

July 2011 BULLETIN!

1. We've written a book!

Many of you have said you thought we should write a book. We thought so too. Today, it's with great pride and jubilation to announce that, after working on it for three years, our book is now in the final phase of editing! Part memoir/part call to action, it is written by Kathy, with first editing by Ken, and spans 18 years of our journey from industry into grassfed bison ranching. We believe it's cutting edge stuff, with many things discovered and discussed for the first time from both an ag-beginner's and business/industry perspective. Transitioning between and integrating the separate worlds became the real journey, as well as synergistically connecting with you and the bison. It's all here, plus more!

During nearly half of the 18 years covered by the book, you've said how much you appreciate what we are doing. You've steadfastly bought our 100% grassfed bison meat and told your friends who also became loyal customers. For those who have wanted to do more, but didn't know how, this is for you.

Please know that all book purchases will not only go to continuing this supply of humanely raised meat, they will be directly used to secure the bison's home. This means it's about more than just buying an interesting book - it's a vote for and an investment in 100% grassfed bison. The single financial goal for the book is to have it help pay for the ranch.

It is expected to be available in the next few months so if you're interested, please watch for our September/October Special Announcement. As always, we're grateful for your support!

2. Lindner Bison receives Animal Welfare Approved (AWA) certification!

This spring Lindner Bison became the second bison producer in the nation to become certified by AWA. The process required two separate individuals visit the ranch to perform field audits covering a variety of compliance points to meet AWA standards for humane certification as well as humane processing. We pursued AWA certification after learning about their stringent husbandry requirements which include humane species-specific diets and handling for wild bison. We are extremely proud to encourage support of this worthwhile organization that charges nothing for their certification. Their website also lists other farmers as well as meat processors who have met certification standards so we may all make better choices and support the humane production of meat animals. For more information, please visit

<http://www.animalwelfareapproved.org>.



3. 2011 Calves.

We're always excited when our bison calves arrive in May and June. As usual, all the calves are healthy and happy, but this year the news is disappointing. It seems we may have a dud breeding bull. We may have only half the calf crop we've had in years past. Corrective options include buying a new breeding bull and calves to maintain our supply of meat animals which would otherwise take a significant dip in 2.5-3 years (the length of time it takes to get the animals to harvestable weight.) Our current bull is expected to begin slowing down this year, so we are always bringing up one or two new 'understudies' to keep the calf count where it should be. Staying ahead of this curve is important to staying in business.

Ken will be at the ranch this week to confirm the count. If true, this may mean an immediate increase in the cost of the meat to offset the costs of a new breeding bull and calves. Because demand for bison meat remains high, the price of live animals is up too, in some cases having doubled in value from just three years ago.

In the meantime, Ken took recent videos of this year's calves which we always love sharing with you. Also our active breeding bull treating himself to a good scratch. They, along with nine other ranch videos, are all posted at <http://www.youtube.com/user/kenbison1>. (Most videos are on our website lindnerbison.com – the newer ones will be added soon!)

4. House construction loan!

We can hardly believe that last Saturday we signed loan papers to finally be able to build a house at the ranch. This is made possible by our IRA, the bison and your support for over 8 years. We're sure you can appreciate that after a 1200 mile commute every 11 days, it's time. We will begin looking for a mature couple dedicated to sustainable farming to replace our weekly presence at the markets, though we plan to visit about every 2-3 months. As always, we believe it's important to be visible and stay personally connected.

5. Future heritage species at Heritage Ranch!

Though we're going to miss the weekly interactions with you, here's the other piece of good news: by moving to the ranch, we will be able to humanely add the other meat species that we've been wanting to add for a long time, but couldn't because of the daily care required. Specifically, we're looking at heritage pigs and heritage chickens and/or turkeys. Not all at once mind you, but as funds allow for the fencing, housing and feed that they will require; also allowing for our inevitable learning curve. This has been a long time coming and we, along with many of you, can hardly wait!

Until then, it's gratifying to us that more people now know about 100% grassfed bison meat than when we first began selling. However there is still an effort needed to encourage beginning and established bison producers to decouple from the grainfed commodity system and humanely 100% grass feed their animals. Most bison in the U.S. and Canada are all still on grain, so more than ever, your food dollar vote matters, as do your sustainable menu purchases. Whether offered through foodservice i.e., restaurant, store or catered event, or the farmer's market, if you don't see the words "100% grassfed," we encourage you to always ask and then buy accordingly!

Kathy & Ken Lindner

California Grassfed Bison is a registered trademark of Lindner Bison.

If at any time you want to be removed from this mailing, please just click on reply and type the word 'remove' in the subject heading. Thank you!