

WHY RAISE BISON?

Check Out the Bison Advantage!



HEALTHY, HARDY, DISEASE-RESISTANT ANIMAL

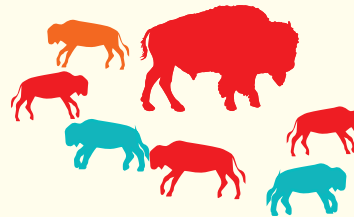
Because bison are naturally hardy, when they are healthy, their immune system functions to keep them thriving. As bison are still considered an undomesticated animal, producers do not usually breed for genetic traits such as tameness. Because of this, bison have retained their survival instincts and genetic disease resistance that comes naturally to them, thus allowing them to handle exposure to many cattle diseases. Spending the majority of their time grazing in pastures keeps bison mentally and physically healthy.



NO ARTIFICIAL SHELTER (BARN, ETC.) NEEDED

Bison are naturally hardy and thrive in winter storms and summer heat. During a winter storm, they will turn into the wind and snow, many times bedding down as a herd on a high point until the weather breaks. Cattle tend to drift with the storm and can get bunched up into fences, fall off into ravines or creek beds and many times require human intervention to survive a blizzard or heat wave. During extreme weather events, the NBA hears little to no death loss of bison compared with the thousands of cattle losses seen in similar weather events.

BISON ENJOY A LONG, PRODUCTIVE LIFE CYCLE



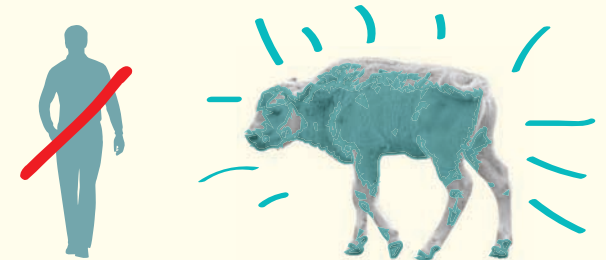
Many cows will raise a calf every year well into their twenties. Bison enjoy high calving rates, with 90% or more being common. In the wild, a cow might only calve every other year, mostly due to nutritional deficits. On a ranch, that same cow will typically calve every year as she has access to good nutrition. Breeding bulls can be used for a number of years, but many producers sell or harvest them before they reach their teens, switching them out to maintain diversity in their herd's genetics.



BISON ARE VERY EFFICIENT WHEN IT COMES TO FEED

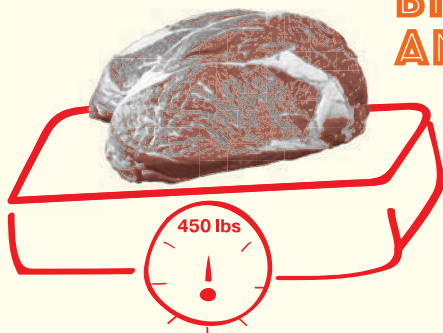
Bison are natural foragers and will utilize native grasses and legumes. Their metabolism allows them to ebb and flow with the seasons, requiring less forage in the winter than cattle and utilizing all available forage in the warm months as they prepare for colder weather. The large head of a bison acts like a snowplow and they can sweep away deep snow to reach the grass underneath during wintertime grazing. When bison are fed a commercial feed, such as a pellet or grain ration when they are being fed for meat production, it takes a small amount of feed and a much shorter time span to get them finished than it does for cattle. Bison are not fed any sub-therapeutic antibiotics or growth hormones, as they are prohibited by the NBA Code of Ethics.

BISON TYPICALLY CALVE WITH NO HUMAN INTERVENTION



Cows usually breed at two years of age and have their first calf when they are three years old. Bison calves are born later in the spring, typically April through June, when the weather is more suitable for newborns. *Unlike cattle, there is no artificial insemination used in bison. Rather, bison breed naturally.* Bison calves are small, typically weighing around 40-50 pounds at birth, thus allowing the cow to easily calve with no human intervention.

BISON MEAT LOW FAT AND HIGH-PROTEIN



Bison meat is a low fat, high-protein meat with strong consumer demand. Bison raised for meat mature and are harvested around 20-30 months of age. A 1,150 lb. liveweight bull will provide about 436 lbs. of saleable meat, plus pet food ingredients, leather and other co-products. *The meat is high in protein and iron and low in fat, with just 2.42 grams of fat in a 100-gram serving of cooked bison versus 10.15 grams of fat in the equivalent serving of cooked beef.* Bison meat is also rich in Omega 3/6 and it is very satisfying and filling. This makes it an ideal protein choice for the health-conscious consumer who prefers their meat sources raised responsibly in a natural setting.



BISON Nature's Original Plant-Based Protein®

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