



National Bison Association

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National Bison Association Bison Advantage Curriculum

Then and Now	Topics
History & Culture	History of bison; animal, cultural, conservation, industry
Private Ranchers and Bison Restoration	A brief history of restoration since 1885, including the five ranchers, Hornaday, Custer State Park, Etc. and impact on restoration.
Today's Bison Business	Economics, market update, etc.
Production	
The Animal	Characteristics and Behavior Reproduction Nutrition and Conditioning Conformation and Soundness "Genetic Purity"
The Pasture Environment	Holistic Grazing Guidelines Rangeland Ecology Fencing
Bison Handling Facilities	Tubs, Alleys, Squeeze Chutes, Pens, Design, Handling
Foundation Stock	Conformation, herd size, genetics, ratios
Management	
Daily Bison Management Large-scale Small-scale	Breeding Females Bulls Orphan Calves Sick Bison Choosing Breeding Stock
Low Stress Bison Handling	Low Stress Basics Holistic Pasture Management Working bison in the corral Bison Welfare Audit Transport
The Pasture Environment	Holistic MGMT, Rotational Grazing, etc.
Bison Health	The Bison Advantage Major Diseases Other Diseases – Bacterial Mineral Supplements Medications/vaccinations Parasite Control Purchasing New Stock Euthanasia and animal disposal

Finishing & Processing	
Grass Finishing Bison	Fundamentals Nutritional Factors Specific to Grass Finishing Management Decisions Marketing
Grain Finishing Bison	Principals of Feeding Ruminants Nutrient Requirements Feeding bison for Meat Feeds Available Forages Additives Feeding Systems Impact of Social Structure
Processing Options	
• Commercial Processing	Costs, supply, benefits, challenges, regulation, etc.
• Field Harvesting	Benefits, market-share, challenges, capacity, regulation, etc.
Marketing	
Farmers Markets/Direct Marketing	Promotion, regulation, fees, insurance
Direct Restaurant/Retail	Promotion, regulation, insurance, market, supply
Commercial Marketing	Benefits, challenges, marketing options, etc.
Internet Marketing	Pros, cons, time management, customer relations, etc
Social Media	Pros, cons, time management, customer relations, etc.
“Certified” Marketing Options	Certified Organic Non GMO Humane Husbandry Certifications Grassfed Certification
Sectors of the Business	
Value Added Products	Hides, wool, skulls, offal, pet food inputs, etc.
Agritourism	Costs, insurance, benefits, challenges, etc.
Gate to Plate Operation	Pros, cons, opportunities, challenges, etc.
Cow-Calf Operation	Pros, cons, opportunities, challenges, etc.
Getting Started	
It Begins with a Business Plan	Benchmarking Cost of Production Holistic Planning
New Producer Case Studies	Four regionally diverse case studies of successful bison start-ups.
Financing and Risk Management	
Regulatory/Resources	
Resources	USDA FSA USDA NRCS USDA RMA
The Regulatory Environment	USDA, State-inspection, Non-amenable species