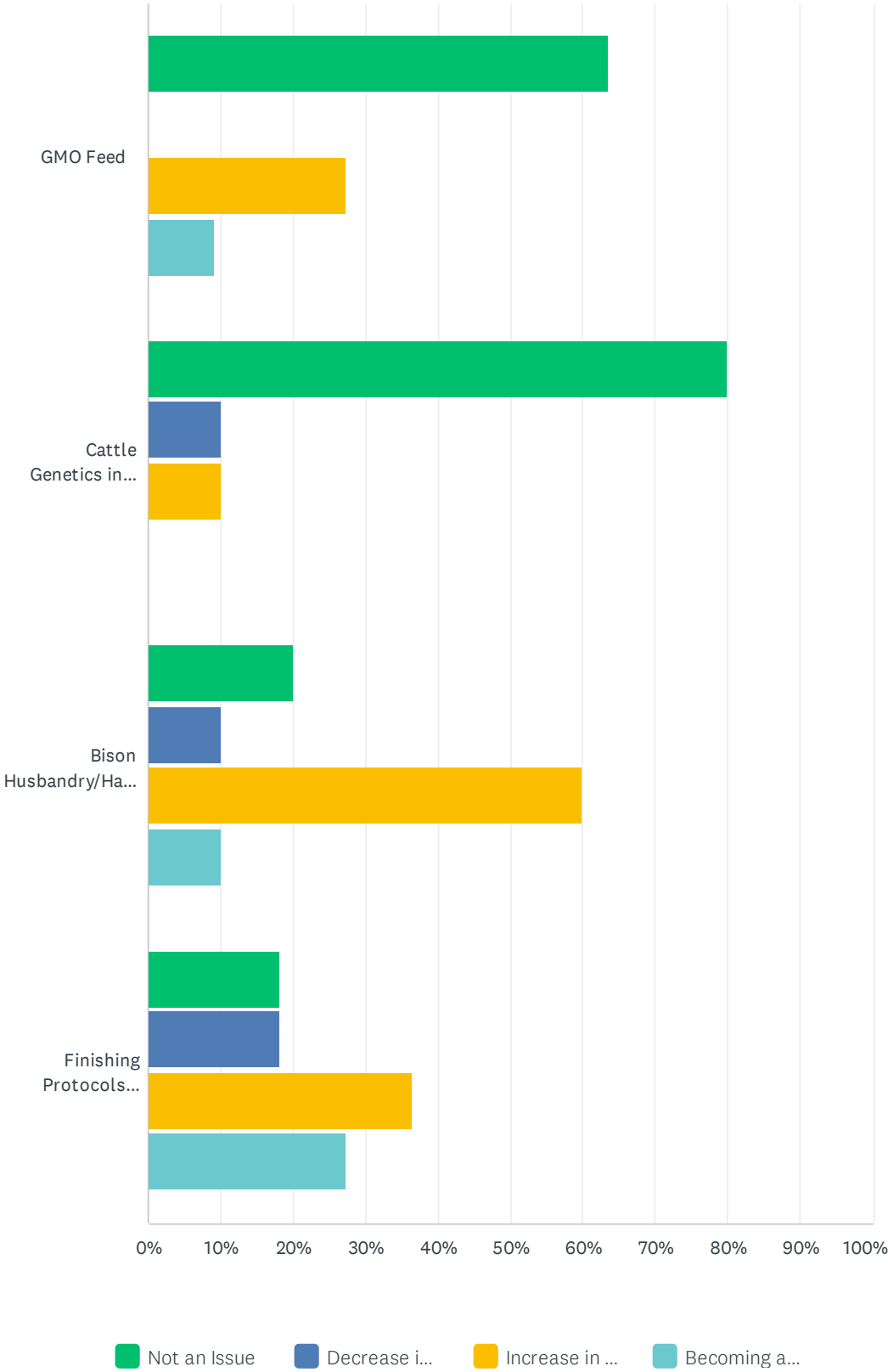


ANSWER CHOICES	RESPONSES	
Large increase for grain-finished product compared to grass-finished	0.00%	0
Small increase in demand for grain finished product compared to grass-finished	9.09%	1
No change	63.64%	7
Small increase in demand for grass-finished product compared to grain-finished product	27.27%	3
Large increase in demand for grass-finished product, compared to grain-finished product	0.00%	0
<b>TOTAL</b>		<b>11</b>

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

Answered: 11 Skipped: 0

Copy of Commercial Marketers Survey, November 2017

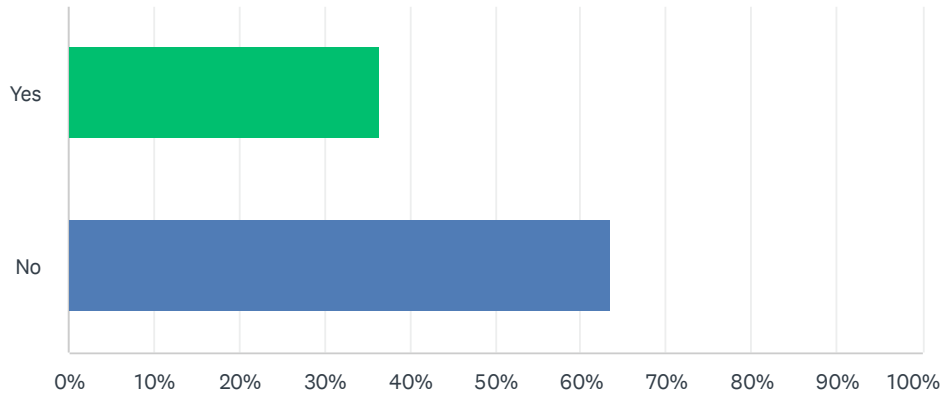


Copy of Commercial Marketers Survey, November 2017

	NOT AN ISSUE	DECREASE IN NO. OF QUESTIONS	INCREASE IN NO. OF QUESTIONS	BECOMING A SIGNIFICANT ISSUE	TOTAL
GMO Feed	63.64% 7	0.00% 0	27.27% 3	9.09% 1	11
Cattle Genetics in Bison	80.00% 8	10.00% 1	10.00% 1	0.00% 0	10
Bison Husbandry/Handling Protocols	20.00% 2	10.00% 1	60.00% 6	10.00% 1	10
Finishing Protocols (grass vs. grain)	18.18% 2	18.18% 2	36.36% 4	27.27% 3	11

## Q27 U.S. MARKETERS ONLY: Did you export bison meat to the European Union in 2016?

Answered: 11 Skipped: 0



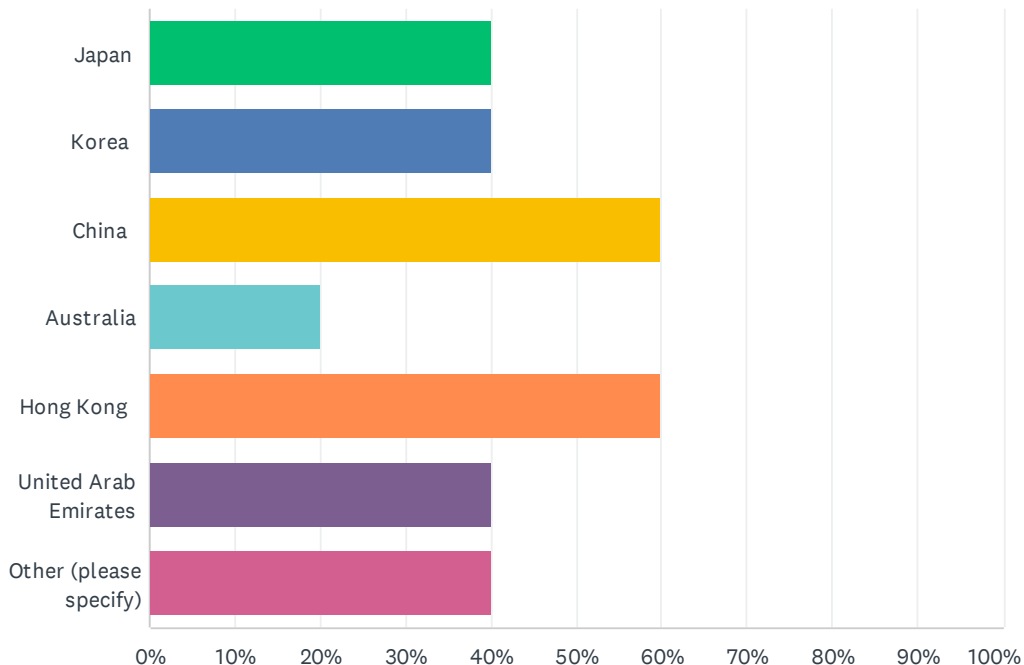
ANSWER CHOICES	RESPONSES	
Yes	36.36%	4
No	63.64%	7
TOTAL		11

**Q28 U.S. MARKETERS ONLY: If "yes" to the question above, how many pounds of bison meat did you export to the European Union?**

Answered: 3 Skipped: 8

## Q29 U.S. MARKETERS ONLY: What other export markets could be useful for your business?

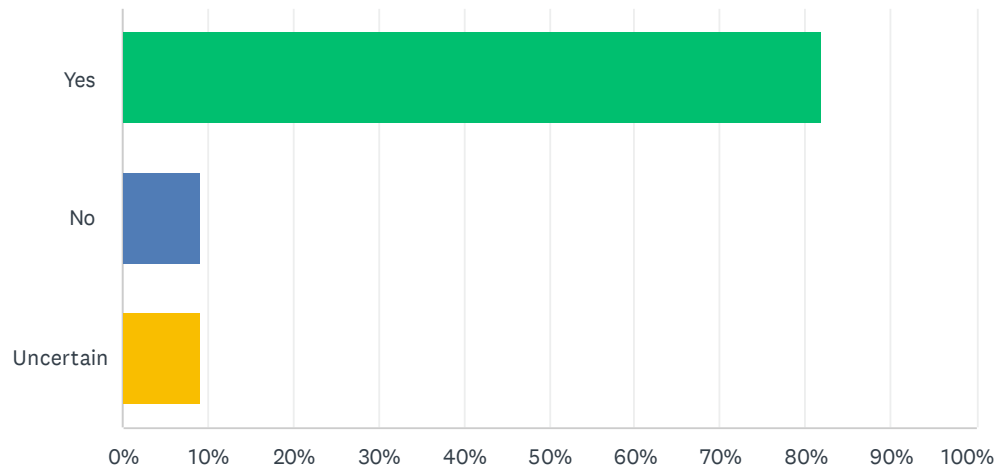
Answered: 5 Skipped: 6



ANSWER CHOICES	RESPONSES
Japan	40.00% 2
Korea	40.00% 2
China	60.00% 3
Australia	20.00% 1
Hong Kong	60.00% 3
United Arab Emirates	40.00% 2
Other (please specify)	40.00% 2
Total Respondents: 5	

### Q30 Are you planning to expand your business in the next 12 months?

Answered: 11 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	81.82%	9
No	9.09%	1
Uncertain	9.09%	1
<b>TOTAL</b>		<b>11</b>



**Q31 Let us know any changes that you are making in your business as a result of the current supply/price situation**

Answered: 5 Skipped: 6

**Q32 Please let us know any other thoughts about the future of the commercial bison marketing business you'd like to share.**

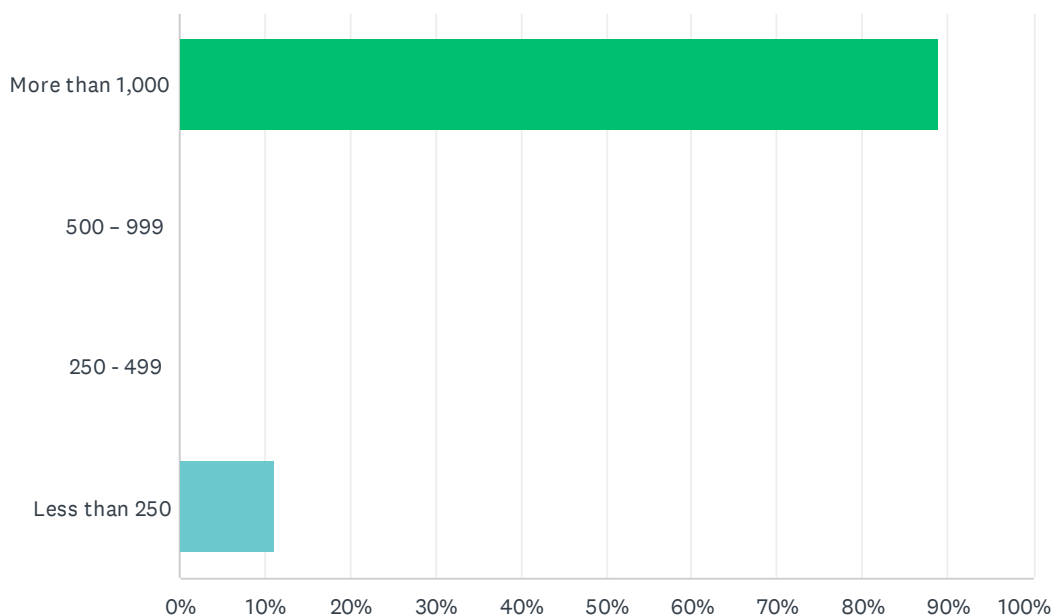
Answered: 3 Skipped: 8

## Q33 Where do you believe the NBA should be focusing its marketing efforts?

Answered: 5 Skipped: 6

### Q34 How many bison did you process in the most recent calendar year?

Answered: 9 Skipped: 2



ANSWER CHOICES	RESPONSES	
More than 1,000	88.89%	8
500 - 999	0.00%	0
250 - 499	0.00%	0
Less than 250	11.11%	1
<b>TOTAL</b>		<b>9</b>

**Q35 Among your supplier base, how many heifers do you estimate are being retained for herd expansion this year?**

Answered: 6 Skipped: 5