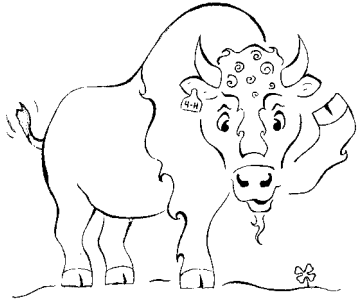


Marketing Bison



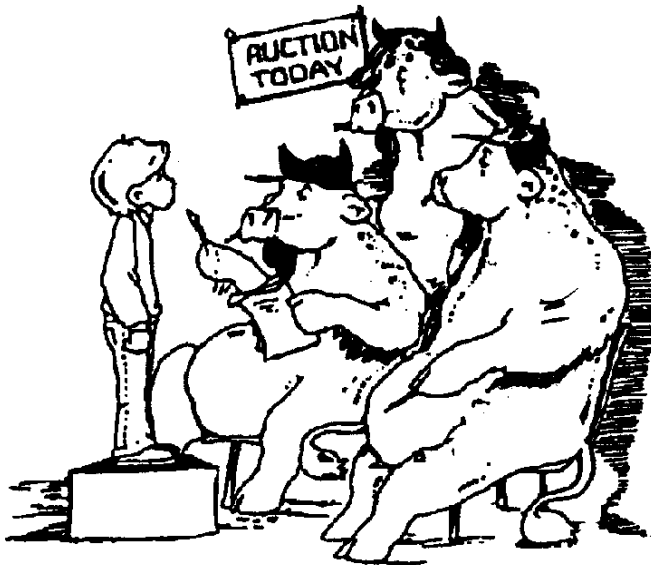
Roll Call:

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.

In the bison industry, it is producing and presenting your bison product to the satisfied buyer. It is more than just selling; it is also making your product attractive to your potential buyers.



Preparation is always important! Marketing has 4 p's

Product

- Replacement Heifers
- Bulls
- Live bison
- Carcass
- Individual meat cuts
- Hand crafts

Promotion

- Canadian Bison Association
- Alberta Bison Association
- Peace Country Bison Association
- Local Bison Associations & Chapters
- Bison Centre of Excellence – www.bisoncentre.com
- The Producer
- Butcher, Supermarket, Restaurant, Sales Merchant

Place

- Magazines, Newspaper and other Media
- Website or Internet
- The farm or operation
- Sales Facility
- Butcher Shop
- Supermarket, Restaurant
- Souvenir Shops

Price

- Supply and Demand Market
- Specific to Market Purpose
- Bulls for breeding versus bulls for finishing
- Replacement females

Alberta 4-H Bison Project – Member Level One

As you can see, bison marketing has many components. Marketing can be affected by any of these things.

Advertising

Whether you are advertising to sell a bull, a replacement female, or products, you will need to tell people you have something to sell. Remember to not advertise everything in one ad. Choose one direction for the advertisement and stay with it.

The first key to a successful ad is attention grabbing. **If no one stops to look at your ad, then what it says is of little importance.**

The written advertisement will be made up of three things:

- Headlines
- Sub-Headings
- And the copy body

Some Key Points:

- Good photographs should dominate the advertisement, and poor photos are best left at home. Taking livestock photos is difficult and may take a lot of practice and many rolls of film before you get the right picture for the ad.
- Don't clutter your ad with too many words or too many photos. Simplicity sells. Clutter confuses.
- Make sure the ad is balanced. The ad must fit together. The eye should flow around the page in a logical progression.
- Make sure that all the photos and copy will fit in the space allowed.
- Consistency is important for recognition. Whether you advertise using the same farm logo all the time, the same style ad, or use the same placement in the magazine. This consistency will help people to recognize you. Look at the advertisements in the "Smoke Signals" and "the Tracker". Can you notice a consistency in advertising in each of these bison magazines?

Be sure to allow plenty of time so that proper proofreading can be done.

Tracking your results

Make sure you find out where people heard about you, and always keep records of people who call, write or visit. They are your potential customer base.

Say Cheeeeeze!

Whether you are taking pictures for your own pleasure or advertising, the goal is to make your bison look good.

Common problems with bison pictures include:

1. Part of the bison missing
2. Out of focus
3. Overexposed
4. Underexposed
5. Out of proportion because of poor positioning of the animal or incorrect equipment
6. Out of proportion because of the eye level of the photographer
7. Colour distortions due to body colour of the bison and the background
8. Distorted background
9. Center of attention at a poor angle.

For non-adjustable lens you will get a picture equal to what your eye sees.

Action shots are taken at higher speeds to freeze the action. Faster shutter speeds are also preferred for still bison shots to block movement.

Cryptograms

This cryptogram is a message in substitution code. THE SMART CAT might become MRX DGYUM LYM if M is substituted for T, R for H, X for E, etc. One way to break the code is to look for repeated letters. E, T, A, O, N, R, and I are the most often used letters. A single letter is usually A or I; OF, IS and IT are common 2-letter words; try THE or AND for a 3-letter group.



GL GIFOB NZIPVG Z KILWFXG GSV

HVOOVI NFHG YVORVEV RM GSV JFZORTB

LU GSV KILWFXG GSVB HVOO.



Alberta 4-H Bison Project - Member Level One

Market it...

Here is your chance to develop a marketing strategy of your own. Choose an item or service you want to provide. Now, looking at each of the 4 P's, decide how you are going to market your goods or service.

My good or service is _____

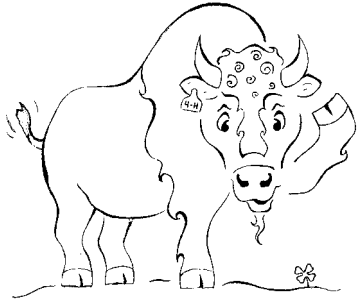
Product - characteristics of your goods and service.

Promotion - how, when, where you will promote it.

Place - where and who will sell it.

Price - your price(s).

Today's Bison Industry



Roll Call:

What is your favourite thing about bison?

Why raise bison?

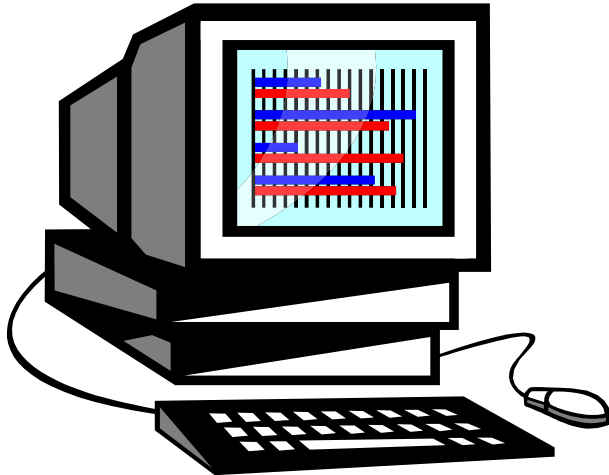
As you have learned, there is a **LOT** to **LEARN** about raising bison! We are very lucky in Alberta to have a great number of producers, researchers and professionals that dedicate countless hours to ensuring the success of our bison industry.

But wait, can you tell me what the bison industry is?

The bison industry is a great number of things all linked together by the bison. It includes people like:

- Producers - the people raising the bison calves, and those that feed them for market.
- Processors are those people that take bison and make other things out of them. This could be anything from cuts of meat to glue!
- Restaurants and chefs that serve us meat!
- Artists that capture the spirit of the bison in their art.
- Tourists are people that come to see and learn about the history of Alberta and our bison.
- Crafters and retailers that sell collectable items to people that are interested in our heritage.
- The Native American people who share a rich history with the bison.
- Researchers are the people that spend hours and hours studying the bison.

Time to go surfing!!!



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.

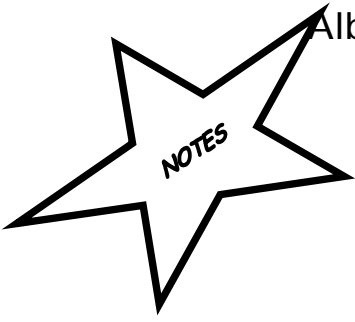
If you don't have Internet connections at home, visit the local library, the school or a friend's house. Your challenge is to get familiar with the Alberta bison web page located at bisoncentre.com and see what you can learn for yourself about the industry.

You will need to take a few extra pages and insert them into this book; if you have the clear page protectors they will work great. Start by visiting the web site, ask questions of the bison experts and learn all the latest news in the bison industry. Print off anything that you find interesting. Then collect as many brochures about bison meat cuts, recipes, tourism, and anything else about the bison you can find. Add newspaper clippings to this section. This will be your very own collection of today's bison industry. Use your imagination and present this information in a style that is all your own!

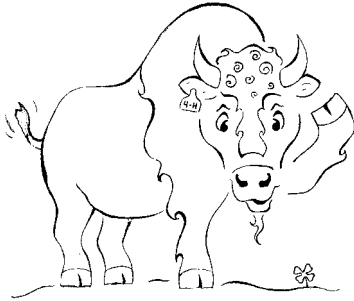
Collection Page



Insert as many pages as you need to make your scrapbook complete.



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

Owning any type of livestock is fun and exciting, but it carries some important responsibilities. It is important that we understand how to treat our animals humanely and that we give them the best possible care.

Humane treatment means we must provide proper care and attention to maintain good health and an adequate level of comfort for our animals.

What things do you think are important to the care and welfare of our animals?

Animal welfare issues

Most of us have grown up enjoying meat, milk and eggs as part of our daily diet. While the general public has a positive opinion of Canadian farmers and ranchers, we must not take this for granted. There are a growing number of people who choose not to eat the foods we produce.

People make this choice for various reasons, but more are doing so because they feel that animal agriculture is cruel and, or unnecessary. Some people feel raising animals for food or recreation is wrong. Much of their opinion comes from things they see, hear and read in the media. Many have never been to a farm or seen how animals are raised.

What is the difference between animal rights and animal welfare?

Animal welfare deals primarily with the proper care of animals. Most livestock owners are strong supporters of this idea because animals raised with their well-being in mind will be the most productive and profitable. In order for an animal to do well it must receive proper care and attention.

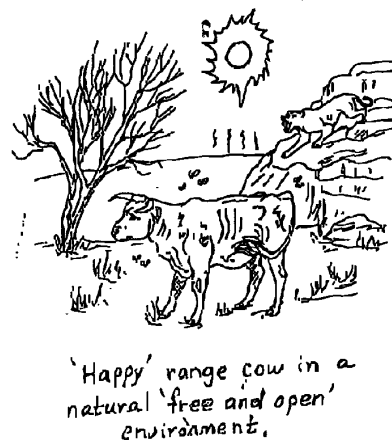
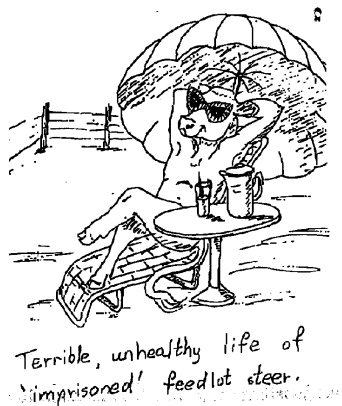
Animal rights go beyond protecting the physical well-being of animals and seeks to establish the same privileges and rights for animals as people have. Animal rights activists seek to completely eliminate all use of animals for food, clothing, leisure or research.

Animal rights positions are important to the livestock producer for a number of reasons. They provide valuable questions that need to be asked:

- Where do we draw the line on animal use?
- How important is agriculture in order to feed our population?
- Why don't we just let all the animals run free?

It is important to know that agriculture producers do not debate the rights of animals. Experience raising animals place our views in the interests of animals well being, not an animal's right. Therefore, we do promote the welfare and proper care of the animals we are responsible for.

REMEMBER: To fully understand any situation you must understand both sides of the story. Do you remember this cartoon of Frank Jacobs from his book "Cattle and Us Frankly Speaking"?

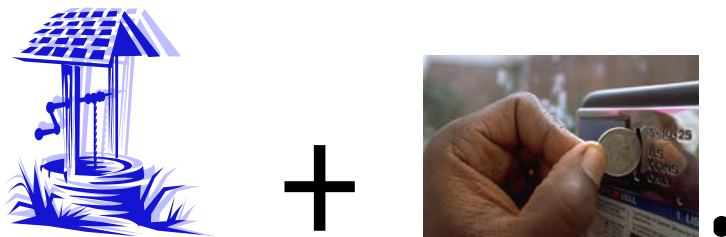
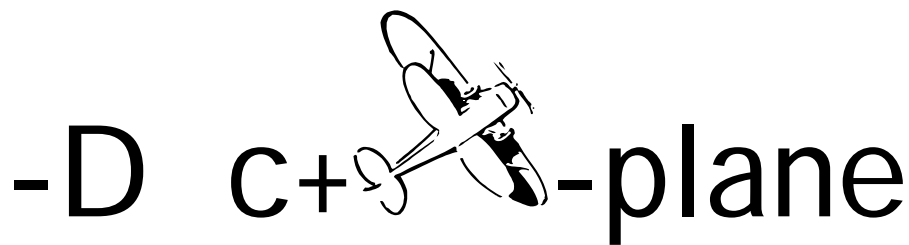
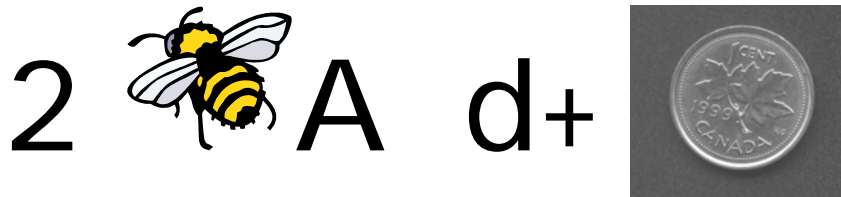


Alberta 4-H Bison Project - Member Level One

The day we put the first fence around our present day bison, was the day that we became ultimately responsible for their welfare. Understanding how to properly care for them is not easy, but it is a responsibility that comes with owning any animal.

Solve the puzzle

Can you figure out what the message below is telling you?



**T
H
E
I
R**
4



Quotes

“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**

“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**

“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**

Alberta 4-H Bison Project – Member Level One

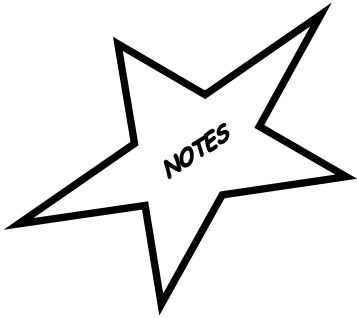
“For centuries aborigines of the plains utilized the meat and hides of the buffalo without making the slightest impression on their fabulous numbers. This was left for the white man to accomplish. Peak of the slaughter was reached sometime after the middle of the past century – a crescendo of such sadistic 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**

“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 or other cause, they never rest until they are all together again... Ernest Thompson Seton
level one - handling

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

Bison World (Magazine)

National Bison Association Newsletter (Newsletter)

Alberta 4-H Bison Project - Member Level One

National Bison Association

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

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 One 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

Alberta 4-H Bison Project - Member Level One

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

Additional Comments:

Please place any additional comments in the space provided below.

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Is there any information you would like to see added to any of the manuals?

Thank you to Our Sponsor:

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

