



2023 NBA Growth Fund Overview

December 2023

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National Bison Association



2022 VS 2023 Receipts & Expenses

- **2023 Year to Date Contributions:**

- \$68,000
- 12 Marketers

- **2022 Total GF Contributions:**

- \$24,000
- 8 Marketers

- **\$40,000 in reserves in January 2023**

- **\$25,000 in reserves in 2023**

- **2023 YTD GF Expenses:**

- \$80,000
- 10 Outreach Events/Services

- **2022 Total GF Expenses:**

- \$65,000
- 6 Outreach Events/Services

- **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



NATIONAL
BISON
ASSOCIATION

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
- Marketer involvement – North American Bison LLC, Rocky Mtn. Natural Meats, Cheyenne River Buffalo Company, Force of Nature, Beck & Bulow
- 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



WHY BISON?

NATIONAL BISON ASSOCIATION

QR Code

Why BISON?

- American original
- National mammal
- Hardy and long-lived
- Naturally regenerative
- Incredibly healthy meat
- Efficient grazers
- Niche market
- Low supply & high demand

Price Comparison Chart:

Year	Bison (per lb)	Bison Heifers (per lb)
2013	\$350	\$350
2015	\$350	\$350
2017	\$350	\$350
2019	\$350	\$350
2021	\$350	\$350
2022	\$350	\$350

The Bison is Greater in the Field Than in the Kitchen
Developing Climate-Smart Beef Operations

The National Bison Association brings together stakeholders to celebrate the heritage of American Bison, educate, and create a sustainable future for our industry!
www.bisoncentral.com

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