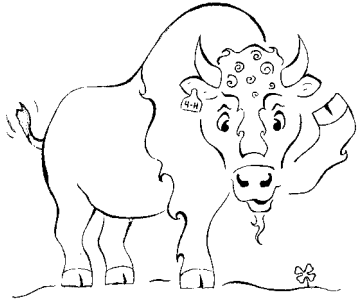


Marketing Bison



Roll Call:

Name a part of the bison that the North American Natives would have used, and what they used it for.

Remember:

If you ask five people to tell you what marketing is, you are likely to get five different answers. That is because marketing involves a wide variety of activities.

Marketing is...

planning and putting into action the development, pricing, promotion and distribution of ideas, goods or services to create an exchange that satisfies both the buyer and the seller.

Marketing is...

developing good solid relationships with your customers. The best way to ensure customer satisfaction is to

- Make customers aware of your product or service
- Supply them with what they want and need
- Provide good value, good service and good follow up

Do you recall what the four P's of marketing are? Give examples of each.

Let potential customers know that you have a service or product that might be of interest. In Level One we discussed how to advertise your product or service to potential customers through advertisements. Have you practiced taking photographs of your bison or products?

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Comparison of advertising mediums

Medium	Advantages	Disadvantages
Television (national & local)	Creative and persuasive. large audience. Can target specific groups.	High cost. Short exposure. Competing with other ads for attention.
Radio	Can reach a wide local area. Can target certain markets.	Somewhat limited audience. (similar to TV)
Video	Can provide more information. Very targeted. Customer less intimidated; can review at leisure. (often effective for selling individual seed stock animals)	Still need to connect with the customer to generate the interest.
Daily newspaper	Larger audience. Can target timing.	Short life. Competing with other ads. Higher cost because you will need to repeat in order to gain recognition.
Weekly newspaper	Relatively lower cost. Good distribution in local areas.	Short life. Advertisement may get “lost” unless it is connected to a story somehow.
Magazines	Longer life. Multiplier effect. Good ability to target groups.	Not very flexible; longer lead-time needed for preparing the ad.
Direct Mail	Flexible timing. Very good targeting. Can be personalized.	High disposal rate. Some audience hostility. Competing with many other direct mail pieces.
Coupons	Attract first time customers.	Costs associated with distribution.

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Medium	Advantages	Disadvantages
Brochure	Colour helps image. Possible lasting value. More information oriented. Possible multiplier.	Moderate cost. Can be generated at home with publisher program. Material will become dated. Often thrown away.
Newsletter	Relatively low cost. Can target. Less resistance than direct mailers.	Difficult to get customers to read them.
Signs	Visual impact attracts attention. Longer life.	Depends on location, size, and ease of reading.
Billboard	Longer life for repeat exposure. Good for corporate image.	Message must be short and location is important.
Posters	Appealing to the eye. Good for image and relatively cost effective.	Finding places to post. Capturing attention of customers. Competition from other posters. Short lifespan. Vandalism.
Computer on-line	Low cost. Worldwide market potential. Becoming more common.	Future-oriented. Needs to be kept updated.
Consumer & Trade Shows	Good for targeting. Access to volume of walking traffic.	Time consuming. Booth & Staffing can be expensive. Challenge of getting people to stop and talk.
Competition shows	Exposure with the other producers.	Want to be competitive in order to create a strong and positive public image.
Volunteerism	Exposure with others and opportunity to prove your capabilities.	Time consuming and often draining.

Gathering the goods....

The best inspiration for your own advertisements comes from looking at other businesses ads. Find characteristics in a variety of advertisements and media that you think work or don't work for you. Fill in the following questions:

Television:

What is your favourite commercial on television? Why?

What are they advertising?

What is your least favourite commercial on television? Why? Does it still capture your attention?

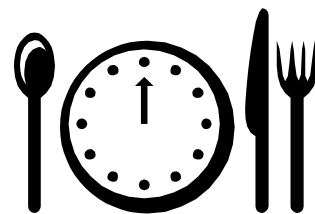
(If you can't think of one try watching a set of commercials and determine which one you like the best and which one you like the least in that set and why.)

Have you ever seen a commercial advertising one of the other agricultural commodities? What ones?

Can you match the following slogans with their commodities?

Eat _____.
_____ Tuesday.
Get _____.
Got _____.
_____ on my Fork.

Cracking
Pork
Milk
Beef
Turkey



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Can you think of a good catch phrase for bison? _____

Why do these phrases stick out in our minds? _____

Magazine:

Flip through any magazine (Smoke Signals or Tracker if you have them!!) and determine what your favourite ad is. What do you like about it?

Is there anything you would change a little? _____

Find the following advertisements:

- Tourism
- Food
- Bison for Sale
- Ornamental products (i.e. wool, skulls, horns, etc.)

Can all of these products and services connect to bison?

What do all these advertisements have in common?

How are they different?

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Newspaper

What is the major difference between newspaper and magazines?

What are the cost differences between advertising in newspapers vs. magazines?
(Generally the inside cover of a magazine will provide you with advertising rates or a number to contact for request information.)

Based on the chart of Advertising mediums, what do you think would be the three most effective means of advertising for the following groups or individuals?

A private producer -

Alberta Bison Commission -

A retailer of some product or service -

Marketing meats and other bison food products

The combination of food and entertaining has become a typical standard in most Canadian households. People enjoy eating a variety of flavours and are more willing than ever before to experiment with new taste sensations.

If you are preparing to do a meat-marketing project there are some important trends that you should keep in mind. Understanding the needs and wants of the consumer will make marketing a product much simpler.

With each of the following trends there is a challenge associated to it. Try to complete all of the challenges and keep a record of your findings. The results could be interesting to you, and this is the first step towards market research that every marketer needs to do.

Trend toward taste

People want an enjoyable taste. Taste is the number one reason a consumer will purchase a certain product. It ranks above price or nutritional value.

You have only to go to a restaurant to discover the diverse range of taste sensations available in our culture of today. People will combine sweet, salty, bitter, sour and spicy.

Challenge: Find a take out pizza menu. How many different combinations of pizza toppings are there?

What is one combination that you would never have dreamed of coming up with?

Trend toward time saving

We live in a busy world. The aging senior population, and number of working families have inspired the need for convenient preparation food. Value added products are one of the fastest growing food trends in Canada.

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Challenge: Next time you go to the supermarket take a walk down the frozen food aisle and count the number of different foods that can be prepared in a matter of minutes with a microwave. Or go into your own deep freeze and count the number of different types in your own families' home. How many different products are represented?

Trend towards health

Most Albertans are truly concerned with the health and quality of their food they purchase. In Canada we enjoy one of the cheapest and safest food sources in the world.

Bison meat is low in fat and cholesterol compared to beef, pork and even poultry. Although our body really does need fat, most of us simply eat too much.

Nutritionists recommend that 30% of calories should come from fat. That translates into 60 – 90 grams a day, depending on your stature and activity levels.

Organic and natural foods are also a big concern for the modern consumer. Bison meat is naturally and ethically raised. Bison are not fed medicated feeds and there is no need for growth hormones.

Challenge: Why do bison not need to be implanted with growth hormones? Survey 5 – 10 different people about their feelings on the use of growth hormones. Is it a concern for these people, and is this a true advantage for bison producers to push?

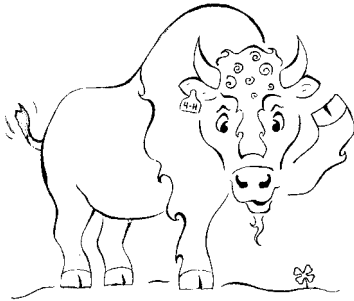
Trend towards entertainment

Increasingly food has become a source of entertainment. You have only to watch television for one day to see all the different shows that involve food preparation and entertaining tips.

Meal preparation is no longer a basic procedure instead it has become an art form. Many world class chefs from around Alberta use the imagery of the majestic bison to sell a flavour sensation. The "taste of Alberta" which features several different meats such as bison, elk, and deer has become a favourite of the growing tourist population.

Challenge: For one month, count the number of times your family eats out at a restaurant, has people in for a meal or attends a party, or other event, where food is served. Would you consider your family to be representative of the general population?

Today's Bison Industry



Roll Call:

What is your favourite thing about bison?

As you continue to learn, there is a **LOT** to **LEARN** about raising bison! We are very lucky in Alberta to have a great number of producers, researchers and professionals that dedicate countless hours to ensuring the success of our bison industry. The bison industry in Alberta is finding a position in our competitive agricultural industry, and it continues to develop, but the only way it can stay competitive against some of the more traditional industries is through research.

Bison research is critical to the survival of the industry. We research in order to improve production, cut costs and ensure quality. Bison survived for many many generations on our prairies without any intervention, but now that they are an industry we need research and information about how to care for them most effectively and efficiently.

What will research tell us?

- How to grow more meat, more consistently, more efficiently and more economical!
- Proper care and health routines.
- Proper nutrition to ensure quality and maximize production.
- How to benefit from the attributes that attracted the first producers.
- Understand sustainability of bison.

How would you construct bison research?

Bison research does not have to be difficult or complicated. As a researcher, much of the studies and trials that have already been developed for other livestock can be used to study bison and their attributes and behaviours. In the past, much of the knowledge that we have gained about bison is simply from trial

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and error. We have taken information about beef cattle and worked and adapted it to the bison as we gain new knowledge we update our sources. Although this approach has brought us to where we are, it is time to proceed with research that is more methodical than that. There are individuals in Alberta, the rest of Canada and the United States that have done extensive research on bison and it is through this research that we have advanced our production possibilities.

The mission statement for Bison Research in Canada is

“To conduct research within the developing bison industry in a timely, efficient and logical manner in order to preserve the uniqueness and holistic nature of the bison while encouraging expansion and maintaining profitability.”

Time to start your search engines!

The time has come for you to really discover what the bison industry truly has to offer! As you know, the bison industry is a great lot of things.



In level one you were encouraged to go on the Internet and research and find out things about the bison industry. It is time to take that one step further. Based on the information that you collected about bison in level one, your task is to now dig a little deeper.

Utilizing the bisoncentre.com web page, find a topic that interests you. Now it is your responsibility to try and structure a research project that would answer questions related to this topic. This sounds difficult, because it is; NO research is simple!!! But you have to try and simplify it as much as possible. Don't include too many variables at first.

The best approach is to find a research project that is similar and was conducted on some other livestock. By following the procedure that was previously used you will be able to focus mainly on how to adapt it specific to bison rather than trying to reinvent the wheel!!

You don't have to implement this research project. This exercise is only to get you thinking about how research projects are set up and why.

Good luck and have fun, you never know, perhaps you will be a famous bison researcher one day!! Try and follow the guide on the next page to help you get started.

Course of action

Step one:

Think of a topic you're interested in.

- Bison History
- Bison Digestion
- Bison Handling
- Bison Reproduction



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Step two:

Of course, you could develop a hundred projects on any one of those topics. Now **try to focus on one aspect of one topic** in particular. For example:

- History: How did North American natives hunt the buffalo?
- Digestion: Can bison eat silage?
- Handling: What is the least stressful way of handling bison?
- Reproduction: Does a heifer's weight affect her conception rate?

Step three:

That's much better! Now use this same idea, but be more specific. What would you really like to figure out or show? Think of the most exact information you can discover and be very specific. In science, information has to be exact if it's really going to matter. For example:

- History: How did hunting methods evolve over the years?
- Digestion: Can bison get comparable gains on silage as opposed to hay and oats?
- Handling: Does working bison in a large group or smaller groups reduce the stress level?
- Reproduction: Do heifers that are genetically the same have varying maturity levels based on the weight they are at breeding?