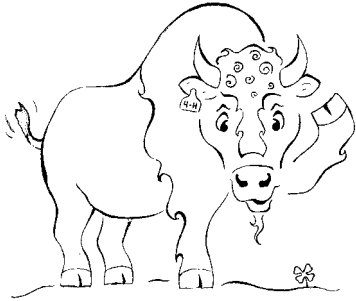


Marketing Bison



Roll Call:

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

Objectives

Level One

Introduce members to the importance of marketing.
Learn the 4 P's of effective marketing.
Tips to creating effective advertising.
Photographing Bison.

Suggested meeting plan

Have a marketing contest. You will have three stations set up and the members will visit each station. The three stations will be:

Print Media - at this station all you need is blank paper and crayons. The members will be given 20 minutes to design an advertisement that will promote a bison event.

Sales Talk - at this station the members will select an item off the table and they are given a blank piece of paper and a pencil and five minutes to come up with a sales pitch to convince the judge to buy their product.

Radio Talk - the member will have to come up with a 30 second radio advertisement to announce a special bison event in their area. The member should be provided with the paper and pencil and given about 5 minutes to prepare their radio spot.

They will then read it off to the judge, or read it into a tape recorder if one is available.

Alberta 4-H Bison Project - Leader

This marketing contest can be a fun way to get members thinking about the importance of selling their products. It is also a good exercise to prepare them for impromptu speaking.

Photo contest. Have a photographer come in and talk about how to get good pictures. Remember that good pictures are important to advertising, and there are always a number of photo contests that they could enter.

Activity Solutions for Marketing Bison

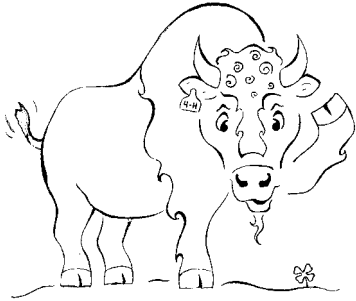
Activity solution level one - Page 113

Cryptograms

In this cryptogram the alphabet is backwards so the members will have to substitute the letter "A" for "Z" and "B" for "Y", etc.



Today's Bison Industry



Roll Call:

What is your favourite thing about bison?

Objectives

Level One

Allow the members to discover what industries are involved to make up the bison industry as a whole.

Create a scrapbook of information that can be built on and developed over the years. This will become an excellent keepsake of the growth in the industry and the experiences they obtain from their 4-H career.

Evaluations are an essential part of all programs. We need to hear comments in order to improve the program and because this is a new project we need all the feedback possible.

Level Two

Begin to think about the importance of research for the bison industry.

Find a research project conducted on another livestock species and then adapt it to bison. **(THIS IS ONLY ON PAPER!)**

Fill out the evaluation. We need your feedback.

Alberta 4-H Bison Project - Leader

Level Three

Consider the importance that research has on the survival of any agricultural industry.

Develop a research project. Put the information together in the form of a presentation similar to a science fair presentation. This is an ideal activity to use for an achievement display.

Fill out the evaluation.

Alberta 4-H Bison Project - Leader

Activities

Members are encouraged to develop a scrapbook of information that they gather about the bison industry.

This information should contain all aspects of the bison industry. The following web address is one of the best resources on the net. **www.bisoncentre.com**

The information on this site is updated regularly and contains all kinds of articles and information. Enjoy the site and use it as a resource.

Topics that are significant to the industry

Marketing

Animal Health

Animal Nutrition

Reproduction

Genetics

Animal Behaviour and Welfare

Pasture to Plate Efficiency

Economics, Agronomics

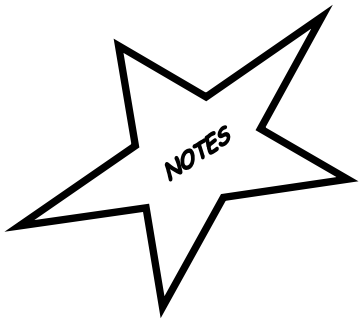
Production

Finishing

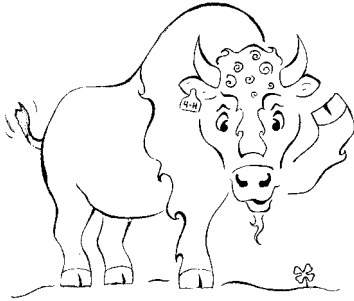
Meat/Food Quality

Meat Character - Taste, Tenderness, Aroma, juiciness

As a club, you might choose to work on a research project together. This would be a great creative opportunities project if you have an ambitious member that would like the challenge!



Alberta 4-H Law



Roll Call:

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

Objectives

Level One

Why do we raise livestock?

Explain the difference between animal welfare and animal rights.

Suggested meeting plan

Have the local S.P.C.A. representative come in to talk to the club.

Challenge the members to come up with an activity that would promote animal welfare in the community.

Activity Solutions for Alberta 4-H Law

Activity solution level one - Page 121

Solve the puzzle

To be a decent bison producer you must care for their welfare.

Quotes

"More than the horse to the Arab, the camel to the pilgrim in the desert, the reindeer to the Laplander, the seal to the Eskimo, or the elephant to the Hindoo, was the buffalo to the trans-Mississippi Indian. History affords no other example of where a single product of nature, whether animal or vegetable, has filled so large a place in the life of a people. The self-sustenance of the tribes of the plains would have been impossible without it, and when the buffalo disappeared these tribes fell back upon the government in hopeless dependence for the very necessities of existence." Hiram Martin Crittenden **level two passage - history**

"Of all the quadrupeds that lived upon this earth, probably no other species has marshaled such innumerable hosts as those of the North American bison. It would have been as easy to count or evaluate the number of leaves in a forest as to calculate the number of bison living at any one given time during the history of the species prior to 1870." William T. Hornaday **level one passage - history**

"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 two or three - history**

"We all see that the day is coming when the buffalo will all be killed and we shall have nothing more to live on and then you will come into our camp and see the poor Blackfoot starving. I know that the heart of the white soldier will be sorry for us and they will tell the Great Mother who will not let her children starve. We are getting shut in; the Crees are coming into our country from the north and the Whites from the south and east and they will all destroy our means of living; but still, although we plainly see these days coming, we will not join the Sioux against the whites but will depend upon you (the Mounted Police) to help us." Chief Crowfoot **level one - conclusion of history section**

Alberta 4-H Bison Project - Leader

"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 two or three - history**

"The buffalo, in spite of his great size and somewhat ungainly appearance, is as agile as a cat and the remarkable speed at which he travels is as surprising as his power of endurance which permits him to maintain a killing pace for hours in flight. Starting with an easy lope, he soon develops a swinging gallop, and it requires a good horse indeed to outstrip him in a dash at a break away. The race soon degenerates into a runaway with the buffalo in the lead when exhaustion causes the horse to lag. The buffalo has an advantage in the fact that he can travel seemingly as easily up and down precipitous mountain sides or along the open prairie with equal facility. Even the little calves seem capable of developing unlimited speed and can keep pace with the herd on the wildest route or in swimming the strongest current." D.J. Benham **level one - handling**

"For centuries aborigines of the plains utilized the meat and hides of the buffalo without making the slightest impression on their fabulous numbers. This was left for the white man to accomplish. Peak of the slaughter was reached sometime after the middle of the past century - a crescendo of such sadistic butchery of a big game animal as the world has ever known. Millions were wiped out in a few decades."

J. Dewey Soper **level one - history**

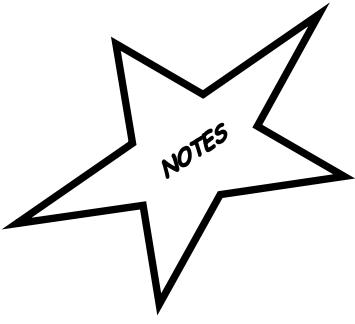
Alberta 4-H Bison Project - Leader

"There is no animal in the world more clannish than the buffalo. The male calf follows the mother until two years old when he is driven out of the herd and the parental tie is then entirely broken. The female calf fares better, as she is permitted to stay with the mother's family for life, unless by some accident she becomes separated from the group...When separated by a stampede of other cause, they never rest until they are all together again... Ernest Thompson
Seton level one - handling

"Apparently, during the days of the great free-roaming herds, the buffalo were free of any of the serious animal diseases. However, they have been found to be highly susceptible to tuberculosis when brought in contact with that infection... There are now about 18,000 buffalo in the Wood Buffalo Park area. Unfortunately, the Wainwright animals appear to have carried tuberculosis infection there to. Slaughtering under federal government veterinary inspection during the period 1946 - 1955 disclosed a 40 per cent incidence of tuberculosis among the slaughtered animals... It should be noted that tuberculosis is transmissible - under favourable conditions—from animal to animal of almost any species, from infected animals to mankind, and vice versa. All species of the bovine family, the deer family, swine and all birds are susceptible." T. Childs
level two - parasites and disease

To preserve buffalo as a species, the best thing we can do is eat them. Animals that people eat do not become extinct. That's why we have so many more chickens than bald eagles in this country. **Level one - products**

Don't cross this field unless you can do it in 9.9 seconds. The Bull can do it in 10!
Level one - intro



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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

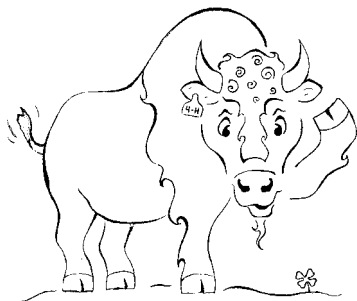
4701 Marion Street, Suite 301, Denver, Colorado, 80216

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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 Evaluation



Leader's 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: _____

In what order did you complete the units? Why?

Did the members enjoy the activities? Why / Why Not?

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