



Are You Ready For A Taste Of The Wild West?

TenderBison Shelf-Ready Retail Bison Program

North American Bison Cooperative. Fargo, ND





Introducing North American Bison Cooperative

The North American Bison Cooperative (NABC) is a 330-member cooperative of ranchers in the United States and Canada.

- Formed in 1993
- Members in 19 of the United States and 6 Canadian Provinces
- Operate a state-of-the-art harvest and processing facility in New Rockford, ND
- Facilities are the only USDA and EU approved bison processing facilities in the U.S.
- Follow strict HACCP policies and procedures
- Harvesting process ensures zero lead bullet fragments in carcass
- Vertically integrated for consistency and high quality

***Members are family –
we know them by
name and share a
mutual respect***



We take our business seriously

Value Statement

“Partnership through solutions derived from consumer and scientific research”

Mission Statement

To Provide Customer Solutions

Core Values

Respect the dignity of all

Produce the safest most consistent products possible

Make ethics-driven business decisions

Committed to continual improvement

Exceed customer expectations

Market Position

“To be considered as a leading supplier of value added, further processed & safe protein alternatives.”



Some Say Buffalo, We Say Bison

American Buffalo and Bison are the same animal.

- Bison is the scientific name for Buffalo — a term originated by English settlers and derived from the French word bouef (beef)
- By the end of 1800's, fewer than 1,000 bison remained in North America
- Today, with legal protection, the combined US herd is estimated to be greater than 400,000
- The Canadian herd is estimated at 250,000

Bison is one of the fastest-growing agricultural industries in North America



All-Natural — no worries

A promise is a promise

Producer affidavits confirm all animals in the TenderBison program:

- Have been raised in an adequately-sized, regularly-cleaned environment
- Have NEVER been fed or implanted with synthetic hormones or synthetic growth promotants
- Have been fed a strict vegetarian diet and have not consumed any rendered animal protein by-products
- Are source-verified
- Have never been given any antibiotics and/or ionophores. Note: In minimal cases, a NABC animal may have been administered antibiotics and was withdrawn from them 120 days before harvest

NABC has the ability to provide a Never-Ever Bison program.



A small protein segment dedicated to BIG consumer satisfaction

Bison is the original, healthy red meat

- Tastes tender, juicy, somewhat sweet — it melts in your mouth
- Has less fat, calories and cholesterol than skinless chicken, pork, lamb and all other red meat
- Has 30% more protein and is higher in iron content than other red meats
- Cooks faster — because it has less fat



America's Original Red Meat.™

	FAT (gm)	CALORIES (kcal)	CHOLESTEROL (mg)
BISON	2.42	143	82
CHICKEN	7.41	190	89
BEEF	9.28	211	86
Pork	9.66	212	86



*Treat your customers
to TenderBison*

TenderBison Steaks



- Bison
- Ranch
- New York
- Rib Eye
- Sirloin
- Sirloin Tip
- Steak Tip

Variable weight, 12 per case





Treat your customers to TenderBison



Bison Burger

2 stacks of three patties
1/3 lbs per patty
2 lbs box weight



Chuck Roast

Variable weight

Ground Bison

1 lbs brick

Ground Chuck

1 lbs brick



*Treat your customers
to TenderBison*

Hot Dogs, Hot Polish, Bratwurst



12 oz package; 4 links per pack





Let's Talk Bison

I'll call you soon to discuss the TenderBison brand and Shelf-Ready Program, as well as:

- Exceptional Product shelf life
- Competitive product pricing
- Desirable profit potential
- Dedicated sales and marketing support



Tom Riemann

EVP Sales and Marketing

(507) 318-0075

triemann@ndnatural.com

www.ndnatural.com