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May/June 2019



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SIRE AND DAM SIRE SUMMARIES

The March 2019 LMCC sire performance study is out. Data is based on sire and dam sire with 4+ progeny; over 875 carcasses images with Dr Kuchida's camera and analyzed with his software.



TOP 12

SIRE SUMMARY	COUNT OF ANIMAL ID	AVERAGE IMF %	DAM SIRE SUMMARY	COUNT OF ANIMAL ID	AVERAGE IMF %
LMR Kitaguni 1441Y	4	39.54%	WKS Yasufuku Jr	59	34.30%
LMR Daisuke 2470Z	7	37.69%	WKS Kitaguni Jr	41	34.15%
LMR Shichiro 2403Z	5	36.85%	LMR Sensei 817T	5	32.80%
LMR Hiroyuki 3492A	4	35.18%	LMR Kenichi 807T	15	32.26%
LMR Aoichi 2468Z	11	35.11%	WKS Shigesigetani	18	32.05%
LMR Yasumasa 2428Z	16	34.98%	WW Hirashigetayasu Z278	12	32.03%
LMR Mitsuru 2450Z	14	34.24%	WKS Haruki II	13	31.85%
LMR Koichi 1409Y	7	33.25%	Itomoritaka ETJ002	11	31.51%
Kimitofuku TF813	9	32.91%	TF Itomichi 1-2	27	31.28%
WKS Yasufuku Jr	60	32.84%	Itoshigefuji TF147	20	31.17%
WKS Kitaguni Jr	87	32.05%	Itoshigenami TF148	38	31.00%
Kitateruyasudoj ETJ 003	19	32.04%	Bar R Sanjirou 4P	22	30.71%





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A-N

THE

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May/June 2019

Volume 5, Number 4



12 RANCH REACH

Rising Sun Wagyu

In this issue we travel to South Africa to meet up with Georgina and her crew from Rising Sun Wagyu. On this journey we learn about their program's challenges, successes and love for the breed.

>> *By Heather Smith-Thomas*



16 HEALTH & HUSBANDRY

Forage Tests

We all know the importance of forage in our animals' diets but did you know that each type is different when it comes to vital nutrients that are crucial for your animals to function at their full capacity? The best of the best in the feed world explains.

>> *By Dr Jimmy Horner*

26 MARKET MATTERS

Technology & You

Today technology plays so many roles in our day to day lives, but we aren't taking as advantage of its benefits as we could be in our cattle operations. We explore what options are available out there and how they can up your management game.

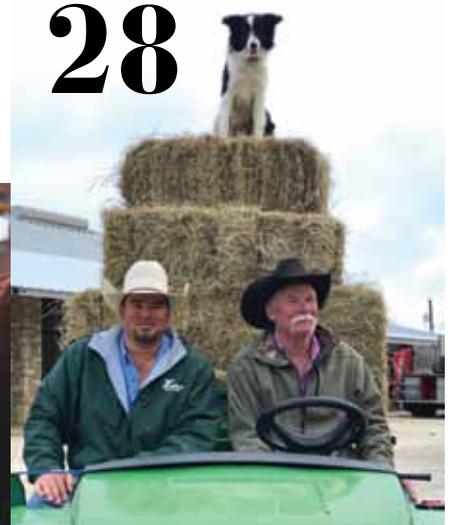
>> *By Jeri Tully*



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28 OUT & ABOUT

This spring has been very busy with Wagyu events and in this issue, we have the recaps. The Houston Livestock show results are in as well as the last two industry auctions. Also, don't forget the upcoming events; we've got it all listed here for you.



36 RANCH REACH

C Free Farms

Some folks just have it in them to raise cattle, and that's what makes them happy. A lovely couple from Florida are just that and when they aren't fishing, they're working their animals. Ranching in Florida can be challenging but C Free Farms makes it look easy and is loving every second along the way.

>> *By Jeri Tully*



36



42 MARKET MATTERS

New Regional Associations

The AWA has broken the US into five different regions. We visit with a current AWA BOD member to learn about how this move was made to better serve the membership as a whole.

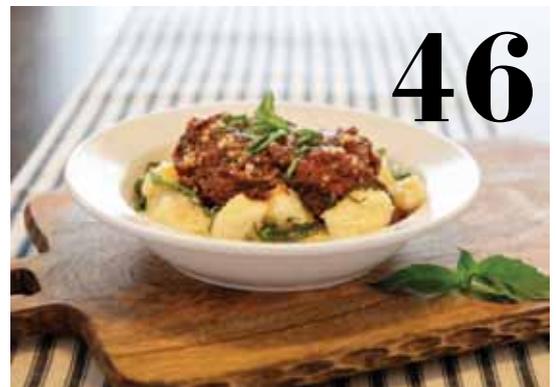
>> *By Heather Smith-Thomas*

46 MARSHALL'S DAILY DISH

Wagyu Ragu Pomodoro

If you're not hungry now, you will be when you turn to page 46. Once again, Chef Marshall elevates already amazing Wagyu in a superb dish that you can try to master at home.

>> *Chef Marshall Johnson*



46

COVER>>

*Courtesy of: Rising Sun Wagyu
Location: South Africa*

UNDER THE RUG

“People will always notice the change in your attitude towards them but they will never notice it’s their behavior that made you change.”

- Anonymous



Now if you know me at all, I’m a very upfront person. I never have a problem confronting any situation whether it is good or bad. Most often, if there is an issue, I work it out right away. The thing I do not do is sweep it under the rug, pretend like it didn’t happen or just simply forget; I never forget. Owning up to all of our behaviors in life is very tasking and sometimes we have no excuses but know that simply owning up to any and/or past behaviors that were maybe not “right”, plain selfish or simply rude is the first step towards better behavior. That rug can only handle so much and then things get awkward.

What’s not awkward is this issue. We have all of your favorite categories of editorial covered. We travel from South Africa to Florida as we get to know some of our fellow Wagyu enthusiasts in our Ranch Reach sections. In Market Matters we tap into some seriously helpful technology that can help us raise cows and the new regional associations being formed. I hope you brought you appetite because Chef Marshall brought the recipe and when it comes to eating, Dr. Horner fill us in on making sure the forage your feeding is doing its job. As always, we have the latest and greatest happenings in the Out & About.

Don’t brush this issue under the rug; sit down, take a deep breath winter in finally over and enjoy...the summer heat is up next.

Mercedes Janusz-Jahoe

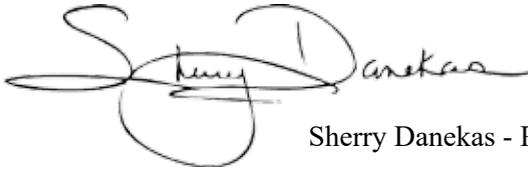
For it is by grace you have been saved,
through faith – and this is not from
yourselves, it is the gift of God.

Ephesians 2: 8

Boy has this been a week of ups and downs, we had a swarm of bees land in the trees and then moved to the buildings, the deadlines kept everyone with their nose to the grindstone, and all of the daily ranch chores did not go away. I'm glad that today is Friday and even happier that Easter weekend is upon us. There is really nothing more exciting than the holidays with my grandson, while he may still be a bit young to understand the true meaning of Easter; he is just the right stage to appreciate a rabbit hiding eggs, and the pure fun that goes into coloring them. So Sunday morning will be crowded with hunting down eggs, baskets of treats and hoping he can sit still through the service at church.

Spring finally decided to arrive this week with a vengeance, because of the heavy rains, we are having a spring on steroids. The greens are not just green they are exceedingly green, the blooms are out of constraint. While this makes for an amazing few weeks, it won't be long before we'll have one of those 105 degree days with a North wind, and then we'll just have fire fuel. So I better enjoy while it's here and appreciate the abundance of grass filling our pastures.

It's been a busy Wagyu Spring as well, and in May we will be back in Texas at the Celina Ranch, for their second production sale. This is going to be one you won't want to miss. Then the end of the month and first of June will find us in Kansas for the Mid-West Wagyu meeting and the following day the Passion for Prime event takes place. The consignments in this year's sale are off the charts good, so be sure to study the catalog. Don't forget to check out the Wagyu calendar in this issue so that you can make those travel plans early.



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DISCOVERY

This Issue's Four Contributors Share Themselves With Us.



HEATHER SMITH-THOMAS
Rancher / Writer



My favorite moments of spring are... watching our young calves bucking and playing in the pasture and showing their sassy individual personalities.
If the house I grew up in could talk, it would say... "I'm glad my basement could serve as your fun room—whether you were galloping around on your stick horse (an old broom handle) or roller-skating around my cement floor with your little brother, or sitting under the stairs in the dark telling him ghost stories"
One word that describes my family is... resilient.



DR. JIMMY HORNER
Nutritionist / CEO
Protocol Technologies



My favorite moments of spring are... in the early morning when the songbirds are serenading us as the sun comes up.
If the house I grew up in could talk, it would say... we moved around a lot during my childhood, but I spent a lot of time at my grandmother Horner's house which was my favorite home of all. Her house would most likely repeat her very frequent words of encouragement to me that God had really big plans for me and that He was going to use me in mighty ways. Her home was my haven for most of my early years.
One word that describes my family is... Blessed. One huge blessing day after day.



MARSHALL JOHNSON
Wagyu Breeder / Chef
Restauranteur



My favorite moments of spring are... seeing the grass start to grow and the calves being born.
If the house I grew up in could talk, it would say... listen at your own risk!
One word that describes my family is... Large



JERI TULLEY
Writer



My favorite moments of spring are... my seeing entire fields of bluebonnets as I drive down the road, smelling the rain in the air right before the raindrops begin, and listening to the call of the birds in the morning.
If the house I grew up in could talk, it would say ... I am happy to have sheltered a family that chose laughter over tears, peace over pettiness, and love over all.
One word that describes my family is... hardworking.



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-Dr. Jimmy Horner

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Rising Sun

WAGYU STUD BREEDERS

By Heather Smith-Thomas



"Our aim is to breed excellent genetics..."

Georgina Jeurissen, MD of Rising Sun Stud Breeders is a third generation rancher and butcher. With family roots in cattle farming and the butcher business dating back to the 1920's, she started her experiences with cattle at an early age. Under the guidance of her father, Hans Jeurissen, who ran a herd of 3500 head of commercial beef cattle on his farms in Dwaalboom, she developed an intense passion for cattle.

She now farms with her Wagyu cattle herd near Scheerpoort, in the North West Province of South Africa. Although she ran a meat packing facility in Soweto for 10 years, she was only introduced to Wagyu cattle 3 years ago. Her exporting agent in Hong Kong wanted to know if she could export Wagyu meat, but at that time, she did not know what Wagyu cattle were, and started doing some research on the breed.

After tasting Wagyu meat for the first time, she decided to start farming and raising Wagyu. She realized that the Wagyu meat had a unique taste unlike any other beef, and with her background in the meat industry, she knew how important top quality, consistency and healthy meat can be for the consumer. She sold her meat packing facility in early 2016 and started her Wagyu Stud, with her partner Warren Flood.

“A good quality Wagyu cow can be very expensive, but there is a good return on investment by selling her embryos and calves,” says Jeurissen. “There is additional value in using the Wagyu to cross breed with other breeds. The resulting F1 weaned calves can be sold for 15 – 20% premium above typical market price, because of the marbling ability of the Wagyu.”

The aim of Jeurissen's breeding farm is to produce Full Blood carcasses for the meat market. All of the bull calves are graded early on, and only the top 5% are kept in the breeding program or sold to clients as breeding stock. Rising Sun Stud Breeders are proud of their genetics, and jealously guard their reputation.

Jeurissen feel that it is extremely important to always use only the best genetics available. She says the ultimate test of a breeding program is to put an animal up for sale, and be willing to buy that animal back to use in her herd. The cull bulls are castrated and prepared for the meat market.

On her farm in South Africa there are currently about 250 Wagyu cows in an embryo program, and she says there should be about 200 Full Blood Wagyu cattle on the farm by the end of 2019. The aim is to build a top stud of the best 200 black heifers and the best 200 red heifers for the cow herd.

Rising Sun is in partnership with Wagyu Sekai, one of the few original Wagyu Studs outside Japan, and one of the oldest. This connection offers Jeurissen the opportunity to be mentored by the highly respected Japanese master Ken Kurosawatsu.

Rising Sun is proud to have Wagyu Sekai, Incorporated, Canada, as a partner. “Currently, we are establishing a pool of genetics in South Africa which is unsurpassed,” says Jeurissen. Interested breeders will be able to obtain embryos and semen from some of the best bloodlines across the globe.

“Our aim is to breed excellent genetics,” says Jeurissen. “The quality of the meat is very important, but we don't want to lose any of the good traits of the Wagyu cattle themselves. The Wagyu cow must be phenotypically correct and have enough milk to raise a healthy calf. Wagyu cattle are very fertile and are known for their longevity, which

Page 14 >>





make for a very economical breed.”

A typical Wagyu cow can easily raise a healthy calf every year for 20 years. It is not uncommon for the young heifers to reach sexual maturity before 12 months of age. Wagyu cattle have an excellent temperament and they grow fast, which make them a pleasure to farm. Not a lot of other beef breeds have those desirable traits.

“A basic, well balanced diet for the cattle and a proven intensive herd health management system is required to unlock the genetic potential of the Wagyu. Our aim is to farm sustainably on our property, so we utilize the natural pastures optimally and feed a daily balanced ration, without any hormones or animal products,” says Jeurissen.

“The Wagyu is hardier than people think. In Australia they farm with Wagyu cattle in temperatures above 45 degrees C (113 degrees Fahrenheit) and in Canada these cattle do very well below 0 °C (32 degrees Fahrenheit). These cattle adapt very well in both climate extremes. Adult animals are very hardy but the calves require quite a lot of attention during the first few weeks of life and need constant monitoring and care during that time,” she says.

In her efforts to become one of the best Wagyu breeders in the world, Georgina Jeurissen only imports the best embryos. “Sometimes we test science a little by implanting these valuable embryos in Jersey cows and then expect everything to be 100% perfect, and it generally works fine,” she says.

“Diarrhea in baby calves can be a problem at times, but I manage it. In cases of diarrhea we take the calf from its mother, give the calf electrolytes for a few days, stabilize the calf and take it back to the mother. The biggest problem is that the Jersey cows produce too much milk. The calves are greedy and drink too much, which can irritate the young gut and set the calf up for diarrhea. The Jersey cow has excellent maternal traits, however, and she will raise any calf, and sometimes more than one calf at the same time,” says Jeurissen.

Today her Rising Sun Wagyu stud farm is an inspiration to other breeders and a great example of how a person can start from small, but well researched beginnings to grow a Wagyu herd into a well-respected, profitable business with sound genetics as the most important factor. 🍷





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FORAGE TESTS

By Dr. Jimmy Horner

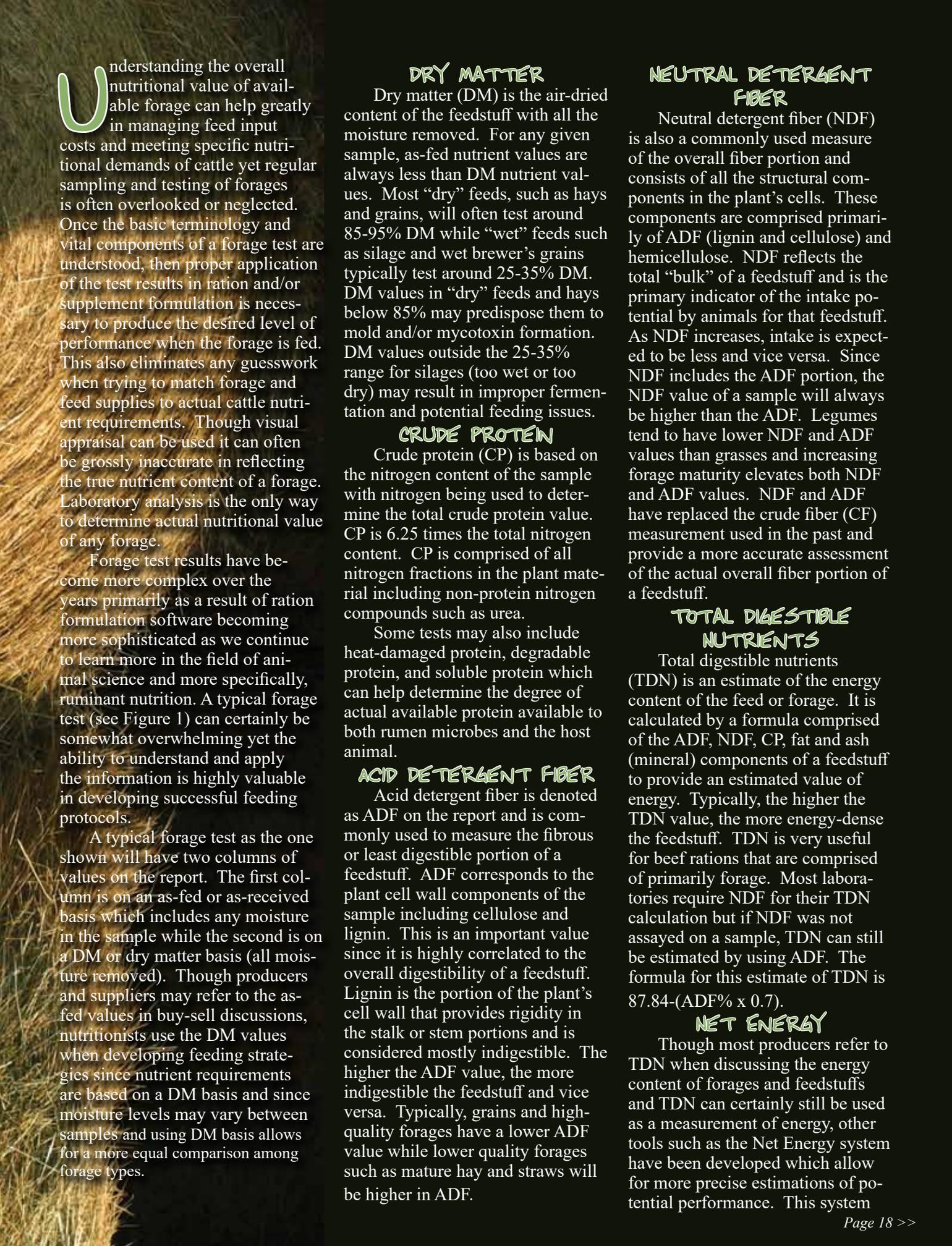
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FORAGE TEST FIGURE 1



Understanding the overall nutritional value of available forage can help greatly in managing feed input costs and meeting specific nutritional demands of cattle yet regular sampling and testing of forages is often overlooked or neglected. Once the basic terminology and vital components of a forage test are understood, then proper application of the test results in ration and/or supplement formulation is necessary to produce the desired level of performance when the forage is fed. This also eliminates any guesswork when trying to match forage and feed supplies to actual cattle nutrient requirements. Though visual appraisal can be used it can often be grossly inaccurate in reflecting the true nutrient content of a forage. Laboratory analysis is the only way to determine actual nutritional value of any forage.

Forage test results have become more complex over the years primarily as a result of ration formulation software becoming more sophisticated as we continue to learn more in the field of animal science and more specifically, ruminant nutrition. A typical forage test (see Figure 1) can certainly be somewhat overwhelming yet the ability to understand and apply the information is highly valuable in developing successful feeding protocols.

A typical forage test as the one shown will have two columns of values on the report. The first column is on an as-fed or as-received basis which includes any moisture in the sample while the second is on a DM or dry matter basis (all moisture removed). Though producers and suppliers may refer to the as-fed values in buy-sell discussions, nutritionists use the DM values when developing feeding strategies since nutrient requirements are based on a DM basis and since moisture levels may vary between samples and using DM basis allows for a more equal comparison among forage types.

DRY MATTER

Dry matter (DM) is the air-dried content of the feedstuff with all the moisture removed. For any given sample, as-fed nutrient values are always less than DM nutrient values. Most “dry” feeds, such as hays and grains, will often test around 85-95% DM while “wet” feeds such as silage and wet brewer’s grains typically test around 25-35% DM. DM values in “dry” feeds and hays below 85% may predispose them to mold and/or mycotoxin formation. DM values outside the 25-35% range for silages (too wet or too dry) may result in improper fermentation and potential feeding issues.

CRUDE PROTEIN

Crude protein (CP) is based on the nitrogen content of the sample with nitrogen being used to determine the total crude protein value. CP is 6.25 times the total nitrogen content. CP is comprised of all nitrogen fractions in the plant material including non-protein nitrogen compounds such as urea.

Some tests may also include heat-damaged protein, degradable protein, and soluble protein which can help determine the degree of actual available protein available to both rumen microbes and the host animal.

ACID DETERGENT FIBER

Acid detergent fiber is denoted as ADF on the report and is commonly used to measure the fibrous or least digestible portion of a feedstuff. ADF corresponds to the plant cell wall components of the sample including cellulose and lignin. This is an important value since it is highly correlated to the overall digestibility of a feedstuff. Lignin is the portion of the plant’s cell wall that provides rigidity in the stalk or stem portions and is considered mostly indigestible. The higher the ADF value, the more indigestible the feedstuff and vice versa. Typically, grains and high-quality forages have a lower ADF value while lower quality forages such as mature hay and straws will be higher in ADF.

NEUTRAL DETERGENT FIBER

Neutral detergent fiber (NDF) is also a commonly used measure of the overall fiber portion and consists of all the structural components in the plant’s cells. These components are comprised primarily of ADF (lignin and cellulose) and hemicellulose. NDF reflects the total “bulk” of a feedstuff and is the primary indicator of the intake potential by animals for that feedstuff. As NDF increases, intake is expected to be less and vice versa. Since NDF includes the ADF portion, the NDF value of a sample will always be higher than the ADF. Legumes tend to have lower NDF and ADF values than grasses and increasing forage maturity elevates both NDF and ADF values. NDF and ADF have replaced the crude fiber (CF) measurement used in the past and provide a more accurate assessment of the actual overall fiber portion of a feedstuff.

TOTAL DIGESTIBLE NUTRIENTS

Total digestible nutrients (TDN) is an estimate of the energy content of the feed or forage. It is calculated by a formula comprised of the ADF, NDF, CP, fat and ash (mineral) components of a feedstuff to provide an estimated value of energy. Typically, the higher the TDN value, the more energy-dense the feedstuff. TDN is very useful for beef rations that are comprised of primarily forage. Most laboratories require NDF for their TDN calculation but if NDF was not assayed on a sample, TDN can still be estimated by using ADF. The formula for this estimate of TDN is $87.84 - (ADF\% \times 0.7)$.

NET ENERGY

Though most producers refer to TDN when discussing the energy content of forages and feedstuffs and TDN can certainly still be used as a measurement of energy, other tools such as the Net Energy system have been developed which allow for more precise estimations of potential performance. This system

accounts for energy losses from digestion of feedstuffs whereas the TDN system does not. The Net Energy system also allows for partitioning of energy based on stage of production such as maintenance, gain or lactation

and the Net Energy system is more applicable when a specific rate of gain is targeted, or a specific milk yield is needed. Most laboratories report net energy for maintenance (NE_m), net energy for gain (NE_g) and net energy for lactation (NE_l) in megacalories per lb as well as TDN in percentages. Net energy for maintenance reflects that energy needed for maintenance of basic bodily functions such as body temperature, physical activity, heart function and respiration. Net energy for gain is that energy used for productive purposes such as deposition of protein and fat. Net energy for lactation is the energy needed for milk production. The value of NE_g is always less than NE_m for a given sample because the feedstuff is used less efficiently for gain than it is for maintenance.

RELATIVE FEED VALUE

Relative feed value (RFV) is used to compare one forage to another on a dry matter basis. RFV is derived by considering the digestibility (calculated from ADF) and the potential intake (calculated from NDF) of a given forage. RFV has become a very popular term in describing the overall nutritional value of a forage. RFV is an index value that ranks forages on ADF and NDF as compared to full bloom alfalfa which is assigned an RFV of 100. RFV includes digestible dry matter (DDM) and dry matter intake (DMI) in its calculation.



$$\text{RFV} = \text{DDM} \times \text{DMI} \div 100$$

Digestible dry matter (DDM) is the percentage of a forage sample that is digestible. It is an estimate based on results from animal feeding trials and forage ADF content. Generally, as ADF increases, DDM decreases. We generally recommend that grass hay test at an RFV of 85 or higher and that alfalfa test at 150 RFV or higher to maximize forage quality. Producers must keep in mind that RFV does not take protein level into account, but those forages high in RFV tend to be higher in protein as well. Some labs also report RFQ (relative forage quality) which is similar to RFV but uses TDN in place of DDM in calculations.

MINERALS

In the forage test shown, the producer also requested mineral analysis. This is one component of forage tests which is often overlooked but can prove critical in preventing potential imbalances and/or deficiencies. We recommend all forages to be fed to the breeding herd and in embryo transfer programs, be tested for both macro and micro mineral levels since all are important for optimum reproductive efficiency. The macro mineral (calcium, phosphorus, magnesium, potassium, sulfur and chloride) levels can also play significant roles in finishing rations potentially contributing to urinary calculi, dehydration, rumen acidosis, etc.

FINAL NOTES

Forages are the building blocks of any successful feeding program. Regular testing should be performed on forages since they usually comprise the largest portion of most rations (excluding finishing rations) and their quality determines the type and amounts of supplementation needed.

To be useful, a forage analysis should be based on a “representative” sample with cores or cross-section samples taken from 15-20 bales of hay or haylage. The sample should be analyzed by a laboratory whose accuracy has been certified by the National Forage Testing Association (NFTA).

Forages can be analyzed two methods. Traditionally, laboratories process forage samples through a series of chemical procedures (wet chemistry) to determine the various nutritional components. In recent years, technological advances have spurred laboratories to use NIR (near infrared reflectance spectroscopy) to measure these same components. NIR techniques are often faster, less expensive and tend to reduce human error associated with some wet chemistry methods. NIR testing is calibrated with data from traditional wet chemistry testing with both methods providing accurate and similar results on common forages. We suggest wet chemistry be performed on less common forages

found in specific areas or regions. The costs associated with forage testing are minimal (usually \$20-\$40 per sample) or even free of charge with some feed companies, yet the results can have a highly significant impact on a producer's bottom line by ensuring all nutritional requirements are being met while wasteful nutrient excesses or imbalances are being avoided. 🌱

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AA
sells bred

BAR V KITAGUNI 603D

FB24452 DOB: 01/27/2016 Tatt: BAR V 603D Female

WORLD K'S YASUFUKU JR	YASUFUKU 930
MFC YASUFUKU JR 7-12	KANEKO 5
CHR MS KITATERU 59J	KITATERUYASUDOJ J2810
	CHR KIKUHANAHIIME
CHR KITAGUNI 07K	WORLD K'S KITAGUNI JR.
MFC MS KITAGUNI 7-22	CHR MS MICHIFUKU 030H
CHR MS FUKUTSURU 258R	JVP FUKUTSURU-068
	SUZUTAKA 1



BARV MS SHIGE MORITA 766E AI

FB35495 DOB: 11/26/2017 Tatt: BARV 766E Female

ITOMORITAKA J2703	ITOHIRASHIGE
MFC ITOMORITAKA 0-41	DAI 16 OEFUJII J565554-KURO KOH
CHR MS MICHIFUKU 209S	WORLD K'S MICHIFUKU
	CHR MS KITAGUNI 84L
BAR R SHIGESHIGETANI 30T	WORLD K'S SHIGESHIGETANI
BAR R C28	BAR R 68P
BAR R 36U	BAR R ICHIRO 32R
	BAR R YASAFUKU 38R



BAR V SUZATANI 812F

FB42988 DOB: 02/01/2018 Tatt: 812F Female

WORLD K'S SHIGESHIGETANI	WORLD K'S HARUKI 2
BAR R SHIGESHIGETANI 30T	WORLD K'S SUZUTANI
BAR R 68P	BAR R MICHISURU 2 K
	MISS BAR R 18H
BAR R 58Y	BAR R SHIGESHIGETANI 30T
BAR R 42B	BAR R 55T
BAR R 46U	BAR R YASAFUKU 42K
	BAR R MISS 32M



BAR R NAKAGISHI E73

FB28224 DOB: 03/24/2017 Tatt: E73 Female

WORLD K'S SANJIROU	WORLD K'S MICHIFUKU
BAR R NAKAGISHI 56T	WORLD K'S SUZUTANI
WORLD K'S NAKAGISHI 5	KENRYU 190S
	NAGAYOSHI 472016
WORLD K'S SANJIROU	WORLD K'S MICHIFUKU
BAR R 57T	WORLD K'S SUZUTANI
WORLD K'S NAKAGISHI 5	KENRYU 190S
	NAGAYOSHI 472016

plus these exciting females...

MFC MS NAKAGISHIHIRO 631D

FB24384 DOB: 04/13/2016 Tatt: MFC 631 Female

AA 7 ^{sires} _{dams} BAR R NAKAGISHIRO 56T
BAR R 57T

BARV MS KIKU TANI 762E ET

FB35492 DOB: 09/12/2017 Tatt: BARV 762E Female

^{sires} _{dams} JVP KIKUYASU-400
BAR R 42B

BARV MS KIKU SHIGE 763E ET

FB35493 DOB: 09/13/2017 Tatt: BARV 763E Female

AA 7 ^{sires} _{dams} JVP KIKUYASU-400
BAR R 42B

BARV MS ITOZURU FUJI 761E ET

FB35491 DOB: 10/03/2017 Tatt: BARV 761E Female

AA 7 ^{sires} _{dams} MT FUJI
CHR MS ITOZURU DOI 367

BAR V SHIGETANI 811F

FB42987 DOB: 01/27/2018 Tatt: 811F Female

^{sires} _{dams} MFC ITOMORITAKA 0-41
BAR R C28

See you there...

BE READY TO BE IMPRESSED!

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AA/10 headed down the road



Sells June 1st **PASSION for PRIME**

This offering from Bowman Farms located in Roaring River, North Carolina consists of a three and a half year old Herd Bull. He has tested FREE of all Recessive Genetic Disorders, tested SCD = AA, and a Tenderness score of 10. This bull's pedigree is well balanced allowing for the ability to produce Breeding Stock or engage in Meat Production. His Dam comes from the well-known Wagyu Breeding program at Crescent Harbor Ranch. You will find many well-known and respected Sires in her lineage, from World K's MICHIFUKU to World K's KITAGUNI JR. that are sure to increase carcass merit. Takeda Farms KIKUHANA that is sure to improve maternal traits and growth. This Dam is also the Dam of the well-known Wagyu Bull MFC ITOMORITAKA 0-41. This Bull's sire was fathered by JVP KIKUYASU 400, the largest Tajima bull ever imported from Japan who is sure to increase Rib Eye Area. His Sire's Dam is once again from the distinguished breeding program at Crescent Harbor Ranch. She is a well balanced Female with exceptional Carcass Merit lineages from World K's TAKAZAKURA to World K's KITAGUNI JR. This Bulls Phenotype is outstanding. He is extremely docile and easy to handle. He has nine offspring recorded from multiple females, 4 of which have tested SCD=AA, Tenderness 10.

HLW KIKUYASU AA10

FB22127 DOB: 10/28/2015 Tatt: 5-13 Male

JVP KIKUYASU-400	KIKUYASU DOI 575
MFC KIKUYASU 9-16	FUKUYOSHI 703223
MJB MS TAKAGUNI 074K	WORLD K'S TAKAZAKURA
	CHR MS KITAGUNI 037H
	MONJIRO 11550
WORLD K'S MICHIFUKU	MICHIKO 655635
CHR MS MICHIFUKU 209S	WORLD K'S KITAGUNI JR.
CHR MS KITAGUNI 84L	CHR MS KIKUSHIGE 013



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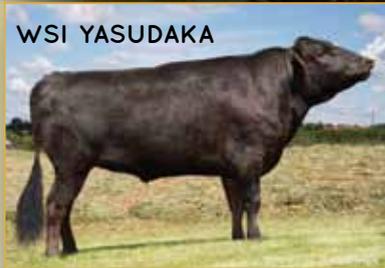
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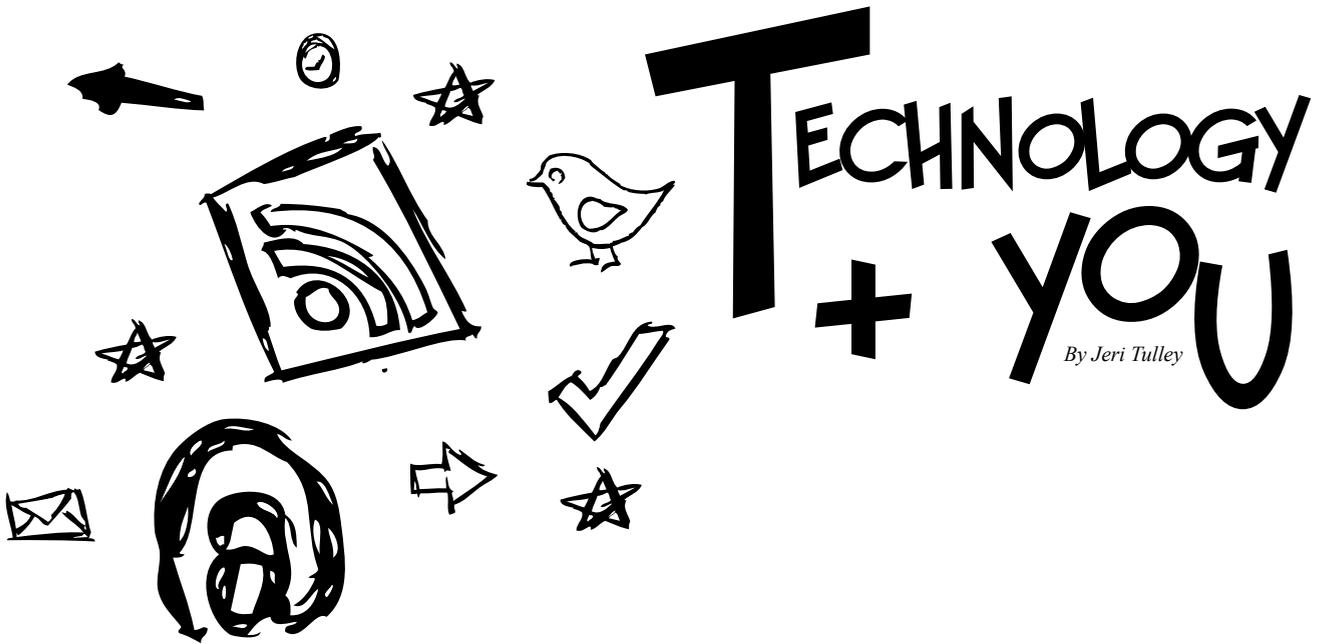
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KEN@WAGYUWORLD.COM
GEORGINA@RISINGSUNWAGYU.CO.ZA



Today techno-geeks tout the amazing, money-making, and time-saving benefits of all of the newest gadgets and gizmos available on the market in every industry – even agriculture. With the large amount of time that it would take to research and find what might work for you as a rancher, the steep learning curve you might have to overcome to be able to use the software, and the potentially high cost of purchasing equipment, gizmos, and/or gadgets, does the small Wagyu rancher/breeder really have the spare time to devote to incorporating and keeping up with the cutting edge? The short answer to that question is; yes, you do. Here are a few relatively simple and inexpensive ways to dip your boots into technology and see what might be beneficial to your Wagyu program.

Weather is always a major factor in planning any rancher's day. Several good apps are available for your phone. Dark Sky Weather by Jackadam, featured in New York Times, Wall Street Journal, Fast Company, Wired and more, is the number one rated weather app. It costs \$3.99 to download, but boasts that it will tell you down-to-the-minute when rainfall will occur in your exact location. User-customized notifications covering the next twenty-four hours for things like temperature, wind,

and precipitation and a function called 'Time Machine' that allows users to see historical weather data and to view future predictions based off seasonal averages make this app a valuable tool. Free weather apps also recommended are: MyRadar NOAA Weather Radar, rated number four in weather apps, shows radar activity and gives forecasts alongside storms and wildfire data. Weather' is a great app to choose if you are looking for a simple design that is easy to use. With hourly forecasts up to ten-day forecasts, it gives basic information such as sunrise and sunset times, wind speed and direction details, and much more.

With the significant financial investment raising Wagyu cattle requires, ensuring the safety of your cattle is a must. Typing 'ranch security systems' into an Internet search engine will bring up several different options, from do-it-yourself one-camera systems to all the major security companies that will help you design a system around your needs. To find what is right for your program, I would start by asking yourself several questions:

Is Wifi available at the location that needs security?
What information do I wish to gather from the security system and how do I want it to be delivered to me (instantaneously via live-feed to my phone)?

What is my price range and am I willing to sign a monthly contract?
Do I want professional installation or am I comfortable setting up a system myself?

How rugged will my system need to be to weather the elements?

How will the system be powered?

Raising cattle responsibly and profitably is always a primary function for a rancher. Cattle management software such as CattleMax allows you to input data for your records. Penny Miller understood that tracking data is the first step to gaining knowledge that allows for solid decision-making when she created CattleMax software in response to the need to keep track of her family's

Page 27 >>



YOUR WISH...NOW AVAILABLE

AA 10



GVW MICHIFUKU F1106 ET

FB39259 DOB: 01/20/2018 Tall: GVW F1106 Female

MFC ITOMORITAKA 0-41	ITOMORITAKA J2703
GVW ITOMORITAKA 128-15	CHR MS MICHIFUKU 2095
GVW MICHIFUKU 220-12	LMR YOJIMBO
	BR MS MICH-1628-4624
MFC KIKUYASU 9-16	JVP KIKUYASU-400
GVW MICHIFUKU 3-2-16 1024	MJB MISTAKAGUNI 074K
GVW MICHIFUKU 220-12	LMR YOJIMBO
	BR MS MICH-1628-4624

SELLS JUNE 1ST PASSION for PRIME



Jack Cossette
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<< Page 26

cowherd and as an independent study project to complete her education at Texas A&M University in 1999. Now available commercially worldwide, CattleMax has an online version that can be accessed from most popular mobile devices allowing ranchers to enter data straight from the corrals or while waiting for cattle to be loaded on trucks. Prices range from \$9-\$50 per month depending on your herd sized and whether you are raising commercial cattle or registered cattle. With a five-star rating, Mississippi State University Extension Service (MSUES) Cattle Calculator app has a lot of functionality divided around three different categories – reproduction, performance, and management and is free to download through the app store. Cattlefax is a subscription-based program that gives ranchers a wealth of important information, namely weekly fair market values of cattle by gender and weights. For \$225 per year, subscribers get daily e-news, updates on trends, and data access that is easily accessible through the Cattlefax app that is free for members.

Taking good care of your land plays a major role in providing for your cattle. Free apps such as ID Weeds produced by the University of Missouri's College of Agriculture, Food and Natural Resources' Division of Plant Science and PastureMap by PastureMap Inc. can help you improve your pasture land and make better rotational grazing decisions. Digging a bit deeper, the USDA provides free web soil surveys through the National Resources Conservation Service that provides a simple yet powerful way to analyze soil data in four basic steps. Visit <http://websoilsurvey.nrcs.usda.gov>, click to map your area of interest, read and explore the results, and have the survey sent directly to your e-mail at no charge. 🌱

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production sale - 2020 - details to come

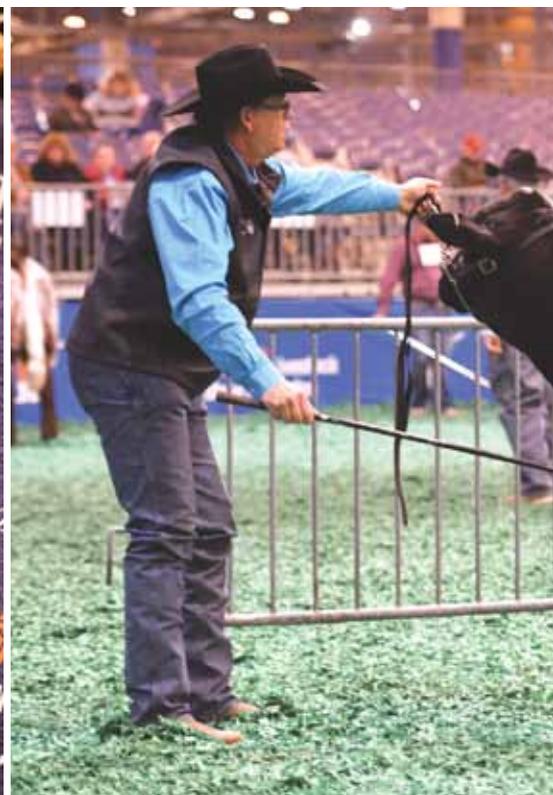
OUT & ABOUT

Wagyu Sales, Shows, and Other Happenings

2019 Houston Livestock Show and Rodeo HOUSTON, TEXAS



March 4th, 2019



>> *The Results*



Champion Black Fullblood Female
CMC E4
Exhibited by: CMC Cattle Company
Greeley, CO



Reserve Champion Black Fullblood Female
HH Ice Queen 218F
Exhibited by: Jordan Heskett
Bartlesville, OK



Champion Black Fullblood Bull
RVW KENHANAFUJI 790E ET
Exhibited by: Five Star Ranch
Brenham, TX



Reserve Champion Black Fullblood Bull
CMC Genesis 2
Exhibited by: CMC Cattle Company
Greeley, CO



Champion Red Fullblood Female
JMK Kazueko 231E
Exhibited by: JMK Cattle
McGregor, TX



Reserve Champion Red Fullblood Female
JMK Kaedemiko 322E
Exhibited by: JMK Cattle
McGregor, TX



Champion Red Fullblood Bull
JVS Big Al E58
Exhibited by: Leifeste Cattle Service
Cameron, TX



Reserve Champion Red Fullblood Bull
BA Reushaw Big Chief 187E
Exhibited by: Tim Conrad
Frankston, TX



Champion Red/Black Fullblood Female
HH Princes 1017E
Exhibited by: Jordan Heskett
Bartlesville, OK



Res. Champion Red/Black Fullblood Female
WDCC Koko 141F
Exhibited by: WR Cattle Company,
Wortham, TX

Black Fullblood Junior Get-of-Sire
Genesis
Exhibited by: CMC Cattle Company
Greeley, CO

Champion Red/Black Fullblood Bull
JVS Kuro-Bashi E63
Exhibited by: Leifeste Cattle Service
Cameron, TX

Champion Red/Black Fullblood Cow/Calf
VBV Eioko ENA D49
Exhibited by: WR Cattle Company
Wortham, TX

*Judge: Dr. Brant Poe
Stephenville, TX*

Sales

Diamond T Ranch Production Sale



March 23rd, 2019



>> *The Results*

Diamond T Ranch Fullblood Wagyu Production Sale

March 23rd, 2019

Jacksonville, Texas

Averages

1 Cows 5 years & older	23 Lots Avg: \$5,833
Cows 4 years & younger	13 Lots Avg: \$4,740
2017 Born Females	21 Lots Avg: \$6,200
Bulls	1 Lot \$5,100

Tops

FEMALES:

Lot 6: FC MS ICHIRO 1J, 06/17/2009 SIRED BAR R ICHIRO 32R; **\$34,500** TO **DOUBLE T FARMS**, FARMERVILLE, LA.

Lot 1: DTR SUZIFUJISHIGE, 11/18/2015 SIRED JC SANJIROU 58; **\$8,000** TO **DOUBLE T FARMS**, FARMERVILLE, LA.

Lot 2: FC MS SANJO 50, 12/30/2009 SIRED LMR SANJIRO 603S; **\$8,000** TO **FLYING C CATTLE**, WIMBERLY, TX.

Lot 17: JC MS 13M 88, 9/14/2013 SIRED BY 005 SHIGEFUKU 13M; **\$7,200** TO **RON SKINNER**, CYPRESS, TX.

Lot 37: RSC MS SHIGEKURA 2181, 9/11/2011 SIRED BY 005 SHIGEFUKU 13M; **\$7,000** TO **DOUBLE P WAGYU**, TIPTON, MO.

BULL:

Lot 39: DTR HIRASHIGEFUKU 23D, 12/08/2016 SIRED BY HIRASHIGETAYASU J2351; **\$5,100** TO **DOUBLE T FARMS**, FARMERVILLE, LA.

A hint of spring filled the air as the Diamond T Ranch welcomed everyone to the ranch to celebrate the Wagyu breed and the first ever production sale of the Diamond T Ranch fullblood Wagyu program. The hospitality began with a Texas style feast on Friday night and Saturday welcomed fellow breeders to yet another amazing spread and atmosphere. A group of active participants were present while a lot of action was brought to the scene over the internet. Over 130 viewers including participants took advantage of the online venue to partake in this exciting first endeavor. In the end, 57 lots of females and one bull were sold to 7 different states.

Sale Manager: James Danekas & Associates, Inc

Auctioneer: C.D. "Butch" Booker

Internet Venue: LiveAuctions.tv

The Steaks are High Sale

March 30th, 2019



>> The Results

Texas Wagyu Association The Steaks are High 10th Anniversary
March 30th, 2019
Salado, Texas

Averages

57 Black Females Gross \$200,500	Avg. \$3,518
17 Red Females Gross \$85,850	Avg. \$5,050
74 Females Gross \$286,350	Avg. \$3,870
24 Black Bulls Gross \$74,900	Avg. \$3,121
6 Red Bulls Gross \$18,650	Avg. \$3,108
30 Bulls Gross \$93,550	Avg. \$3,118

104 Total Live Cattle	Gross \$379,900
45 Embryo Lots	Gross \$93,531
49 Semen Lots	Gross \$35,193

Tops

THE TOP SELLING FEMALE WAS LAG 2098F, A 2/202018 DAUGHTER OF HEARTBRAND SAMSUNG S094P AND OUT OF A HB BIG AL 502 DAUGHTER THAT WAS CONSIGNED BY LEGENDARY AKAUSHI GENETICS, FLATONIA, TX AND SOLD TO MICHELLE JOHNSON, MOUNTAIN GROVE, MO FOR \$11,500.

SELLING FOR \$10,000 WAS STUD HIKO 418, A 10/26/2014 DAUGHTER OF WORD K'S SHIGESHIGETANI AND OUT OF A ITOZURU DOI DAUGHTER. SHE WAS SOLD BY KENTUCKY STUD WAGYU, ELKHORN, KY AND SOLD TO BRANSON WAGYU, WEATHERFORD, TX FOR \$10,000.

JASON MILLER, QUAKER CITY, OH PURCHASED TUR RED MOON 75E, A 9/20/2017 DAUGHTER OF JC RUESHAW 92 AND OUT OF A KALANGA RED STAR DAUGHTER THAT WAS CONSIGNED BY TURNER RIVER RANCH, MEDINA, TX FOR \$6,800. HE ALSO PURCHASED TR Ms RED EMPEROR 6502D, AN 8/21/2016 DAUGHTER OF HEART BRAND RED EMPEROR AND OUT OF A UKB MR SHIGEMARU 803 DAUGHTER CONSIGNED BY TEBBEN RANCH, FLORESVILLE, TX FOR \$6,000.

LOT 1, M6 Ms MICHIOYOSHI 616D, A 2/1/2016 DAUGHTER OF MICHIOYOSHI AND OUT OF A KR FRONTLINE 115 DAUGHTER SOLD TO JAMES MICHAEL DI ME0, AUSTIN, TX FOR \$6,300, SHE WAS SOLD BY M6 RANCH, ALVARADO, TX. ALSO SELLING FOR \$6,300 WAS KR Ms KIKUYASU, A 9/2/2017 DAUGHTER OF JVP KIKUYASU-400 OUT OF A HARUKI 2 DAUGHTER SOLD BY KAY RANCH, MANOR, TX TO DANIEL SQUYERS, YOAKUM, TX.

THE TOP SELLING BULL WAS M6 KITAGUNI 7114E AI, A 11/21/17 SON OF WORLD K'S KITAGUNI JR AND OUT OF A TF ITOMICHI 1/2 DAUGHTER CONSIGNED BY M6 RANCH, ALVARADO, TX. HE WAS PURCHASED BY TURNER RIVER RANCH, MEDINA, TX FOR \$4,400. THE NEXT HIGH SELLING BULL WAS M6 ITOMORITAKA 799E, A 10/16/2017 SON OF LMR MW ITOMORITAKA AND OUT OF A MICHIFUKU DAUGHTER CONSIGNED BY M6 RANCH, ALVARADO, TX AND PURCHASED BY BILLY BENNETT, DUNCAN, OK FOR \$4,300.

Sale Manager: Schacher Auction Services
Auctioneer: Robert Schacher

Save the Date **Upcoming Events**

In the News

2019

May

18 **Celina Cattle Company Production Sale**
Fort Worth, Texas

31 **Midwest Wagyu Meeting**
Salina, Kansas

JUNE

1 **Passion For Prime Sale**
Salina, Kansas

SEPTEMBER

14 **Lone Mountain Cattle Company
Production Sale**
Albuquerque, New Mexico

25-27 **American Wagyu Assoc. Convention**
Nashville, Tennessee

OCTOBER

12 **2nd Annual M6 & Friends “Good to the Bone”
Bull & Female Sale**
Alvarado, Texas

26 **TWA Fall Bull & Female Sale**
Salado, Texas

NOVEMBER

16-17 **Northeast Wagyu Association
Meeting & Sale**
TBA

15-21 **Northern International Livestock Exposition
Wagyu Show**
Louisville, Kentucky

DECEMBER

7 **Marble Ranch Genetics “Taste of Texas”
Wagyu Production Sale**
Navasota, Texas

2019 American Wagyu Association Board of Directors Update

Desi Cicale has joined the AWA Board as a new Board member. Desi is owner of Red Bull Cattle Company, LLC and is very committed to the Wagyu breed. Her most recent achievements include founding and managing, with other AWA members, “The Taste of Wagyu” and Triple Crown Steak Challenge and this will become an annual event to be held in different locations across the country. In addition, Desi, brought the Wagyu breed to the North American International Livestock Exposition (NAILE) and Desi put together the National Junior Wagyu Association which is committed to educating youth about the Wagyu breed. Desi’s knowledge and marketing expertise will be a great addition to the AWA Board. Desi Cicale will fill the director seat of the recently resigned, Dennis Kuempel.

2019 Board of Directors

Pete Eshelman - **President**
Mike Kerby - **First Vice President / Secretary**
Clem Kuns - **2nd Vice President / Treasurer**
Ralph Valdez - **Member At Large**
Janell Henschel - **Director**
Jenny Tweedy - **Director**
John Hall - **Director**
Phillip Bowman - **Director**
Desi Cicale - **Director**

Texas Wagyu Association Newly Elected

Rick Rurner - **President**
Larry Tebben - **Vice President**
Aaron Startz - **Treasurer**
Josh Eilers - **Secretary**
Joe Morris - **Director**
Jim Long - **Director**
Cade Nichols - **Director**



This logo has been created for the use of all Wagyu breeders. If you would like to utilize this artwork to market your Wagyu beef, please contact: mkerby@aol.com

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TO OUR BUYERS

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Free

By Jeri Tulley

“ I THOUGHT IT WAS A GREAT IDEA
BECAUSE PREVIOUS FARMERS
TALKED ABOUT HOW GREAT THE
COWS ARE..... ”



Tom and Charleen Shaske of C Free Farms live and raise Wagyu cattle in Pinetta, Florida. Both Tom and Charleen had a background in cattle before they began raising Wagyu; Charleen grew up around cattle in Costa Rica before coming to the United States in 1993 to live with an aunt who also raised cattle and horses, and Tom grew up around cattle and then headed off for a stint in the military where he spent ten years onboard several US Navy submarines before being honorably discharged. Approximately eleven years ago, Tom and Charleen had their first date on Christmas day camping in the Everglades. As the choice of their first date would indicate, the Shaskes love the outdoors and spend most of their time outside. Tom states, “We both like to fish. When we are not working with the cattle, that’s what we like to do.”

Because both of the Shaskes had a great deal of experience with cattle before they were married, it was a natural fit for them to raise cattle together as a couple. Charleen began researching the different breeds; beginning with what was most familiar to them, Angus. As she dug deeper, she was drawn to the Wagyu breed by what she read about their temperament, by the health benefits that the meat offers, and by the potential profitability of the cattle. Charleen says, “I thought it was a great idea because previous farmers talked about how great the cows are - how calm and collected they are – and that they are a lot like Jersey cattle. So that peaked my interest. We talked to Bubba Kay of Kay Ranch out of Texas, and he gave us a lot of good information. After that, we decided to go with the Wagyu.” The Shaskes bought their foundation herd from Kay Ranch, and, ten years later, have grown it to its current size of approximately 100 head.

Most of their cattle are black fullbloods, with a couple head of percentage cattle. In the past they did try some red Wagyu, but they found the reds to have a different temperament than the blacks and decided to sell them. In their matings, the Shaskes concentrate on AA cows and heifers to produce a better fat content in their meat product. They want six and above AAs for breeding stock. Charleen and Tom work to keep their breeding co-efficiencies as low as possible, accepting only totals below a five.

In their journey to create their herd, for the past few years the Shaskes have relied solely on artificial insemination to select for what they believe are the best combinations of genetics. Using their own top-graded bulls, they concentrated heavily on using sexed semen collected by Sexing Technologies. All animals are tested for tenderness, genetic defects, and SCDs, and Tom and Charleen register their cattle with the American Wagyu Association.

Recently realizing that they can only go so far with what they had in the nitrogen tank, the Shaskes added a bull with

a near-zero

co-efficiency from Kay Ranch. They are excited about the potential of this bull and consider him an asset to their overall herd and program. Charleen believes, “that finding animals with a low co-efficiency with each other will be the next major step in the Wagyu industry. It matters so much on the breeding side of things.”

C Free Farms, located in the panhandle of Florida, boasts rolling hills and giant old oak trees that folks refer to as civil war oak trees. Looking around the farm in spring and summer, green is the abundant color. Spanish moss drapes across the civil war oaks’ limbs, and

generous-sized ponds are sprinkled across the property.

One unique feature of C Free Farms is the lack of power lines running across the property. Although not a tree-hugger, Tom has always been interested in solar power. He decided to do research to see if it would be possible to power the farm either partially or fully with solar energy. With the system Tom setup, the entire farm is completely solar powered. Tom explained, "We need about 7,000 watts to run our barn and laboratory and 2,000 watts for the water wells. We store energy in the daytime from solar panels." Excess energy is stored in a backup battery so that the farm can run at night and for approximately two days without collecting additional energy during cloudy weather. Although it took a while to research and figure out which components to buy and to find out what worked best for the farm, Tom smiles and says, "the system has been operating flawlessly for about eight years. We don't use a ton of electricity – somewhere between five to eight dollars worth is what we use every few days. It is just something that I wanted to try." Hurricanes are not uncommon for this area of the United States, and Tom remembered back to the last one that they had. "Everyone around us lost power, but we were still lit up. It didn't affect us one bit." Tom chose American-made solar panels from a company named Outback and Solar city that withstood the ninety-plus miles per hour winds with just one single panel being listed out of the frame. Tom was able to put it back in its original position and have it continue its function, storing energy to power his farm and take care of his cattle.

With a reliable and readily available source of energy, Tom designed his water system to provide fresh water every single day, an optimal condition for his cattle herd. The solar powered pump can produce sixty gallons of fresh water per minute that is then stored in a 500-gallon pressurized holding tank. This connects to a dozen or so smaller water troughs that are placed throughout the pastures. Tom opted for the smaller water troughs so that the water

gets cycled at least once every day, giving his cows access to the freshest water he can provide.

Charleen excitedly tells, "Our first experience trying Wagyu beef was from one of our own animals. It was a fullblood, grass-fed animal, and it was just fantastic all around." Tom proclaims himself a hamburger guy, while Charleen likes the steaks. Both enjoy Charleen's homemade Wagyu meatloaf.

With an exclusively grass-fed focus, C Free Farms' feed program consists of a lot of peanut vines, which are abundant in the area, perennial peanuts, and legumes. The Shaskes credit the size increase they have seen in their calves over the years and the upward trend in their tenderness scores to diligence in breeding selections and to their feed program. Tom states, "We are finally starting to see some tenderness scores of ten. We have waited years for that."

This past year, the Shaskes started a beef program selling approximately twenty-five steers to supply local area restaurants. Although they are moving towards selling only sides, they do currently sell



C Free Wagyu Meatloaf with Tomato Gravy

Combine:

- 3 slices of white bread, torn
- ¾ cup heavy cream
- 3 eggs beaten

Sauté In:

- 3 Tbsp. Unsalted Butter
- 1 ½ cups minced onion
- 1 Tbsp minced garlic
- 1 cup pureed Roma tomatoes
- 1/2 cup minced shallots
- ¼ cup minced celery

Add to Bread:

- ½ cup minced fresh parsley
- 2 Tbsp Worcestershire sauce
- 2 tsp black pepper
- 1 Tbsp sea salt

Fold In:

- 2 lb. ground Wagyu (Kobe) beef
- 80/20

Top With:

- 4 strips sliced bacon, cut into 16 strips

Serve With:

- Tomato Gravy and Mashed Potatoes

Tomato Gravy

Sauté:

- 2 strips sliced bacon, diced
- 1 cup onion, diced
- 1 cup dry red wine-Cabernet Sauvignon

Add & Simmer:

- 1 2/3 cups Wagyu (Kobe) soup bones beef broth
- 1 1/2 cups Roma tomatoes, seeded, chopped
- ¼ cup ketchup
- 2 Tbsp yellow mustard-Frenches Classic Yellow
- 2 Tbsp brown sugar

Sauté bacon in a saucepan over medium heat until crisp. Add onion and sauté 3 min or until soft. Add red wine, scraping up brown bits with a wooden spoon. Add remaining ingredients and bring to a boil. Simmer until gravy is reduced to 2 ½ cups, 20 min. Season with sea salt and blk pepper. Serve meatloaf with gravy and mashed potatoes

Directions:

- Preheat oven to 375*. Prepare loaf pan.
- Combine bread, heavy cream, and eggs in a large mixing bowl; soak 20 min. Then, lightly mash to paste consistency.
- Sauté onion, tomato puree, celery, garlic, and shallots in butter over medium heat for about 5 min, cool 5 min.
- Add parsley, Worcestershire sauce, sea salt, blk pepper, and the sauté tomato mixture to the bread mixture.
- Fold in ground Wagyu beef. Spoon meatloaf into loaf pan.
- Top with bacon strips; place half the bacon strips diagonally across the meatloaf and cross with remaining strips. Bake 1 hour and 15 min or until internal temp reaches 160°F. Remove from oven and let cool 20 min before serving.

<< Page 38
individual-ly processed cuts. With more steak-houses and online sales coming onboard in the near future, they expect sales will only continue to increase. Tom and Charleen laugh, “We are talking with the web designer every day to get the shopping and shopping cart worked out. The on-line store is more work than working the cattle.” With just the two of them handling all of the business and farm work, C Free Farms is truly a labor of love.

Over time the Shaskes have noted that a lot of small Wagyu breeders seem to be having trouble marketing their animals once they are finished. Tom claims, “We often have other breeders contact us trying to sell their animals. If we can help them, we certainly will.” With the success they hope to have selling their meat, they envision a way to help – something along the lines of these breeders coming together to form a co-op, a pool of the small mom-and-pop Wagyu breeders all contributing to the co-op. Tom says, “If we can make the beef production work, we can utilize the small ranches and give them a place to market their beef.”

C Free Farms’ slogan is ‘Wagyu Power of Excellence.’ With a powerful lineup of Wagyu genetics combined with energy-efficient solar-powered technology, the Shaskes’ 100% pasture-raised fullblood Wagyu definitely set a powerfully high bar of excellence. 🌱

2019 WAGYU PHOTO CONTEST

WAGYU WORLD

Please send Entries to:
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CONTEST RULES

1. Contestants must be paid subscribers to the Wagyu World magazine.
2. Photos are to be 8 x 10-inch color or black and white prints, mounted on 11 x 14-inch black poster board. Photos not securely mounted will be disqualified. Make certain your name, address, and phone numbers are attached to the back.
3. Photo must include everything and anything Wagyu. Photos can't be altered or image-enhanced in any way.
4. Categories will be divided up after all of the entries have been received.
5. Junior category is for shutterbugs 15 years of age and younger.
6. A maximum of 25 photos per contestant can be entered. Entries cannot have appeared in any other contest.
7. Photos become the property of the Wagyu World for use in the publications and promotions.
8. Winning entries will be published in the July/August 2019 issue.
9. Awards will be given to first place winners. Photo chosen as the "Editor's Choice" will appear on an upcoming Wagyu World magazine cover.

submission deadline - June 14th, 2019

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REGIONS ASSOCIATIONS

By Heather Smith-Thomas

The American Wagyu Association is growing dramatically in membership and is now creating regional associations to help assist their members in many ways, including breed promotion and marketing. Mike Kerby (Buck Mountain Ranch, near Warsaw, Missouri) says these regional groups and the events the AWA and regional volunteers plan to host will boost recognition and value of the Wagyu breed.

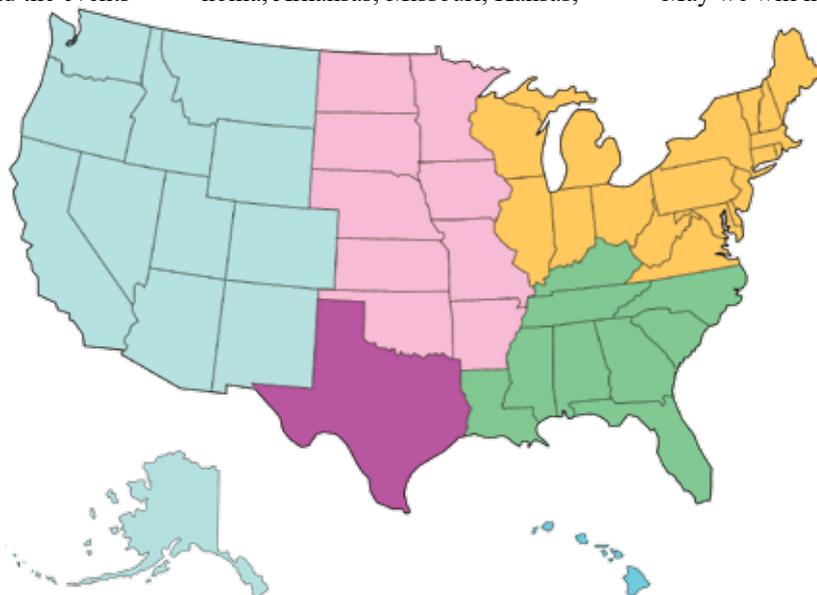
“A couple of years ago the AWA board of directors voted to implement regional sections across the U.S. and have regional meetings. This would give breeders a chance to network with other breeders and people in their own area,” he says. Having regional meetings, rather than traveling long distances, will be more cost effective to the breeder and bring more promotion to regions that have traditionally not held many events.

“Missouri as a state has the third largest membership, and I think a lot of that goes back to the Passion for Prime. Having that event here for many years has brought in a lot of commercial breeders, people with Angus and other breeds—who’ve decided to utilize Wagyu in their breeding programs. We now have a regional sale, an educational event, and promote the benefits of Wagyu to the commercial cattleman,” says Kerby. Regional events can be very beneficial for getting more people involved with the breed.

“The Midwest Region will host their first event May 31st at the Greyhound Hall of Fame, located at 407 South Buckeye, Abilene, Kansas. This is a really unique location and we will have several great national speakers. We are very excited about this event. Because

we are providing a lunch there will be a \$10 per person charge at the door. This is a family event so children under 12 are free.” he says. The meeting will be followed by the Passion for Prime sale on Saturday, June 1st at the sale facility in Salina, Kansas.

“The Midwest region includes Oklahoma, Arkansas, Missouri, Kansas,



Iowa, Nebraska, North Dakota, South Dakota and Minnesota. We are also working on the first ever Northeast regional event that will follow the same format as the Midwest event – a one day educational event followed by a sale. Dates and location for that event will be announced soon.” he says.

“This is biggest thing that the AWA has done in marketing, promoting the breed, and education. Recently I was talking with one of the Texas Association members who was asking about the upcoming regional event and wondering if it would include educational aspects that might help bring in new members. Texas is proof that this works. Texas has a great regional meeting, a great sale and the members are very active in their association. The Texas membership is huge, with more than 160 members in that one state,” says Kerby.

“This is what we are hoping to mimic

with the Midwest and Northeastern Regions and hopefully eventually over the entire U.S. The goals and purposes for these regions include promoting the breed and educating more people about Wagyu—not just in breeding the cattle, but also in marketing them. For instance, in the upcoming meeting in May we will have a culinary person

there to show us how to maximize the value of a carcass. This will entail taking it from the ranch straight to the restaurant/consumer and maximizing your return on that dollar,” he explains.

“I have been to a lot of meetings over the past few years but they’ve always focused on things like feeding and handling of the livestock. Those things are very important but marketing is also important. We are really going after that

topic this year. We’ll have a speaker who has lots of experience in that field, and a few AWA Board of Directors members will also be there to answer questions. I am very excited about this Midwest meeting the end of May,” says Kerby.

The sky is the limit for what the regionals can do. Members can be innovative in their programs and hold carcass competitions or do a sale or feed tests. They can do whatever they feel might be helpful or beneficial for their membership or for attracting potential members. “There are now enough members in each region that they can be successful in expanding and promoting the breed, and not have to depend on the AWA to help them do it. The AWA board wants these regions to be independent and create their own revenue to have their shows and special events,” says Kerby.

Each region could come up with

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“This breed is growing fast, and we can make it grow even more if we can get the word out, and the regional groups will help facilitate this.”

some unique ideas and innovations that may be beneficial to further the breed. “This breed is growing fast, and we can make it grow even more if we can get the word out, and the regional groups will help facilitate this. I recently had a call from a guy who has 400 Red Angus cows, looking for Akaushi bulls to purchase, because of the Midwest regional event. This kind of interest is huge.”

There will be many breeders coming to the May event including commercial breeders in Kansas who will be coming to look at the bulls and the cattle offered at the June 1st Passion for Prime sale the day after the Midwest meeting. “I think it will be an exciting show and I hope it gets better and better every year. The volunteers working on this show are making it happen. Without them, we would not be having this meeting!”

The Midwest event is being advertised in cattle and producer publications outside of the breed. “We are spending a lot of money this year in hopes of bringing in potential new breeders and help educate more ranchers and consumers about the benefits Wagyu offer,” he says.

“At the end of the meeting we will turn it over to the attendees and ask them if these are things they want to do next year, and get more ideas from them. From the volunteers, and the people who are already calling and asking about the event, it’s interesting to see how many calls and e-mails we’re getting from people outside the region—asking if they can come, too. All producers are welcome at each event. These will be great networking events.

“We are always looking for volunteers. If someone on the West Coast

wants to do something like this, we highly encourage them. I will do anything I can to provide some guidelines and help them get their own regional meeting and event set up. We want to put on high-class events, with food, and a premiere cattle sale. We want to show what this breed can do, and bring in more and more outside breeders. I am really excited about these opportunities,” says Kerby.

At the May event there will also be a fundraiser. “We will be looking for donations (semen, embryos, etc.) again. We’ve raised a lot of money over the years with the Passion for Prime, and this year will be the same—to promote our youth programs. This year the volunteers will help choose the not-for-profit program the funds will be going to, and 100% of the proceeds from our fundraiser will go to that youth program.” 🍀

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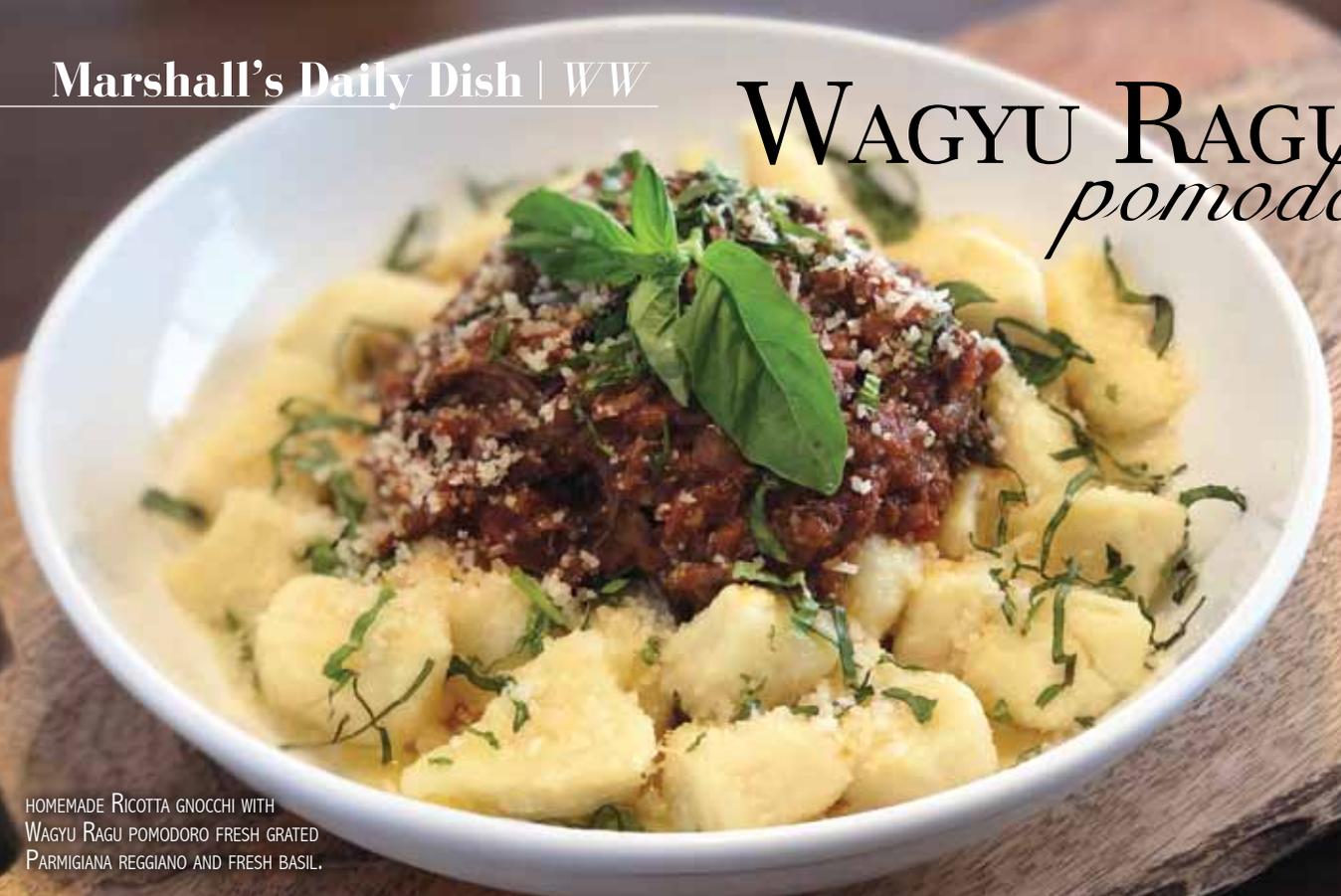
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pomodoro



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PARMIGIANA REGGIANO AND FRESH BASIL.

WAGYU RAGU POMODORO

2-3 tbsp extra virgin olive oil
4 lbs Wagyu chuck roast (trimmed of excess fat) 3
to 3.5 lbs once trimmed
Salt & pepper
1 large sweet yellow onion diced fine
8-10 cloves garlic minced fine
1 cup beef stock plus 1/4 cup
2 tbsp aged balsamic vinegar
2 tbsp double concentrated Italian tomato paste
2 (28 oz cans) DOP certified San Marzano whole
peeled tomatoes with thick purée
2 bay leaves
3-4 sprigs fresh thyme
1/2 cup fresh basil chopped plus more for garnish
1 tsp sugar
1/2 tsp red pepper flakes
Grated Parmigiana reggiano for serving
**note when cooking I like to season a little during
each step building a foundation. Then season to
taste at the end. If you over salt then use some-
thing acidic like balsamic to reduce the salt. A a
few drops at a time until it reduces to your liking.*

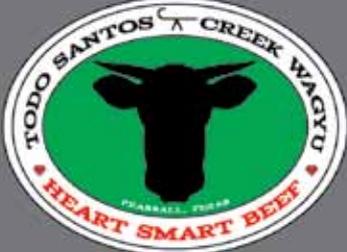
building the dish

• Toss cooked gnocchi or drained cooked pasta with melted butter then top with fresh grated Parmesan cheese and shredded basil. Then top with the Wagyu meat sauce a little more Parmesan and garnish with a little more fresh basil!! Enjoy with side of crusty artisan garlic bread!!

- Salt & pepper to taste
- Heat oil in a heavy Dutch oven over medium to medium high heat.
- Season chuck roast with kosher salt and fresh ground black pepper.
- Sear the roast in pan turning a few times to get a nice rich crust being careful not to burn as it will flavor the sauce. You want a nice crust to form on the bottom of the pan. (Flavor)
- Remove the roast and set aside.
- Empty the San Marzano whole peeled tomatoes in the thick purée into a bowl hand crush until tomatoes are in small pieces.
- Mix balsamic vinegar tomato paste sugar and the extra 1/4 cup beef stock until mixed well. Set aside
- Add the onions and sauté 4-5 min until translucent. (I like to season this step with a little salt and pepper.
- Add garlic and cook 1-2 min.
- Add the crushed red pepper flakes
- Deglaze the pan with 1 cup of the beef stock scraping all the brown bits and crust from the bottom.
- Add the balsamic vinegar tomato paste mix
- Add hand crushed tomatoes with the purée fresh thyme fresh basil bay leaves And mix well. Bring to a simmer and add the chuck roast to the pot.
- Cover Dutch oven with a lid and turn down to the lowest setting. Simmer for 3-5 hours until roast is fall apart tender.
- Remove roast with slotted spoon set aside.
- Remove thyme sprigs and bay leaves and discard.
- If sauce is a little thin turn heat up and bring to a simmer reduce sauce 15 Min until thickened. Skim off the fat from the top during this step and discard. Season sauce once finished to taste with salt and pepper.
- Shred the beef then add back to the sauce. Serve over homemade ricotta gnocchi or your favorite pasta. Garnish with fresh basil and Parmesan cheese.

Photography by Hillary Johnson

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BAR R ARIMURA 30B



Sire: BAR R 52Y

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- BMS 8: 92
- BMS 7: 60
- BMS 6: 21

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Dam: BAR R 5U

(Homozygous Polled Cow)

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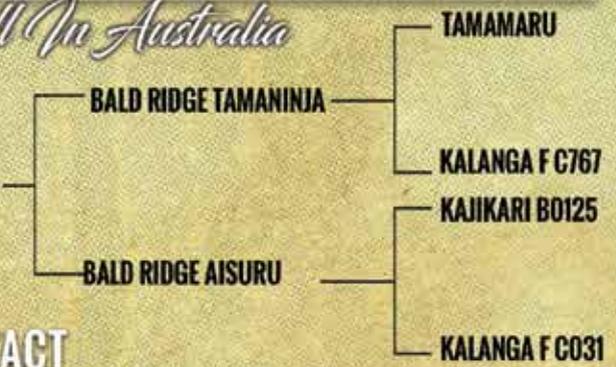


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