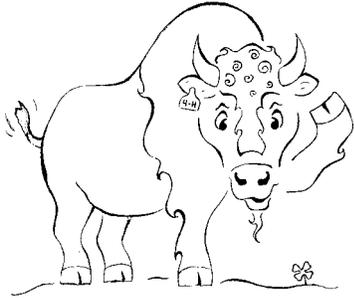


Range and Pasture Management



Roll Call:

Name one plant that you might find out in the pasture.

Pasture choices

Choosing a tame forage species for your pasture is a challenge. Did you know that there are over thirty perennial forage species recommended in Alberta, and there are hundreds of varieties! Your decisions can be simplified if you have a plan to determine what you really need in your pasture. By asking yourself the following questions you will simplify the task. If you ask these important questions then you can go to a forage specialist or the bison specialist and discuss what your best approach would be.

Step one:

- What do I currently have in this pasture? Are the plants present desirable?
- How much forage do I have and when will it be available?
- How much will I need to feed my herd, am I allowing for drought conditions?
How long do I expect to graze this land each year?
- When will I need the pasture?
- When will the pasture be ready for grazing?

Step two:

- Does the pasture need to be torn up or renewed?
- Research the species and varieties that would best benefit you.
- Consult a forage specialist or talk with other experts in your local area to determine what would best help you.

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Step three:

- Make your select based on the current condition of your pasture. The following guide can be used to make a degree of use assessment.



1. UNUSED

No Livestock Use.



2. SLIGHT

0-20% Use of Primary Forage Plants



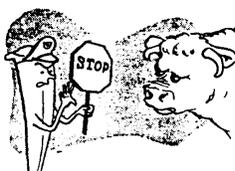
3. MODERATE

1-40% Use of Primary Forage Plants. Most of range being grazed. Little or NO use of invaders.



4. FULL

41-60% Use of Primary Forage Plants. All of range being grazed. Little or NO use of invaders.



5. CLOSE

61-80% Use of Primary Forage Plants. All of the range shows use, major sections are closely grazed. Some invaders are grazed.



6. SEVERE

81-100% Use of Primary Forage Plants. Low value plants carry the grazing load.

Plant response to grazing

Grazing may cause plant growth to increase, decrease or remain unchanged. How an individual plant responds to grazing depends on several things:

Conditions that may increase growth

- If a plant is lightly or moderately grazed (less than 40% use).
- If a plant has been able to rest and build up its energy.
- If there is good soil moisture when the plant is grazed.
- If all plants in the area are grazed to reduce competition between plants.
- If animals break up the soil surface and water infiltrates and minerals are available from the soil to the plants.
- If a plant is grazed in the non-growth season.

Conditions that may decrease growth

- If a plant is grazed at a heavy rate (more than 50%).
- If a plant does not have the opportunity to rest before it is regrazed.
- Poor soil moisture when plant is grazed.
- If only certain plants are grazed while others are ungrazed.
- If animals remove too much plant material, or if the animals compact the soil surface.

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- If a plant is grazed in the spring, before it has a chance to build and store energy.

Successful ranchers improve plant growth by controlling animal numbers and the season of use, and by making sure that plants get plenty of time to recover.

Activities:

Select a range or pasture that you are interested in studying.

For this area, draw up a landscape description. Does it have trees, draws, a natural water source, slope of the land, etc.?

What plants, shrubs, trees and other vegetation does it have on it? Draw this out and figure out what you should be seeding, or if you need to. What is the best course of action to result in the most beneficial management of this area? Present this information to the club in either a written form for members to read, or an oral presentation.

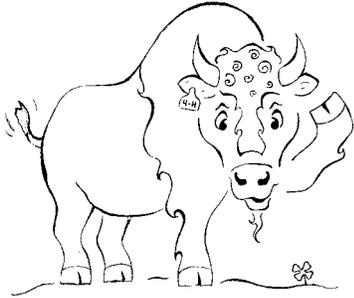


Talk to your leader about planning an event related to pasture and range management. This could be a tour, a guest speaker, a game, anything that interests you. There are suggestions in the Leader manual that might help to spark the imagination. Have fun with it!

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Business Management



Roll Call:

Can you list one thing that would be important to keep as a record?

In Level Two we learned all about the importance of a business plan and the components needed to present a successful plan. In this chapter you will be challenged to dream up a business that you think would be important to the bison industry.

Bison business profiles

Industry highlights:

Commercial bison production in Alberta is an expanding industry, responding to a growing demand for bison meat.

Bison are native to the prairie and parkland regions of Western Canada. Typically the Plains Bison (*Bison bison*) is primarily subspecies used in commercial operations in Alberta, however the Wood Bison (*Bison bison athabasca*) is being used in breeding programs.

In the 1996 Census of Agriculture it was discovered that there were 745 bison farms in Canada, approximately 45% of which are located in Alberta, have a total number of 45, 235 head of bison with an average herd size of 61.

Agriculture and Agri-Food Canada now applies captive wildlife status to bison and has developed regulations for keeping bison, importing bison and processing bison meat. However, the province of Alberta classifies bison as domestic livestock. This means that there are no provincial regulations governing bison farming.

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The bison industry in Alberta became established primarily through the production of breeding stock for developing bison herds. In the past all available females were kept to stock the breeding herds and surplus males were used to supply the meat markets. With many herds reaching their optimum numbers and the meat industry increasing in demand, not all females are being kept.

The primary bison product is meat. The popularity is growing due to the leanness, high protein content and relatively low cholesterol. Other products include: bison leather, buffalo robes, mounted heads, skulls and horns, and hair processed for wool products.

Bison production in Alberta occurs in the following types of operations: cow/calf operations for commercial supply, backgrounding, finishing and breeding stock. Bison meat is currently sold by individual producers directly to consumers, into specialty niche markets, and is currently expanding into grocery stores. The industry continues to work together to address the issues of price, consumer awareness, and developing special cooking requirements.

Bison producers who are marketing bison meat directly to the consumer should be familiar with their product, know and understand the requirements of the market they are selling to, have a thorough knowledge of the cuts and how to prepare them for eating.

Sighting the future...



Considering the above points, do you see potential for growth in the bison industry?

What areas do you see the most potential growth in?

Create a poster/collage of all the different businesses that involve bison industry.

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Business opportunity

Before anyone ventures into bison production as a business opportunity they should ask the following questions as suggested in the Ag-Ventures agdex 492/830 -1:

- Are you prepared to learn all you can about bison production and marketing, visiting existing operations, join the industry associations, attend workshops and read all you can about production and marketing?
- Have you clearly defined the market(s) and the buyers that you will be marketing to?
- Have you clearly defined the production practices you will need to implement in order in order to produce the quality of product required by your markets?
- Have you clearly defined the marketing activities you will be required to perform in order to market your product?
- Are you aware of the amount of time you will have to devote to continuously marketing your product and improving your production performance?
- Are you aware of the resources required to establish a bison enterprise and the returns that can be expected?
- Are you prepared to manage the risks associated with bison production?

Now it is your turn to dream up a business of your very own. You have done research in Level Two and in the first activity in this chapter about the types of bison businesses that are out there. Using your imagination and research material that you have gathered come up with a business venture of your very own. On the following pages are some handouts that will help you to put together a business plan for your new dream business. Remember to remain realistic.

Include the following information

- The Facts
- Company Name
- Location best suited for business
- Type of business within the bison industry
- Principle product or service
- Biggest competition would be
- Funds needed to start such a venture
- Future plans and goals for the company are
- What will set your company out from the rest



Activity

Record it....BI SON!

This is a fun activity to do with your club. Involve all the members, parents and siblings. The first thing that you need to do is fill in the card below. This will be your “bison” card; this is like a bingo card.

In the five squares under the letter “B” put down any five numbers from 0 – 9.

In the five squares under the letter “I” put down any five numbers from 10 – 19.

In the five squares under the letter “S” put down any five numbers from 20 – 29.

In the five squares under the letter “O” put down any five numbers from 30 – 39.

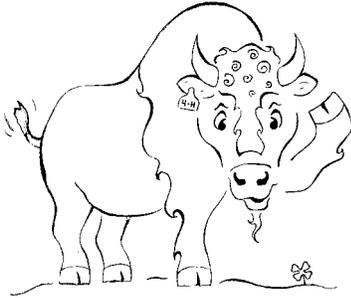
In the five squares under the letter “N” put down any five numbers from 40 – 49.

Once you have completed this, you are ready to start the game. The number caller will decide what pattern you need to fill on your “bison” card. For example, all squares on the card are a blackout, or all the squares in the top line and all the squares in the “S” column would be a “T”. When the game starts, you will hear the caller say something like “S 29” then if you have that number you fill in that square. Once you have the pattern that was said at the beginning all filled in you put up your hand and yell “BI SON”!

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B	I	S	O	N

Marketing Bison



Roll Call:

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

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.

Developing a marketing, or business plan, is an important first step for you to take regardless of the type business you wish to venture into. The business plan will allow you to put down on paper the specific business elements that you will need to start and develop a successful business. The plan will help you to evaluate what opportunities may exist and how feasible an idea really is. It is also very helpful when determining what resources you may have available to you, and creates a road map for you to follow.

When should you put together a plan?

You should work on developing a plan as soon as you think that you a good idea for a business. A good plan requires a lot of thought and attention to details. Having a detailed plan will allow potential investors to see that you have earning potential, and illustrates that you have thought things through carefully.

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Where should you start??

Market Assessment - Assessing the potential market for your concept is a critical part of any feasibility study. You need to demonstrate that a market does in fact exist; if a market does not exist there is no point in developing a full-scale plan. In order to fairly assess the demand that there will be for your product or service, you will need to research and talk with potential customers to get a feel for their needs.

Who is your customer?

In order to tailor your marketing program to the needs of your market, you must have a very clear idea of who your customers are likely to be. To do this you will need to conduct some thorough research in the marketplace. The more information you have about your target market, the better you will be able to develop a successful marketing plan.

Start by answering these simple questions, this will help you to identify some of the broad areas of opportunity for you:

- How big is the market?
- Where is it located geographically?
- How fast is it growing, and will it continue to expand at a steady pace?
- What individuals will want to buy this kind of product or service?
- Why do they buy it?
- Where and how do they buy it?
- How often will they buy it?
- What are their principle requirements in selecting a product or service of this type? (What will make your product stand out above the competitors?)

Now that you have a broad idea of your potential customer, you can further break these potential customers down into more specific groups. This is known as market segmentation. Most markets can be segmented on the basis of a number of variables.

- Geographic location – Is your customer base rural or urban?
- Demographic description – What are their age, sex, marital status, family size, education level, and typical occupation?
- Sociological factors – What is the potential customers lifestyle, user status, usage rate, timing, means of purchasing, and reasons for buying products or services similar to yours?



Developing a market or customer profile

Using your imagination, dream up an idea for a product or service related to the bison industry that you think could be marketed to producers. Be creative! Once you have come up with a product or service, put it to the test and see if you can determine the

feasibility of this venture.

On a separate piece of paper define your target customers in terms of geography, demographic or characteristics, or other factors.

How many of these target customers are in your trading or relevant market area?

What are the principal factors these customers consider in the purchase of a product/service like yours?

Why will they buy your product rather than your competitors'?

Writing a winner business plan

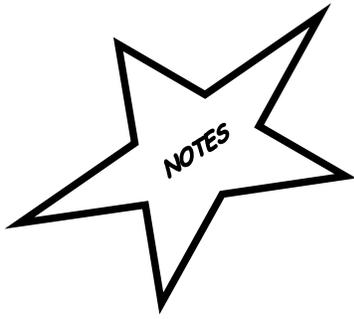
Writing a well thought out business plan could be the very key to success. A good business plan communicates accuracy and credibility, and generates enthusiasm for your business!

General Rules:

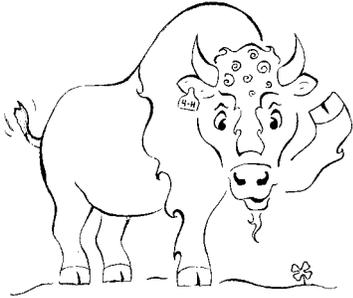
- Keep it clear and concise.
- It should be easy to read and understand, without typos or grammatical errors.
- Be sure to point out the profitability of the business.
- If you have put a great deal into the development of the plan, it will reflect that to the audience.

Business Plan Don'ts

- Don't make unrealistic assumptions.
- Don't underestimate the difficulties in growing a business.
- Don't underestimate your competitors.
- Don't assume that the reader knows the industry jargon.
- Don't include long, tedious or overly technical information.
- Don't include highly confidential or proprietary information.
- Don't avoid discussing the risks to the business.



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. Throughout the three level manuals you have learned a great deal about several aspects of the bison industry.

This chapter is designed to allow you an opportunity to learn more about any bison topic you wish to pursue. In level two you were challenged to think about existing research projects that might be interesting to conduct on bison. You were given the opportunity to try and answer a question that you needed to research and seek the information.

As all levels have increased the amount of learning that is expected of you, this is no exception!! In this unit you are challenged to develop a scientific research project. You may not have the facility, time or money available to you to conduct the experiment, but drafting the idea for the research project is an inexpensive way of thinking about the importance of research, and your ideas might just inspire someone else to take over your idea.

Research a topic

While you're choosing a topic, take advantage of all the resources around you. Here are just a few suggestions for finding the perfect project topic.

Look Closely at the World Around You – next time you are out observing the bison ask yourself questions, or take a friend with you and see what questions they can come up with.

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Choose a Topic from Your Experience – think back to a time when you were first working with your bison project and a question that you had.

Choose a topic from the bison centre

What you can look for are facts that interest you, and that lead you to ask exploring questions. An article about restoring grazing systems in Canada, Alaska and Eastern Siberia might bring to mind these exploring questions: “I wonder, why disturbed areas like cut-lines do grow better grass than before being disturbed”.

Types of research

1. An investigation

Example: How long does it take the heart of an average eighth grader to return to normal after exercise?

Purpose: What exactly are you trying to figure out with your project? Make a statement, for example: To find out how long it takes the heart of an average eighth grader to return to normal after exercise.

Hypothesis: Based on what you know, try to make an answer for your question. Your hypothesis is your best guess. As you do your project, you will try to find out if your hypothesis is true. A hypothesis is a statement, such as: It takes an average eighth grader's heart five minutes to return to normal after exercise.

Procedure:

Research: Collect information to help you answer your question. Use books, magazines, interviews, and TV. Try contacting experts, such as businesses, utilities, or government offices. You might contact a local sports doctor, a trainer at the YMCA, or the American Heart Association.

Experiment: A hypothesis must be proved or disproved, so this is your chance to test it out. For example, using a sample of 10-20 eighth graders, measure their initial heart rates, their heart rates after running for 10 minutes, and then the time it takes their heart rates to return to normal.

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Results: List the results from your experiment. Use a notebook, charts, or graphs to show the results or your heart rate tests. Make sure your results are clear, and give facts, not opinions.

Conclusion: What did your project teach you? What was the average time it takes an eighth grader's heart rate to return to normal after exercise? Even if your experiment proved that your hypothesis wasn't true, you've learned something.

2. Construction of a kit or model

Example: A model of a solar home

Purpose: First, think about how you could use your model to answer a question or show something. For example, your purpose might be to find out how solar energy can be stored within a home.

Hypothesis: The hypothesis is the idea you want to try out. When tested, it will help you accomplish your purpose. For example: A model of a solar home will show that certain materials will store solar energy for use in home heating.

Procedure:

Research: Gather information to help you build your model and learn about solar energy. Besides using books and the Internet, you might contact a solar engineer or an architect who specializes in solar homes.

Experiment: Test your hypothesis. How can you prove that solar energy can be stored as heat energy in a solar home?

Results: Provide exact measurements and outcomes from your experiment.

Conclusion: What is the importance of your project? What might your project lead to?

3. Demonstration of a scientific principle

Example: Measuring lung capacity

Purpose: Focus on a specific thing you'd like to learn from your demonstration. For example, your purpose might be to find out if large lung capacity is an advantage during exercise.

Hypothesis: Explain what you think your project will demonstrate. For example: Students with the largest lung capacities can do the most exercise.

Procedure:

Research: Search for information about lungs, their purpose, how they work, and their importance to exercise. In addition to books and the Internet, you might contact your local pulmonary specialist or the American Lung Association.

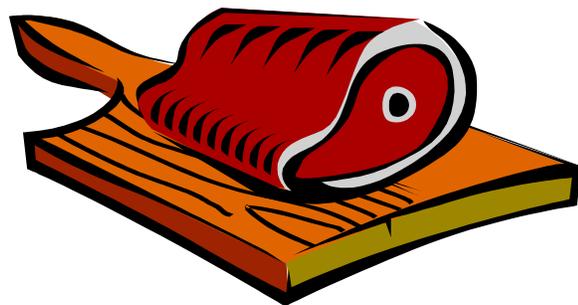
Experiment: Test your hypothesis. Use students of similar size and strength, measure their lung capacity, and test their heart rates after the same amount of exercise.

Results: List the main points of what you've learned. What did your research and experiments prove?

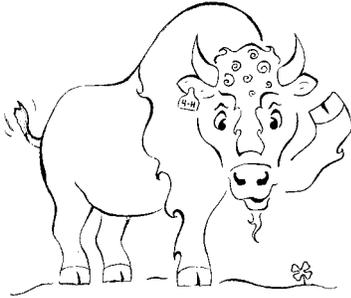
Conclusion: What does all your data add up to? Was your hypothesis correct? What is the value of your project?

Topics that are significant to the industry

- Marketing
- Animal Health
- Animal Nutrition
- Reproduction
- Genetics
- Animal Behaviour and Welfare
- Pasture to Plate Efficiency
- Economics, Agronomics
- Production
- Finishing
- Meat/Food Quality
- Meat Character – Taste, Tenderness, Aroma, juiciness



Alberta 4-H Law



Roll Call:

Name a concern that the public may have about the welfare of bison in Alberta.

The welfare of our animals

As a 4-H member involved in a livestock project, you have an important responsibility to educate the general public:

You must be concerned with the well being of the bison animals you are involved with.

You must recognize that the public has varying perceptions of animal agriculture and the ways we interact with animals. Based on these varying perceptions, it is important that you understand the issues around animal welfare and animal rights. You must be prepared to respond to these concerns and express your views on welfare issues with supporting facts.

By now you should have learned the first two responsibilities. In this section we challenge you to speak out on the issues.

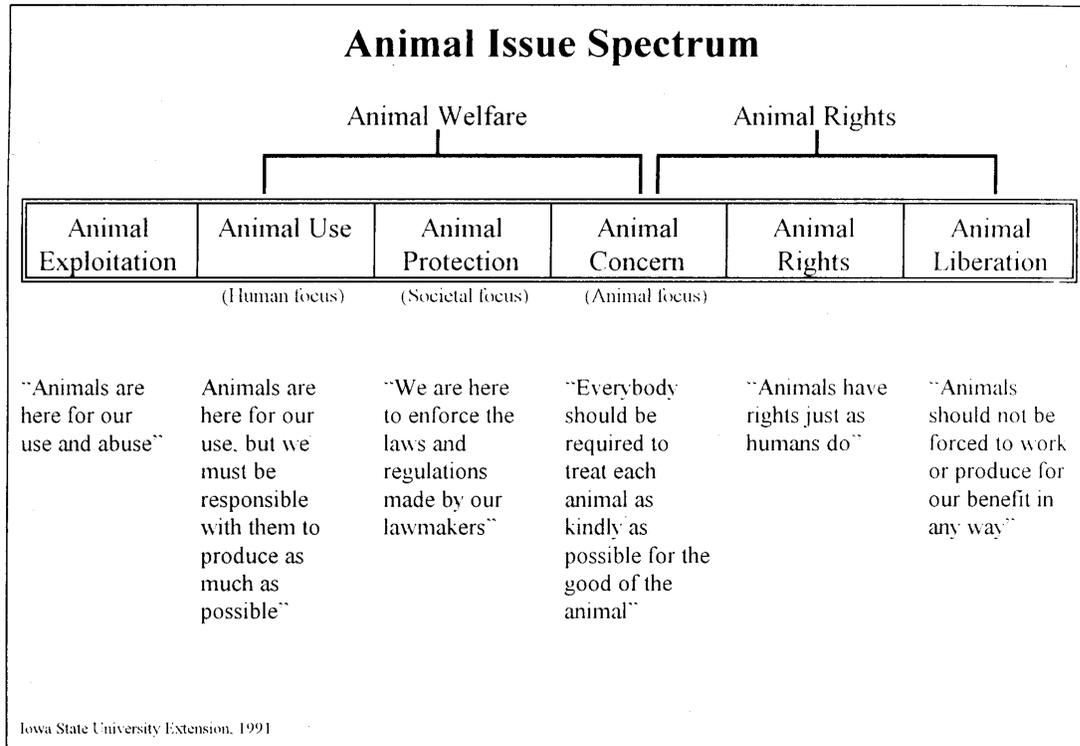
Let's review the issues

Think for a moment about how our standard of living and our views on human rights have changed. Our views on slavery, the roles of women, and people with disabilities are a few examples of how our views have changed and developed through experiences and learning. Similarly there has been a societal change in the way people view animal use and care.

The animal activist movement is based on a range of ideas on what our interaction with animals should be like. Different people have different views. The views can range from extremes on either end to a more moderate middle of the road approach.

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The following chart presented in Level Two, shows a range of ideas represented in the issues. The views represented by this spectrum are constantly shifting and people's views often waver across the various categories described. Some people consider themselves to be "welfare advocates" may actually be more supportive of the liberation of animals. So this is not a definitive chart, but it is a useful way to visualize the variety of views that people may have.



Many animal welfare issues have developed because people do not understand agriculture, not because farmers are harming the animals they are raising. A lack of exposure to what farming entails, combined with a growing concern for animals, means people have inaccurate perceptions about the food we produce. Agriculture has a positive story to tell. Our products are safe, and produced with concern for the well being of our animals! Agriculture needs to tell its story, and as a 4-H member you can play an important role in creating a greater understanding of how this industry works.

The primary goal of speaking with the public is to promote the understanding of animal agriculture. An important part of understanding is ensuring that our views, and those of the public, are based on fact. This requires knowing how and where to find facts and how to interpret the truth.

Evaluating opinions

Many people do not take the time to really think hard about issues. Some people have a tendency to believe everything they read in a newspaper or see on television. As long as it sounds interesting and believable they take it as fact, whether it is or not!

Many opinions are accepted as fact by people because they have been so widely expressed in the media. It is important to be able to decide whether someone is sharing his or her emotions, an opinion or a fact. Some things to watch for are statements with high emotional and low intellectual appeal. They grab peoples' emotions, their instinctive responses, rather than their intellectual reasoning. For instance, when people say, "animal agriculture is cruel" one should look closely at what they're saying. They're probably trying to grab onto the emotions. This shuts down our reasoning process that could expose a false claim with closer examination. Messages repeat over and over. If they are said enough times, people become comfortable with them and start to believe. When one hears something repeated over and over as a blanket statement without any particular proof, it is likely aimed at hitting people's emotions rather than providing fact.

Words such as "should" or "good" are value judgments that are often used in statements aimed at emotions rather than providing fact.

Opinions also often contain broad generalizations that are inaccurate and unfair. Statements that aren't directed at you, specifically, but are directed at "people like you" (such as farmers in general) are most likely emotional statements.

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Information gathering

Contact one or more of the following animal care organizations and request available literature describing their “stance” on animal issues.



Alberta S.P.C.A.

10806-124 St
Edmonton, AB T5M 0H3
780-447-3600

Alberta Foundation of Animal Care

Cambrian P.O. Box 75028
Calgary, AB T2K 6J8
403-777-0445

Albertans for the Ethical Treatment of Animals

Box 60421, University of Alberta
Edmonton, AB T6G 2S6 phone: 780-471-6052

Animal Alliance of Canada

Suite 101, 221 Broadview Ave.
Toronto, ON M4M 2G3
416-462-9541

Humane Society of Canada

#806-374 Bay St.
Toronto, ON M5H 2R7
1-800-641-KIND

Canadians for the Ethical Treatment of Food Animals

P.O. Box 18024
2225 West 41 Ave.
Vancouver, BC V6M 4L3
604-261-3801

Canadian Federation of Humane Societies

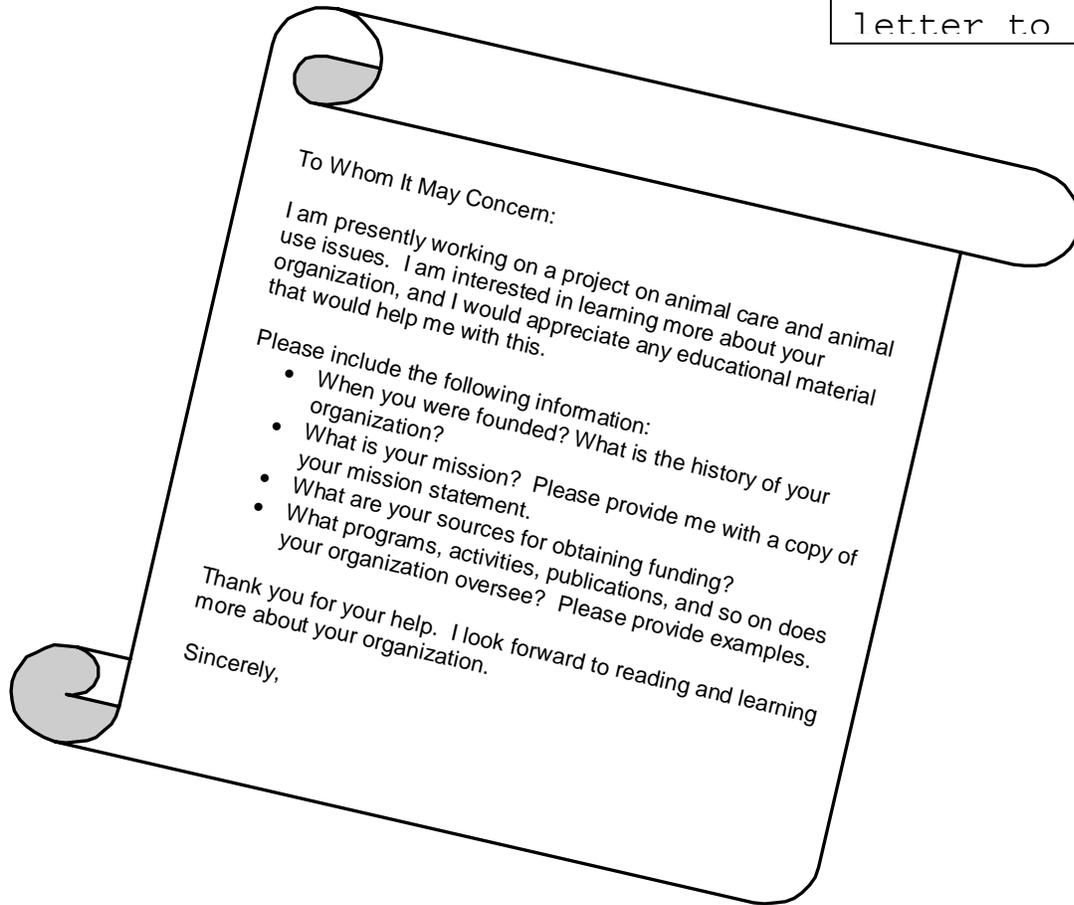
102-30 Concourse Gate
Nepean, ON K2E 7V7
613-224-8072

World Society for the Protection of Animals

Suite 902, 55 University Ave
Box 1
Toronto, ON M5J 2H7

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You may wish to use the following sample letter, or draft up your own letter to send



What now?

After receiving the literature examine it critically. Read the printed material. Look at the photographs and illustrations. Then answer the following questions: What statements of Fact vs. Emotion did you find? Which type of statements dominates the material?

What is the intended audience of this material?

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Is the organization interested in animal welfare or animal rights? List specific examples to support your interpretation.

Share what you have found with other members!

Animal related issues are highly emotional. Especially for agricultural producers whose livelihood and way of life depends on the use of animals. How can we ensure our own message is informed? Here are some facts to consider.

Agriculture plays an important role in maintaining and improving our standard of living. Inform people about where their food comes from and that it is humanely produced. Tell them how research has improved the way we care for our animals and the quality of the food products we produce.

Animal byproducts are an important part of our everyday life. We raise animals for more than meat products.

Can you recall some of the non-meat byproducts that we get from bison?

The industry has acted. Here are examples of how the agriculture industry is ensuring that those involved in the animal industry are informed of the welfare of their animals.

Livestock producers use code of practice developed in Canada to guide proper handling of livestock.

Livestock haulers follow transportation guidelines developed through research focused on ensuring the well being of livestock during transportation.

Producer groups have collaborated to establish the Alberta Foundation for Animal Care to promote and ensure proper care of animals within the industry. They have an Animal Care Alert Line (1-800-506-CARE) where people can report animal treatment concerns. This is a producer driven action line established to help our industry help itself! It allows concerns of animal treatment to be investigated and solved from within before they reach outside activist groups.

Animal abusers are prosecuted. The agriculture industry does not put up with animal abuse. Show pride in being an animal welfare supporter.

Trust your own experience. Most people don't know how animals respond to being handled. You have worked with animals and know what it means to handle them properly.

Alberta 4-H Bison Project – Member Level Three

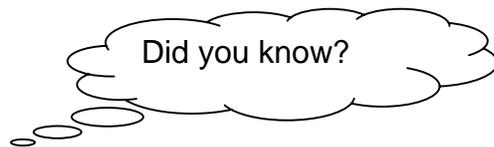
Family farms remain the backbone of Canadian agriculture. Focus on the family aspect of farming.

Animal activist groups and the media

Minority groups (such as animal activist groups) hold a lot of power right now. Creating and promoting issues is the bread and butter of activists. Their main activity is communicating their message. They are highly skilled communicators. They have negative messages to portray, which the media like. Sensationalism sells. Just glancing through a major newspaper reveals the preference that the media has for telling the negative stories.

In relation to our animal agriculture story, the message of animal activist groups is foremost in the media, and the minds of the public right now. This puts activists in the position of being able to attack our industry without losing their credibility. Because the positive story of our industry is not foremost in the media right now, you cannot attack back! By attacking the media or an activist you lose credibility. They want you to lose your temper so they can manipulate your story to support their own interests.

You are in the position of informing, not defending. The important thing is not to convince others that you're right, but to be able to stand up for your own view. Many people are still sitting on the fence on these issues. It is vital that they know there are views out there besides those expressed by animal activists. They may even feel supported in their views through your positive story.



All of your life you have been consuming a compound that is proven to have been the direct cause of death for 20 lives last summer alone?

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This compound is essential to farmers and the production of food, and yet year after year there are several reported deaths as a direct result of it. The compound is known to leach into the ground and work its way to our water sources.

Does this change your mind about its consumption? Would you petition to have a boycott of its use?

Before any of us can make an informed decision about things we need to know the full story. The compounds responsible for the deaths were hydrogen and oxygen. There were 20 confirmed deaths due to drowning last summer, and water (H₂O) was the compound responsible.

Does this fact have anything to do with farmers using the product? No certainly not, but a radical activist might try to take unrelated information and convince people that do not know any better that farming is negative.

Here are some helpful hints for you to use when speaking with the public: Bring it home. You can help make your audience more comfortable if you can make things personal. If a concern about the industry is expressed, bring it back to a personal level and speak from your experience. Talk about what you do on your farm or the farm you observe. Tell the audience what you know about the bison herds that you have been involved with. Whenever possible, leave generalized statements to industry groups and governments.

Speak to the Public. In an interview or confrontation with an animal activist, remember you are sending a message to the public and not to the individual you are speaking with. It is important to see beyond the immediate situation and ensure the public receives a useful message.

Broaden Understanding. Always explain why things are done not just how. It is important to explain what would happen if things were done differently. Put things into perspective. When we compare past and present, alternative methods, costs and benefits, or draw parallels to every day urban life people see a complete picture.

Keep it simple. In each interview or confrontation you should try to make only three points. Otherwise your message becomes confused and people become frustrated trying to understand your point of view.

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Choose effective messages and repeat, repeat, repeat whenever possible. Be creative with repeating your points to answer questions. Three simple messages to tell to everyone are:

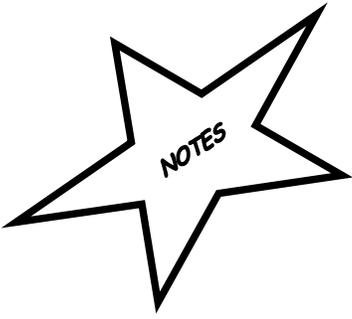
“I believe in humane and responsible care of all animals.”

As Canadians, we enjoy among the safest, most abundant and most affordable food supply in the world.”

By products from animal agriculture play an important part in improving everyone’s way of life.”

Don’t be a source of misinformation. Limit yourself to what you know and are qualified to discuss. If someone asks a question you’re unsure of or uncomfortable answering, refer him or her to someone qualified to respond. It is better to admit that you don’t have an answer than to give the wrong information.

Be prepared. If you are presenting information think of a list of possible questions that you may be expected to answer. Spend time researching and refining your answers.



Quotes

"The hunters and frontiersmen who accomplished their destruction have handed down to us a contemptuous opinion of the size, character and general appearance of our bison. And how could it be otherwise than that a man who would find it in his heart to murder a majestic bull bison for a hide worth only a dollar, should form a one-dollar estimate of the grandest ruminant that ever trod the earth? Men who butcher African elephants for their ivory, also entertain a similar estimate of their victims."

William T. Hornaday **level three - history**

"From time immemorial, this child of the plains had lived on the buffalo. To rob him of this animal was to deprive him of his livelihood. To him the buffalo was the staff of life, the very condition of his continued existence. When, then, the white man began to come in numbers, when the buffalo were hunted for their robes, when these beasts were slaughtered in thousands in all parts of the west, the outlook became serious for the Red Man. Improvident as he was, he did not realize the inroads upon his capital, his greatest source of well-being. He joined in the great drives, the terrible slaughter, the wholesale destruction. He could not believe that there would be any end to the innumerable herds that were as numerous as the sands of the sea. But though a white man could ride through an unbroken line of these great bovines for 25 miles, though Sir George Simpson saw herds that reached as far as human eye could see in all directions, the poor Indian was to learn that such horrid wanton slaughter by white men and red men, could have but one ending." Archibald Oswald MacRae **level three - History**



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Industry magazines, newsletters and websites

Bison Centre of Excellence (website: www.bisoncentre.com)
4301 50th Street, Leduc, AB T9E 7H3

Bison World (Magazine)

National Bison Association Newsletter (Newsletter)

National Bison Association

4701 Marion Street, Suite 301, Denver, Colorado, 80216

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Smoke Signals. Canadian Bison Association.
P.O. Box 1387, Morden, Manitoba R0G 1J0

The Tracker. Cat Tail Publishing Ltd.
#2, 15 Industrial Drive, Sylvan Lake, AB T4S 1P4

Bison Project Level Three Evaluation

Your input is a valuable asset to the 4-H program!

As you go through the project year, make your comments and suggestions about the project, manual information and activities. When you have completed this project manual, mail this form to us. We want to hear from you!

Bison Project Evaluations
 Provincial 4-H Agriculture Specialist
 J. G. O'Donoghue Building
 7000 113 St NW Room 200
 Edmonton, AB T6H 5T6

Please tell us the following: Evaluation Date: _____

Rank	Translation of Number Ranking
1	Absolutely....Without a doubt!!!!
2	Of course....Most of the Time!?!)
3	Average....Only when I had to!?!)
4	Rarely....But I did?
5	Never....NO way.

- | | | |
|-----|---|-----------|
| 1. | Did you get involved in Club activities? | 1 2 3 4 5 |
| 2. | Do you have a sense of pride in completing your project year? | 1 2 3 4 5 |
| 3. | Has the Bison project helped you decide on a project for next year? | 1 2 3 4 5 |
| 4. | Did you participate in a communication activity this year? | 1 2 3 4 5 |
| 5. | Did you learn the proper technique for judging projects? | 1 2 3 4 5 |
| 6. | Do you feel confident in the skills that you have gained? | 1 2 3 4 5 |
| 7. | Did you provide a service to your community? What was it? | 1 2 3 4 5 |
| 8. | Do you feel more aware of what 4-H has to offer you? | 1 2 3 4 5 |
| 9. | Did you enjoy the 4-H year? Did you do things outside the club? | 1 2 3 4 5 |
| 10. | Was safety encouraged with all projects experienced? | 1 2 3 4 5 |
| 11. | Did you feel like an active member of the club? | 1 2 3 4 5 |
| 12. | Did you enjoy your 4-H project year? | 1 2 3 4 5 |

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Thank you for the resources and financial support you have provided to the
Alberta 4-H LAW program.