

# DTBA BLACK HILLS BUFFALO CLASSIC

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- 32 Performance Tested Young Guns Yearling Bulls
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## Weekly Update



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### NBA Weekly Update for February 7, 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.*

### Perlmutter, Long Introduce Bipartisan Bill to Stop Deceptively Labeled Water Buffalo

*Bison Ranchers Welcome Move to Enforce Truthful Labeling*

WESTMINSTER, CO (February 7, 2020) – U.S. bison ranchers today hailed the introduction of legislation by U.S. Reps. Ed Perlmutter (D-CO) and Billy Long (R-MO) to enforce truthful labeling water buffalo meat and food products in the U.S. marketplace.

The *Truth in Buffalo Labeling Act* was introduced into the U.S. House today by Reps. Perlmutter and Long after the National Bison Association began documenting the introduction into the U.S. marketplace of water buffalo meat and food ingredients, labeled only as “All-Natural Buffalo.” The products are often packaged in a manner leading consumers to believe they are purchasing North American bison.

Dave Carter, executive director of the Colorado-based National Bison Association, thanked Reps. Perlmutter and Long for introducing the legislation, saying, “American bison ranchers established a relationship with our customers that is based upon the quality of our meat, and the manner in which we raise our bison. Mislabeled water buffalo products in the marketplace threaten to undermine that relationship.”

Rep. Perlmutter said, “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. The Truth in Buffalo Labeling Act will halt that deceptive practice and protect consumers and ranchers alike.”

“The American public has the right to know exactly what is in the products that they’re purchasing. Many Americans associate the term ‘buffalo’ with American bison, and for far too long companies have exploited this misconception,” said Rep. Long. “The Truth in Buffalo Labeling Act will protect consumers and ranchers by prevent companies from using generic terms that are intended to mislead consumers.”

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”. By providing clarification to consumers, the legislation will reduce the number of mislabeled products on the market, meeting consumer expectations and ensuring food safety.

This is the companion bill to [S.2479](#) introduced in the Senate in September 2019 by U.S. Sens. John Hoeven (R-ND) and Michael Bennet (D-CO), which is currently under review in the Senate Committee on Health, Education, Labor and Pensions.

The legislation has been endorsed by the National Bison Association, the InterTribal Buffalo Council, the American Farm Bureau Federation, the National Farmers Union, R-CALF USA, and the National Sustainable Agriculture Coalition.

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## 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’ market.

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](http://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.

**WHY  
BISON?**



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/>

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## Carter Headed to DTBA Meeting

Members of the Dakota Territory Buffalo Association have gathered Rapid City today for the association's Annual Winter Conference and Black Hills Buffalo Classic Show and Sale.

The annual event kicked off last night with a welcome reception at Prairie Edge Co & Sioux Trading Post, which was honored last month as South Dakota's retailer of the year.

NBA Executive Director Dave Carter is scheduled to provide a report on national bison issues during the DTBA's business sessions today. Tomorrow, participants will have a choice of touring the Cammack Buffalo Ranch, or attending a bison cooking demonstration in the morning before reconvening at the Ramkota Inn for meetings and updates in the afternoon.

The Black Hills Classic auction will be conducted as a video sale at 7 p.m. tomorrow night.

Learn more at <https://www.dakotabuffalo.com/>.

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## Bison Union Coffee Joins as Partner in Restoration

A good cup of coffee is a great way to start the day, and now it's a great way to restore bison to rangelands and pastures across the country.

Bison Union Coffee Co. has enlisted in the NBA's new Partner in Bison Restoration labeling program, which is designed to let consumers know that buying bison meat and food products provides the economic incentive for ranchers to bring back more bison.



Because Bison Union's coffee doesn't actually contain bison ingredients, the company has agreed to pay \$1 to the NBA Growth Fund for each bag sold of its Bison Blend coffee. Growth Fund resources are used by the NBA to underwrite consumer outreach and promotion efforts.

Not only does the company's bison blend bags contain the Partner in Restoration logo, the back panel of the bag is dedicated to telling the story of how U.S. bison ranchers are playing a key role in bison restoration.

"This is a fantastic partnership, and a great example of how all companies—not just those directly marketing bison meat or food products—can step up to support market-based restoration of bison," said Dave Carter, executive director of the NBA.

More information on Bison Union coffee, and how to purchase their products, is available here. <https://www.bisonunion.com/collections/coffee>

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***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/>

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### Making The Most Of Your Bison Purchase

*(From News4JAX)*

The proprietor of Ted's Montana Grill in Jacksonville, FL stopped by Publix Kitchen to film a segment for News4JAX featuring recipes based upon some of the favorite dishes at Teds'. Watch the segment here, and particularly enjoy the part where the on-air personalities discuss the recent "cold" weather in Jacksonville.

Watch video [here](#).

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### Minnesota Bison Conference returns to southwest Minnesota in early April

*(From The Globe)*

WORTHINGTON — The Minnesota Bison Association's annual educational conference is coming to southwest Minnesota this spring.

"Hindsight is 20/20: Lessons from the Past, Present and Future" is the theme for the April 3-5 event, which takes place at Round Lake Vineyards and Winery. This will be the first time the conference, in its 27th year, will be in Jackson County, according to Jessica Spaeth, executive director of the Minnesota Bison Association.

Spaeth, of Halstad in far northwest Minnesota, said she anticipates the conference will draw roughly 125 attendees, and not just from the North Star State. The membership is comprised of bison producers from 16 different states and two Canadian provinces.

"This (conference) is open to everyone," she said. "We have people coming from Colorado, Indiana — last year, we had folks from Manitoba.

"We do anticipate a lot of Minnesota and Iowa producers, as well as from South Dakota, because of the location," she added.

The rural Round Lake location was chosen by this year's conference hosts — Round Lake native Rod Sather, who operates Mosquito Park Enterprises, a bison ranch near Vivian, S.D.; and Karrie Scholtes, event planner at Round Lake Vineyards and Winery.

The Friday evening and all day Saturday conference format features a board of directors meeting in advance of an evening banquet April 3. The trade show will open for the evening, and a pair of speakers are planned to kick off the conference.

Saturday's events include a membership meeting, an update from the National Bison Association, producer panels and speakers, a presentation and tour of Round Lake Vineyards and Winery by Scott Ellenbecker and an evening banquet.

Board members will then wrap up the conference with a meeting Sunday morning.

“Our motto is helping members successfully raise and promote bison,” Spaeth said, noting the conference brings bison producers together to learn from each other, as well as from the speakers.

Read [more](#).

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## **Advocacy Group Takes Plant-Based Meat Fight To Super Bowl In Ad**

*(From Reuters)*

An advocacy group backed by the food and restaurant industries took the heated plant-based meat fight to the Super Bowl on Sunday in an advertisement, as consumer hunger for red meat alternatives rages on.

The advertisement, which ran only in the Washington DC market, was aimed at plant-based meat producers such as Impossible Foods Inc, maker of the plant-based Impossible Burger, and Beyond Meat Inc, by the Center for Consumer Freedom.

The Center for Consumer Freedom bills itself on its website as “a nonprofit organization devoted to promoting personal responsibility and protecting consumer choices.”

The ad features a young girl in a spelling bee, who is asked to spell “methylcellulose.” When she asks for a definition, the judge says it is a chemical laxative that is also used in synthetic meat.

“You might need a PhD to understand what’s in synthetic meat,” the voice of a female narrator says. “Fake bacon and burgers can have dozens of chemical ingredients. If you can’t spell it or pronounce it, maybe you shouldn’t be eating it.”

An Impossible Foods spokeswoman called the ad “disingenuous, misleading and shameless disinformation.”

The global meat substitutes market generated revenue of \$4.2 billion in 2018, and is expected to be worth \$6.1 billion by 2023, as more consumers convert to veganism or cut down on consumption of red meat, according to a report by Research on Global Markets.

Read more [here](#).

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## **What’s Beyond Organic? Regenerative Agriculture and Soil Health May Provide a Glimpse**

*(From the Hartman Group)*

In 1997, The Hartman Group was in its second year of examining consumer perceptions of food in relation to “earth sustainability” in its Food and the Environment reports and noted “Crises experienced across the agricultural spectrum in the 1980s have generated concern about keeping the land fertile and water pure as well as ensuring economic prosperity and security for everyone involved in farm production.”

Food and the Environment (Phase II) went on to report that “environmentally sensitive” consumers were especially concerned about water-related issues and pesticides in relation to agricultural practices, all of which laddered up to what was clearly an emerging market for products grown to organic standards.

Fast-forward to today’s food market, where organics, according to the Organic Trade Association, are now a \$52 billion market, and we see ongoing demand for products that are viewed as premium and yet more accessible in terms of lower prices. And yet, for some time, our long-running organic studies have been detecting a broadening of thinking

about sustainable agriculture that looks for assurances in farming and production cues that go beyond organic.

The rumblings of progressive, sustainability-minded, organic consumers (which include ideas that center on biodynamic farming and regenerative agriculture) are also being met from the industry side with a push toward disruptive agriculture and explorations of becoming "carbon positive" — all in an effort to combat growing recognition of the effects of conventional agricultural practices on climate change, water resources and biodiversity.

As hinted at in the late 1990s, Hartman Group research continues to find that for progressive organic and sustainability-minded consumers, under the related rubrics of purchasing organics and living more sustainably, the topics of responsible farming and land management and their linkages to regenerative agriculture are gaining traction. Specifically, products sourced with ingredients that restore rather than deplete soil health are on the rise as a distinction of interest among the most engaged consumers. One example: "grass-fed," once a progressive term, has become a mainstream buzzword to attract consumers seeking to avoid feedlot dairy and beef for personal wellness, animal welfare and sustainability concerns.

In general, regenerative agriculture is a growing movement in which farming practices are used to restore soil degraded by planting and harvesting crops. Related to grass-fed beef, one way to regenerate the topsoil is to graze cattle or bison on land used for growing crops, allowing their manure and left-behind forage to act as natural fertilizers, and plant crops (such as drought-tolerant sorghum) that use less water than conventional crops.

Read more [here](#).

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## Young Farmer Scholarships Available for Grassfed Exchange

The Grassfed Exchange 2020 planning committee is inviting young farmers to apply for [The Herd Fellows Scholarship](#)! This is a scholarship to the Grassfed Exchange Conference in Fort Worth, Texas on May 27-29, 2020. The application deadline is March 1.

The HERD is a group of foundations and family offices whose shared mission is to accelerate the transition to a regenerative agriculture system. We are grateful to our friends at the TomKat Foundation, Paicines Ranch, Armonia, and The 11th Hour Project for supporting this mission. The HERD believes that new farmers are an essential part of the grassfed, regenerative movement. Since starting four years ago, the Herd Fellows program has expanded to a joint Fellows alumni network of over 100+ young farmers and ranchers who have either attended the Grassfed Exchange or the Regenerate Conference hosted in New Mexico.

The Grassfed Exchange attracts an intellectually curious group of farmers and livestock producers. Over the past 11 years, GFE has attracted a national following of farmers eager to practice, or already practitioners of grassland management and pasture-based livestock agriculture.

In April of 2019, we brought the largest, most diverse group of 550 producers and food system leaders ever to Grassfed Exchange conference in Santa Rosa, California. [Click here for our highlights video of 2019's Grassfed Exchange "Regeneration Rising" conference.](#)

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## USDA Tribal Scholars Program

USDA Office of Partnerships and Public Engagement is accepting applications for the [USDA 1994 Tribal Scholars Program](#). This program aims to increase the number of tribal college and university students studying agriculture, food, natural resource sciences, and other agriculture-related disciplines.

The program provides full tuition, fees, books, and workforce training to students. When the student has completed the academic and summer work requirements of the scholarship, USDA may convert the student to a permanent employee without further

competition. The USDA 1994 Tribal Scholars Program is available to high school seniors entering their freshman year of college, and current college freshmen, sophomores, or juniors. General requirements include U.S. citizenship, a GPA of 3.0 or higher, and acceptance to, or currently attending, a 1994 institution to study agriculture, food, and natural resources.

Application materials must be postmarked by February 9, 2020.

Read [more](#).

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## **Regenerative Is the New Sustainable in Agriculture**

*(From Brink News)*

With a new decade comes a new era of sustainability leadership.

The 2020s herald a pivotal chance to deliver on our great climate, environment and development challenges, and the scale and pace of change will require truly transformative thinking. We will need to move beyond efficiency and doing less harm and base strategies on new goals that ensure business success also meets the needs of people and the planet. It's time to step up a gear or three on our journey toward a sustainable future. But what does this mean for how we do business?

At the heart of this shift is a move toward "regenerative" rather than just "less extractive" business strategies. With growing public commitments to "carbon-zero" targets, businesses are refocusing on how to work in ways that return more to society, the environment and the global economy than they take from it. This sounds like an abstract goal on the surface, but in real terms, it is a powerful reframing of mindset and action.

Organizations taking this approach share an ambition to grow their brands, have strong financial performance, attract the brightest talent and, most important, be future-fit; but these thriving organizations also deliver benefits that align traditional business boundaries of profit margin and shareholder value with wider societal goals.

Read [more](#).

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## **The Nature Conservancy and Tillable Team Up to Advance Sustainable Agriculture Practices on U.S. Farmlands**

*(From Globe News Wire)*

CHICAGO, Feb. 05, 2020 (GLOBE NEWSWIRE) -- The Nature Conservancy (TNC), one of the world's leading conservation organizations, and Tillable, the first true online marketplace for farmland rental, have teamed up to help farmers and their landowners more efficiently and cost-effectively adopt conservation agriculture practices. Using cutting-edge digital technology, TNC and Tillable will be able to not only demonstrate the economic and environmental benefits of practices such as cover crops, no-till and crop rotation, but they will also be able to offer farmers and their landowners a convenient way to evaluate and measure the impact of these practices.

"The Nature Conservancy has a long history of working with the agriculture community to adopt conservation practices that are good for business and good for the environment," said Randy Dell, strategy manager for The Nature Conservancy's North America Agriculture Program. "By collaborating with Tillable, we're able to share our conservation principles and explore exciting new ways to help farmers and landowners implement and track practices that will benefit their bottom lines and have lasting impacts for climate change and water quality."

An estimated 62 percent of farmland in the Midwest is rented. Tillable aims to bring efficiency and transparency to this market by making it easy for landowners to take care of their farm lease, and helping farmers find more land to expand their growing operations. Through its online platform, Tillable tracks farm performance data and land stewardship



activities to ensure the land is both productive and treated sustainably.

“Our goal at Tillable is to empower farmers and landowners to make the best decisions to maximize the health and productivity of their farms,” said Corbett Kull, co-founder and CEO of Tillable. “Our collaboration with The Nature Conservancy provides farmers and landowners with the tools they need to apply sustainable and cost-effective solutions to issues like nutrient loss, soil erosion and greenhouse gas emissions.”

Read [more](#).



**REACH THE WHOLE HERD!**

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### ***Save the Date!***

- 2/8/2020 - 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](mailto: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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