



DTBA BLACK HILLS BUFFALO CLASSIC

Simulcast Bison Auction!

Saturday, February 8, 2020 • 7:00 p.m. MST
Ramkota Hotel and Convention Center, Rapid City, SD

- 32 Performance Tested Young Guns Yearling Bulls
- 43 Performance Tested Girlz Going Wild Yearling Heifers



Quality
AUCTION SERVICES, INC.

Jud Seaman - Auctioneer
(605) 390-1419



Photos, videos and registration
will be available at:
www.qas.hibid.com





Weekly Update



bisoncentral.com

303-292-2833

The National Bison Association (NBA) Weekly Update is an exclusive service for NBA members.

Reprint is encouraged and permission is granted when the following credit appears:
 ©National Bison Association; Westminster, CO

NBA Weekly Update for January 31, 2020

The Weekly Update is a service designed to provide National Bison Association members with news and information affecting bison production and marketing. Many items in the Weekly Update are reprinted from outside sources. The content of those articles does not necessarily reflect the policy position of the National Bison Association. The articles are reproduced here only as a means to keep our membership informed as much as possible of all information and opinions relating to bison that is circulating publicly.



National Bison Association Celebrates 25th Anniversary, Looks Forward to 2020

With Bison meat becoming increasingly popular among consumers and bison ranching attracting new participants, the nearly 500 ranchers convening at Denver's Renaissance Hotel for the National Bison Association's 25th anniversary convention last week spent three days celebrating the organization's accomplishments while planning for continued growth in the years ahead.

Speakers at the conference included Food Network Executive Chef Rob Bleifer, U.S. Department of Agriculture (USDA) Under Secretary Greg Ibach, and consumer market trends analysis Laurie Demeritt of the Hartman Group.

Demeritt and Bleifer both provided the association's conference attendees with insights into how bison can benefit from emerging consumer dining habits and culinary trends. Ibach reviewed USDA's commitment to expand market opportunities for bison, and to partner with the association to improve transparency.

Members attending the National Bison Association convention also elected a new slate of officers to guide the organization in the coming years.

- Donnis Baggett of Bryan, TX, was elected as the association's new president for the coming year. Baggett and his wife, Beverly Brown, own and operate Lucky B Bison Ranch near Bryan. He replaces Dick Gehring of Moundridge, KS, who will serve as Immediate Past President under the association's term-limit policy.
- Alan Douglas of Atherton, CA was elected vice president. Douglas's bison ranching operation is in eastern Oregon.
- Joe Graham of Marlow, OK was elected as Secretary-Treasurer.
- Chad Kremer of Custer, SD was elected as the association's new Director at Large. Kremer serves as the bison herd manager for Custer State Park. He and his wife, Suzi, also own and operate Kremer Buffalo, L.L.C. near Keystone, SD.

Carter Inducted Into National Buffalo Hall of Fame

The National Buffalo Foundation has inducted Dave Carter, executive director of the National Bison Association (NBA), as the 31st member of the National Buffalo Hall of Fame. The Hall of Fame is housed in the National Buffalo Museum in Jamestown, ND.

The induction was announced in a surprise ceremony during the closing banquet of the National Bison Association's 25th anniversary convention last week.



Carter has served as the bison association's executive director since 2001. During that time, the U.S. bison business recovered from a devastating downturn in 2000, and has grown into a strong steady sector of agriculture. Carter has aggressively promoted the health, environmental and culinary benefits of bison meat to the American public throughout his tenure as executive director.

Carter has also increased the National Bison Association's presence in Washington, D.C. Under his leadership, the association has forged strong relationships with key agencies in the U.S. Department of Agriculture and agricultural leaders on Capitol Hill. In 2012, Carter linked the NBA with leaders of the InterTribal Buffalo Council and the Wildlife Conservation Society in a four-year legislative campaign that resulted in bison being formally designated as the National Mammal of the United States in 2016. He is currently working with key Senators and Representatives to pass the Truth in Water Buffalo Labeling Bill, which would halt deceptively labeled water buffalo meat and food ingredients from being sold in the United States.

The plaque honoring Carter in the Hall of Fame reads, "For close to two decades, Dave has guided the bison industry in an extraordinary way through good times and not so good times. He continuously places a bright light on the American bison to the public, the producers, the conservationists, the native community, and those in government who need to hear his message."

Cecil Miskin, president of the National Buffalo Foundation, noted, "Our hats are off and our hearts are proud. Dave Carter is truly the best friend bison has had in this century."

In addition to serving as executive director of the National Bison Association, Carter and his wife, Sue, actively maintain a small herd of bison which they operate in partnership with three other herds in eastern Colorado.

Carter joins 30 inductees in the Hall of Fame, including Charles Goodnight, Teddy Roosevelt and ten additional historical figures, as well as Ted Turner and 18 other contemporary bison champions. Goodnight was among the ranchers who helped bring bison back from extinction in the late 1800s. Turner has played a pivotal role in the modern restoration of bison.



Service to the NBA

The National Bison Association's assistant director, Jim Matheson, was honored for his 15 years of service to the organization during the recent Winter Conference. In the ceremony honoring his accomplishments, Matheson was described as "integral to the growth and success of the National Bison Association."

"He is passionate about the animal, and dedicated to do everything he can to make sure that the National Bison Association best serves

its members," said NBA executive director Dave Carter. "It's difficult to imagine where our organization would be without his commitment."

NBA Immediate Past-President, Dick Gehring, in his remarks about Matheson's service, said "Whether he's operating in the day-to-day grind, or a fantastic event such as this week's Winter Conference, or in D.C., the meetings, functions, coordination, timing, and the multiple other hats Jim wears get changed by the minute and the energy flows and the job gets done."

Matheson was presented with a framed original painting of *Golden Plains of Yesteryear*, created by renowned artist Veryl Goodnight.

Members of the InterTribal Buffalo Council also presented Matheson with a ceremonial star quilt to honor his participation in their annual meeting last year.

Pet Food Regulators Clamp Down On Deceptive Water Buffalo Ingredients

New ingredient definitions adopted by the nation's pet food regulators will soon prohibit water buffalo ingredients from simply being labeled as "buffalo" in pet products marketed in the United States.

Meeting earlier this month in Albuquerque, NM, the Association of American Feed Control Officials (AAFCO) adopted two new model definitions designed to prevent consumer confusion, and to protect the integrity of North American bison ingredients.

One model definition adopted by AAFCO will require that meat or ingredients derived from *Bubalus bubalis* (the scientific name for water buffalo) to be labeled as "water buffalo." The second model definition will allow meat or ingredients derived from *Bison bison* (scientific name for bison) to be labeled as "bison" or "North American buffalo."

The new model definitions were hailed as a "major step forward for truth in labeling" by the National Bison Association, which had formally petitioned AAFCO two years ago to address the growing problem of deceptively labeled products containing water buffalo.

"We applaud AAFCO for working with us to develop language that will provide pet food shoppers with confidence that they are getting what they pay for when seeking to provide their companion animals with food and treats containing bison," said Dave Carter, executive director of the National Bison Association.

AAFCO is a nonprofit organization comprised of state feed regulators and FDA officials. Although AAFCO does not have formal regulatory authority, the model regulations it adopts are utilized as the standard of enforcement by all states. The changes adopted in Albuquerque will be included in the next AAFCO official publication.

MN Rancher Tom Barthel Named National Bison Association's Member of the Year



Minnesota rancher Tom Barthel was honored as the National Bison Association's 2019 Member of the Year last Friday night in recognition for his behind-the-scenes work in improving the organization's policies and procedures.

Barthel and his wife, Gail Wilkinson, own and operate a small diversified livestock operation, Snake River Farm, near Becker, MN. They market field-harvested bison and beef meat from their ranch and offer on-farm tours and other agritourism events.

He stepped down as the bison association's Secretary-Treasurer last week, after serving a total of five years on the organization's board of directors.

In announcing Barthel's recognition as member of the year, National Bison Association Past Presidents' Council Chair, Gail Griffin of Winona, MN, said, "He set the bar high in developing new ways for how the association functions."

She also cited Barthel's commitment to soil health and holistic management "long before they even had those names."

Hey Bison Folks: Let's Show Some Love to Mommy Bloggers

With Valentine's Day rapidly approaching, the National Bison Association is working to connect member-marketers and ranchers with some of the key social media influencers who are part of the ShiftCon network of "Mommy Bloggers".

ShiftCon is an annual conference attended by roughly 400 women who maintain blogs on food, family, health and environmental sustainability. National Bison Association members Mimi Hillenbrand of SD, Carrie Bennet of CO and Karen Conley of SD--along with NBA Executive Director Dave Carter--made a major presentation at the 2019 ShiftCon conference, thanks to support from the NBA Growth Fund. Following the conference, several bloggers expressed a desire to connect with bison ranchers and to spread the word about bison.



The National Bison Association has a list of those bloggers, and their contact information. We are looking for member-marketers and ranchers to connect with those bloggers with a "Love Package" over the next few weeks. That could include a sample pack of meat, or an invitation to spend a weekend at a ranch that offers agri-tourism.

Interested? Send an email to info@bisoncentral.com and we'll send you a list of potential "blogger sweethearts."



Gold Trophy Show and Sale Results Now Available

Thanks to all of our sponsors, consignors and buyer's at the recent 2020 Gold Trophy Show and Sale! We sold 100 live head of bison breeding stock and 16 quality carcasses from across North America. Thanks too, to our judges, who

agreed that this year's selection was among the best selection of breeding stock that they've seen at GTSS in recent memory.

Please see the full results [here](#).

Winter Conference Survey Out Now

The NBA depends on attendee input to help shape future conferences and events. An email was sent to all who registered for the conference, but not registrant guests. If you attended the conference and did not receive the invitation, please email jim@bisoncentral.com to receive the invitation to participate in the brief survey.

Thank You Winter Conference and GTSS Trophy Sponsors!

2020 NBA WINTER CONFERENCE SPONSORS



2020 NBA GOLD TROPHY SHOW & SALE SPONSORS



Editor's Note: The following news stories were distributed by organizations not affiliated with the National Bison Association. They may not reflect the opinions or the positions held by the NBA on matters such as genetic integrity, animal management, and other issues.

HELP US BUILD A STRONGER BISON MARKETPLACE



Your voluntary contributions help support the ongoing mission of the National Bison Association. Marketing, outreach, promotion and teaching are just a few of the projects supported by donations to the Growth Fund. Any amount is welcome!

DONATE NOW!

Learn more at <https://bisoncentral.com/product/nba-growth-fund-program/>

A Furious Debate Is Going On Over Bison Management

(From the Lewiston Tribune)

BILLINGS, Mont. — After eight years, two gubernatorial elections and under the leadership of a new director, Montana Fish, Wildlife and Parks released its environmental impact statement on bison conservation and management Tuesday.

The release of the document was a reason for celebration among conservation advocates who have long promoted returning bison to Montana public lands.

“People of goodwill can move this effort forward,” said Tom France, regional executive director of the National Wildlife Federation.

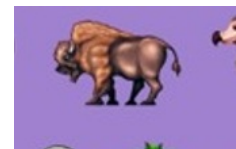
Yet many Montanans — namely those with agricultural interests — have attempted through the Legislature and at the county level to block bison from ever being restored to public lands in the state.

“For landowners in Montana, I think bison are a nonstarter,” said Chuck Denowh, who has represented United Property Owners of Montana.

Emphasizing the ideological divide, the livestock industry and UPOM has even attempted to hamstring the private group American Prairie Reserve in eastern Montana as it pursues the goal of restoring bison to ranch lands it has purchased, as well as Bureau of Land Management acreage where APR holds grazing leases. Those bison are classified as livestock, as are other herds raised on ranches in the state.

Read more [here](#).

At Long Last, Bison Emoji Coming to Mobile Phones



The Unicode Consortium on Wednesday announced that bison will be among the 117 new emoji that will be added to platforms like Apple’s iOS and macOS later this year.

Additions this year include many new gender-inclusive characters such as an alternative to Santa Claus and Mrs. Claus called “Mx Claus,” a man with veil and woman in tuxedo. New animal options like black cat, mammoth and bison will also make an appearance. New food emoji include a bell pepper, flatbread and a tamale.

A full list of Unicode’s emoji additions, including previews, was published by *Emojipedia*. As usual, the images are glossy versions done in Apple’s style, but the tech giant’s final iterations will likely be reproduced in a different style.

Apple typically updates its available emoji set in point releases of iOS, macOS, watchOS and iPadOS.

Tanka and Niman Ranch Partner to Assist Economic Revitalization on Pine Ridge



Native American Natural Foods' **Tanka** brand today announced a new partnership with **Niman Ranch**, the leader in sustainable agriculture known for its award-winning beef, pork and lamb, at the Edible Institute 2020. The partnership is designed to help build a humane and sustainable Native American supply of bison, cattle, and other pasture raised animals, including hogs, raised on Native prairie by Native people. The effort will benefit the Native American owned company as it seeks to reclaim its leading position as the original, award-winning, highly popular bison and berry snacking bar that replicates a time-honored recipe of Native generations. The new alliance aims to support the economic revitalization on the Pine Ridge Reservation in South Dakota, which is one of the poorest communities in the country.

Dawn Sherman, CEO of Native American Natural Foods and member of the Lakota, Shawnee and Delaware tribes, said, "Today's announcement represents long term systematic change. We are investing in our children and grandchildren with the help of Niman Ranch and their commitment to our Native people. We asked each other, at this stage of the business, how do we protect what is there? How do we support the re-emergence of Native culture? Niman Ranch had that aligned vision, the experience, markets, and support to make this happen."

Native American Natural Foods, a Native-run and Native-owned company, created the Tanka Bar in 2007. It is the original bison and fruit bar that reimaged the meat snacking category, expanding and elevating it beyond jerky. The authentic yet innovative bar achieved great popularity, in addition to numerous awards. As the brand grew, so did the competition. To successfully maintain the best tasting recipe that helped Tanka products gain a loyal following through trusted retailers and distributors, including REI, United Natural Foods (UNFI) and Natural Grocers, Tanka is looking to meet increasing demand through sourcing bison from Native suppliers and to rely on an indigenous supply.

"Niman Ranch hasn't forgotten what it's like to be a young company trying to build something meaningful. We are proud to share with Tanka what we have learned from our experience growing from one cattle rancher, then one lamb rancher and later one hog farmer to a network of 740 and growing," said Chris Oliviero, General Manager of Niman Ranch. "It has always been a part of Niman Ranch's foundation to support rural farming communities and we understand many of the hurdles. We felt we could align and support the Tanka mission." Niman Ranch and its network of 740 small- and mid-size independent family farmers raise livestock sustainably and humanely with no antibiotics or added hormones – ever.

Read more [here](#).

Bison auction set at Land Between the Lakes

(From The Gleaner)

The U.S. Forest Service plans to host a public auction at Land Between the Lakes National Recreation Area to manage herd size on Feb. 1.

The auction is scheduled to begin at 9 a.m. CDT at the South Bison Range corral. Bidder registration and viewing begins at 8 a.m. Bison purchases may be made with cash, credit card or personal check at time of bid acceptance.

The South Bison Range corral is located on the west side of the Woodlands Trace National Scenic Byway (TN 461) just south of the Ky./Tenn. state line. This location is across the Scenic Byway from the Homeplace 1850 Working Farm.

The Forest Service will sell approximately 36 bison, each separately to the highest bidder(s), including:

- 1 cow born 2008, tested for pregnancy
- 2 large young bulls born 2017
- 10 yearling heifers born in 2018
- 7 yearling bulls
- A mix of 16 bull and heifer calves born in 2019

All animals will be tested for brucellosis and tuberculosis by a licensed veterinarian before the auction. Preliminary details regarding age, sex, and weights of all animals to be sold will be available after noon Jan. 29 with the final list available at 8 a.m. on auction day. For a preliminary list or any questions, call Curtis Fowler at 270.924.2061 or email frederick.fowler@usda.gov.

Read more [here](#).

Bison Being Auctioned At Big Bone Lick State Historic Site

UNION, Ky. — The Kentucky Department of Parks is auctioning three bison at Big Bone Lick State Historic Site.

The cow, heifer and bull are being sold in one lot. The deadline for sealed bids is Feb. 10, 2020.

Bids should include your name, address and daytime telephone number. A \$100 deposit is required with all bids (check or money order); deposit check returned to all non-winning bidders. Checks made to Big Bone Lick State Historic Site. Bids should be mailed to:

The Kentucky Department of Parks
 Bison Sealed Bid c/o TJ O’Nan
 Mayo-Underwood Building- 5th Floor
 500 Mero Street
 Frankfort, Ky. 40601

For questions and arrangements to see the bison, contact Paul Simpson at the park in Boone County. Call 859-384-3522 or email paul.simpson@ky.gov.

Canada's Wood Bison Near Proposed Oil Project Face 'Imminent Threats': Minister

(From Reuters)

WINNIPEG, Manitoba (Reuters) - Canada’s wood bison, who live in northern Alberta near the proposed site of Teck Resources Ltd’s Frontier oil sands project, face “imminent threats” to their recovery, a report from the country’s environment department said.

A one-page summary released late on Wednesday said Environment Minister Jonathan Wilkinson has concluded that “immediate intervention is required to allow for recovery.” The summary does not mention Frontier, which would operate for 40 years starting in 2026. But it said the Ronald Lake herd is at risk of contracting disease in the Wood Buffalo National Park and of losing range to “proposed industrial activities.”

Wilkinson must decide by the end of February whether to approve C\$20.6-billion (\$15.67 billion) Frontier. He could also delay.

In a statement, Wilkinson said he takes indigenous concerns about the bison “very seriously.” He said Ottawa is working with Alberta to further protect the herds. “Action to protect the bison is required regardless of the Teck Frontier project. The decision regarding the Frontier oil sands mine is a separate decision.”

Read more [here](#).

USMCA waits on Canada

(From Meatingplace.com)

Canadian Prime Minister Justin Trudeau and that country's Liberal party is expected to introduce legislation this week to ratify the U.S.-Mexico-Canada Agreement, which will replace the 25-year-old North American Free Trade Agreement (NAFTA).

Getting the agreement ratified is a "top priority," Trudeau told a meeting of the Liberal caucus. The federal legislators in the U.S. and Mexico already have ratified the agreement; in the U.S., President Trump is expected to sign the agreement this week. Free trade across the continent has become economically important to all the players; Canada and Mexico, in particular, sell about 75% of their output in the U.S.

However, Trudeau's party does not hold a majority of seats in Canada's House of Commons, and members of the Conservative Party have said they would like to take the time to do their "due diligence" on the agreement, according to a report by the Reuters wire service.

Slowing down the process would in particular irk President Trump. Replacing NAFTA was one of his original campaign promises in 2016 and he would like to be able to declare it done as far ahead of the November elections as possible.

"I don't think anybody has any intention of dragging anything out," Reuters quoted Randy Hoback, the Conservative Party's spokesman on trade, as saying. "We just want to make sure we do our job ... there are some things in this deal that I think the business community isn't aware of that we need to shine a light on."

The USMCA cannot take effect until it has been ratified by all three member nations.

Gallup: 70% Of Americans Eating Less Meat Cite Environmental Impact

(From Sustainable Food News)

A recent Gallup survey finds that 23 percent of Americans report eating less meat in the past year, with 90 percent of them saying health concerns is a major (70 percent) or minor reason (20 percent) they are cutting back.

The survey of U.S. adults, which was conducted in September, also showed that after health, environmental concerns were the next most prominent factor leading to reduced meat consumption, with 70 percent saying concerns about the environment are behind their avoidance of meat (49 percent say it is a major reason, and 21 percent a minor one).

Certain groups are more likely than others to say they have eaten less meat in the past year:

- Women are about twice as likely as men to report having cut down on meat consumption.
- Nonwhites report having reduced meat in their diets at a higher rate than whites.

Data from the U.S. Department of Agriculture found that pork and especially beef were the most popular meats for most of the 1900s, but chicken sharply gained in popularity over time, eventually becoming the top consumed meat in recent years. From a global perspective, the U.S. regularly ranks among the top countries for meat consumption.

Americans' reports of eating less meat don't necessarily mean vegetarianism is on the rise. In fact, Gallup's latest reading on this found 5 percent of Americans consider themselves vegetarian, similar to the rate over the past 20 years.

The most popular way to cut back on meat consumption is by eating smaller portions of it (77 percent), according to Americans who report having eaten less meat this year. Other popular ways Americans have reduced their meat consumption are altering recipes to use less meat by substituting vegetables or other ingredients for some meat (71 percent) and eliminating meat entirely from some meals (69 percent).



REACH THE WHOLE HERD!

WITH A WEEKLY UPDATE BANNER AD
JUST \$50/WEEK FOR THIS SPOT
CONTACT [KAREN@BISONCENTRAL.COM](mailto:karen@bisoncentral.com) TO RESERVE



Save the Date!

- 2/6/2020 - DTBA Annual Conference and Black Hills Buffalo Classic Auction - SD
- 2/15/2020 - Prairie Legends Conservation Bison Auction - NM
- 2/17/2020 - Benjamin Lee Bison Online Only Auction - OK
- 2/18/2020 - Bluegrass Bison Online Only Auction - KY
- 2/18/2020 - Cali Bison Ranch, LLC Online Only Auction - CA
- 02/20/2020 - Manitoba Bison Association Great Spirit Sale - MB
- 2/22/2020 - Rocking P Ranch & Guests Online Only Bison Auction - SD
- 3/05/2020 - Eastern Bison Association Annual Sale and Conference - PA
- 03/06/2020 - Denver Mountain Parks Genesee Bison Auction - CO
- 3/07/2020 - Rocky Mountain Bison Association Spring Conference - CO
- 3/21/2020 - Missouri Bison Association Spring Sale - MO
- 04/03/2020 - Minnesota Bison Association's Education Conference
- 06/21 - 06/23/2020 - National Bison Summer Conference - Cheyenne, WY

Please visit <https://bisoncentral.com/calendar/> for details and more up-to-date events. If you have a bison event coming up that's not listed, please send the details to jim@bisoncentral.com and the NBA will post the event on its website at no charge.

Click Here for NBA Calendar of Events

National Bison Association | info@bisoncentral.com | 303-292-2833 | bisoncentral.com
[@nationalbison](https://twitter.com/nationalbison)

