

Take a Look at the Bison Industry





It's Called the Bison Advantage

The bison business today faces a future of potential continued growth and stability. Prices paid to producers for market-ready animals have been at strong, profitable prices for the past eight years as more people discover the great taste and nutritional benefits of bison meat.

Bison today can be found on the menu of white tablecloth restaurants, in adult casual establishments, in an increasing number of retail outlets, and in farmers' markets. Yet, a majority of the American public still hasn't tasted deliciously healthy bison meat. Opportunities to bring more customers to the table abound.

Bison ranching represents one of the real growth opportunities those producers entering agriculture, and for those considering a transition from conventional commodity production.

Getting started in farming and ranching is never cheap, but bison represents one of the lower cost start-up enterprises in agriculture. Proper fencing and facilities are required, but you won't need expensive machinery and handling equipment. And forget about barns...bison love the outdoors in all types of weather. In fact, bison do just fine in conditions ranging from raging blizzards to blistering heat. And, you won't suffer sleepless nights during calving season because buffalo calve naturally without human assistance.

In short, bison are a perfect match for producers who still rely on off-farm income to support their efforts to get established; and for those producers who would prefer to focus on building their business rather than pulling calves or hauling feed.

One major factor inhibits continued growth in the consumer marketplace: SUPPLY.

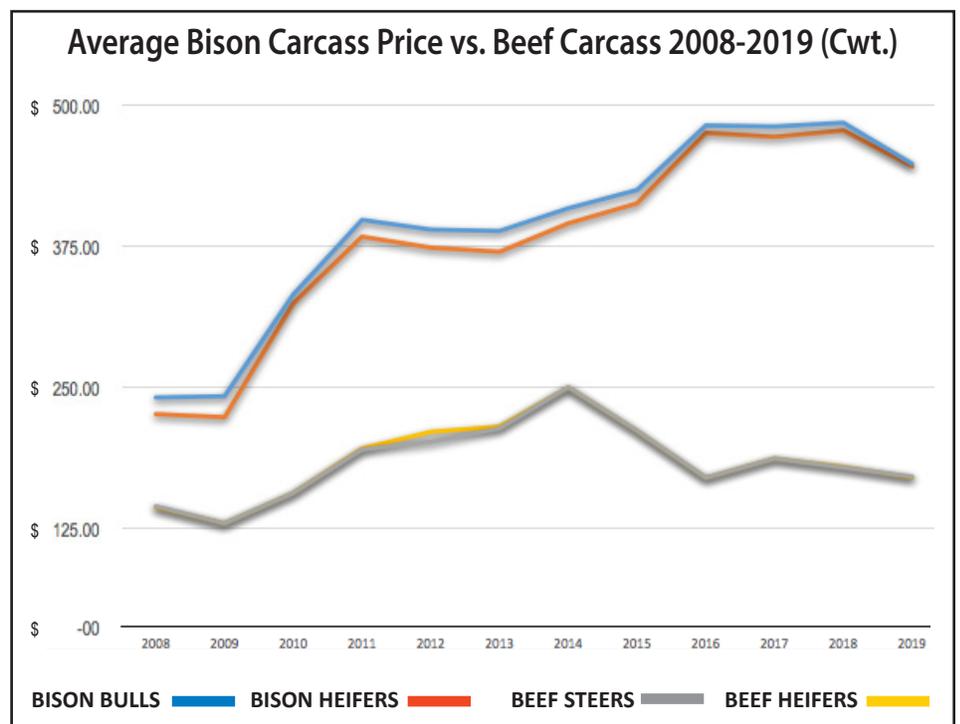
New Bison Producers Needed!

Market prices for mature bison have been strong and steady for the past eight years. And, the marketplace for bison meat is extremely diversified.

Established processors and marketers welcome new commercial-sized entrants who can supply major retail and restaurant accounts. Many bison producers, though, have carved out successful niches serving local customers through farmers' markets, food trucks and farm-direct marketing. Others have successfully added agritourism enterprises to their ranching business.

In short, there is a place for producers of all sizes.

Take a new look at today's bison industry. This important part of our American heritage is increasingly a popular part of the American diet, and the agricultural marketplace.



Prices received by producers climbed sharply five years ago as consumers discovered the great taste of bison. Continued strong consumer demand has kept wholesale prices stable for the past four years.

Put the Pencil to Bison

Take a look at this sample break-even. Bison works in today's agricultural economy!

Bison Cow-Calf Herd Break-Even Pasture-based cow-calf operation - leased land

Assumptions

No. of cows 60
Calf Crop Percentage 85

Operating Costs	Per Cow	Total Herd
Feed Costs		
Grain	\$21.50	\$1,290.00
Hay	\$154.40	\$9,264.00
Salt & Minerals	<u>\$18.07</u>	<u>\$1,084.20</u>
Total Feed Cost	\$193.97	\$11,638.20

Other Operating Costs

Veterinary Medicine & Supplies	\$20.68	\$1,240.80
Fuel, Maintenance & Repairs	\$25.00	\$1,500.00
Utilities	\$3.33	\$199.80
Marketing & Transportation	\$10.00	\$600.00
Death Loss	\$23.67	\$1,420.20
Insurance	\$14.60	\$876.00
Miscellaneous	<u>\$8.33</u>	<u>\$499.80</u>
<i>Subtotal Operating Costs</i>	\$299.58	\$17,974.80
Operating Interest	<u>\$12.21</u>	<u>\$732.60</u>
Total Operating Costs	\$311.79	\$18,707.40

Fixed Costs

Depreciation		
Facilities	\$28.75	\$1,725.00
Machinery & Equipment	\$66.67	\$4,000.20
Investment		
Facilities	\$11.50	\$690.00
Machinery & Equipment	\$24.00	\$1,440.00
Livestock	\$94.67	\$5,680.20
Pasture Land & Fencing	<u>\$95.66</u>	<u>\$5,739.60</u>
Total Fixed Costs	\$321.25	\$19,275.00

Total Operating and Fixed Costs	<u>\$633.04</u>	<u>\$37,982.40</u>
Labor	\$40.00	\$2,400.00
Total Cost of Production	\$673.04	\$40,382.40

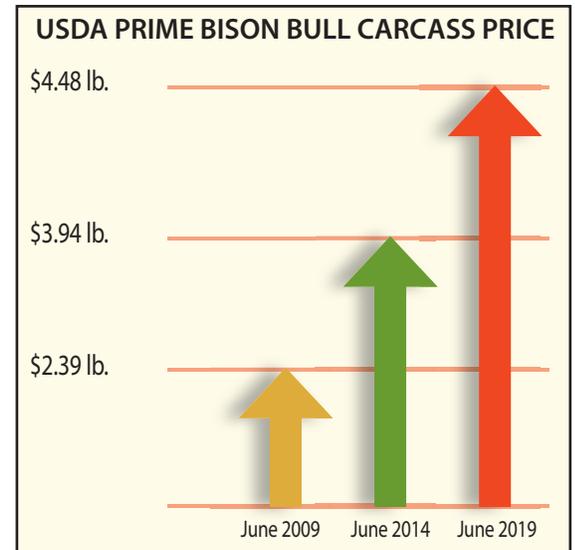
Breakeven selling price/head \$/head

Operating Costs	\$366.81	\$22,008.71
Operating & Fixed Costs	\$744.75	\$44,685.18
Operating, Labor & Fixed Cost	\$791.81	\$47,508.71
Breakeven Price/head = Cost ÷ % calf crop		

*Sample break-even for illustration only. Actual figures will vary based upon region and producers

Prices Doubled Over Past Decade

Increase in wholesale bison meat value
2009 - 2019



Source: USDA Livestock & Grain Market News Service

We Have Resources for You!

The National Bison Association has developed the resources to start you on a path to profitability in the buffalo business. Our second edition Bison Producer's Handbook is the best resource on all aspects of production and marketing. Our Bison 101 and 201 on-line curriculums offer introductory and in-depth tools that can help you take your first steps from your desk-top computer. Our new on-line producer app can help you get started on the right foot in developing and managing a healthy herd. Our Buysome Bison app can help you connect with customers the moment you are ready to market your products. And The Insider's Guide to Bison Handling and Management DVD takes you onto the ranches of skilled bison producers of all sizes.

Most important: Established producers in the NBA are always available to provide guidance and support to those who are just entering our business. Established bison producers are ready and willing to help newcomers get a start in the business.

A membership in the National Bison Association will give you access to all of these resources, including a free copy of the Bison Producers Handbook and the Insider's Guide DVD.

www.bisoncentral.com



TAKE A LOOK AT THE BISON INDUSTRY

CONSIDER THIS:

- Growing consumer demand is keeping producer prices strong
- Bison require less hands-on attention than other livestock
- Long-lived bison will produce calves for more than 20 years
- Bison withstand extreme weather conditions
- The National Bison Association has the resources to help you get started

Prices Double Over Past Decade

Increase in wholesale bison meat value

2009-2019



“And the bison business is thriving. The meat is healthier than beef, with more protein and less fat than salmon, and it is also more lucrative for ranchers..”

-Bloomberg Businessweek

“Bison-meat sales topped \$340 million last year, according to data from the National Bison Association. This is a tiny fraction of the more than \$100 billion in sales of cattle, hogs and poultry produced in the U.S. in 2015. But bison producers say their meat boasts an edge in the marketplace as consumers seek out more naturally raised protein, and sales have grown by 22% over the past five years. Fans say it tastes like beef, but leaner and slightly sweeter..”

-Wall Street Journal

“Recently declared our national mammal, bison are making a comeback—at grocery stores, restaurants, and, slowly but surely on America’s wide-open plains..”

-Modern Farmer

Check out these resources on today’s bison business:

National Bison Association: www.bisoncentral.com
www.bisonadvantage.com

USDA monthly wholesale bison price report
www.ams.usda.gov/mnreports/nw_ls526.txt

USDA NASS weekly processing report
www.nass.usda.gov/QuickStats/create_Federal_All.jsp



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