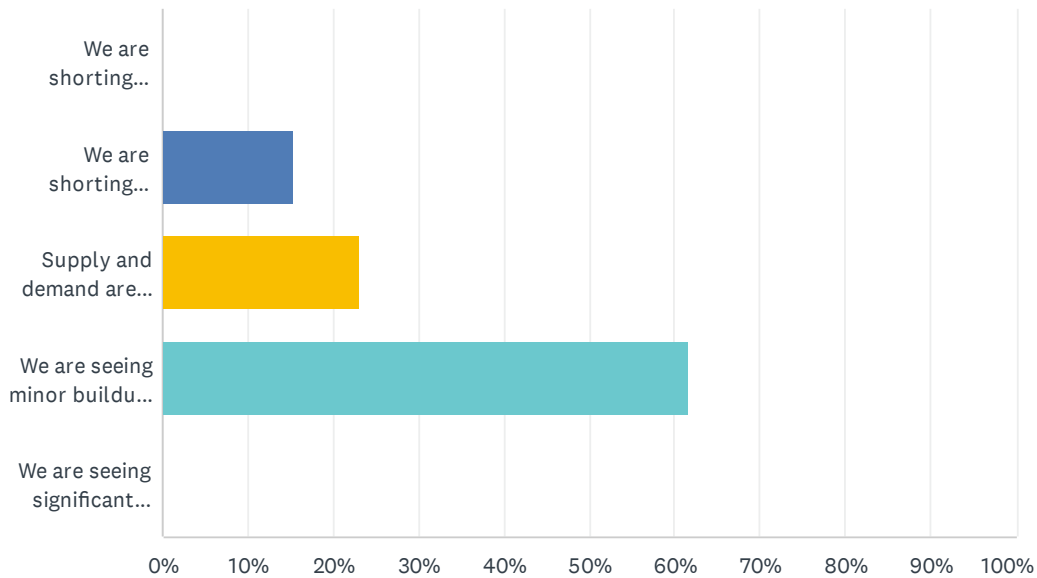


# Q1 How well are you able to satisfy your customers' orders?

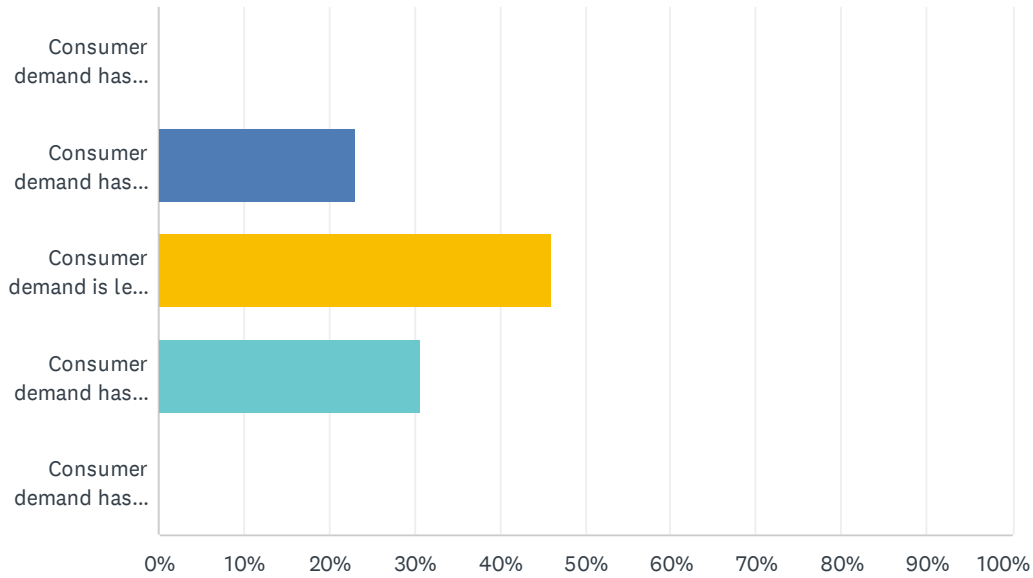
Answered: 13 Skipped: 0



ANSWER CHOICES	RESPONSES	
We are shorting customers in excess of 20%	0.00%	0
We are shorting customers 0-19%	15.38%	2
Supply and demand are roughly in balance	23.08%	3
We are seeing minor buildup of inventory	61.54%	8
We are seeing significant build-up of inventory	0.00%	0
<b>TOTAL</b>		<b>13</b>

## Q2 How has consumer demand changed for bison since May 2017?

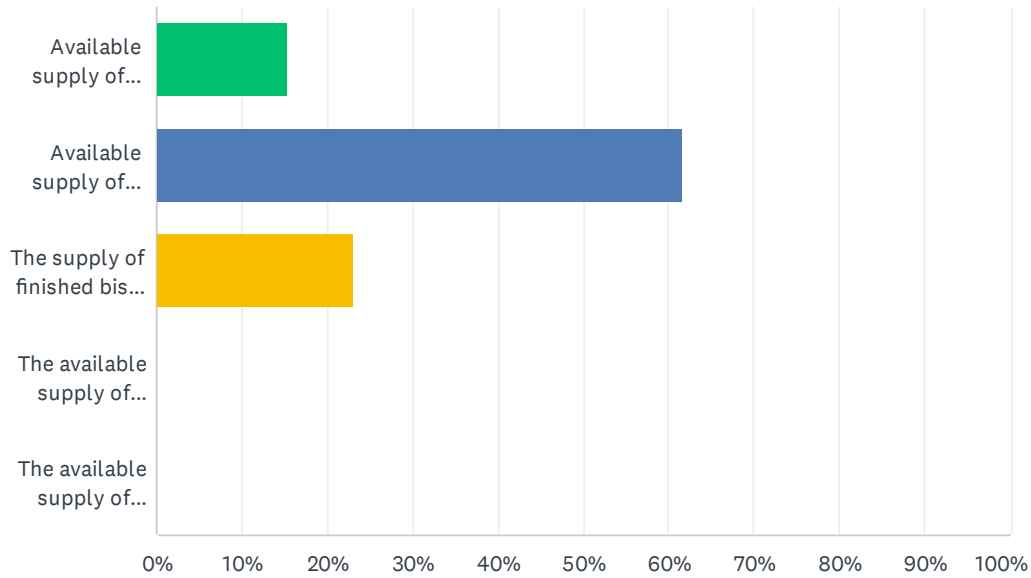
Answered: 13 Skipped: 0



ANSWER CHOICES	RESPONSES	
Consumer demand has increased more than 10%	0.00%	0
Consumer demand has increased 1-9%	23.08%	3
Consumer demand is level with May 2017	46.15%	6
Consumer demand has declined 1-9%	30.77%	4
Consumer demand has declined more than 10%	0.00%	0
<b>TOTAL</b>		<b>13</b>

### Q3 How has the supply of finished bison changed since May 2017?

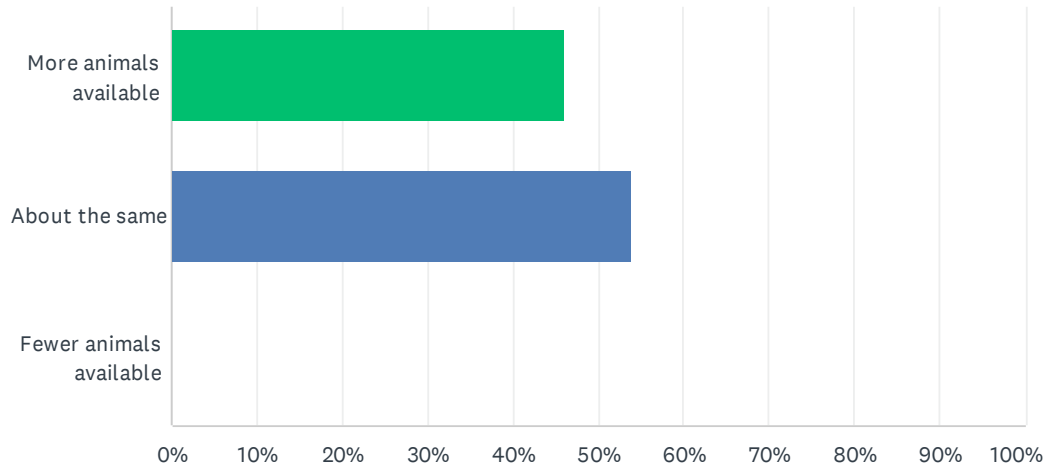
Answered: 13 Skipped: 0



ANSWER CHOICES	RESPONSES	
Available supply of finished bison has increased more than 10%	15.38%	2
Available supply of finished bison has increased 1-9%	61.54%	8
The supply of finished bison is roughly equal of May 2017	23.08%	3
The available supply of finished bison has decreased 1-9%	0.00%	0
The available supply of finished bison has decreased more than 10%	0.00%	0
<b>TOTAL</b>		<b>13</b>

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

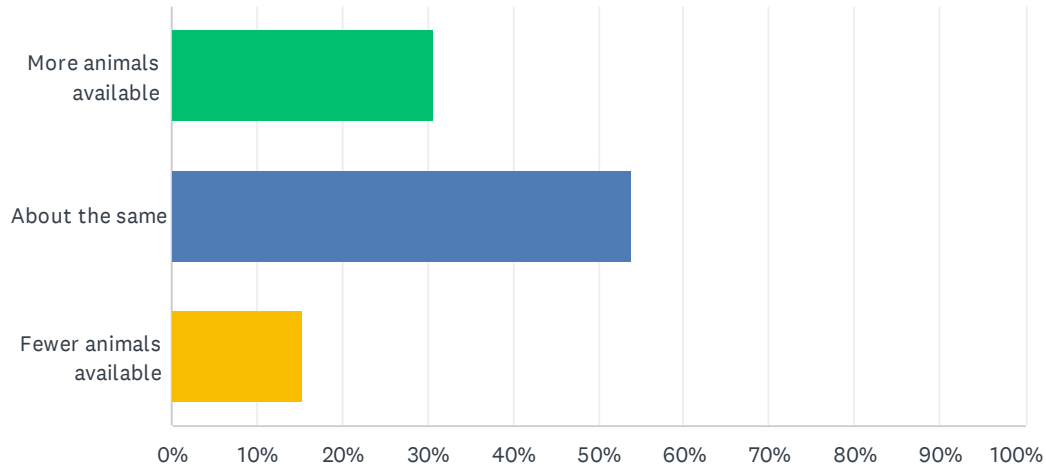
Answered: 13 Skipped: 0



ANSWER CHOICES	RESPONSES	
More animals available	46.15%	6
About the same	53.85%	7
Fewer animals available	0.00%	0
<b>TOTAL</b>		<b>13</b>

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

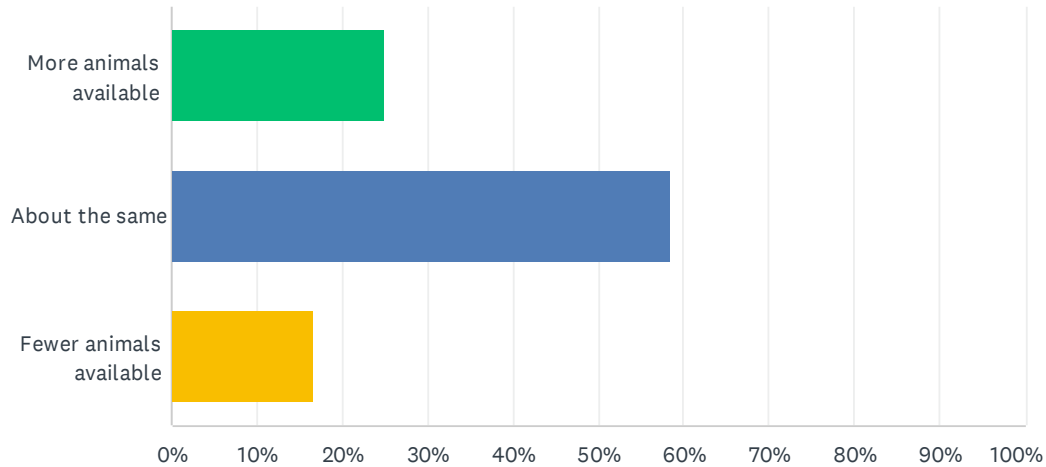
Answered: 13 Skipped: 0



ANSWER CHOICES	RESPONSES	
More animals available	30.77%	4
About the same	53.85%	7
Fewer animals available	15.38%	2
<b>TOTAL</b>		<b>13</b>

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

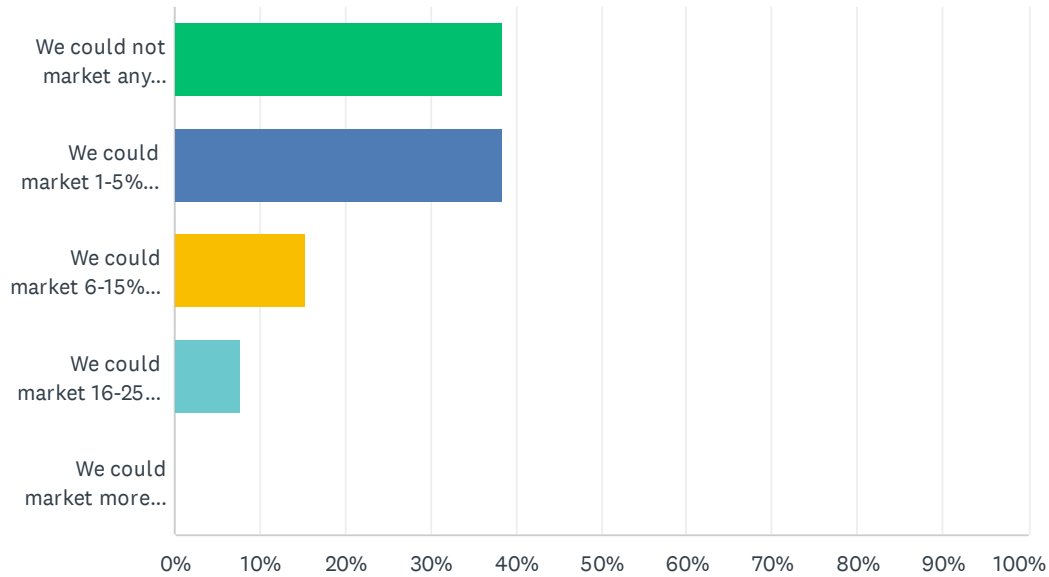
Answered: 12 Skipped: 1



ANSWER CHOICES	RESPONSES	
More animals available	25.00%	3
About the same	58.33%	7
Fewer animals available	16.67%	2
<b>TOTAL</b>		<b>12</b>

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

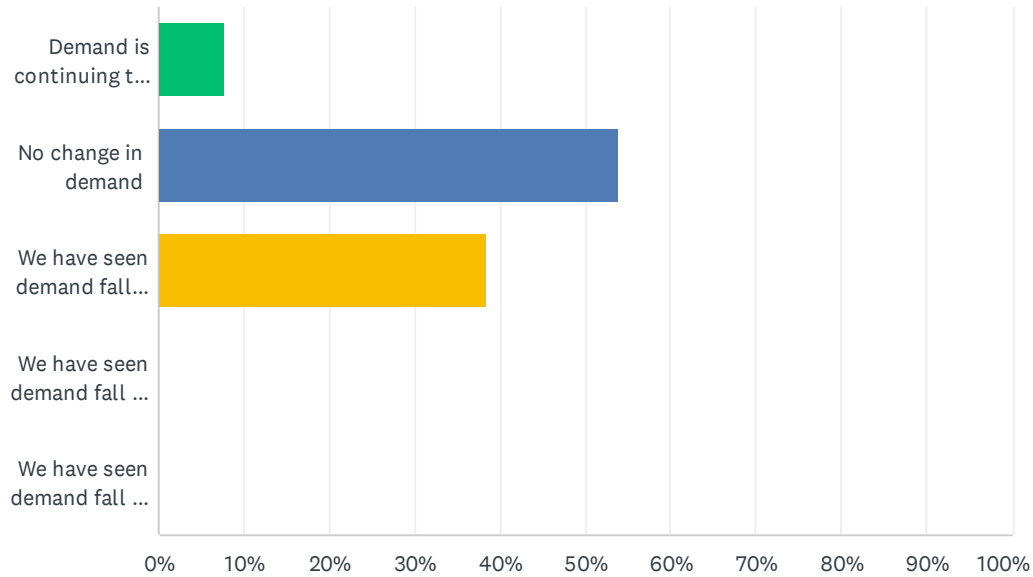
Answered: 13 Skipped: 0



ANSWER CHOICES	RESPONSES	
We could not market any additional product	38.46%	5
We could market 1-5% more product	38.46%	5
We could market 6-15% more product	15.38%	2
We could market 16-25% more product	7.69%	1
We could market more than 25% more product	0.00%	0
<b>TOTAL</b>		<b>13</b>

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

Answered: 13 Skipped: 0

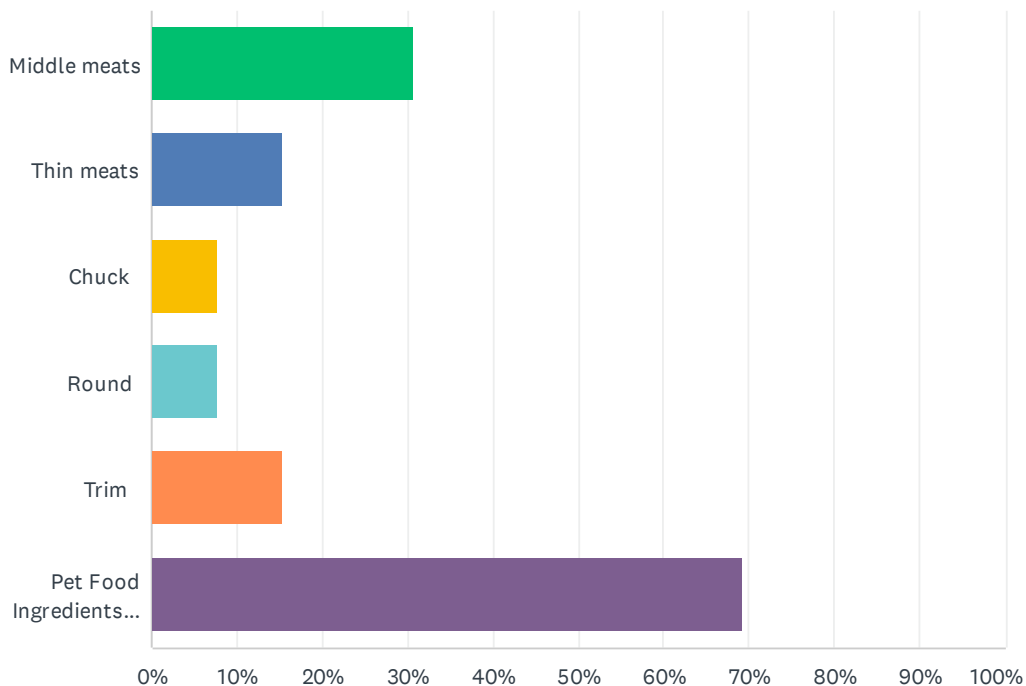


ANSWER CHOICES	RESPONSES	
Demand is continuing to increase	7.69%	1
No change in demand	53.85%	7
We have seen demand fall from 1-5%	38.46%	5
We have seen demand fall by 6-10%	0.00%	0
We have seen demand fall by more than 11%	0.00%	0
<b>TOTAL</b>		<b>13</b>



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

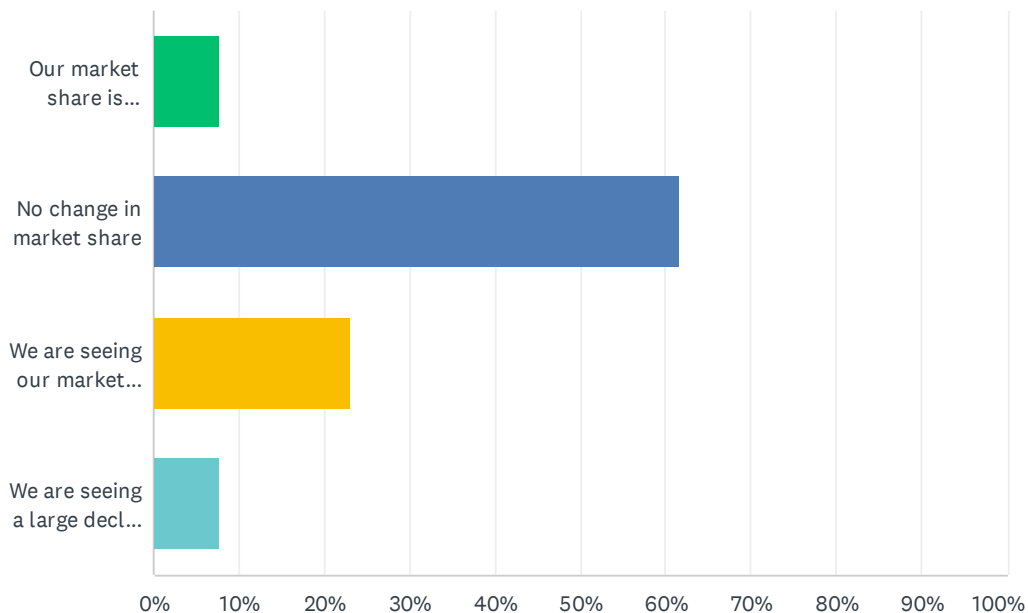
Answered: 13 Skipped: 0



ANSWER CHOICES	RESPONSES	
Middle meats	30.77%	4
Thin meats	15.38%	2
Chuck	7.69%	1
Round	7.69%	1
Trim	15.38%	2
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?

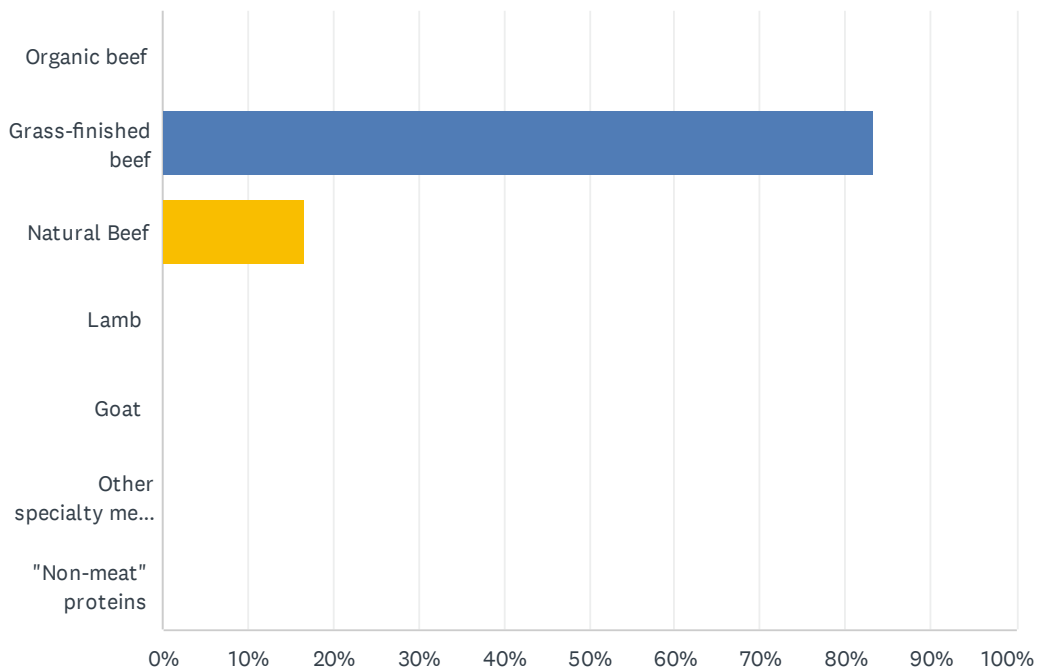
Answered: 13 Skipped: 0



ANSWER CHOICES	RESPONSES	
Our market share is continuing to grow	7.69%	1
No change in market share	61.54%	8
We are seeing our market share decline slightly	23.08%	3
We are seeing a large decline in market share	7.69%	1
<b>TOTAL</b>		<b>13</b>

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

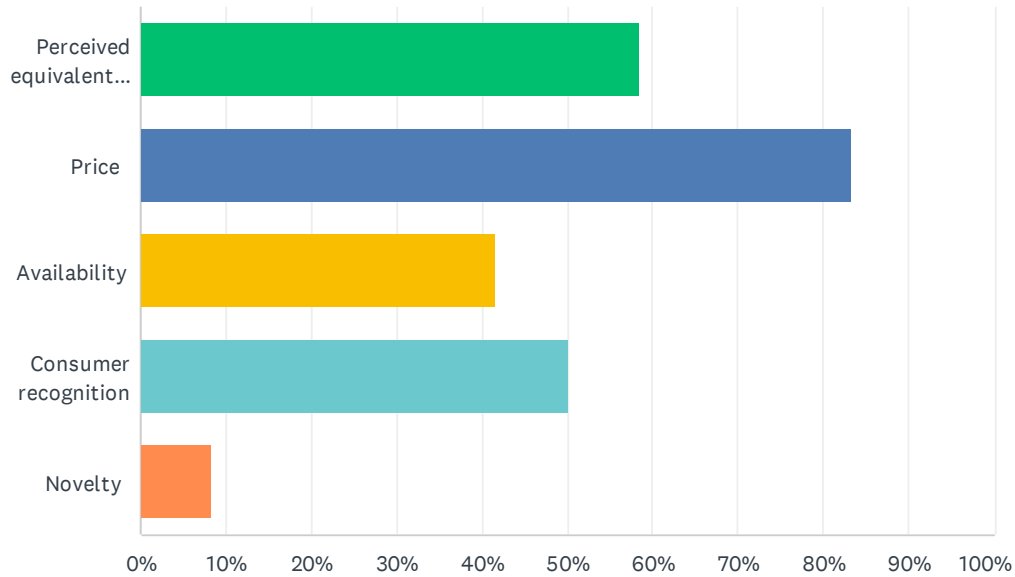
Answered: 12 Skipped: 1



ANSWER CHOICES	RESPONSES	
Organic beef	0.00%	0
Grass-finished beef	83.33%	10
Natural Beef	16.67%	2
Lamb	0.00%	0
Goat	0.00%	0
Other specialty meats (Please specify.)	0.00%	0
"Non-meat" proteins	0.00%	0
<b>TOTAL</b>		<b>12</b>

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

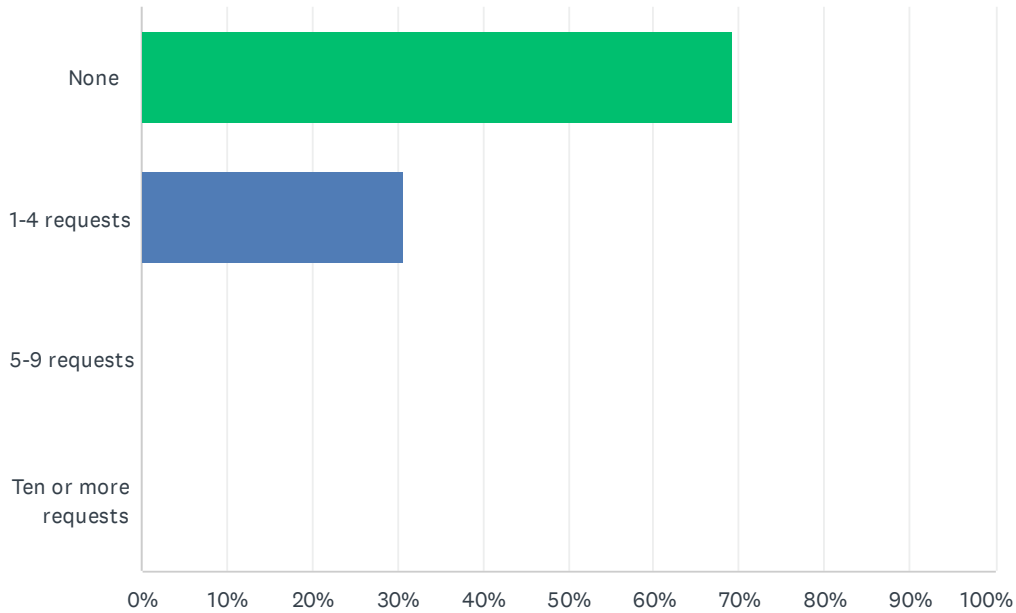
Answered: 12 Skipped: 1



ANSWER CHOICES	RESPONSES	
Perceived equivalent health benefits	58.33%	7
Price	83.33%	10
Availability	41.67%	5
Consumer recognition	50.00%	6
Novelty	8.33%	1
Total Respondents: 12		

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

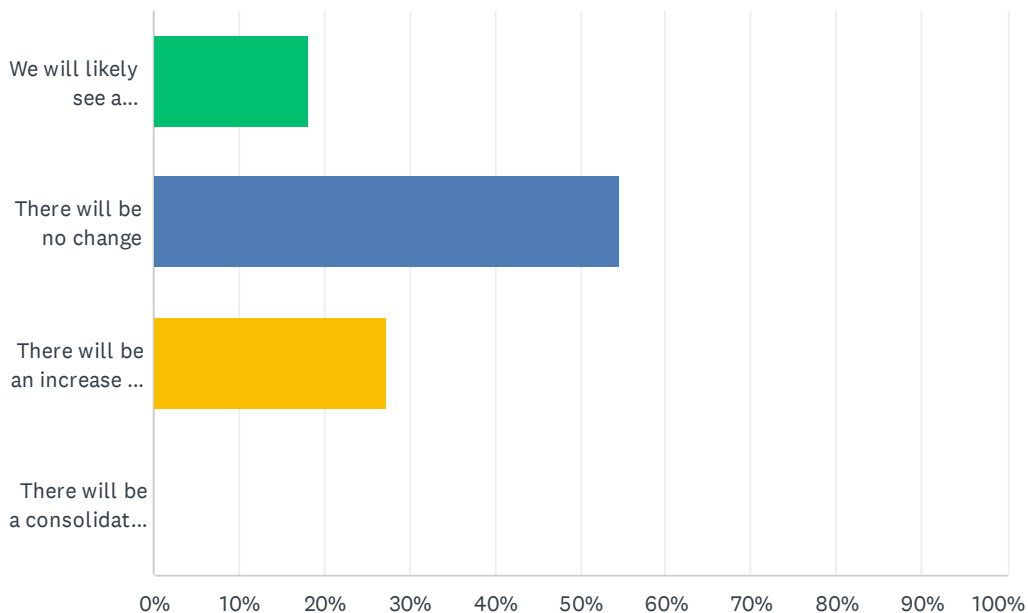
Answered: 13 Skipped: 0



ANSWER CHOICES	RESPONSES	
None	69.23%	9
1-4 requests	30.77%	4
5-9 requests	0.00%	0
Ten or more requests	0.00%	0
<b>TOTAL</b>		<b>13</b>

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

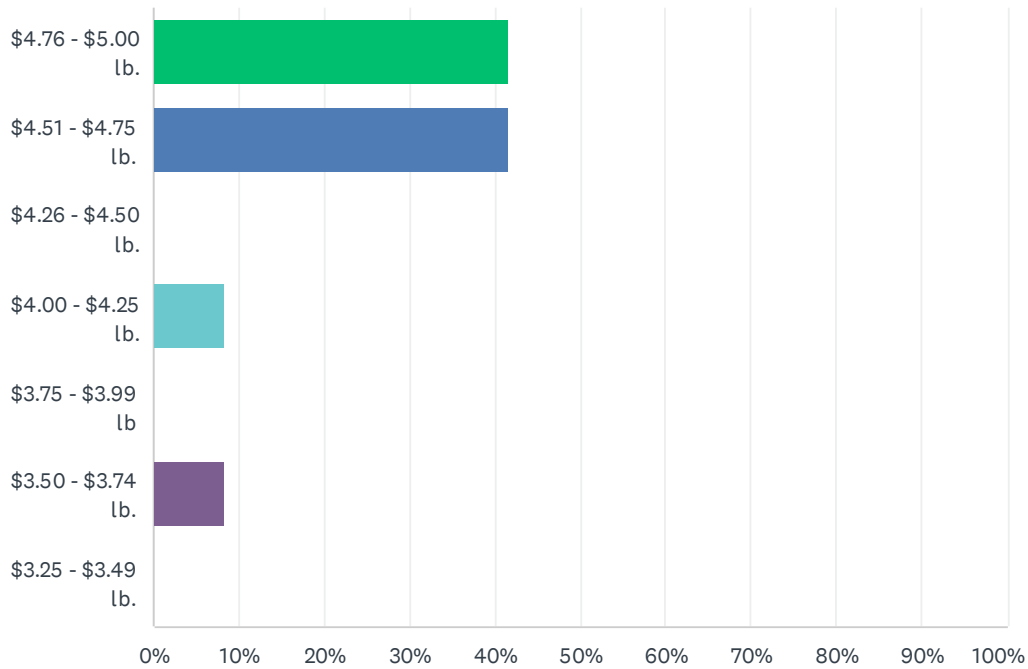
Answered: 11 Skipped: 2



ANSWER CHOICES	RESPONSES	
We will likely see a consolidation of marketers	18.18%	2
There will be no change	54.55%	6
There will be an increase in the number of marketers	27.27%	3
There will be a consolidation among existing marketers but entry by new marketers	0.00%	0
<b>TOTAL</b>		<b>11</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?

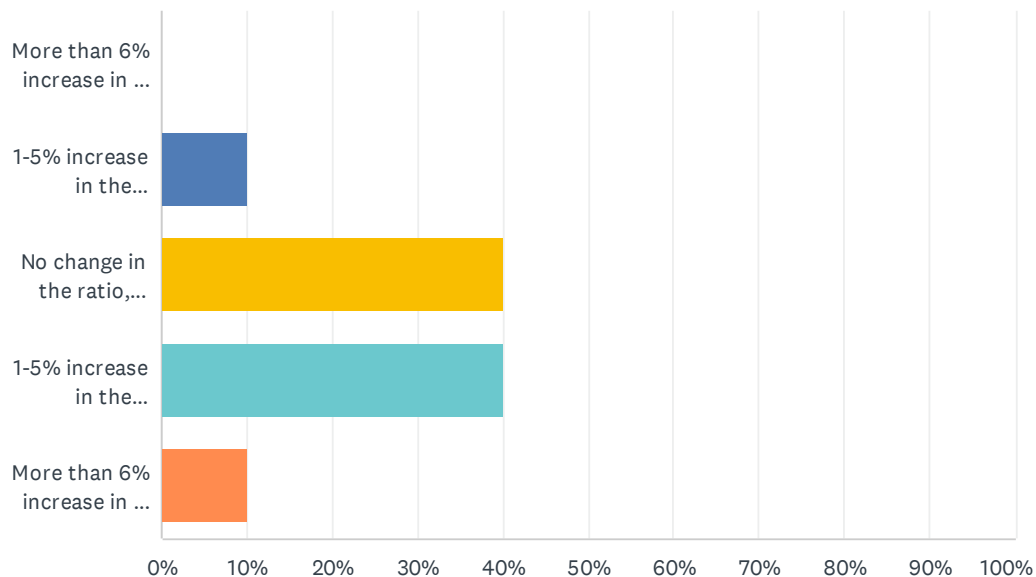
Answered: 12 Skipped: 1



ANSWER CHOICES	RESPONSES	
\$4.76 - \$5.00 lb.	41.67%	5
\$4.51 - \$4.75 lb.	41.67%	5
\$4.26 - \$4.50 lb.	0.00%	0
\$4.00 - \$4.25 lb.	8.33%	1
\$3.75 - \$3.99 lb.	0.00%	0
\$3.50 - \$3.74 lb.	8.33%	1
\$3.25 - \$3.49 lb.	0.00%	0
<b>TOTAL</b>		<b>12</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: 3

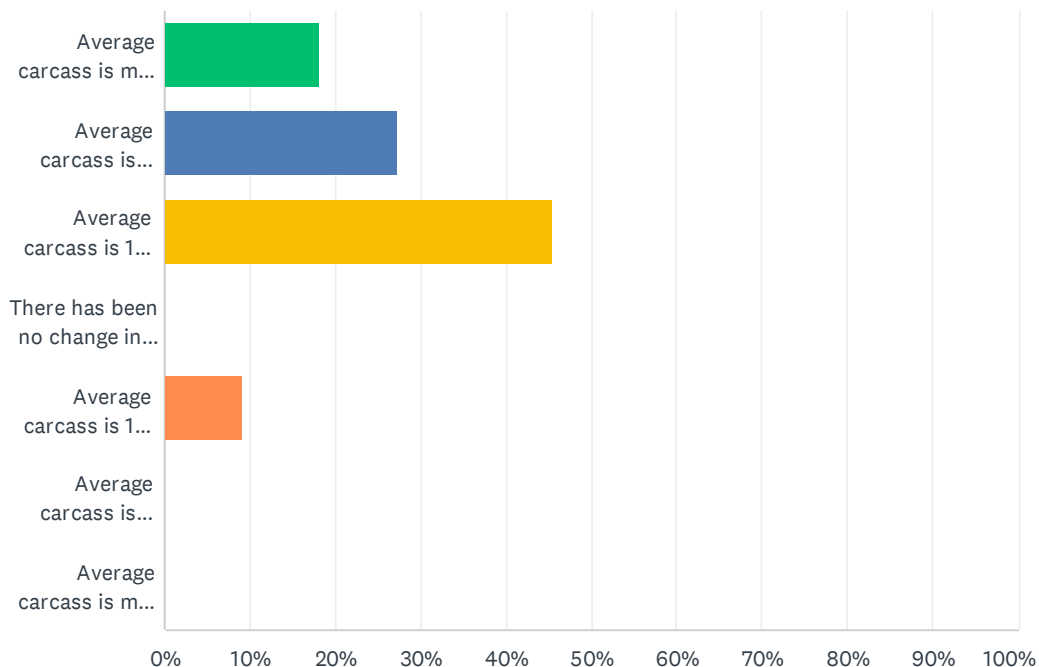


ANSWER CHOICES	RESPONSES	
More than 6% increase in the percentage of female animals	0.00%	0
1-5% increase in the percentage of female animals	10.00%	1
No change in the ratio, compared to five-year average	40.00%	4
1-5% increase in the percentage of male animals	40.00%	4
More than 6% increase in the percentage of male animals.	10.00%	1
Total Respondents: 10		



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

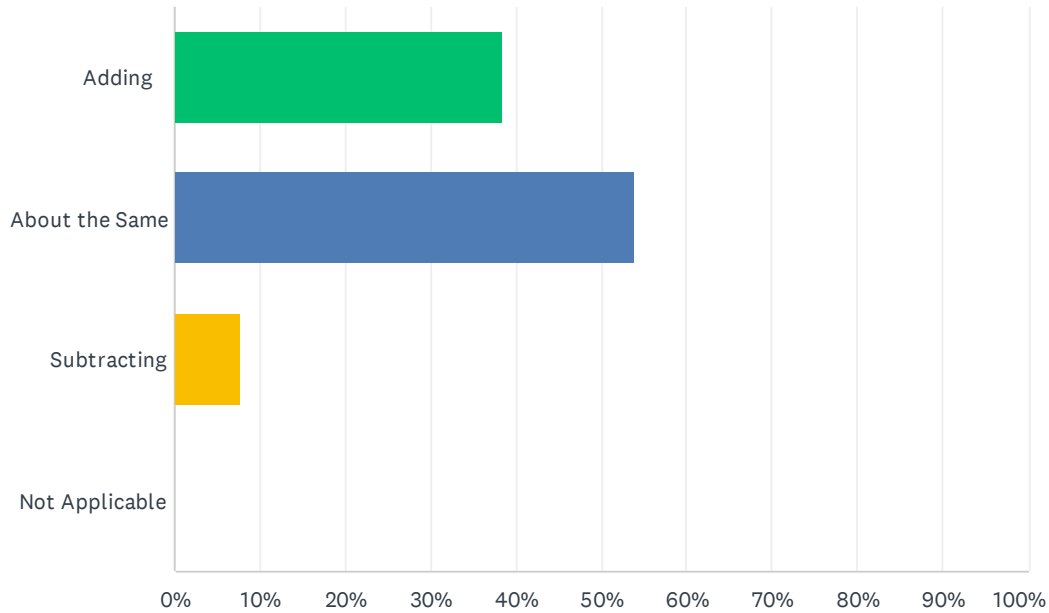
Answered: 11 Skipped: 2



ANSWER CHOICES	RESPONSES	
Average carcass is more than 11% heavier	18.18%	2
Average carcass is 6-10% heavier	27.27%	3
Average carcass is 1-5% heavier	45.45%	5
There has been no change in average weights	0.00%	0
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?

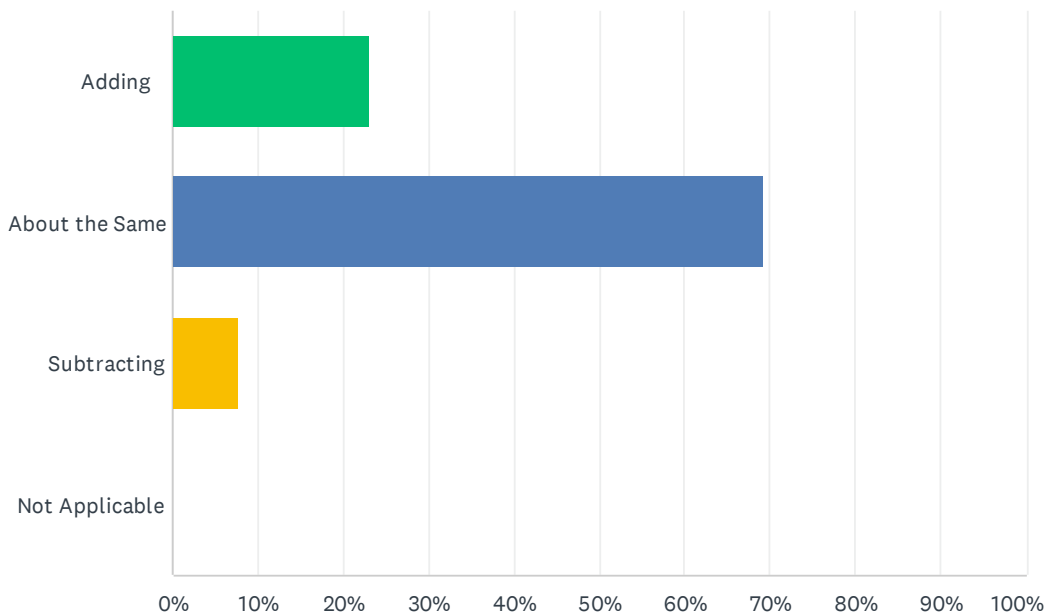
Answered: 13 Skipped: 0



ANSWER CHOICES	RESPONSES	
Adding	38.46%	5
About the Same	53.85%	7
Subtracting	7.69%	1
Not Applicable	0.00%	0
<b>TOTAL</b>		<b>13</b>

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

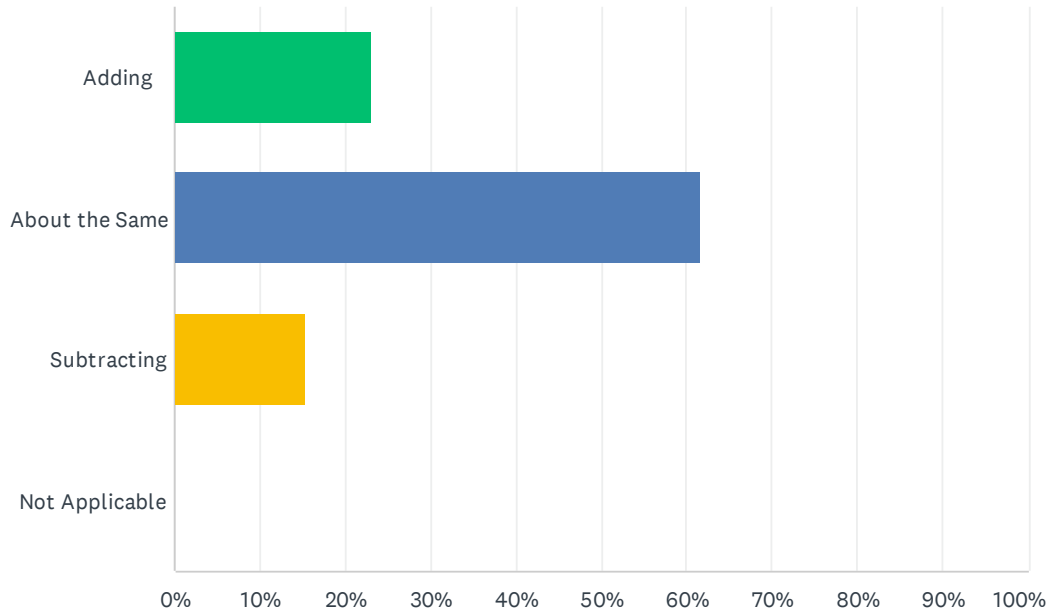
Answered: 13 Skipped: 0



ANSWER CHOICES	RESPONSES	
Adding	23.08%	3
About the Same	69.23%	9
Subtracting	7.69%	1
Not Applicable	0.00%	0
<b>TOTAL</b>		<b>13</b>

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

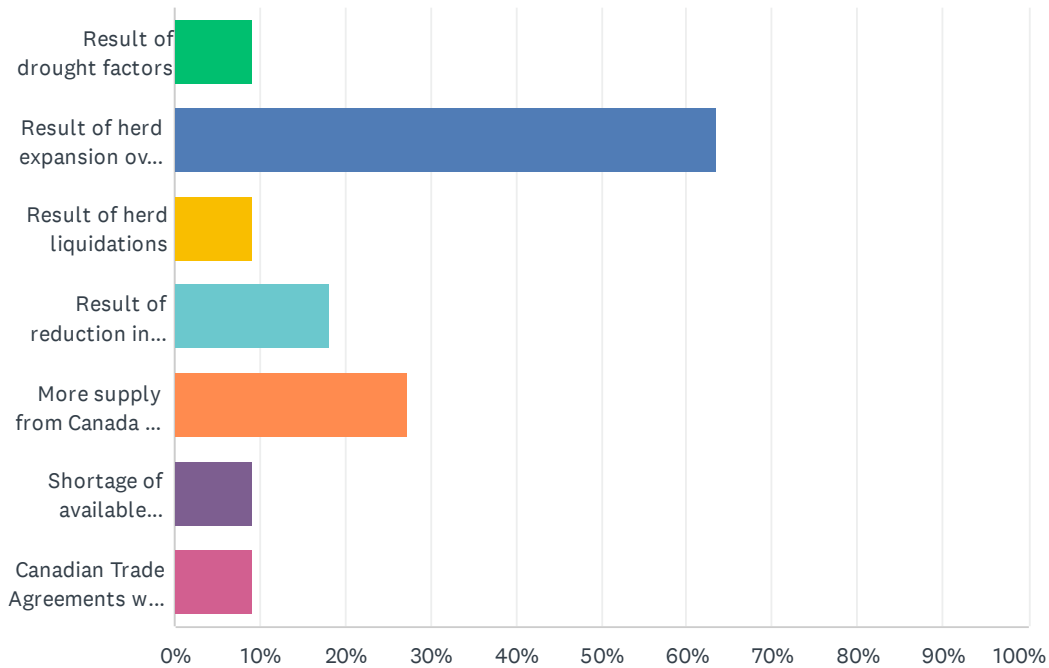
Answered: 13 Skipped: 0



ANSWER CHOICES	RESPONSES	
Adding	23.08%	3
About the Same	61.54%	8
Subtracting	15.38%	2
Not Applicable	0.00%	0
<b>TOTAL</b>		<b>13</b>

Q21 According to the USDA, the 2017 year-to-date slaughter of bison in federally-inspected plants is roughly 5.5 percent lower than the comparable period in 2017. What do you believe are the key factors behind this trend? (check all that apply)

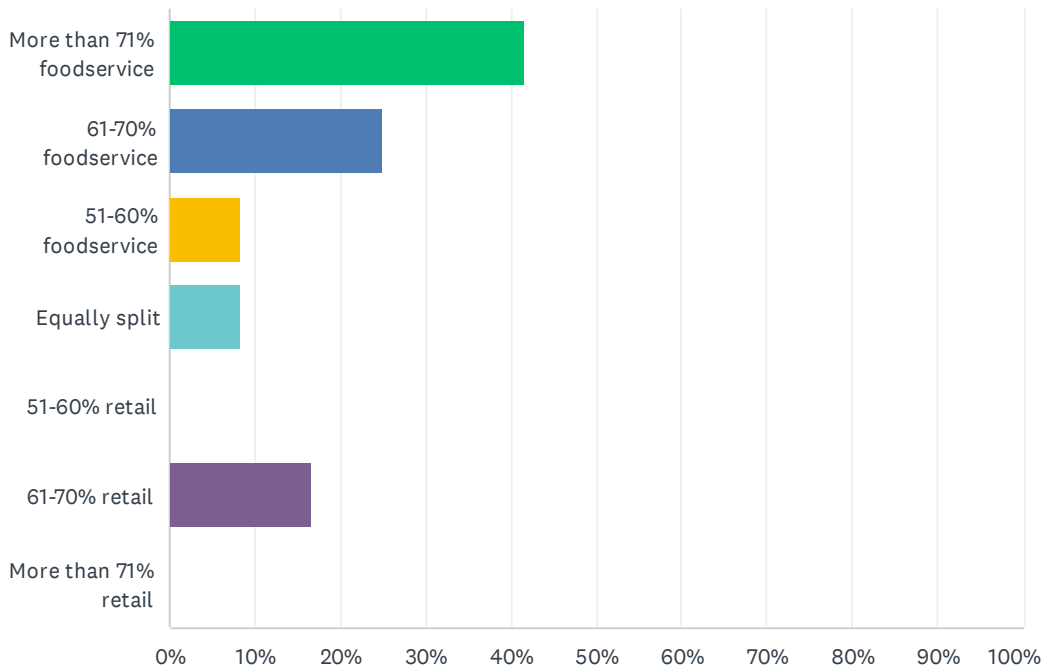
Answered: 11 Skipped: 2



ANSWER CHOICES	RESPONSES
Result of drought factors	9.09% 1
Result of herd expansion over past several years	63.64% 7
Result of herd liquidations	9.09% 1
Result of reduction in demand for bison meat	18.18% 2
More supply from Canada as a result of the exchange rate	27.27% 3
Shortage of available animals	9.09% 1
Canadian Trade Agreements with EU (and other markets)	9.09% 1
Total Respondents: 11	

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

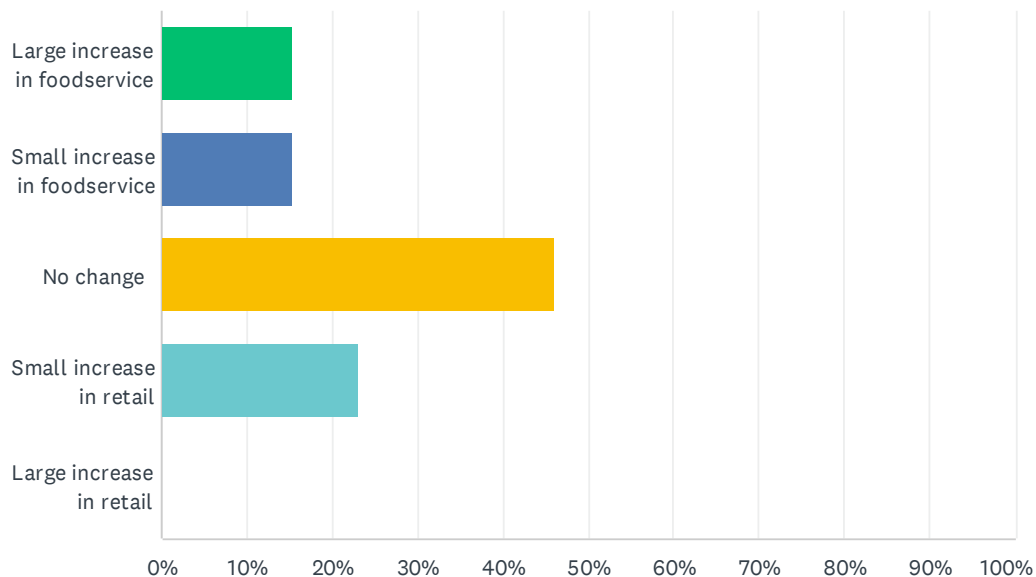
Answered: 12 Skipped: 1



ANSWER CHOICES	RESPONSES	
More than 71% foodservice	41.67%	5
61-70% foodservice	25.00%	3
51-60% foodservice	8.33%	1
Equally split	8.33%	1
51-60% retail	0.00%	0
61-70% retail	16.67%	2
More than 71% retail	0.00%	0
<b>TOTAL</b>		<b>12</b>

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

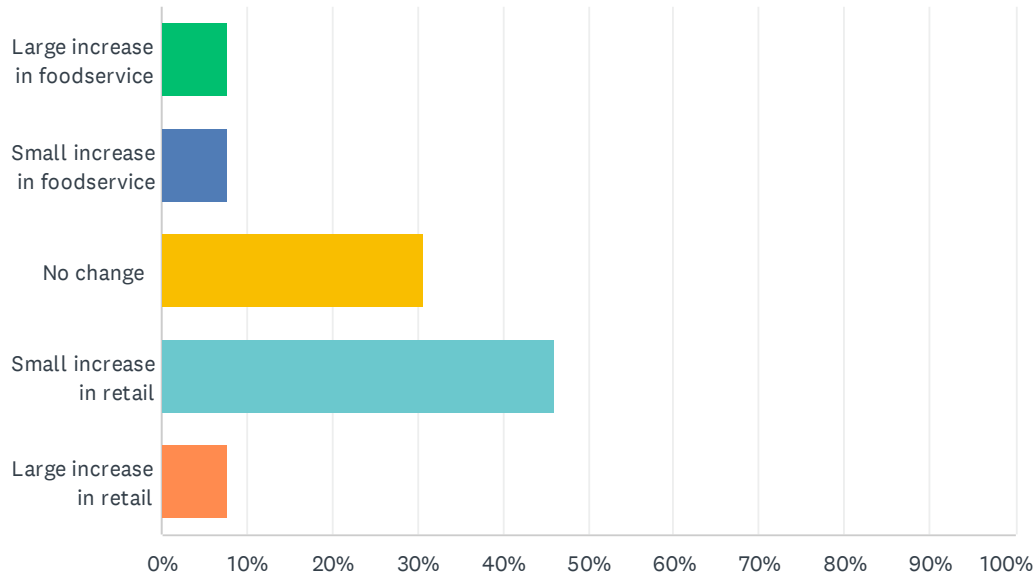
Answered: 13 Skipped: 0



ANSWER CHOICES	RESPONSES	
Large increase in foodservice	15.38%	2
Small increase in foodservice	15.38%	2
No change	46.15%	6
Small increase in retail	23.08%	3
Large increase in retail	0.00%	0
<b>TOTAL</b>		<b>13</b>

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

Answered: 13 Skipped: 0

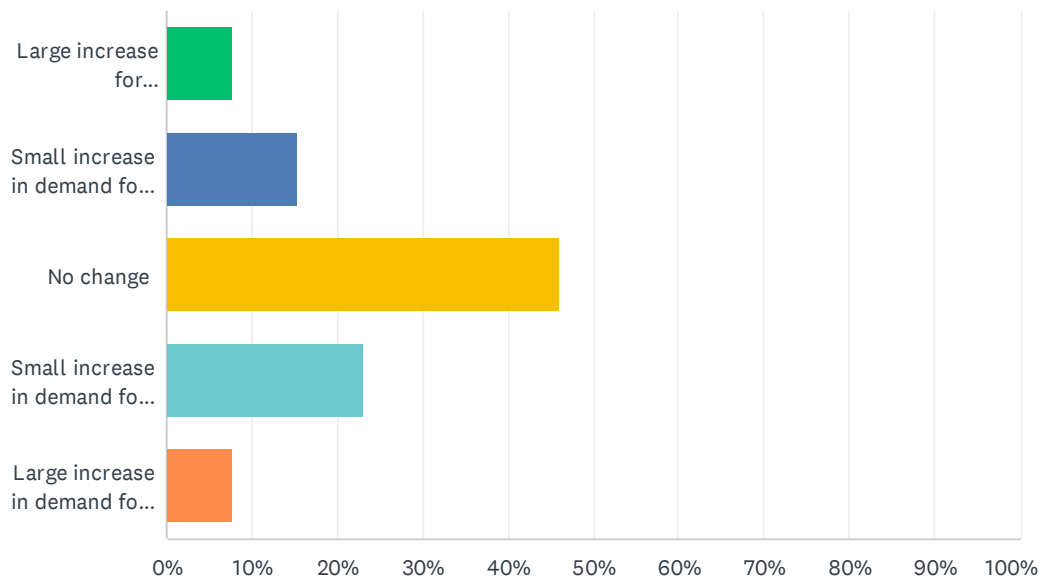


ANSWER CHOICES	RESPONSES
Large increase in foodservice	7.69% 1
Small increase in foodservice	7.69% 1
No change	30.77% 4
Small increase in retail	46.15% 6
Large increase in retail	7.69% 1
<b>TOTAL</b>	<b>13</b>



## 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

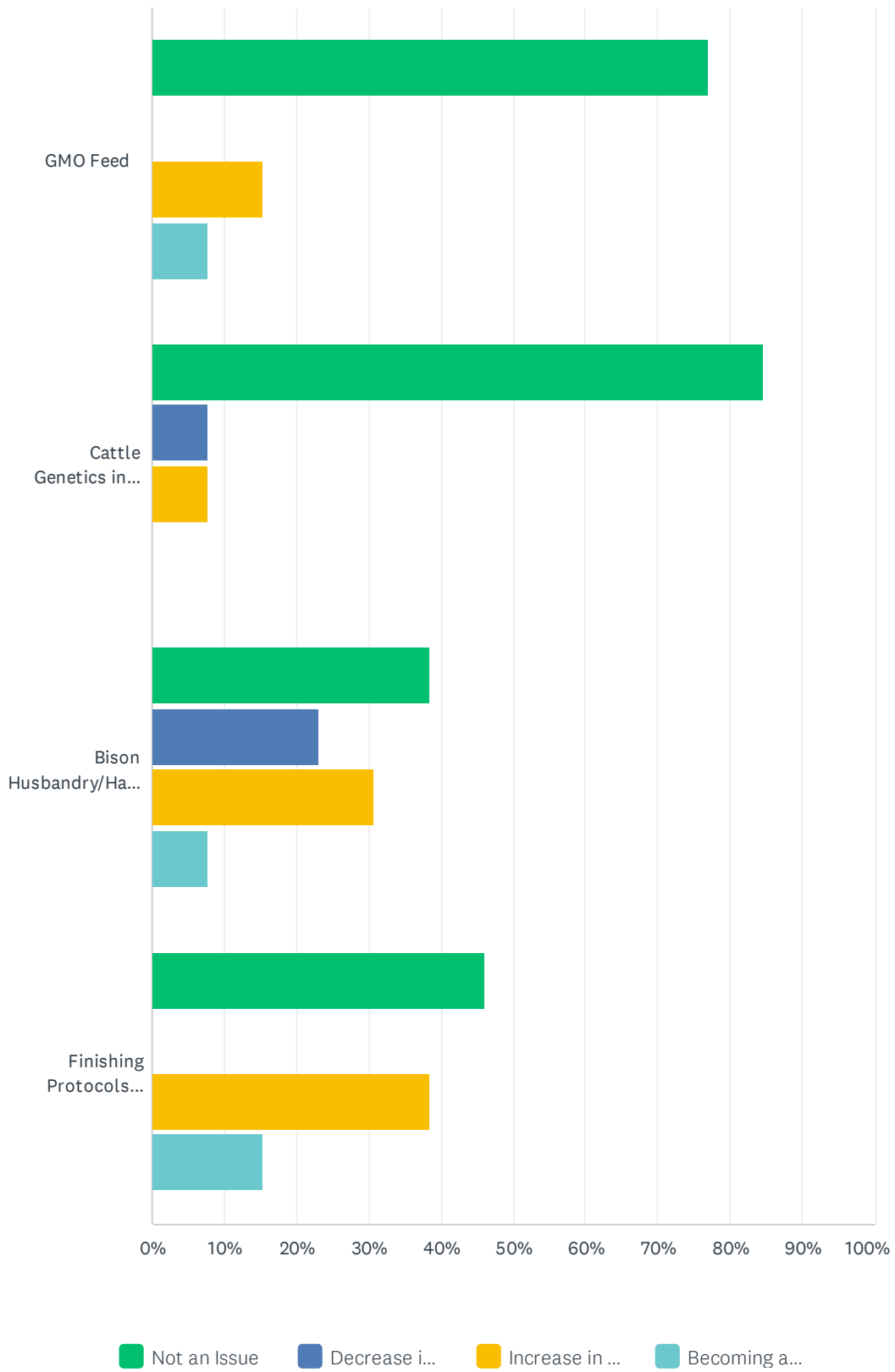


ANSWER CHOICES	RESPONSES	
Large increase for grain-finished product compared to grass-finished	7.69%	1
Small increase in demand for grain finished product compared to grass-finished	15.38%	2
No change	46.15%	6
Small increase in demand for grass-finished product compared to grain-finished product	23.08%	3
Large increase in demand for grass-finished product, compared to grain-finished product	7.69%	1
<b>TOTAL</b>		<b>13</b>

**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, May 2018

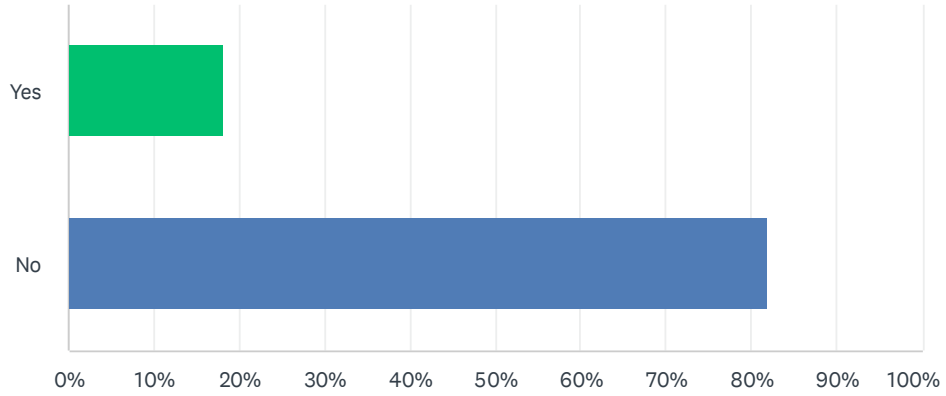


Commercial Marketers Survey, May 2018

	NOT AN ISSUE	DECREASE IN NO. OF QUESTIONS	INCREASE IN NO. OF QUESTIONS	BECOMING A SIGNIFICANT ISSUE	TOTAL
GMO Feed	76.92% 10	0.00% 0	15.38% 2	7.69% 1	13
Cattle Genetics in Bison	84.62% 11	7.69% 1	7.69% 1	0.00% 0	13
Bison Husbandry/Handling Protocols	38.46% 5	23.08% 3	30.77% 4	7.69% 1	13
Finishing Protocols (grass vs. grain)	46.15% 6	0.00% 0	38.46% 5	15.38% 2	13

## Q27 U.S. MARKETERS ONLY: Did you export bison meat to the European Union in 2017?

Answered: 11 Skipped: 2



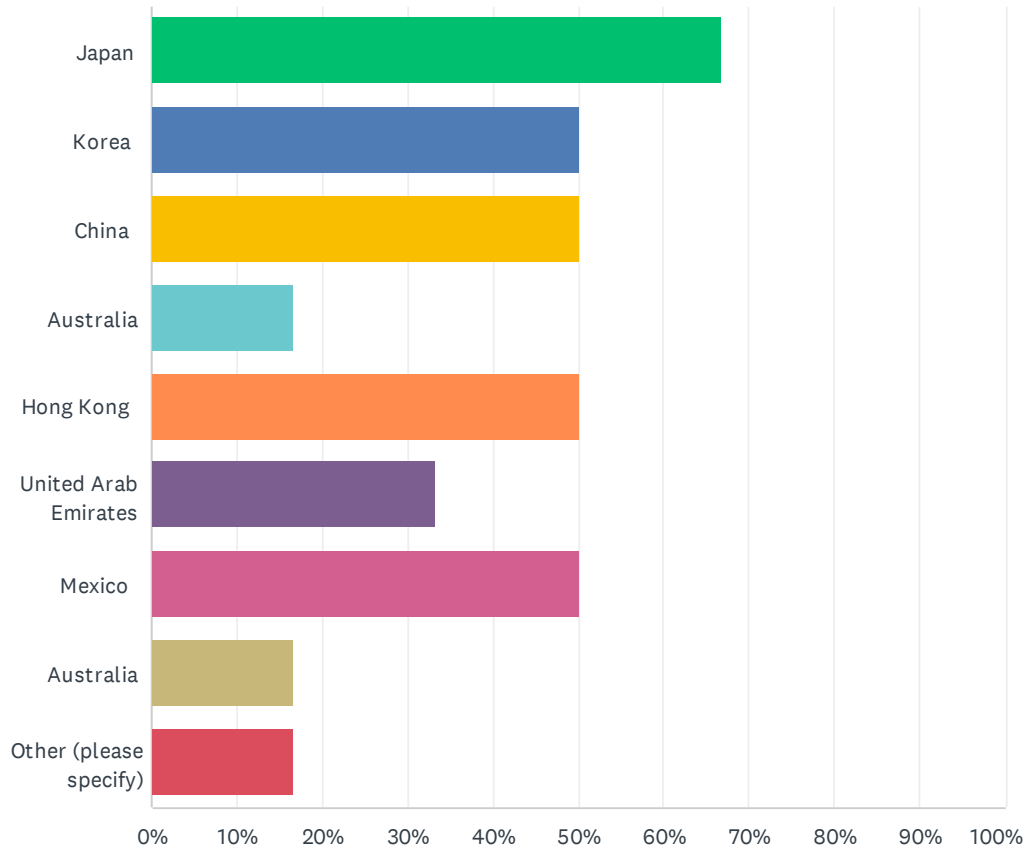
ANSWER CHOICES	RESPONSES	
Yes	18.18%	2
No	81.82%	9
TOTAL		11

**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: 1 Skipped: 12

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

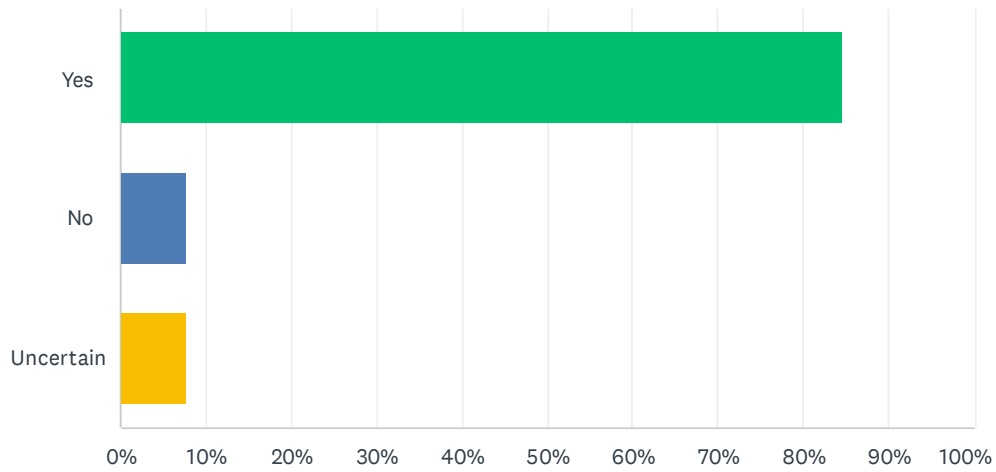
Answered: 6 Skipped: 7



ANSWER CHOICES	RESPONSES
Japan	66.67% 4
Korea	50.00% 3
China	50.00% 3
Australia	16.67% 1
Hong Kong	50.00% 3
United Arab Emirates	33.33% 2
Mexico	50.00% 3
Australia	16.67% 1
Other (please specify)	16.67% 1
Total Respondents: 6	

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

Answered: 13 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	84.62%	11
No	7.69%	1
Uncertain	7.69%	1
<b>TOTAL</b>		<b>13</b>



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

Answered: 1 Skipped: 12

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

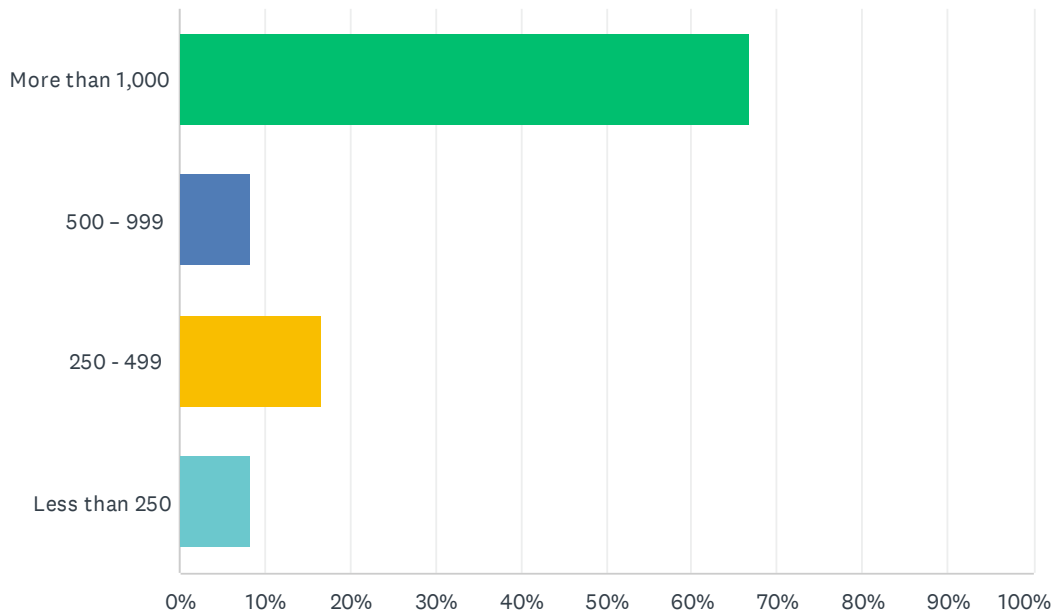
Answered: 1 Skipped: 12

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

Answered: 0 Skipped: 13

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

Answered: 12 Skipped: 1



ANSWER CHOICES	RESPONSES
More than 1,000	66.67% 8
500 - 999	8.33% 1
250 - 499	16.67% 2
Less than 250	8.33% 1
<b>TOTAL</b>	<b>12</b>