

Subject: Buffalo Meat Gaining Attention

Summary: New buffalo (or do you say bison?) meat products are being introduced and ranchers are hopeful more consumers will discover this flavorful, low fat red meat.

Suggested Lead: New ideas for marketing bison meat are part of the reason for optimism among ranchers who raise America's original meat animal. Stewart Truelsen reports from near Mandan, North Dakota.

TRT: 1:24

Suggested Supers: Mandan, North Dakota
@ :13

Nancy Allen
Cannonball Ranch.
@ :18

Stewart Truelsen
Reporting
@: 36

Anchor Tag: For more information about ranch-raised buffalo visit the website for the industry, www.bisoncentral.com.

Buffalo Meat Getting Attention
Stewart Truelsen Reporting
August 21, 2003

<p>Big buffalo nudges other out of way and walks toward camera/</p>	<p>VO/ THEY SEEM TO COME IN TWO SIZES, BIG...AND BIGGER. THEY ARE THE LARGEST LAND MAMMAL IN NORTH AMERICA SINCE THE ICE AGE, BUT ARE THEY BUFFALO OR BISON?</p>
<p>Sound bite Nancy Allen Cannonball Ranch Slow pan across plains to herd/</p>	<p>SOT/ IT'S THE AMERICAN BISON AND THE ACTUAL SCIENTIFIC TERM IS BISON—BISON, IS WHY THEY CALL IT THAT, BUT ACTUALLY IT IS THE SAME IN AMERICA, IT IS THE BUFFALO. AND THEY'VE DONE DIFFERENT MARKETING RESEARCHES AND THEY GO BACK AND FORTH ON WHETHER IT SHOULD BE CALLED BUFFALO OR BISON. THE LATEST ONE SAID THAT BUFFALO IS MORE RECOGNIZABLE TO THE CONSUMER.</p>
<p>Buffalo walking/ Shaggy buffalo/</p>	<p>VO/ LIKE OTHER FORMS OF AGRICULTURE, BUFFALO RANCHING HAS BEEN THROUGH SOME HARD TIMES.</p>
<p>Sound Bite Nancy Allen Cover part of sound bite With buffalo cows and calves/</p>	<p>SOT/ WE CAN SEE THAT IT IS STARTING TO COME BACK UP. A LOT OF PEOPLE HAVE BEEN OUT MARKETING MEAT, TRYING TO MARKET OUT OF FARMGATING OR TRYING TO MARKET THROUGH DISTRIBUTORS AND THAT, AND WE SEE THAT THE DEMAND IS UP; THE AWARENESS IS OUT THERE.</p>

<p>Lone buffalo/ Close-up of head/ Buffalo moving/</p>	<p>VO/ IT'S HARD NOT TO BE AWARE OF BUFFALO IF YOU ARE IN THEIR PRESENCE. THE MEAT FROM THESE ANIMALS ALSO IS GETTING RENEWED ATTENTION.</p>
<p>Sound bite Nancy Allen Bull, grass foreground/</p>	<p>SOT/ IT IS A NICE LEAN MEAT, AND IF COOKED PROPERLY, SLOWLY, IT'S A NICE TENDER MEAT. YOU KNOW YEARS AGO THEY USED TO THINK IT WAS ALWAYS TOUGH, BUT PEOPLE WERE KILLING OLD BULLS AND THAT. NOW WE PROCESS 22 TO 30 MONTH OLD BULLS AND THE MEAT IS NICE AND TENDER AND IT'S HEALTHY FOR YOU.</p>
<p>Butcher stocking shelves with buffalo hot dogs/ Steak Nugget bag to nuggets in hand/ Buffalo/</p>	<p>VO/ BUFFALO MEAT IS NOW AVAILABLE IN CONVENIENCE FOODS-- BUFFALO HOT DOGS AND MILDLY SPICY BUFFALO STEAK NUGGETS FROM CANNONBALL RANCH. NEAR MANDAN, NORTH DAKOTA, I'M STEWART TRUELSEN.</p>