

ROCKING P RANCH & BC BISON

Simulcast Bison Auction!

Saturday, February 22, 2020 • 11:00 a.m. CST
11983 Dry Wood Lake Road, Sisseton, SD



(43) Bull Calves
(38) OCV Heifer Calves
(10) Two Year Old Bred Heifers



Jud Seaman - Auctioneer
(605) 390-1419



Photos, videos and registration 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.

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NBA Weekly Update for February 21, 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.



Tribal Range Managers Study Bison and the Land

A delegation of roughly 30 members and guests of the Society for Range Management's Native American Rangeland Advisory Council received a first-hand look at the regenerative role bison play in restoring healthy grasslands during a tour last Sunday of the Savory Institute's 7,800 West Bijou Ranch east of Denver.

NBA Executive Director Dave Carter and Assistant Director Jim Matheson, along with Byron Shelton of the Savory Institute and NBA members Ray Thieman and David Wentz, provided the group with a tour of the 250-cow bison herd, and discussed the management practices being employed to restore healthy grasslands and to build healthy soil.

During the tour Thieman and Shelton provided the participants with an overview of bison production and holistic management. During an educational session following the tour, Shelton and Matt Baines of the Kansas Nature Conservancy provided presentations regarding their approaches to utilizing bison as tools to maintain healthy grasslands.

Painter Recovering after Goring Incident

Longtime National Bison Association member John Painter has been discharged from an Albuquerque hospital and is continuing to recover in a long-term acute care rehabilitation facility, after being gored by a bison bull 10 days ago while cleaning snow out of feed troughs on the Cerro San Cristóbal Ranch in northern Taos County.

Painter, who has managed the ranch for the past 28 years, was able to contact emergency personnel after the incident, and was flown to Albuquerque for emergency surgery. He is expected to remain in long-term rehabilitation for several weeks.

Members wanting to send best wishes to painter can mail cards to him c/o his son, Jim Painter, at 2956 Santa Clara, SE, Albuquerque, NM 87106.

Will You be at Expo West? Let Us Know

The nation's major natural food manufacturers, distributors and retailers are once again preparing to gather in Anaheim, CA for Natural Products Expo West, March 3-9, and the National Bison Association will once again be on hand to look for new trends and other developments that can impact the U.S. bison industry in the coming year.

Expo West is the largest natural food show in the nation, and last year attracted more than 80,000 attendees and 1,300 exhibitors. National Bison Association Executive Director Dave Carter will attend this year to connect with leaders in the natural foods industry, and to assess emerging developments in the sector.

Any NBA member-business scheduled to exhibit at Expo West this year is encouraged to drop an email to Carter at david@bisoncentral.com so that he can stop by to meet and greet.

Farmers Marketer's: Stock Up on NBA's Promotional Resources

Winter has most of bison-country in its grip, but many NBA member-ranchers are already planning for the upcoming season of setting up pop-up tents, sampling products, and enticing prospective customers into their booths at local farmers' markets.

As you start making plans for the upcoming 2020 farmers' market season, don't overlook the wealth of resources available through the National Bison Association, thanks to resources provided by USDA's Farmers' Market Promotion Program. Here are some of the marketing and promotional materials that are only a click away on www.bisoncentral.com:



1. *Bison feather flags* – a feather flag can help draw prospective customers' eyes to your market booth, and the NBA has several available that promote the "Bison Advantage."
2. *Cooking with Bison is Easy cards* – One of the most prevalent questions asked by prospective customers is, "how do cook it?" The NBA teamed up with the Escoffier School of Culinary Arts to produce three short on-line videos covering cooking ideas for bison burger, roasts and steaks. The NBA has cards contain9ng a QR code that marketers can distribute to those customers to help them go on-line and view those tips.
3. *Why Bison* brochure – This tri-fold brochure is an attractive introduction into bison nutritional benefits, recipes and cooking tips.

Of course, the first step in your 2020 marketing season is to make sure that you are listed

in the NBA's new *BuySome Bison* consumer app. By signing up for the NBA on-line buyers guide at <https://bisoncentral.com/buyers-guide/>, you will automatically be listed in *BuySome Bison*. In the buyers' guide, and on the app, you can list the farmers' markets in which you will be participating.

If you are having trouble navigating through regulatory and labeling issues, or if you just need some ideas for marketing and promotion, be sure to check out the comprehensive resource guide available on-line at <https://bisoncentral.com/marketing-resources/>



Winter Bison World Magazine Available Online

One of the perks of NBA membership is access to the Bison World magazine before the printed copies arrive in the mail! Production on the Winter issue has wrapped up and it is now available on the website at: <https://bisoncentral.com/publication/bison-world-magazine/>.

You will need to log in to the member area to access the magazine.

The flipbook version of the magazine can be viewed right on your computer. Handy links allow you to open it into a new window, make it larger, magnify certain features and even print pages if desired. The realistic page turning sounds make it feel like you are reading the printed version of the magazine.

The hard copy magazine is currently being printed and will mail shortly.

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.

MISSOURI BISON ASSOCIATION



21ST ANNUAL SPRING SHOW & SALE

Saturday, **March 21th, 2020** – 11:00 AM

Mo-Kan Livestock Market, Butler, MO

Dinner & Fun Auction: March 20th,
Sale Barn Cafe, 6pm

To Consign, Call:
Carol Morris: 660-998-0990 or
Peter Kohl: 816-585-4779



Bison Consumers Misled By Imported Water Buffalo Labels

(From Sustainable Food News)

Federal bipartisan legislation has been introduced to stop the marketing of imported water buffalo meat in a manner that is misleading U.S. consumers into believing they are purchasing North American bison.

“Americans have long associated the term ‘buffalo’ with American bison. Some companies are now importing water buffalo meat and ingredients and labeling it only as ‘buffalo’ which can mislead consumers,” said U.S. Rep. Ed Perlmutter (D-Colo.), co-sponsor of the Truth in Buffalo Labeling Act.

In a complaint to the U.S. Food and Drug Administration (FDA), the National Bison Association (NBA) pointed to an example of a nutritional label on Thomas Farms' one-pound ground "Wild Buffalo" product begin sold in a Food City store in Virginia.

NBA said Palo Alto, Calif.-based Thomas Foods Int'l acknowledged that the product is water buffalo sourced from Australia, although that information is not included on the back label of the product.

The NBA said the "failure to represent its country of origin is intended to mislead the consumer into believing that the product is American bison. While the small artistic graphic on the front panel apparently depicts a water buffalo, it would likely be interpreted by a typical shopper to represent a bison grazing in a pasture."

Bison and water buffalo are two different species. The Asian water buffalo originates in southern Asia, is adapted to hot and humid climates, and has been domesticated for nearly 5,000 years. Conversely, the bison is indigenous to North America, well adapted for colder, drier climates, and are still considered undomesticated.

Specifically, the bill amends Section 403 of the Federal Food, Drug and Cosmetic Act to require any products from the genus *Bubalus* be labeled as "water buffalo" in the U.S. marketplace and products from the genus *Bison* to be labeled as "bison" or "buffalo."

Source: <https://sustainablefoodnews.com/bison-consumers-misled-by-imported-water-buffalo-labels/>

Bison Roam Free On Restored Prairie

(From wqad.com)

FRANKLIN GROVE, Ill. — Just over an hour's drive northeast of the Quad Cities, is Nachusa Grasslands. A prairie restoration project.

The team there repairs wetlands, preserving and protecting the ecosystem. Six feet tall...

Bison are North America's largest mammals. At full speed, the horned, and deceptively agile, beasts can hit speeds upwards of 35 mph.

Conservationists spent years restoring the prairie and gathered thousands of pounds of seeds to plant more native species. All in preparation for these massive herbivores.

Elizabeth says the seeds have a better chance of flourishing with bison around.

They mostly eat nonnative grasses, giving native plants a greater chance of survival.

The original bison came from South Dakota in 2014, and they're the direct descendants of the herd saved from extinction. Now they're thriving, last year 20 calves were born.

Conservationists say the objective is to strengthen the synergy between bison and prairie.

The preserve says if you want to see the bison up close make sure you keep your distance. And if they're upset, they'll let you know by stomping their feet or grunting.

Source. <https://www.wqad.com/article/news/agriculture/nachusa-grasslands/526-3dbb46e9-efb7-4477-8f65-fb50a673c05e>

Herd Of Escaped Bison Wander Canadian Town

(From United Press International)

Residents of a northwest Alberta town are being warned to keep an eye out for unusual animals after a herd of bison escaped from a trailer.

The Hythe Fire Department posted a photo to Facebook showing two of the bison

wandering through the town's streets. The post warned residents not to approach the animals.

The department said police and other agencies are participating in efforts to recapture the animals, which escaped from a trailer Tuesday night. A total 15 bison escaped Tuesday night and eight of the animals were recaptured by authorities working with the owners Wednesday.

Residents of the town posted photos and videos of sightings Wednesday.

Police warned residents to be wary of the large animals.

"It can cause extensive damage, or severe harm to a motorist, if they hit an animal that size," RCMP Cpl. Deanna Fontaine told CBC News. "They're not the same as a cow or a bull that would be on a typical livestock environment, on a farm. They're still very much like wild animals."

Read more here. https://www.upi.com/Odd_News/2020/02/20/Herd-of-escaped-bison-wander-Canadian-town/5181582212054/

Canton man 'extremely lucky' to be OK after jumping into state-park bison pen

(From The PJ Star)

OTTAWA — A Canton man was fortunate a bison didn't rock him last weekend at Buffalo Rock State Park.

Douglas Lounsberry, 28, was arrested after he was accused of entering a park bison pen on an apparent dare from his father, Illinois Conservation Police Sgt. Phil Wire said Wednesday. At the time, two bison were inside the pen.

Alcohol appeared to be involved. On the part of the humans, at least, none of whom appeared to be injured.

The incident took place about 4 p.m. Feb. 15 at the park located along the Illinois River about three miles west of Ottawa.

A member of the park staff thought they had seen someone scale the bison-pen fence, Wire said. Fresh, human tracks were discovered in the vicinity.

Staff also observed a vehicle driving erratically out of the park, then back in, then out again on.

Police located the vehicle about 10 miles away, near Grizzly Jack's Grand Bear Resort south of Utica, Wire said.

Read more here. <https://www.pjstar.com/news/20200219/canton-man-extremely-lucky-to-be-ok-after-jumping-into-state-park-bison-penn>

Perdue Unveils Plan To Halve US Ag's Environmental Footprint By 2050

(From AgriPulse)

Ag Secretary Sonny Perdue says innovation and easing regulatory burdens will play a major role in reducing the environmental impact of food production in the U.S.

Speaking at USDA's Ag Outlook Forum Thursday, Perdue officially announced the **Agriculture Innovation Agenda**, which is designed to "stimulate innovation so that American agriculture can achieve the goal of increasing U.S. agricultural production by 40 percent while cutting the environmental footprint of U.S. agriculture in half by 2050."

“Technology is going to be the key to productivity,” Perdue told reporters shortly after announcing the initiative. “The G-20 talks about ending world hunger by 2030, but somewhat wants to deny the technologies that will get us there.”

The plan calls for creation of a "comprehensive U.S. agriculture innovation strategy to align public and private research efforts." A [document](#) outlining the agenda discusses gathering input on research needs and using that feedback “to seek alignment between the research goals of the scientific and innovation communities with the demand for tangible and relevant outcomes.”

USDA also turned the focus inward, pledging to more quickly incorporate new conservation practices into its existing programs and improve data collection and reporting.

While many climate policies such as the Green New Deal focus on reducing greenhouse gas emissions as its measuring stick, USDA’s innovation agenda uses the term “environmental footprint.” Perdue said that’s meant to focus on carbon sequestration and water quality.

“We think there are proven techniques where soil that’s harvested for annual crops can become carbon sinks using techniques like cover crops and no-till and putting organic matter back into the soil rather than letting it escape,” he said.

The agenda includes targets and benchmarks to measure progress, some of which have specific data points for measuring. For instance, USDA’s goal is to increase agricultural productivity by 40% and cut nutrient loss by 30% nationally by 2050, but also mentions “investing in active forest management” and building upon a previously-set food waste reduction goal (down 50% by 2030).

The renewable fuels portion of the plan calls for achieving “market-driven blend rates of E15 in 2030 and E30 in 2050.” Although the Renewable Fuel Standard, the nation’s biofuel usage mandate, falls under the jurisdiction of the Environmental Protection Agency and not USDA, Perdue says the goals can be “really one of the easiest to achieve” as consumers use higher blends of ethanol in their transportation fuels.

Ag groups welcomed the rollout, with the National Association of State Departments of Agriculture saying its members plan to play a role in the mitigation measures.

“NASDA members have agreed — climate resiliency and adaptation must be a priority to make a lasting impact for the nation’s farmers and ranchers,” NASDA CEO Barb Glenn said in a statement. “State departments of agriculture share Secretary Perdue’s goal of responsibly meeting future food and energy demands.”

National Farmers Union President Roger Johnson said he was glad to see USDA acting on the matter, but said more needs to be done.

Ag Sustainability Coalition Formed As Climate Crescendo Builds *(From AgriPulse)*

As discussions and debates over climate change legislation and policy heat up in Congress and in the federal government, nearly two dozen major farm groups announced a coalition today to ensure the views of U.S. agriculture are well represented.

“We want to be at the table to make sure farmers’ story is told,” American Farm Bureau Federation President Zippy Duvall said.

[Farmers for a Sustainable Future](#) includes AFBF, National Farmers Union, National Council of Farmer Cooperatives and a host of commodity groups. At a Capitol Hill event Wednesday, FSF members said it was important to ensure decision-makers and the public are not misled by “misinformation” accusing U.S. agriculture, and the livestock industry in particular, of contributing more greenhouse gases to the atmosphere than the facts support.

Agriculture accounts for about 9% of overall GHG emissions in the U.S., with beef cattle at about 2%, according to EPA figures.

Climate change is getting more attention on Capitol Hill, where House Democrats are close to introducing legislation and Republicans are considering doing the same. Meanwhile, USDA is taking a more proactive approach, recently releasing a science “blueprint” prominently featuring climate adaptation.

A principal goal of FSF will be information-gathering and dissemination. “This coalition will serve as a primary resource for lawmakers and policymakers as they consider climate policies,” the group’s news release says.

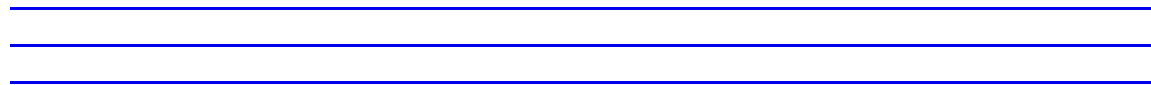
In addition, “FSF’s guiding principles call for policies that support science-based research, voluntary incentive-based conservation programs, investment in infrastructure, and solutions that ensure vibrant rural communities and a healthy planet.”

The coalition has no overall pollution reduction goals but seeks greater adoption of practices that are already working, like cover crops and no- or low-till practices, and more research “to help farmers and ranchers achieve greater efficiencies and enhance sustainability,” according to a “principles” document.

At the event Wednesday, Duvall and representatives from the National Cattlemen’s Beef Association, National Pork Producers Council, USA Rice Federation and the National Cotton Council touted their growers’ increasing adoption of sustainable practices. NCBA’s Ethan Lane said U.S. beef has a much lower carbon footprint than the industry in the rest of the world — 10 to 50 times lower, in fact.

But more can be achieved, he said: “The U.S. cattle industry is committed to constant improvement.”

The coalition presented charts showing a general downward trend in greenhouse gas emissions for corn, soybean, cotton, rice, beef, pork and milk production. Ben Mosley, vice president of government affairs at USA Rice, said since 1980, rice farmers have cut their water use by 52% and greenhouse gas emissions by 41%.



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Save the Date!

- 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
- 3/27/2020 - Illinois/Indiana Bison Association Meeting - IL
- 04/03/2020 - Minnesota Bison Association’s Education Conference
- 05/15/2020 - Texas Bison Association Spring Meeting - TX

- 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](#)

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