



Transportation and Marketing Bison Production and Marketing Grants

Description of Funded Projects

Number of Grants Awarded: 3
Amount of Funds Awarded: \$3,380,000

For more information, please visit the grant program's website:
<https://www.ams.usda.gov/services/grants/BPMGP>.

NOTE: The below project descriptions were adapted from descriptions provided by awardees.

COLORADO

Recipient: National Bison Association
City: Westminster
District: CO-008
Award Amount: \$880,000

National Bison Association Producer and Marketer Training Program

National Bison Association (NBA) will provide management, oversight, consultation and expertise to advance the purpose and activities of the Bison Production and Marketing Grant Program, primarily through a subaward program, funding others to conduct projects that meet the goals of the program. NBA's subawards focus areas will be industry - wide supply chain analysis and valuation studies, development of updated marketing and producer educational materials for all Bison industry stakeholders. species.

Recipient: Mad Agriculture
City: Boulder
District: CO-002
Award Amount: \$1,400,000

Southern Plains Bison Supply Chain and Business Development Project

Mad Agriculture will provide management, oversight, consultation and expertise to advance the purpose and activities of the Bison Production and Marketing Grant Program, primarily through a subaward program, funding others to conduct projects that meet the goals of the program. Mad Agriculture's subaward program focus areas will be innovative approaches and best business practices for herd management equipment, grazing techniques, and business model support, consulting and strategic planning.

NEW MEXICO

Recipient: Flower Hill Institute

City: Jemez Pueblo

District: NM-003

Award Amount: \$1,100,000

Advancing Bison through Economic Viability, Market Innovation, and Community Partnerships

Flower Hill Institute (FHI) will provide management, oversight, consultation and expertise to advance the purpose and activities of the Bison Production and Marketing Grant Program, primarily through a subaward program, funding others to conduct projects that meet the goals of the program. FHI's subawards focus areas will be Bison meat processing business support and consulting, bison product innovation, enhanced byproduct utilization, and dissemination of educational materials.