



National Bison Association

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Weekly Update from the National Bison Association

A news and update service **exclusively** for members of the National Bison Association.
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Throlson American Bison Foundation Scholarship Now Accepting 2016 Applications

The National Bison Association (NBA) has announced the 2015 Throlson American Bison Foundation Scholarship amid continued growth in consumer demand for healthy, natural bison meat.

The Throlson American Bison Foundation is named after its founder, Dr. Ken Throlson, DVM, a pioneer of the modern bison business and awards three outstanding college students with an interest in the burgeoning bison industry.

"The Throlson American Bison Foundation Scholarship program has been established to recognize, encourage and promote leadership among future bison industry professionals," said Dave Carter, executive director of the NBA.

In November 2016, the Throlson American Bison Foundation will award scholarships totaling, but not limited to, \$9,000 to outstanding college junior, senior or graduate students studying fields related to the bison industry.

A minimum of \$2,000 of the \$9,000 amount will be awarded in the memory of Richard Zahringer to a student pursuing a degree in agriculture economics, ag-business, or accounting. Ideally this student will have future interest in livestock and specifically bison.

Applications are available for download at the NBA's website, www.bisoncentral.com, on the Throlson Bison Foundation tab, or just click [here](#).

Applications must be completed and mailed or emailed to the NBA no later than Oct. 1, 2016. Recipient announcements will be made no later than Nov. 5, 2016. For more information, contact the NBA office at (303) 292-2833, or jim@bisoncentral.com.

The NBA also has a Junior membership for individuals ages 21 and younger that are interested in the bison community. NBA Junior Members can access member information on the website, receive discounted conference rates, consign animals to the Gold Trophy Show & Sale held in Denver in conjunction with the National Western Stock Show, and receive a subscription to

Bison World and the NBA newsletter, The Weekly Update. The Junior Membership is \$50 annually.

Learn more at www.bisoncentral.com.

Demand Continues to Outpace Supply in Wholesale Price Report

As summer grilling season ramped up late strong consumer demand kept wholesale bison prices at historic highs, according to the latest monthly wholesale bison meat price report released this week by the USDA's Livestock and Grain Market News Service.

Dressed young bull carcasses averaged \$446.39/Cwt. in June, which was \$1.04/Cwt. higher than the previous month, and \$23.07/Cwt higher than in June 2015. Dressed heifer carcasses averaged \$431.28/Cwt. in June, which was \$1.78/Cwt higher than the previous month, and \$24.25/Cwt. higher than the previous year.

Year to date slaughter through the first 25 weeks of 2016 was 26,452 under federal inspection, which is three percent above the year-to-date processing in 2015. Heifers represented 50 percent of the young animals processed through June, according to USDA. This compares with the six-year average of heifers representing 44 percent of the animals processed year-to-date between 2009 and 2015.

See the report here.

TBA Educates Texas Youth at State FFA Convention

The Texas Bison Association booth was once again a huge hit at the annual Texas FFA Convention, held Tuesday through Thursday at the Dallas Convention Center.

Led by TBA stalwart Ronny Wenzel - without whose enthusiasm and dedication the booth simply wouldn't happen - members stayed extremely busy answering questions from students about bison...and even asking a few questions themselves. FFA members who correctly answered questions about bison were awarded prizes ranging from bison jerky to hot sauce to party beads.

Among the TBA members assisting Ronny were Eric Batchelder, former TBA president and current NBA president Roy Liedtke, Melissa Adams, Beverly Brown, past president Cecil Miskin, Ron Miskin and current president Donnis Baggett.

"Anyone who hasn't helped man the booth yet needs to volunteer at an upcoming event, because it's a load of fun," Baggett said. "The young people are extremely interested in bison, and working with Ronny is an experience not to be missed. It's a great way to spread the news about bison, and to get to know your fellow members better."

Bison Meatloaf Wins Bozeman Girl a Trip to White House

(From The Bozeman Daily Chronicle)

A bison meatloaf recipe has won a trip to the White House for a 9-year-old Bozeman girl.

Brooke DuCharme's bison meatloaf was chosen as the winner from Montana in the 2016 Healthy Lunchtime Challenge, and she has been invited to the Kids' State Dinner, to be hosted July 14 by Michelle Obama. Fifty-five national winners were picked from 1,200 entries.

In the kitchen of Brooke's family home in the Sypes Canyon area, built on a hillside where bears sometimes wander, she'd just whipped up some bison meatloaf on Thursday afternoon to sample.

"It tastes good," Brooke said. "I wanted to make it kind of Montana-ish."

The lunch recipe contest is part of the first lady's efforts to get American children to eat healthy, exercise and fight the nation's epidemic of obesity. Open to kids ages 8 to 12, the contest required creating an original lunch that's healthy, affordable and tasty. Kids could work with a parent, and they were encouraged to use local ingredients.

Brooke, who will be a fourth-grader this fall at Bozeman's Hawthorne School, came up with a bison-shaped mini-meatloaf dinner, featuring ground bison, a whole wheat bun and spinach salad with local goat cheese and dried Montana cherries. She called it "Bison in a Field."

She first wanted to enter the contest when she was 6 years old, too young to enter.

"I waited two years to do it," Brooke said. "Finally this year came. I said, 'OK, Mom, let's do it now.'"

Brooke said she likes to hunt with her dad, Rick, who works as an emergency room nurse in Livingston, and the family eats lots of venison. She had often made venison meatloaf, cooking mini-meatloaf in cupcake-type cups.

Read more. http://www.bozemandailychronicle.com/news/health/montana-bison-meatloaf-wins-bozeman-girl-a-trip-to-white/article_eeadca17-5f9e-5eb2-82d5-b1350835dfcd.html

Pearl City Resident Laverne Fluechtling Enjoys Raising Bison

(From The Journal Standard)

Pearl City resident LaVerne Fluechtling bartered his way into raising bison: Eight years ago, he traded a couple of fallow deer bucks for seven bison, and he doesn't regret the decision.

He now has 17 wood bison, including five calves called "red dogs."

"They are a pretty easy animal to deal with," he said. "They have a good memory. They eat grass, and I give them a bale of hay a week along with some oats."

Fluechtling raises bison mostly as a hobby. Once in awhile, he'll use the meat or give some to friends. More farmers are raising bison because their meat is in higher demand. Dave Carter, executive director of the National Bison Association, said bison are adaptable animals that do better in cold climates. They do really well in Stephenson County.

“Bison need about 1 to 2 acres per animal,” Carter said. “It’s also important to have good, sturdy fencing, but it doesn’t need to look like Alcatraz.”

They need good water, good grass, and a good mix of males and females, Carter said. He suggests rotational grazing.

“To raise healthy bison, you need to raise healthy grass,” he said.

Fluechtling and Carter agree that the bison is a low-maintenance animal. There is no de-horning, no branding and no castration. Bison can live for 20 years. They start calving when they are 3 years old, and calf every year after.

While some may find it a disadvantage to wait three years for that first calf, calving is a breeze for the farmer, Carter said.

“The female doesn’t want you around,” he said. “It’s a good time to go fishing.”

The National Bison Association’s website at bisoncentral.com offers more information on raising bison. Organization leaders can suggest what to look for when buying an animal, and they have workshops and information on bison sales throughout the year.

“There’s bison in every state, including Hawaii,” Carter said. “They once roamed this land and almost became extinct. Now there are 500,000 head.”

Read more. <http://www.journalstandard.com/news/20160712/pearl-city-resident-laverne-fluechtling-enjoys-raising-bison>

Bison Therapy?

Well, not exactly. But using the presence and story of the Great Plains Bison is an integral part of the vision and plans developed by Dr. Jonathan Trexel and his, wife, Juanita. They are co-founders of Forward Free, a new Minnesota-based national nonprofit organization dedicated to compassionately helping certain people groups overcome the secondary consequences of severe stress and trauma.

The Trexels’ plan is to establish seven Life Ranches across the United States where disabled and wounded veterans, first-responders, and others could go for rest, recuperation, recreation, and respite care. People in these groups can experience a single significant traumatic event, or work in a field where stress builds up over time. Secondary, often long-term, consequences can emerge, such as marital difficulties or divorce, substance abuse, professional burnout, depression, and even suicide. There are about five million people in these groups nationwide. Significant gaps exist in addressing these challenges making this a society-wide problem. The first ranch planned is Northern Life Ranch, to be located just north of Duluth, Minnesota. Once fully funded, this ranch will open in late 2017 or early 2018. Other are planned for Virginia, Florida, Texas, Colorado, California, and Washington. This five-year plan envisions all seven ranches operating at full strength and schedule by 2021, serving over 50,000 guests per year. People in these groups and their families will receive compassion, counseling, and education and will be able to stay at a Life Ranch for up to two weeks annually—free of charge.

The Trexels plan to have a small herd of bison at each ranch; perhaps 20-25 cows. Visitors to Life Ranches can see a bison herd up close and witness the wonder of new life every year with the birth of playful, cinnamon-colored calves. So, secondly, bison will be used as part of a peaceful overall rural ranch setting. But there's a third purpose in having bison.

Many of the people who will visit Life Ranches are also strong and proud. But when they see a bison, it's a reminder that they need to let Life Ranch staff help them. And they need to let their families and others help them when they return home. But there's also a spiritual component: bison will help attract guests and provide a peaceful setting. While not therapy in the traditional sense, the bison's story can be good for the soul.

More information on Forward Free is available at www.forwardfree.org and www.northernliferanch.org. You can also contact Jonathan at 402.560.2316 or jonathantrexel@forwardfree.org.

Wildlife Advocates to Sue for Yellowstone Bison Protections

(From The Casper Star Tribune)

Wildlife advocates will use the courts to try to force the U.S. government to evaluate whether Yellowstone National Park bison are a threatened or endangered species after federal officials rejected their petition earlier this year to protect the national mammal.

Western Watersheds Project, Buffalo Field Campaign and Friends of Animals on Monday filed a 60-day notice of their intent to sue the U.S. Fish and Wildlife Service and the U.S. Department of Interior. The groups say Fish and Wildlife Service officials did not consider how dramatically the Yellowstone bison's range has been reduced or how the continued hunting and slaughter of the animal threatens its existence.

"Instead of allowing these bison to behave like bison and move with the seasons, government agencies are practicing indiscriminate killing that is destroying their genetic diversity," said Michael Connor, the California director of Western Watersheds Project. "Protection under the Endangered Species Act is the only way to counter these government management inadequacies and other threats."

Millions of bison once freely roamed throughout the Great Plains, but they were nearly driven to extinction in the 1800s through widespread hunting. The Yellowstone herd, roughly 4,900 animals, is the largest remaining wild population of bison that have not been bred with cattle.

Bison ranged over 7,700 square miles at their peak. Now their principal habitat is about 1,225 square miles within Yellowstone, from which they migrate in winter in search of food, according to the Fish and Wildlife Service. Outside of the park, bison face hostility from ranchers and landowners concerned with the spread of disease and the destruction of property.

Some bison caught outside the park are slaughtered as a population-control measure by the Interagency Bison Management Plan, which was created by a group of federal, state and tribal officials. More than 8,000 Yellowstone bison have been killed since the 1980s, most by slaughter.

Hunters outside the park boundaries kill hundreds more each year.

Despite their restriction of movement, the Yellowstone herd's population is stable and increasing, the Fish and Wildlife Service said in its decision to reject two petitions seeking federal protections for the animals.

"We find the petitions do not present substantial scientific or commercial information indicating that the petitioned action may be warranted for Yellowstone bison," the agency's decision said.

Western Watersheds Project and Buffalo Field Campaign filed one of the two petitions seeking protections for bison. The other was filed by an individual.

Read more. http://trib.com/news/state-and-regional/wildlife-advocates-to-sue-for-yellowstone-bison-protections/article_33092749-40fa-5fe8-be97-4b2f5a43b713.html

Tribal Leaders Say Bison Range Management Change Won't Set a Precedent

(From KBZK – 7)

PABLO - Attorneys drafting legislation to switch management of the National Bison Range to the Confederated Salish and Kootenai Tribes say they've written specific language so the bill would only apply to the refuge near Moise.

But that's not stopping some critics from sounding the alarm, saying moving the Bison Range out of the national refuge system is a dangerous step.

The US Fish and Wildlife Service is proposing the Bison Range operations be moved over to the tribes, and CSKT has developed proposed language to authorize that step.

At a public meeting in Pablo Tuesday night, tribal officials explained the legislation is written specifically to the Bison Range. They say no precedent will be set if the change is approved.

"But to deal with this issue head on the tribes have put into the draft legislation that it may not be used as precedent for any other situation involving federal properties or facilities," said CSKT Tribal Attorney Brian Upton. "We don't know of a more direct way that we can address this issue. But we do think between the unique facts of this situation and what we've drafted in the legislation the precedent issue shouldn't be a concern."

While there was no outward signs of opposition to the idea last night, with most of the audience asking questions and making written comments, long-time opponent Susan Reneau is still worried. In her opinion, transferring the Bison Range begins tearing down America's system of public lands.

"We are looked upon as leaders in the world for wildlife conservation, and that's why we must preserve it and say no, no, no to any legislation that would put asunder this National Bison Range and give it away to any special interest group," Reneau said.

Because it's still very early in the process tribal officials say now is the best time to make proposed changes to the draft legislation.

The draft bill addresses many points. For example, it ensures continued public access to the Bison Range, sets management goals for all the wildlife there, and even establishes a system of revenue sharing, so Sanders and Lake counties will continue to see some taxable income during the first few years of the transition, amounting to several hundred thousand dollars.

The tribe is continuing to take comments on the draft legislation until the end of the week.

Source. <http://www.kbzk.com/story/32439881/tribal-leaders-say-bison-range-management-change-wont-set-a-precedent>

More Details Revealed About Victims Injured by Bison

(From The Rapid City Journal)

One of the two female victims injured last week by bison at Custer State Park was from Maryland and the other was from Hot Springs, and both were treated at hospitals and have been released, according to the state Department of Game, Fish & Parks.

Custer State Park did not release details about the victims immediately after the two separate June 30 incidents. GF&P released the information this week to the Journal following a request made by the newspaper last week.

In the first incident, 38-year old Li Panpan of Bethesda, Md., walked too close to a bison, was charged and suffered non-life threatening injuries, GF&P reported.

In the second incident, 34-year-old Nicolette White of Hot Springs also walked too close to a bison, was charged and suffered non-life threatening injuries.

The incidents were the third and fourth injury-producing encounters between bison and humans at Custer State Park this tourist season, after no such human injuries had occurred in the park since 2010.

Source. http://rapidcityjournal.com/news/local/more-details-revealed-about-victims-injured-by-bison/article_f31a9ac9-3f83-50e4-b3c6-9d22afcc3950.html

Vilsack Proclaims August 7-13 "National Farmers Market Week"

(From USDA)

Agriculture Secretary Tom Vilsack today signed a [proclamation](#) declaring Aug. 7-13, 2016, as "National Farmers Market Week." This year marks the 17th annual National Farmers Market Week to honor and celebrate the important role that farmers' markets play in local economies.

"Farmers markets are an important part of strong local and regional food systems that connect farmers with new customers and grow rural economies. In many areas, they are also expanding access to fresh, healthy food for people of all income levels," said Secretary Vilsack. "National Farmers Market Week recognizes the growth of these markets and their role in supporting both urban and rural communities."

Throughout the week, USDA officials will celebrate at farmers' market locations across the country. On Saturday, Aug. 6, Elanor Starmer, the Administrator of USDA's Agricultural Marketing Service (AMS) – which conducts research, provides technical assistance, and awards grants to support local and regional food systems – will kick off the week visiting a farmers' market and wrap up the week at USDA's own farmers market in Washington, D.C., on Friday, Aug. 12.

"Farmers markets are a gathering place where you can buy locally produced food, and at the same time, get to know the farmer and story behind the food you purchase," said Administrator Starmer. "These types of markets improve earning potential for farmers and ranchers, building stronger community ties and access to local foods."

To help farmers market managers across the country promote and celebrate National Farmers Market Week, USDA is sharing online free farmers market related graphics that market managers and others can use to customize posters, emails, websites and other promotional materials. The graphics, along with a short demonstration video, can be found at:

www.ams.usda.gov/resources/NFMW

House EPA-Interior bill targets WOTUS, Clean Power Plan

(From Agri-Pulse)

The House of Representatives today approved a 2017 [spending bill](#) for EPA and the Interior Department that would block many of the Obama administration's signature environmental initiatives, such as the Clean Power Plan and the "waters of the U.S." rule. The measure passed [231-196](#), with only three Democrats voting yes.

Both of those initiatives have been stayed by the courts, but that didn't stop the House from including language blocking their implementation in the spending measure, which has drawn a [veto threat](#) from the White House.

Speaking on the House floor yesterday, Californian Ken Calvert, the Republican floor manager for the bill, said, "We tried to reverse all of the overreaching agenda that this administration has placed on the American people."

For some House members, that wasn't enough, putting Calvert in the unusual position of opposing further cuts to EPA's budget. Scott Perry, R-Pa., for example, sought to reduce EPA's budget by 17 percent - the amount he said his constituents' utility bills would increase because of the Clean Power Plan, whose goal is reduction of carbon emissions. But Calvert said that while he shared Perry's frustration, the bill already cuts EPA's budget significantly.

EPA would receive nearly \$8 billion, \$164 million less than authorized in this year's budget, and \$291 million less than the president's budget request.

"The bill denies the Obama administration's request for additional staff at EPA and keeps the number of EPA personnel at the lowest level since 1989," Calvert said. "That is when George Herbert Walker Bush was president. I am sure you would like to go back to 1976, but I think we have done a pretty good job of cutting it back to 1989."

An across-the-board cut would “penalize states by cutting the grants they need,” Calvert said. “It would reduce the funding for the clean water and drinking water grants, which support construction jobs in every district.”

Perry's amendment failed, but other environmental riders in the bill survived, and more were adopted on the floor.

[One of those](#), introduced by Bob Goodlatte, R-Va., would prevent EPA from “retaliating” against any of the six states in the Chesapeake Bay watershed if they fail to meet pollution-reduction goals set forth in the regional Total Maximum Daily Load for the Bay

White House: Obama to Sign 'Bipartisan' GMO Disclosure Bill

(From AgriPulse)

The White House confirmed that President Obama will sign the GMO disclosure bill that is expected to receive final congressional approval from the House on Thursday.

“While there is broad consensus that foods from genetically engineered crops are safe, we appreciate the bipartisan effort to address consumers' interest in knowing more about their food, including whether it includes ingredients from genetically engineered crops,” said White House spokeswoman Katie Hill. “We look forward to tracking its progress in the House and anticipate the President would sign it in its current form.”

On Wednesday, the House approved a procedural rule for debating the legislation that will not allow consideration of any amendments. Any changes to the bill would send it back to the Senate, where the compromise was developed.

Leaders of the House Agriculture Committee, Chairman Mike Conaway and ranking member Collin Peterson, told Agri-Pulse that they expect a majority of both Republicans and Democrats to vote for the legislation on final passage.

The Democrats who will vote for the bill will include Minority Whip Steny Hoyer of Maryland, an aide said. Hoyer voted against a voluntary labeling bill that [the House passed, 275-150, a year ago](#).

Agriculture Secretary Tom Vilsack has been an active supporter of settling the GMO labeling issue, and his department has been advising House and Senate aides for more than a year during development of both this bill and the earlier House measure.

The Senate compromise that the House will vote on Thursday would mandate that companies provide information on biotech ingredients, but the measure gives firms the option of providing the disclosure digitally rather than through text on labels. The House bill would have left GMO labeling as voluntary.

The Food and Drug Administration raised concerns about ambiguous language in the Senate legislation, but the USDA's general counsel has sent separate letters to the House and Senate providing assurances on how the legislation would be interpreted.

During debate on the procedural rule Wednesday, Rep. Jim McGovern, D-Mass., called the legislation a “very, very weak GMO labeling bill” because of the digital disclosure option. “It is an intentional measure to deny consumers information,” McGovern said. However, Peterson said strong backing for the bill among Senate Democrats will encourage House Democrats to back it. [The bill passed the Senate, 63-30, with the support of 21 Democrats](#). Conaway said a wide margin on final passage would reflect the heavy lobbying from the extensive coalition of agriculture and food interests.

Consumers Confused On Animal Welfare-Related Food Labels: ASPCA

(From Meatingplace.com)

A survey commissioned by the American Society for the Prevention of Cruelty to Animals (ASPCA) indicated consumers do not understand the true meaning of food labels such as “cage free” and “free range.”

The survey, conducted by Lake Research Partners polled 1,000 American adults who purchase or consume meat, eggs or dairy products, drawn from a national sample of internet users.

The survey also showed that, despite their misconceptions, approximately three quarters of consumers surveyed are concerned about the welfare of animals raised for food and are paying more attention than they were five years ago to food labels that indicate how those animals were raised.

“Consumers are willing to pay for more humane options but need help understanding which labels provide meaningful welfare improvements for farm animals,” said Daisy Freund, Director, ASPCA Farm Animal Welfare Program.

The research showed 65 percent of consumers surveyed believe the term “free-range” ensures that the animal spent most of its time in a pasture. The ASPCA noted there is no legal definition of “free-range” for pork, beef or dairy products. On poultry products, birds must have access to the outdoors.

Nearly half of those surveyed believe that an independent inspector verifies the health and welfare of animals living on most farms. The ASPCA, however, claimed there is no independent inspection or oversight of animal welfare on the vast majority of farms – a fact that sparked concern in three quarters of survey takers.

Minnesota Value Added Grant Program

(From MN Dept. of Ag)

Purpose

Supports Minnesota agricultural producers and processors to increase sales of Minnesota agricultural products by expanding markets.

Who's Eligible

Individuals (farmers) or businesses, agricultural cooperatives, local government entities. All applicants must be in good standing (no back taxes, no defaults on Minnesota-backed financing, acceptable performance on past MDA grants, and in compliance with current state regulations). See RFP for more detail.

What's Eligible and Amount Available

Grants are for equipment purchases or physical improvements and are intended to:

- Start, expand, or update livestock product processing businesses;
- Purchase equipment to start, upgrade, or modernize value-added businesses;
- Increase the use and processing of Minnesota agricultural products (required for all grants);
- Increase on-farm food safety (ex. Implementing a food safety plan); and
- Increase farmers' processing and aggregating capacity to sell to schools, hospitals, or other institutions.

Applications that have a meat processing, marketing to schools (or other institutions) component, or are addressing a Good Agricultural Practices (GAP) or similar type of food safety plan will receive priority.

Grants will be awarded through the application and competitive review process.

The MDA anticipates awarding up to \$1,000,000 per round of applications through the Value Added Grant Program. Equipment purchases or physical improvements projects: Up to 25% of the total project cost may be reimbursed by the grant award; maximum grant award is \$150,000; minimum grant award is \$1,000.

Application Period

The Fiscal Year (FY)2017 application periods are open from July 26, 2016 to September 27, 2016 and from December 28, 2016 to March 2, 2017.

Apply at <https://www.grantinterface.com/Common/LogOn.aspx?eqs=aBcdzT88cio4Jcof4JQ-mg2>

Novel Meat Proteins Gaining Importance in Pet Food

(From PetfoodIndustry.com)

Overall pet food market growth is slowing in the mass market channel, but one area expected to see continued growth within the specialty products market is pet food and treats with [novel meat proteins](#), said [David Sprinkle](#), research director, Packaged Facts. Sprinkle presented his opening keynote on "Meat and novel protein trends in pet food" before [Petfood Innovation Workshop 2016](#).

Sprinkle shared data on the channel shopping trends of pet owners supporting the increasing consumer demand for specialty pet products containing novel protein ingredients. From 2010 to 2015, the percentage of pet-owning households that shopped at supermarkets fell from 47.4% to 44.7%, while at discount stores, that number dropped from 30.8% to 23.8% over the same

time. Compare that to the number of pet-owning households who shopped at pet superstores, which rose from 46.3% in 2010 to 48.1% in 2015, and on the internet (7% in 2010 to 9.3% in 2015), indicating this growth in the pet specialty market as consumers increasingly shop where these novel protein items are sold.

Sprinkle also cited Packaged Facts' statistic that products with high protein content topped the list of consumers' pet food purchasing patterns by nutritional content in 2015 for 28% of dog owners and 21% of cat owners.

In terms of which of these protein types are considered "novel," however, he said that can be somewhat subjective. Data from Gfk on pet channel sales for pet food meals by the type of exotic or novel protein notes that salmon grew by \$57.2 million in 2015, followed by duck (\$27.5 million), rabbit (\$11.5 million) and bison (\$9.7 million). Sprinkle said that although he considers salmon to be a traditional protein, its impressive growth shows that "salmon could be sort of a good bridge to exotic fish and seafood in the same way that lamb and red meat can be a good bridge to exotic red meats."

Sprinkle cautioned, "Even if you have a novel or exotic protein, that is just one of the early questions about what you are doing with your product, because there are other questions that need to be answered."

For example, in a survey of pet food attributes desired by dog and cat food purchasers, "Made in the USA" topped the list, while the "ancestral/paleo/wilderness" claim on its own ranked near the bottom. So, it is not just enough for pet food and treats to include a novel protein source; instead, companies need to consider how their novel protein specialty product will be positioned in the broader marketplace, Sprinkle said.

Three Reasons Millennials Are Snacking

(From Food Business News)

Snack makers should be studying the snacking behaviors of millennials, according to consumer insight firm Canadean, which found that 41% of those aged 18-24 and 44% of those aged 25-34 regularly snack between meals.

"While it is important for brands to acknowledge and address the snacking needs of all consumers, it is particularly crucial to understand the motivations of younger consumers," said Katrina Diamonon, principal consumer insight analyst for Canadean. "Not only are they more frequent snackers, but their purchase behaviors and preferences will strongly influence other current consumers and also subsequent generations as they pass on these traits to their children."

As millennial consumers move away from meals, snacks are stepping in to meet what Canadean's latest report found to be consumers' three main needs: Psychological needs, occasion-based needs and functional needs.

Snacks meeting the psychological need offer an emotional boost during stressful times or when a consumer feels the need to indulge, the report said. Snacks solving occasion-based needs are dictated by occasion, such as snacks associated with watching a movie, attending a sporting event or socializing with friends. Snacks satisfying the functional need provide an

energy or nutritional boost, often serving as a meal replacement for consumers who are on-the-go or strapped with time constraints.