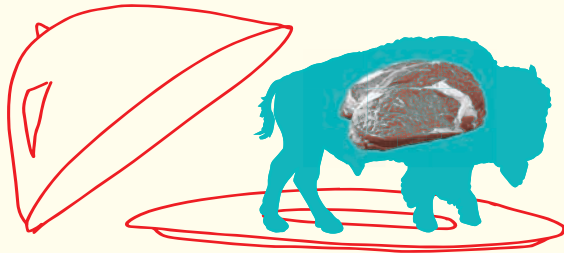


WHAT DO BISON EAT?

GRAIN OR GRASS?

Bison historically grazed a smorgasbord of grasses and forbs, which make it Nature's Original Plant-Based Protein®. That diet included a portion of grain in the seedheads of the fall grasses. That "grain" helped condition bison to survive the harsh winter conditions of the northern climates. Corn is actually a member of the grass family, and bison today that graze on corn stalks (without the grain) can be marketed as grassfed.



WHAT ABOUT THE MEAT?

Meat picks up the flavor of whatever the bison were consuming at the time of harvest. In the Northern climates, the flavor profile imparted from growing grass in the spring and summer, and dormant grass in the winter, is significant.

Because bison do not have the same degree of internal marbling as beef, long-term grain feeding does not add value to the carcass. And, because the bison rumen has not been modified by domestication, optimal diets have a higher level of roughage, and a lower level of actual grain.



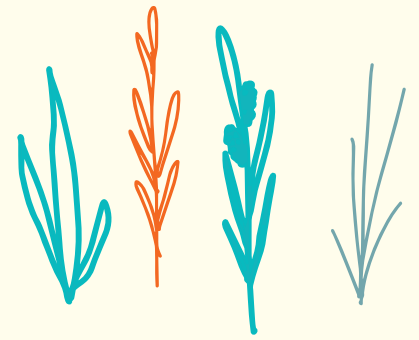
BISON Nature's Original Plant-Based Protein®

NOT TOO A STRICT DIET

Bison evolved to eat a broad range of vegetation, included grasses, forbs, and other native plants.

Virtually all bison begin their lives and spend a bulk of their lifetime on open pastures.

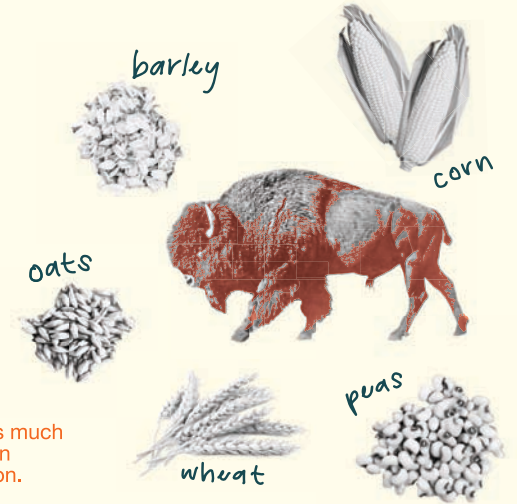
Bison consume up to 40% of their diet as roughage.



MANY DIFFERENT DIET PROTOCOLS

Bison are not relegated to two distinct practices; grass-fed on open pastures, or grain fed in finishing facilities. Producers use a variety of protocols, guided by many factors, including welfare of the animal, climate, and their land base to feed their animals.

Most grain finished bison consume a ration that includes much more than corn, if any at all. Barley, oats, field peas, grain byproducts, and other crops are easily digestible by bison.

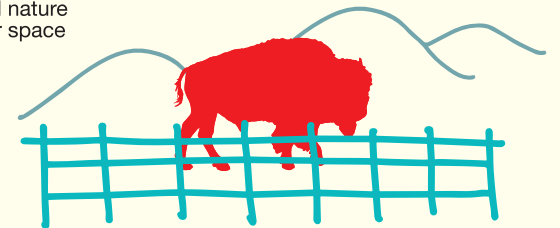


PRODUCERS AND FINISHING FACILITIES

Bison in finishing facilities are not confined in the same manner as cattle. Because of the undomesticated nature of bison, finishing facilities must have much larger space per animal, some with free access to pasture.



Most bison producers utilize some combination of pasture production and finishing facilities to produce consistent, high-quality meat year-round.



LEARN MORE AT

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