

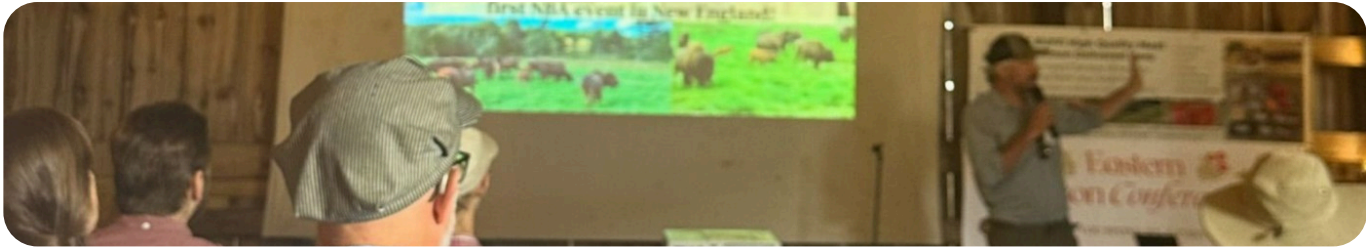


2024 ANNUAL REPORT

Guests enjoy a farm to table dinner at the top of Pitcher Mountain near Keene, NH at the 2024 Eastern Regional Summer Conference

NATIONALBISON.ORG

FROM THE DIRECTOR



As you'll see in this report, 2024 was a banner year for the National Bison Association. With direction provided by the NBA's strategic plan, which your Board of Directors developed this year, we are evolving the association for the better while continuing to restore the bison species by growing our collective business.

NBA staff worked tirelessly throughout the year to bring improved services and products to its membership. This includes the NBA's new Member Portal, which provides the membership with a one-stop shop to access our extensive bison-specific resource library, pay annual dues with an updated subscription service, and access up to date bison market data.

The NBA also pursued extensive member, consumer and producer outreach and education through its many in-person events that spanned literally from coast to coast.

We thank all NBA members for their continued support through membership, attending NBA conferences, and your responsible stewardship of the American Bison. Please take a moment to review this report to learn all that the NBA did for bison in 2024!

Jim Matheson
Executive Director
National Bison Association

OUR MISSION

The mission of the National Bison Association is to bring together stakeholders to celebrate the heritage of American bison, to educate, and to create a sustainable future for our industry.

OUR VISION

The vision of the NBA is a community bound by the heritage of the American Bison.

FROM NBA'S 2024-2026 STRATEGIC PLAN

FULFILLING THE MISSION

- Education
- Welcoming, Bringing People Together
- Communication
- Conferences, Events, Stock Show
- Promoting Bison
- Coordinated National Voice
- Facilitating Relationships

CREATING THE FUTURE

- Education
- Outreach
- Profitability
- Lobbying & Advocacy
- Evolving the Organization



Guests survey the Maxwell Wildlife Refuge bison working pens at the 2024 Northern Regional Summer Conference near Salina, KS

2024 NBA BOARD

Past President: Chad Kremer

President: Ken Klemm

Vice President: Joe Graham

Secretary/ Treasure: Jessi Deardorf

At-Large: Sean Graese

Region 1: Mary Adams

Region 2: Ace Ward

Region 3: Moritz Espy

Region 4: Stuart Schrag

Region 5: Adam Ulbricht

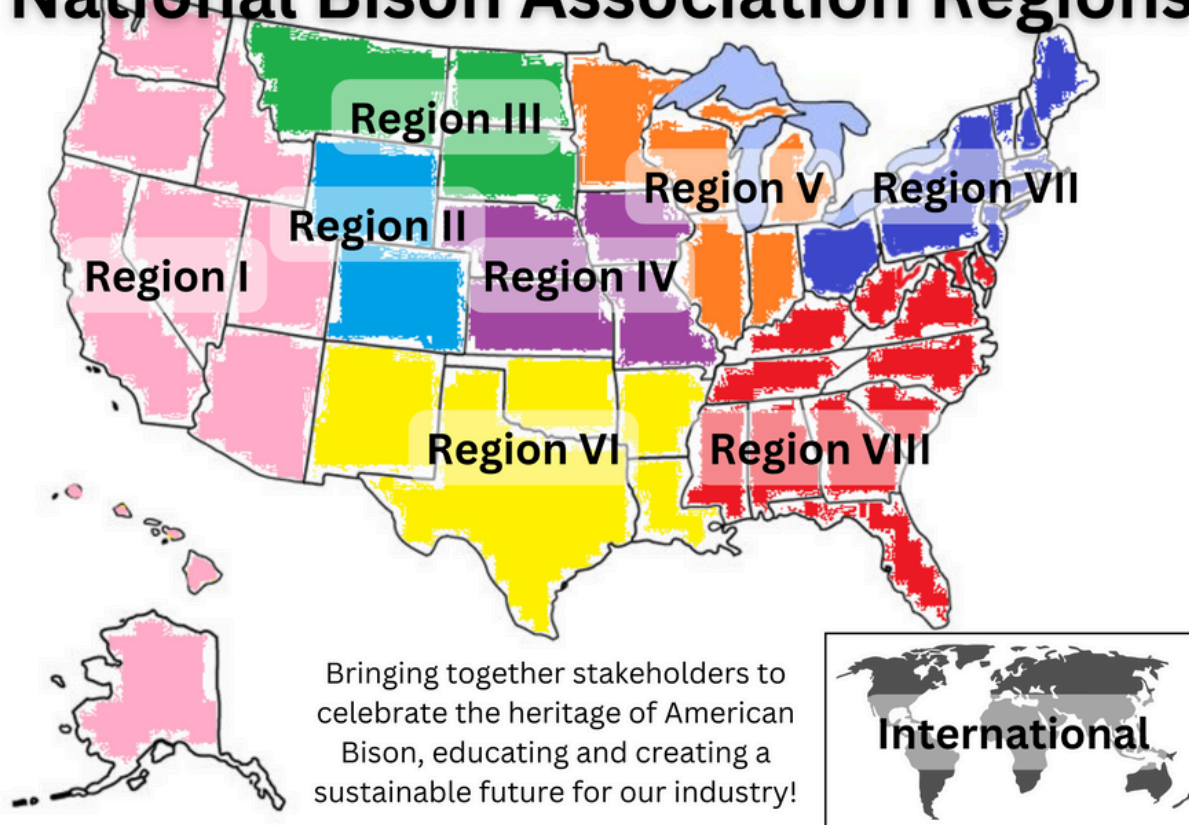
Region 6: Ron Miskin

Region 7: Carie Starr

Region 8: Elizabeth Riffle

International: Justin Dorey

National Bison Association Regions



NBA STAFF

Jim Matheson, Executive Director

Karen Conley, Bison World Editor

Barb Dowdy, Bookkeeper

Lydia Whitman, Program Manager

NBA MEMBER OUTREACH

NBA's member-led education and outreach creates platforms for bison stewards to share their knowledge and experience, and to help them build strong support networks. These events are wholly unique: hosts select the topics and guide the events. Bison steward attendees also contribute immensely to the discussion with just about every event taking place on working bison operations across the country.

In 2024, NBA held 6 member conferences that were attended by 1,100+ people. In addition, NBA was represented through speaking or outreach at 112 events.

CONSUMER AND PRODUCER OUTREACH

The NBA continues its efforts to educate consumers on all the reasons that they should make bison a regular part of their diet. Thanks to the member-driven, NBA Growth Fund, we were able to host informational booths at 10 in-person consumer-facing events in 2024, most of which partnered with talented chefs cooking bison.

The NBA targeted consumer markets that are bison-friendly where foodies were able to experience bison cuts “beyond the buffalo burger” introducing them to steaks, short-ribs, roasts, bone-marrow and more! Chefs loved cooking with bison too.



We promoted ground bison as well, particularly through a partnership with Ted's Montana Grill in which we targeted young social media influencers with huge followings. These influencers were provided a meal at Ted's, then sent home with ground bison to cook and document on social media. The result was nearly 1.5 million social media impressions! The NBA is also pursuing bison producer outreach as the supply of bison continues to tighten. We hosted booths at five farm shows, soil health and sustainable ag conferences where we educated existing producers why they should add value to their operation with bison.

4 REGIONAL SUMMER CONFERENCES 350+ ATTENDEES

Our 2024 summer conference season welcomed the most attendees to date. We partnered with Texas Bison Association/ ROAM Ranch, Kansas Buffalo Association/ Kansas Wildlife and Parks, Eastern Bison Association/ Pitcher Farms, and Rocky Mountain Bison Association/ Prairie Ridge Buffalo Ranch to offer events in the North, South, East and West. These events collectively gathered over 350 members, all on working bison operations across the country.

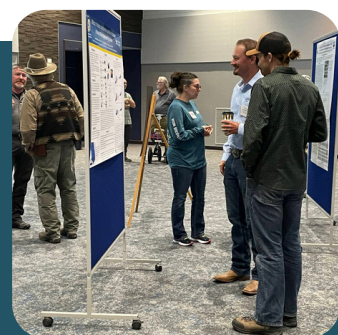
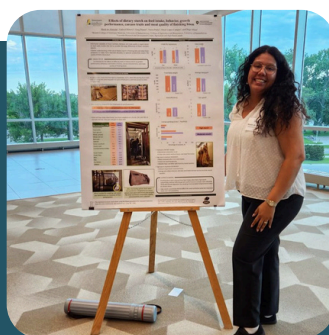
You never know who might show up at a bison gathering! Marty Raney from Discovery Channel's show Homestead Rescue joined the conference at Prairie Ridge Buffalo Ranch with his son, Matthew, learning more about the bison community as they assist a fellow bison rancher that lives nearby. Their film crew was shooting footage for an upcoming episode. Marty was kind enough to take a few photos with some fans, including Grace Seivert.



INTERNATIONAL BISON HEALTH SYMPOSIUM - 120 ATTENDEES

Over 120 veterinarians, researchers, and bison stewards were in attendance at the International Bison Health Symposium held in Brookings, SD. They represented 16 U.S. States, 3 Canadian Provinces and 3 Nations. Gathering these bison health professionals together leads to shared resources and networking, exchanging ideas and best practices with the ultimate goal of keeping bison healthy and thriving.

There were 20 different presentations focusing on bison health and research, all professionally filmed for members to view and reference. Topics included genomic research, low stress handling, micronutrients, infrared thermal imaging, parasites, updates on diseases bison are susceptible to, including as Malignant Catarrhal Fever (MCF), and Mycoplasma Bovis. Student poster sessions featured 15 research projects.



OUTREACH AND THE GROWTH FUND

The NBA Growth Fund was established to raise important funds that support the NBA's outreach to consumers and the general promotion of bison to the public. Donations to this fund will not only raise these crucial outreach dollars, but also supports the day-to-day operations of the NBA's important work.

2024 Achievements

- 50% Increase In-Person Consumer Outreach
- 4 more major bison marketer-contributors to the Growth Fund
- Collaboration with Ted's Montana Grill utilizing social media influencers
- NBA presence at 5 producer-facing farm shows and conferences
- Bison featured at 10 consumer events and 5 producer events



1,490,000 people reached through virtual marketing



63,400 people reached through in person outreach



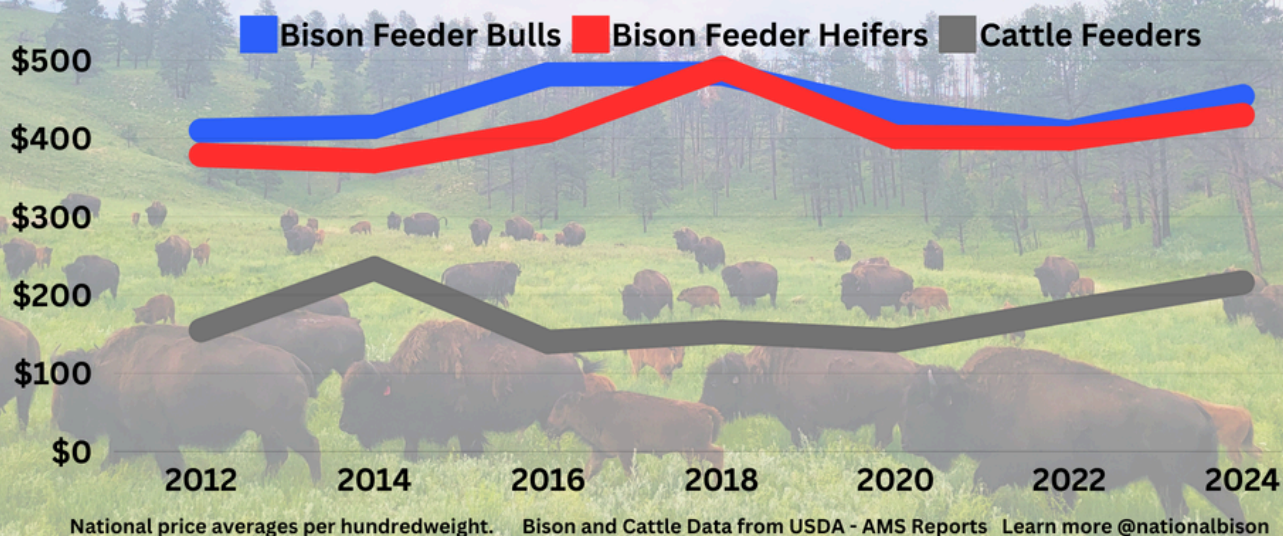
18 in-person events (50% more than 2023)

TRACKING THE TRENDS

The NBA provides members access to live bison pricing, herd health information, production expense data, and marketing materials and tools.

We also work behind the scenes to ensure our members have equal access to federal cost share programs, and fair consideration for Farm Service Agency financing through business planning tools, market data, and education.

THE NATIONAL BISON ASSOCIATION STABILITY. PROFITABILITY. SUSTAINABILITY.



ADDING VALUE TO BISON

Grazing bison is key to healthy grassland ecosystems and provide the most nutrient-dense source of protein available for human consumption. Additionally, ranchers are known as excellent stewards of the land, soil, water, and livestock under their care. We are excited to offer our members cost share for grazing practices, and in many cases premiums for bison calves raised regeneratively. To see if you qualify simply email: karen@bisoncentral.com to learn more about the NBA's involvement in the Grass is Greener on the Other Side - Developing Climate-Smart Beef and Bison Commodities project. This is made possible through collaboration with South Dakota State University, the SDSU Center of Excellence in Bison Studies, Tanka Fund, and generous grant funding through the USDA NRCS Climate Smart program.

LEGISLATIVE & REGULATORY ACCOMPLISHMENTS

The NBA continued its legislative and regulatory work with Congress and federal agencies to ensure an even playing field for bison producers and marketers while supporting policies that will restore bison across North America. Here are just some of our legislative and regulatory successes in 2024:

- September Annual NBA Lobbying Trip - A 17-member delegation covered 41 meetings in 2 days
- 2024 National Bison Day Celebrated on November 2nd across the United States
- \$2 million in Senate Fiscal Year 2025 Budget for Malignant Catarrhal Fever (MCF) in bison
- Ag Marketing Service - \$5 million producer marketing grant program to be available in 2025
- Ag Research Service - Continued research and development of MCF and M. bovis vaccines
- Animal Plant Health Inspection Service - Addition of NBA/bison to regular Cattle Sector Stakeholder Meetings. Bison producers are eligible for free electronic identification tags
- Natural Resource Conservation Service - First-time bison-specific technical note developed to guide bison practices and awards, including infrastructure reimbursement for EQIP
- Foreign Ag Service - Inclusion of NBA as a member of the Agricultural Technical Advisory Committee to represent bison with FAS and U.S. Trade Representatives Office
- Farm Service Agency - Continued inclusion of compensation for losses due to Mycoplasma bovis for US producers
- Food and Drug Agency - Continued work with the NBA regarding the labeling of Water Buffalo and Bison for human consumption



2024 NBA Delegation advocating for bison stewards in Washington D.C. in September

JOIN OR RENEW YOUR MEMBERSHIP

Joining or renewing your membership is easy and immerses you in an incredible community that provides support, education, and advocacy on all aspects of bison, from production, to conservation, to profit and more.

SERVE AS AN NBA LEADER

Thank you to all of you who served as leaders of our organization in 2024! We truly value what you bring to the table and hope you will continue to serve this organization. We would love to have more of you join us to provide governance and guidance, teach at and host events, share your stories with others and help mentor beginning bison stewards. Consider joining a NBA Committee in 2025!

ATTEND OUR EVENTS

We organize events year-round to help you build resilient ranches and communities. Please take time to attend, get to know others and learn from our member-leaders. Please bring your friends and neighbors along!

ENGAGE WITH US ONLINE

We know it's not always possible to attend events in person. When you can't come to a conference or workshop, connect digitally with the NBA: follow us on Facebook, Instagram, Linked In, YouTube, and like, comment, share our posts - and let us know what you are up to so we can promote our members!

DONATE TO THE GROWTH FUND

Contribute \$1/head of bison that you sold this year to support the NBA Growth Fund, which supports the NBA's operation and virtually all of its consumer and producer outreach and education supporting 18 in-person events in 2024.

Stay Connected



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How to Support the NBA

Please consider further supporting the National Bison Association financially beyond your member dues. Donations through the Growth Fund and NBA Sponsorship packages provide vital funding sources, helping the NBA to stay financially solvent and able to respond quickly and directly to our members' needs. We graciously accept cash donations, gifts from donor-advised funds, and more all in the effort to continue the good work of the National Bison Association as it works towards its mission.

Please consider making a gift to the National Bison Association. This will not only help you create a legacy benefitting the stewardship of bison across the country.

Email info@bisoncentral.com, or call (303) 292-2833, ext. 700 to learn more.



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