National Bison Association 2018 Annual Report

Another year of *leadership* by the National Bison Association.

Another year of *growth and success* for the bison business.

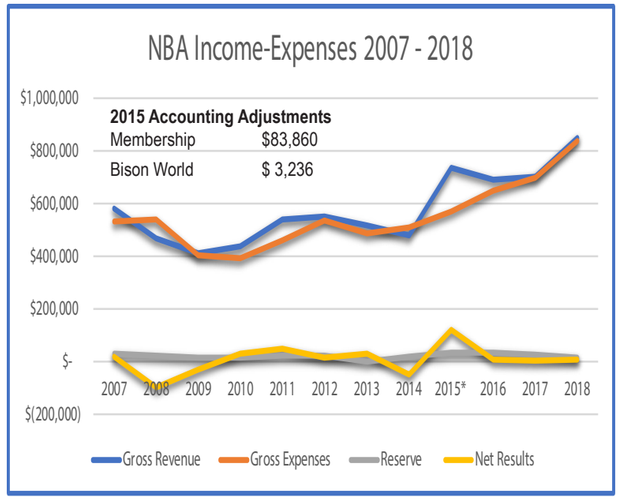
- **Public Policy Leadership**
- **Strong Partnerships**
- **Expanding our Reach**
- **Resources for Healthy Markets**
- **Research for Healthy Herds**

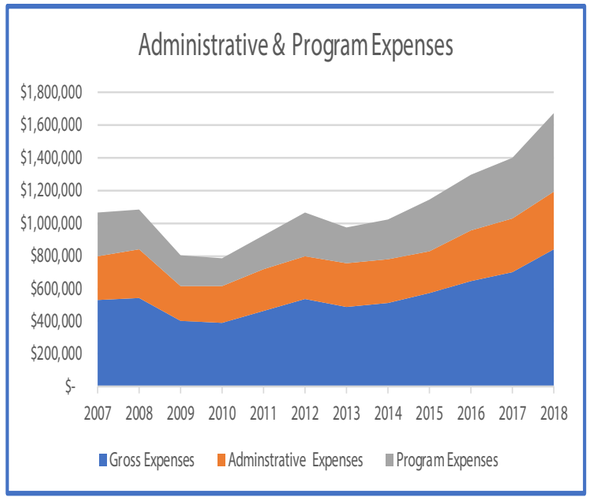
It Pays To Belong

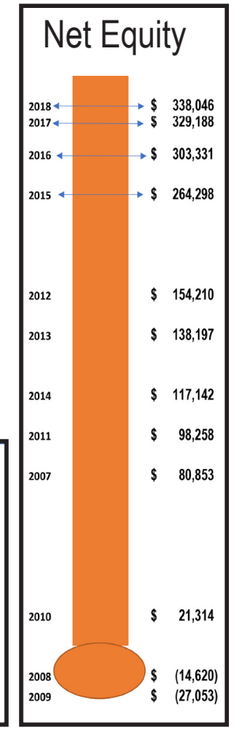
- *Weekly Update*
- *Trading Board Advertising Early Advantage*
- *Marketing Resources*
- *Bison World Magazine*
- *Online Educational Resources*
- *Nationwide Insurance for Bison*
- *Conferences*
- *Gold Trophy Show & Sale*
- *Junior Judging Competition*

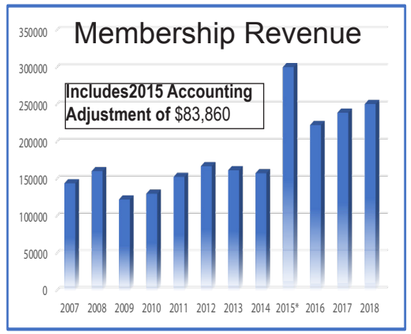
National Bison Association

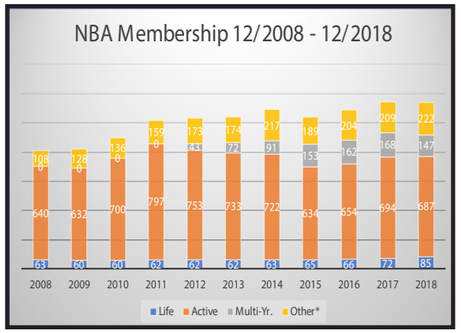
By the Numbers

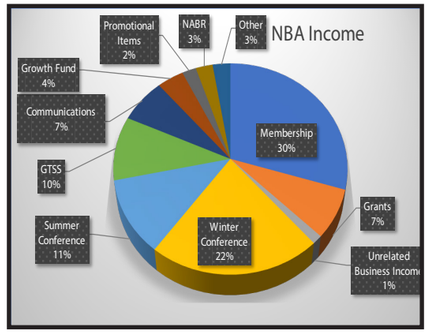


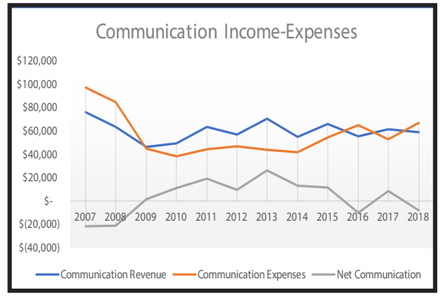


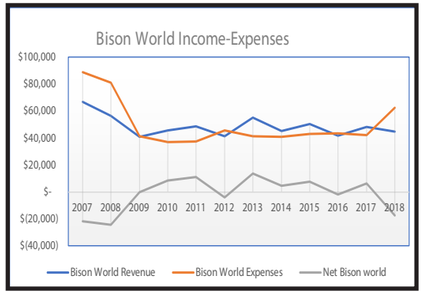


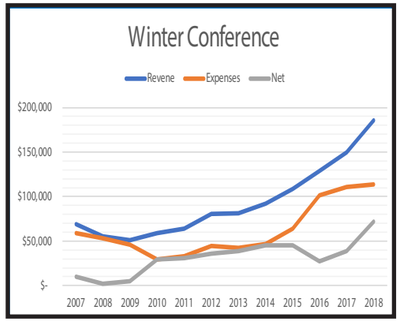


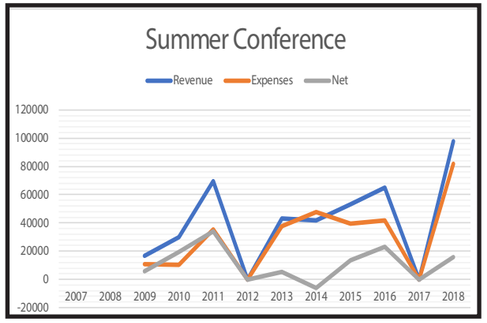


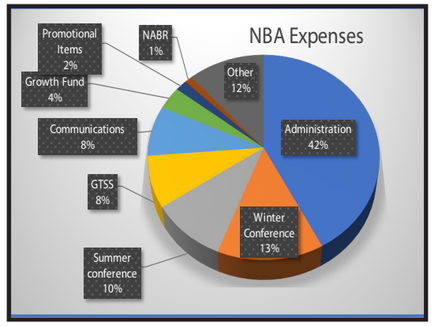


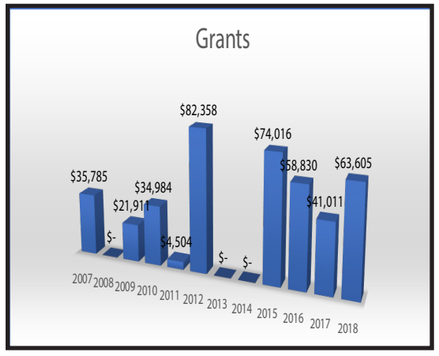






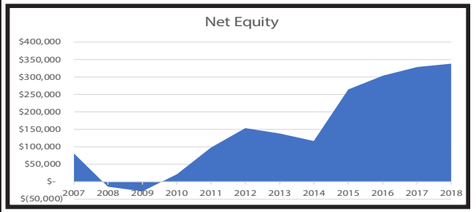


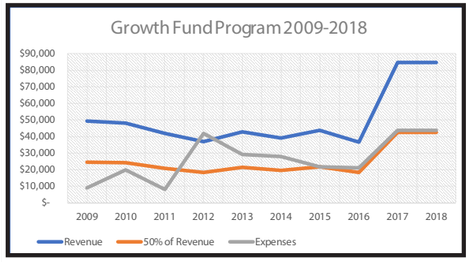


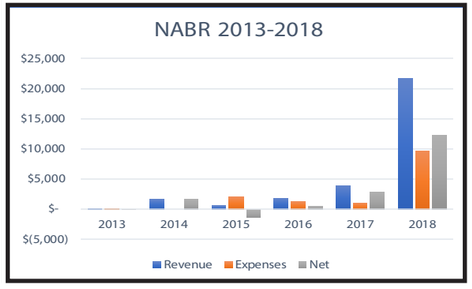


National Bison Association
Statement of Operations - 2018

	Jan - Dec 18	YTD Budget	$ Over Budget
Ordinary Income/Expense			
Income			
40000 · Membership	251,577.54	240,313.13	11,264.41
40500 · Contributed support	7,520.58	6,482.34	1,038.24
40600 · Restricted Grants	63,604.99	81,627.46	-18,022.47
40700 · Unrelated Business Income	11,087.33	9,640.40	1,446.93
40800 · Fund Raiser Revenue	83,574.13	60,987.00	22,587.13
40900 · Event Revenue	211,284.90	219,784.90	-8,500.00
41500-6 · Disposed of Assets	0.00	0.00	0.00
42000 · Gold Trophy Show & Sale	83,767.50	83,767.50	0.00
43000 · Junior Judging Sponsorships	3,600.00	3,600.00	0.00
43520 · IBC Conference - Contribution	0.00	0.00	0.00
44000 · Communication	59,084.70	62,937.92	-3,853.22
46000 · Promotion	18,106.06	18,296.77	-190.71
47000 · Growth Fund Check Off Revenue	34,136.80	61,469.80	-27,333.00
49000 · NABR	21,785.00	3,095.00	18,690.00
49010 · Unrealized Gain/Loss	15.80	0.00	15.80
49500 · PY Bonus Offset Income	0.00	0.00	0.00
49900 · Merchant Fee Reimbursed Income	0.00	26.28	-26.28
49999 · Misc Income	15.00	0.00	15.00
Total Income	849,160.33	852,028.50	-2,868.17
Cost of Goods Sold			
5000 · Cost of Goods Sold	235.89		
Total COGS	235.89		
Gross Profit	848,924.44	852,028.50	-3,104.06
Expense			
50000 · Membership Expense	1,289.04	3,118.70	-1,829.66
50500 · Administration	354,722.01	359,854.90	-5,132.89
50900 · Fund Raiser Costs	14,695.05	13,693.22	1,001.83
51000 · Event Conference Expense	265,140.25	228,206.72	36,933.53
54000 · Jr Judging	4,476.39	4,476.39	0.00
60000 · Communications	67,054.10	56,815.94	10,238.16
70000 · Promotions	14,661.00	11,163.29	3,497.71
75000 · Growth Fund - Check Off	30,706.14	32,216.50	-1,510.36
88000 · NABR Reg	9,570.83	5,050.00	4,520.83
89000 · Grant Expense	28,227.39	60,296.77	-32,069.38
92000 · Special Project Expense	1,712.10		
99910 · Lasped Membership Write Offs	45,996.54	35,570.00	10,426.54
99930 · Released from Restricted	0.00	3,900.00	-3,900.00
999968 · Bank Service Charges	15.00		
99999 · Credit Card Suspense Expense	0.00	0.00	0.00
Total Expense	838,265.84	814,362.43	23,903.41
Net Ordinary Income	10,658.60	37,666.07	-27,007.47
Other Income/Expense			
Other Expense			
99900 · 2% Designated Reserves	16,922.05	17,087.56	-165.51
99947 · Growth Fund Net RE CY	-13,873.63	-10,227.00	-3,646.63
99949 · Temporarily Released from Restr	0.00	0.00	0.00
Total Other Expense	3,048.42	6,860.56	-3,812.14
Net Other Income	-3,048.42	-6,860.56	3,812.14
Net Income	7,610.18	30,805.51	-23,195.33







Public Policy Leadership

- In 2018, we convinced USDA's Farm Service Agency to significantly increase disaster compensation available to bison producers.
- USDA's Agricultural Marketing Service is working to implement a monthly live bison market report.
- USDA's Farmers' Market Promotion Program and Risk Management Agency are providing new tools for bison producers.
- Bison producers have a seat at the table on important trade discussions, thanks to NBA's participation in the USDA Agricultural Trade Advisory Committees.
- In 2018, the NBA also stepped forward with a major campaign to protect the integrity of our marketplace by aggressively fighting mislabeled water buffalo in both the pet food and human food marketplace.

Research for Healthy Herds

• Healthy herds are the foundation of success for producers of private, public and tribal lands.

• The NBA in 2018 established the world's most comprehensive library of bison health and management literature.

• We have bolstered our partnership with South Dakota State University to strengthen our ability to manage Mycoplasma bovis, and to support that institution's commitment to become a Center of Excellence in Bison Research.

- We continue to work with the National Academy of Science to develop Nutritional Requirements for Bison.
- With support of USDA's Risk Management Agency, we are now developing a smartphone app to supply producers with information needed in daily management decisions.

Resources for Healthy Markets

- Customers are our partners in bison restoration. Bison1Million and Bison Hump Day help us to connect with those customers.
- Our work in 2018 included partnering with Microsoft Corporation and the James Beard Foundation in May to sponsor a bison-themed culinary competition.
- We worked with L'E Cole Culinary School in Kansas City to host a bison cookoff during summer conference.
- Thanks to USDA's Farmers' Market Promotion Program, we partnered with the Auguste Escoffier School of culinary arts to produce three on-line videos highlighting the ease of cooking with bison.

• And, we worked with partners in the tribal and conservation community to once again have the first Saturday in November designated as National Bison Day…brining customer attention to our business at the beginning of the holiday season.

Expanding our Reach

- Once again, the National Bison Association was in the spotlight in key forums across the country.
- We were at the National Agricultural Lenders' Conference, building new support with people who provide important financing for our business.

- Our booth at the National Association of Farm Broadcasters resulted in more than 30 media interviews in a six-hour period.
- Our booth at the National FFA convention helps introduce bison to ag advisors and students alike.

Strong Partnerships

- Partners help us grow and succeed.
- Our formal Memorandum of Understanding with the Inter-Tribal Buffalo Council has brought widespread collaboration among private and tribal producers.
- We continue to work with he Wildlife Conservation Society, the Nature Conservancy, World Wildlife Fund and other conservation groups to promote the positive role private ranchers are playing in bison restoration.
- Our work with South Dakota State University is bringing new knowledge and information to our business. Through the years, we have developed strong relationships throughout SDSU.
- Our relationship with he Canadian Bison Association is founded upon a shared commitment to the betterment of our business throughout North America.