



National BISON Association

A little bit of heritage.
A whole herd of strength.
Connect, support, learn, grow, belong.

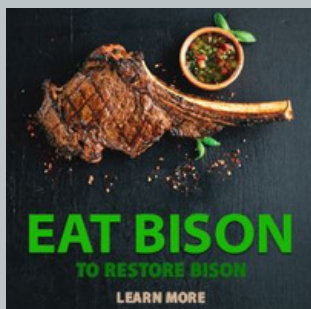
WWW.BISONCENTRAL.COM

2022 in Review

2022 began with our annual Winter Conference and Gold Trophy Show and Sale in Denver, Colorado. Due to the International Bison Conference in Canada, the NBA did not have its summer conference, but instead offered three regional "Regenerative Ranching" field days in North Dakota, South Dakota and Illinois, which took place on working bison operations across the north central United States. Our fall webinar series was also offered to members which covered a slew of topics pertinent to bison management, marketing and beyond. This year's webinar series included speakers that spanned the nation, which were recorded and are now available to NBA members on its website. The NBA Members Only Facebook Group also launched in the fall of 2022.

Consumer education greatly increased in 2022 as the pandemic eased and we were able to return to in-person outreach. The NBA started its "Eat Bison to Restore Bison" consumer campaign in 2022 reaching thousands of potential customers with our message of bison restoration and grassland regeneration. The NBA also sponsored six BBQ festivals and food competitions, and promoted bison to over 65,000 FFA members, while advocating for our members in Washington, D.C. in the legislative and regulatory arenas.

We saw an increase interest from international markets for bison imports in 2022 and are working closely with our partners to grow our export market. We also received exciting news for receiving a grant, in partnership with South Dakota State University, that will reward bison growers using regenerative management practices.



Consumer Outreach

Getting bison to chefs and consumers across the nation introducing them to our wonderful product and relaying the message of "Eat Bison to Restore Bison"



Climate Smart Bison

The NBA is the primary bison partner in a USDA Climate Smart grant that will provide \$6.5 mil. to incentivize bison growers to use climate smart practices.



Market Opportunities

The NBA worked with our members to tell USDA and Congress that bison should remain a non-amenable species as to not disrupt our approach to bison management and food safety while preserving our market.

Want more information? Go to: www.bisoncentral.com

2023 Outlook

National Bison Association Regions



The NBA will take a new approach to its summer conference this year by offering regional events in the North, South, East and West of the United States. This moves the summer conference closer our NBA members while offering more region-specific information and saving them time and money.

Spring:

The NBA is developing new direct marketing materials that will help our members effectively market their bison products while educating consumers about the Bison Advantage, always offered to NBA members at a deep discount. Watch for the new Climate Smart Grant funding and market opportunities for bison producers using regenerative practices.

Summer:

NBA Field Day Ranch Tours, Regional Summer Conferences, & Consumer Outreach
The NBA will facilitate its summer member outreach while participating in consumer facing events that will elevate bison to its rightful place of being a true American delicacy.
June 24th - NBA Regenerative Ranching Field Day @ Cherokee Valley Bison in Ohio
TBA - More Field Days and Regional Summer Conferences

Fall:

Production Webinars, Washington Legislative Roundup, Producer & Consumer Outreach
September - NBA Regenerative Ranching Field Day @ Double J Bison in Wisconsin
October 7th - NBA Region 8 Conference @ Riffle Farms in West Virginia
November 1-4 - NBA @ the National FFA Convention in Indianapolis, IN (come visit us!)

Winter:

NBA Winter Conference, Gold Trophy Show & Sale, Producer & Consumer Outreach
January 17-20th, 2024 NBA Winter Conference @ the Westin Hotel in Westminster, CO
January 19-20th, 2024 NBA Gold Trophy Show & Sale @ National Western Stock Show in Denver, CO



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