



National Bison Association News & Information Member Alert

*Help Recruit Cosponsors for Truth in Buffalo Labeling Act
A House Bill Number has now been assigned - H.R. 3866*

June 22, 2023

Dear NBA Member,

The NBA's Truth in Buffalo Labeling Act has been introduced in both the Senate and House of the U.S. Congress. We now need your help to recruit co-sponsors for this legislation, which would prevent cheap, low-quality, imported water buffalo products from being deceptively labeled as simply "buffalo", which misleads consumers and negatively impacts the U.S. bison industry. The bipartisan bill provides the Food and Drug Administration (FDA) with the authority to ensure that products with water buffalo are labeled as "water buffalo" so consumers aren't misled to believe the product contains bison. Bison products would continue to be labeled as "bison" or "buffalo". See the proposed legislation and current Congressional sponsors [here](#).

The legislation in the Senate, S. 258, is being sponsored by U.S. Sens. John Hoeven (R-ND) and Michael Bennet (D-CO) Current Co-sponsors include:

- Sen. Bennet, Michael [D-CO]
- Sen. Cramer, Kevin [R-ND]
- Sen. Tester, Jon [D-MT]
- Sen. Braun, Mike [R-IN]
- Sen. Smith, Tina [D-MN]
- Sen. Rosen, Jacky [D-NV]
- Sen. Thune, John [R-SD]
- Sen. Moran, Jerry [R-KS]
- Sen. Marshall, Roger [R-KS]

A companion bill was introduced in the House, H.R. 3866. The lead sponsors in the House are U.S. Reps. Carol Miller (R-WV) and Yadira Caraveo (D-CO).

Now we need NBA members to reach out to their US Senators and Representatives to gain more co-sponsors to keep the bill moving forward. Click [here](#) to find contact information for your Senators and Representatives and then copy and paste the letters below, customize with your personal bison information, and send along to your congressmen and women.

Sample Communication for Senators:

Dear Senator _____,

I am writing to request that you co-sponsor S. 258, the Truth in Buffalo Labeling Act, sponsored by Sens. John Hoeven and Michael Bennet.

I am a bison producer from (your area...briefly describe your operation). Bison producers worked hard over the past two decades to connect with customers across the country over the quality of bison meat, and the ecological attributes of American bison. Now, the integrity of our marketplace is being undermined by deceptively labeled water buffalo products coming into the U.S. marketplace.

S. 258 would require that any water buffalo food products in the U.S. marketplace be properly labeled as "water buffalo" and not just "buffalo" as is currently the case. This simple change will stop these deceptive practices and will provide consumers with the assurance that they are getting what they are paying for.

If you are willing to sign on as a co-sponsor, please reach out to Aaron Weber in Sen. Hoeven's office at aaron_weber@hoeven.senate.gov, or James Whaley in Sen. Bennet's office at james_whaley@bennet.senate.gov.

If you need additional information on this issue, please reach out to Jim Matheson, executive director of the National Bison Association, at Jim@bisoncentral.com.

Thank you for your consideration.

Sincerely,
(Your Name)

Sample Communication for Representatives:

Dear Representative _____,

I am writing to request that you co-sponsor the Truth in Buffalo Labeling Act, H.R. 3866, which was recently introduced by U.S. Reps. Carol Miller (R-WV) and Yadira Caraveo (D-CO).

I am a bison producer from (your area...briefly describe your operation). Bison producers worked hard over the past two decades to connect with customers across the country over the quality of bison meat, and the ecological attributes of American bison. Now, the integrity of our marketplace is being undermined by deceptively labeled water buffalo products coming into the U.S. marketplace.

This bill would require that any water buffalo food products in the U.S. marketplace be properly labeled as "water buffalo" and not just "buffalo" as is currently the case. This simple change will stop these deceptive practices and will provide consumers with the assurance that they are getting what they are paying for.

If you are willing to sign on as a co-sponsor, please reach out to Emily Henn in Rep. Miller's office at emily.henn@mail.house.gov, or Richa Patel in Rep. Caraveo's office at Richa.Patel@mail.house.gov.

If you need additional information on this issue, please reach out to Jim Matheson, executive director of the National Bison Association, at Jim@bisoncentral.com.

Thank you for your consideration.

Sincerely,
(Your Name)

