2023 NBA Growth Fund Overview

December 2023
By Jim Matheson
Executive Director
National Bison Association
# 2022 VS 2023 Receipts & Expenses

<table>
<thead>
<tr>
<th>2023 Year to Date Contributions:</th>
<th>2023 YTD GF Expenses:</th>
</tr>
</thead>
<tbody>
<tr>
<td>• $68,000</td>
<td>• $80,000</td>
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<tr>
<td>• 12 Marketers</td>
<td>• 10 Outreach Events/Services</td>
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<tr>
<td>2022 Total GF Contributions:</td>
<td>2022 Total GF Expenses:</td>
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<tr>
<td>• $24,000</td>
<td>• $65,000</td>
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<tr>
<td>• 8 Marketers</td>
<td>• 6 Outreach Events/Services</td>
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</tbody>
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- $40,000 in reserves in January 2023
- $25,000 in reserves in 2023
- 60% increase in contributions
- 50% increase in marketer-donors
- 40% increase in NBA outreach
Eat Bison to Restore Bison Ad Campaign

• Reach:
  • Google – 14,000 NBA landing web page visits; 240,000 impressions
  • Facebook – 4,735 NBA landing web page visits; 270,000 impressions
• Cookbooks Downloaded from bisoncentral.com - 357
• Cost:
  • Google Ad Campaign – $14,000
  • Facebook - $921
Bringing together stakeholders to celebrate the heritage of American bison, to educate, and to create a sustainable future for our industry.
National Restaurant Association – Chicago

- Attendance – 65,000
- Cost - $500 – offset with support from Colorado Dept. of Agriculture
Heritage Fire Tour – Charles Krug Winery - CA

- Attendance – 1,000
- Marketer involvement – Rocky Mountain Natural Meats
- Cost - $6,000
Heritage Fire Tour – Willamette Fairgrounds - OR

• Attendance – 900
• Marketer involvement – Durham Ranch
• Cost - $6,000
Heritage Fire Tour – Biltmore Hotel - Miami

- Attendance – 1,200
- Marketer involvement – North American Bison, LLC
- Cost - $5,000
Chefs for Farmers – Dallas, TX

- Attendance – 3,500
- Marketer involvement – Benjamin Lee Bison
- Cost - $11,000
World Chili Championships – Myrtle Beach

- Attendance – 20,000
- Marketer involvement – NorthStar Bison
- Cost - $7,500
National Bison Day Celebration – Capitol Hill

- Attendance – 500
- Marketer involvement – Dakota Pure Bison
- Cost - $500
NBA 2023 Summer Intern Program

- Meredith Halweg, University of Wyoming – Agricultural Economics
- Grace Kremer, South Dakota State University – Hospitality
- Cost - $4,000
Amarillo Farm and Ranch Show - Texas

- Attendance – 20,000
- Cost - $6,000
Thank You, Growth Fund Contributors!

Don’t see your business here? Contribute to the NBA Growth Fund and do your part to support the bison industry by contributing at bisoncentral.com/product/nba-growth-fund-program