

**Department of Agriculture, Trade and Consumer Protection**  
**Division of Agricultural Development**  
**Agricultural Development & Diversification Program (ADD)**  
**Grant Project Final Report**

Contract Number: **18088**

Grant Project Title: **Statewide Marketing Program for the Wisconsin Bison Producers Association**

Project Beginning Date: September 17, 2003 Project End Date: April 4, 2004

Amount of Funding Awarded: \$10,000

Name of Principal Contact Person: Rebecca Ries, Executive Director, Wisconsin Bison Producers Association

WEB Address: [www.wibison.com](http://www.wibison.com)

Report Submitted on: April 23, 2004

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Please use the following questions as a guide for writing your grant project final report. In your final report, please answer each question as it relates to your grant project.

1) What did you want to accomplish with the grant?

The primary goals we hoped to achieve with funds from this grant were; (1) to expand the awareness and support of the bison industry in Wisconsin; and (2) to help our members increase sales, profits and opportunity in their bison enterprises.

2) What steps did you take to reach your goal?

To achieve our goals, we conducted a statewide member survey of our members. A copy of the survey is provided in Appendix A. Follow-up phone interviews were conducted with many members. Outside consultants were used in nearly every component of the project. Appendix B lists consultants and their contributions. We also conducted literature searches to aid in the development of the Marketing Guide.

- What worked?

The use of outside consultants and the input of a handful of WBPA members was the most useful tools in accomplishing the goals of this project.

- What did not work?

Assuming that all members would be eager to input ideas, information, past experiences, needs and wants.

- What would you do differently?

Our assumption that most members would be interested in individualized promotional materials proved to be incorrect. If we were starting over, we would concentrate more of the efforts on the good of the whole rather than individuals.

- 1) What were you able to accomplish?

We substantially improved our website. (See [www.wibison.com](http://www.wibison.com)) We created a marketing guide that has been well received by our members (Appendix C). We've produced some marketing materials using a consistent "brand" type image throughout (Appendix D). We've identified a few potential partnering situations.

- 2) What challenges did you face?

The biggest challenge was getting members to participate.

- 3) What do you plan to do in the future as a result of this project?

Continually upgrade our website. Many members have enjoyed immediate results due to the improved website (i.e. calls and emails inquiring about buying meat). We will also continue to use our "brand" image on all WBPA items until a more formal/permanent brand is developed. We will facilitate meetings where potential partners can share opportunities.

- 4) How should the agricultural industry or the State of Wisconsin use the results from your grant project?

Information about how to determine prices for meat that is included in the Marketing Guide can be used by most direct meat marketers regardless of animal species. We were unable to find this type of information elsewhere.

The second idea that comes to mind is DATCP's help/guidance in developing websites for farmers, trade associations, etc.