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*May/June 2020*





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EVENT DETAILS



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Thursday, June 18<sup>th</sup>

1 pm - view the offering  
Farmers & Ranchers  
(Salina)

Friday, June 19<sup>th</sup>

10 am - view the offering

Farmers & Ranchers (Salina)

Noon - Flying Eagle Greyhound  
Tour (Abilene)

2 pm - Greyhound Track Schooling  
(Abilene Greyhound Park)

5 pm - Pre Sale Social & Industry  
Speakers (Greyhound HOF Abilene)

Saturday, June 20<sup>th</sup>

8 am - view the offering

Farmers & Ranchers (Salina)

1 pm - Bar V Wagyu Grand Finale Sale

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more information - including the catalog

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May / June 2020

Volume 6, Number 4

### 12 HEALTH & HUSBANDRY

Biosecurity For Your Cattle

*Dr. Jimmy Horner joins us and points out the important steps on keeping your cattle healthy and secure from outside contaminations.*

>> *By Dr. Jimmy Horner*



### 16 RANCH REACH

High Hopes Ranch

*This issue we travel to Wisconsin to get to know the family and history behind High Hopes Ranch. Beyond raising exceptional genetics, they're pushing out high end sought after beef.*

>> *By Heather Smith-Thomas*



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**COVER>>**

*Courtesy of: High Hopes Ranch  
Location: Wisconsin, USA*



## 20 MARKET MATTERS

### Sakura

*We visit with the folks from Sakura Wagyu Farms and learn more about their beef company; how they procure genetics, how they raise and feed their animals and what they strive to accomplish with every animal.*

>> By Heather Smith-Thomas



## 26 OUT & ABOUT

*We cover the Australian Wagyu Association's Elite Wagyu Sale, as well as the annual Steaks Are High sale hosted by the Texas Wagyu Association. Sadly we lost one of our much loved Wagyu community members this last month and with the current global pandemic, cancellations of much loved events. Also, the calendar has your future go-to Wagyu events to keep you abreast.*



## 30 MARSHALL'S DAILY DISH

### Wagyu Lobster Oscar

*Marshall did it again! This time he's tantalizing our taste buds with a traditional favorite with a swing. Take a look, cook it up and be amazed.*

>> Chef Marshall Johnson





# THIS LAST MONTH

I've asked our contributors to tell us a little about what they've experienced from the latest Covid-19 pandemic that has not only affected the US but the entire world. I feel it only fair to chime in as well.

- First of all, there have been some amazing shopping deals and sales online; however, when there is no money coming in for so many, I question how many people are taking part in these amazing prices.
- My family has been so very blessed to live on large acreage with plenty to do. Even on weekends during normalcy we are working on the ranch, fixing this and that, running cattle through the chute or landscaping so we've had less distractions that has helped us keep on track. I do feel for so many of those who have been restricted to their houses in town, especially during the best time of year for weather.
- I have realized that I do not like face masks; they're hot, they're ugly and it sounds like you have a sock in your mouth when you talk.
- I still do not know anyone nor have spoken to anyone who knows someone that has been officially diagnosed with the virus. I do think that I may have had it last November but maybe it was just a bad cold that lasted a couple of weeks.
- Pollution is much better but farming hasn't stopped so what does that say.
- I am saddened by all the county fairs that have been cancelled and we as an office have been trying to assist the 4H/FFA projects with promotions of online sales. However, a nearby county just had a record breaking sale so seeing the community come out and support has been amazing.
- JDA was asked by our local chamber of commerce to assist the local food bank. We've stepped up and have been delivering boxes for the last month, meeting more of our community and even assisting one of the recipient's with her yardwork. If things get really bad, we've decided we can pony up and open a yard maintenance service.
- SUSHI...I can't wait to be able to go sit down and eat sushi. Our small town sushi restaurant was unable to stay open for take-out so the moment we "open" that's where I'm headed; keeping a 6 foot distance from anyone of course.
- Starbucks has remained open and YES, it is essential.
- I pray for all of those who have lost their jobs, restaurants who have struggled and all small business out there including our own.
- I miss going to church, especially at a time when so many people could use it. The online thing is not really my jam. Singing the hymns and hearing only my own voice is a turn off.
- The hardest, to say the least, has been the unknowns and having to go with the flow. Being a control freak, this has been a struggle but I am adapting and working through it with as much grace as I can expel even though my husband will tell you otherwise.



I hope you all are doing OK through this and I can't wait to see so many of you in the upcoming months.

*Mercedes Janes-Jahoe*



*“Be undeniably good. No marketing effort  
or social media buzz can be a substitute for that.”*

*Anthony Bolodkin*

The difference between the bottom and the top, between success and failure, is often very small. A single insight is sometimes worth a life's experience. What we are undergoing in our lives and in our country is the opening of the edge for Wagyu breeders who are currently selling their meat online and for those whose business plans look to do so in the future. The meat shortages that are being experienced in the markets are truly opening up consumers eyes to looking at new ways of purchasing their beef products. They want to know how the animal was raised and what it was fed and it is time for Wagyu breeders to capitalize on this new attitude coming through the door.

Most all of the Wagyu breeders that I've had the opportunity to get to know are passionate about the breed and what they are doing with their programs. When you love what you do, and feel that it matters, then that passion will always show in the product that you produce. Wagyu breeders have the advantage right now; you've got the superior product, the healthiest merchandise and a breed that is surging in popularity. In the world today caring is not just a word it's a recipe for excellence, success and fulfillment. This is the perfect opportunity to attain the goals that you have set for your program, and be prepared for the success that it generates.

I want to remind everyone to be in Salina, Kansas on June 20<sup>th</sup> for the Bar V Grand Finale it will be the perfect opportunity to purchase some of the best in this business! Also don't forget to get your entries in for the Passion for Prime Sale taking place in Springville, Missouri on August 8th. I would also like to extend my thoughts and prayers to the family of Bob Estrin, whose wife Mary passed this last month, Bob and Mary were some of the true pioneers in the Wagyu breed.



Sherry Danekas - Publisher



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# DISCOVERY

*This Issue's Three Contributors Share Themselves With Us.*



**HEATHER  
SMITH-THOMAS**  
*Rancher/Writer*



***If not sheltered in place, my plans for Memorial Day include...***

getting together with my grandkids (which I'll probably do even if we are all still sheltered in place, since most of them live here on the ranch)..

***What I have learned from the Covid-19 pandemic is...*** Americans are resourceful, innovative, and rise to a challenge—and most of them care about their fellow Americans

***The biggest part of everyday life that I've missed while our country has been closed is...*** not much.

Our life here on the ranch has gone on as usual—calving, feeding cows, getting the irrigation water going and hoping the grass grows quickly before we run out of hay! My kids and grandkids are here helping, so we've had some challenges and fun times together, as always.!



**DR. JIMMY HORNER**  
*Nutritionist / CEO  
Protocol Technologies*



***If not sheltered in place, my plans for Memorial Day include...***

fishing, cooking out with the family and preparing for the arrival of our 6th grandchild any day.

***What I have learned from the Covid-19 pandemic is...*** that we are not in control and we never were yet some of us know who is and that He is our only hope.

***The biggest part of everyday life that I've missed while our country has been closed is...*** my usual real face-to-face interaction with others hands-down.



**MARSHALL JOHNSON**  
*Wagyu Breeder / Chef  
Restaurateur*



***If not sheltered in place, my plans for Memorial Day include...***

outside grilling Wagyu burgers!!!

***What I have learned from the Covid-19 pandemic is...*** the virus is real like many other viruses but the overreaction is politically motivated. "The only thing we have to fear is fear itself" FDR

***The biggest part of everyday life that I've missed while our country has been closed is...*** having dinner and a few small batch bourbons out at a restaurant!!!



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By Dr. Jimmy Horner

**A**s a result of the Coronavirus pandemic these past months, biosecurity has become an unexpected and all too common household term. All of us as individuals have learned much more about the invisible world of viruses, pathogens, microbes, etc. in recent days. Hopefully, we will all endure the many challenges that we have been forced to confront during this time and will eventually be the better because of them.

In addition to protecting ourselves and others, the Covid-19 issue has also caused many to have an even greater concern for their cattle and how well protected they are from potential biological threats. Though much of the U.S. poultry and swine industries have implemented biosecurity measures over the past few decades, the cattle industry has been slower moving in doing

so. Producers in many other countries also seem to be a bit more committed to protecting their cattle from biological threats than we are here in the U.S. Over the past 25 years, I have seldom visited a Wagyu operation or a commercial dairy in Japan that I did not have to place plastic boot covers over my own boots before walking through the facilities. I have also driven through many disinfectant baths upon entering farms and I have even had to wear spacesuit like clothing at some operations. Based on the exceptional commercial value of the Wagyu breed and the many ways we have had to alter our own daily lives recently, a brief discussion on biosecurity of our cattle operations is in order.

For cattle, biosecurity comprises a system of management practices that help prevent disease from infecting

a herd. A poor biosecurity plan may result in reduced performance, lost genetic progress, and increased sickness and death loss. The goal of any biosecurity plan should be to prevent the introduction of pathogens detrimental to herd productivity and efficiency. By developing biosecurity plans that protect cattle from disease and/or biological threats, producers are establishing a safety net for their own operation and may even help prevent a potentially widespread outbreak of disease on a much larger scale.

Disease may be spread in a variety of ways. These avenues of transmission include:

- 1** - Aerosol-pathogens are carried in the air via moisture droplets from sneezing or coughing (similar to the Covid-19 virus).
- 2** - Direct contact-pathogens contact an open wound, saliva, blood or mucous membranes, or are passed from nose to nose through rubbing or biting.
- 3** - Oral-cattle may consume harmful pathogens in contaminated feed and water or by licking or chewing contaminated objects.
- 4** - Reproductive-pathogens are spread during mating or pregnancy.



# BIOSECURITY *for your cattle*

**5** - Vehicles-contaminated objects such as needles, trailers, trucks, or clothing.

**6** - Vector borne- a living insect, animal or human may carry disease from an infected animal.

**7** - Fomites-disease is carried through contaminated soil, water and food.

Though total disease prevention is not possible, a good vaccination program is a vital part of any effective biosecurity plan. Vaccines do not guarantee a herd's immunity and are only as effective as the animal's immune response. Active immunity is provided by protective vaccinations or by the body's ability to fight against an infection. Immune animals have antibodies which destroy a specific pathogen before it causes an illness. Factors such as nutritional plane, shipping, social and weather stress can certainly reduce the level of immune response. Minimizing stress will also certainly improve the degree of disease protection in a herd. Handling and administering vaccines according to the manufacturer's label is also vital in maintaining the vaccine's integrity and providing protection. A local veterinarian should always be consulted in developing a successful vaccination program as those diseases most

prevalent in a particular area will vary. Immunity may be provided through other means in addition to active immunity. Natural immunity is provided by the body's natural defenses such as skin and nasal passages which serve to keep pathogens out of the body. Passive immunity comes through the transfer of antibodies from one animal to another such as colostrum in the dam's milk shortly after birth.

Procedures for handling incoming cattle should also be part of a biosecurity plan as most operations eventually add new cattle to the operation. Though these new cattle may bring disease with them, a producer can minimize the risk of infecting the herd from the arrival of new cattle. This potential risk can be mitigated by 1) isolation for a minimum of three weeks and possibly at a location off-site or at a more remote location on the property; 2) observing isolated cattle closely for symptoms of illness; 3) only purchasing cattle from reputable sources; 4) consulting a veterinarian as to which diseases to test isolated cattle for; and 5) vaccinating all cattle according to protocols.

Limiting unauthorized access to pastures and cattle must also be part of a biosecurity plan since this practice can

help prevent introduction of diseases by unauthorized visitors. In addition to posting "No Trespassing" signs, doors and gates should be locked; perimeter fences should be well-maintained; neighbors and employees should be enlisted to help serve as eyes on the property; and pesticides, fertilizers, feed and water sources should be secured. Managing access by authorized visitors such as neighbors, sales/service personnel, etc. is also important. Requiring plastic boot covers for all visitors is relatively simple and can provide protection against pathogen transfer in and out of the operation while not being too offensive. Visitors may even appreciate the opportunity of not getting boots covered in mud and manure.

Other general biosecurity practices include proper sanitation, disinfecting reusable equipment, keeping cattle away from wildlife that may harbor disease, developing a carcass disposal plan, and separating feed and manure handling equipment.

A successful biosecurity plan may be challenging to develop and maintain but will serve to protect your cattle and the investment you have in them. A good plan might also serve to help you sleep a little better at night after what we have all endured in recent months. 🌱

Phew...another  
catalog out on time.



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# HIGH HOPES *Ranch*

*By Heather Smith-Thomas*



**S**am Frazer grew up with an interest in cattle. “I’ve lived in this same area near Bloomer, Wisconsin, my whole life, and built my home here about 20 years ago. Before that, I lived about a mile away. My grandfather farmed and had dairy cattle, and I used to milk cows for him every night, after I got to be about 12 years old. I always did like cattle,” he says.

“But beef cows are a lot easier than dairy cows. I knew I didn’t want to be a dairy farmer because it is more labor intensive, and there wasn’t much money in dairying. So when I decided to get into cattle, I knew I wanted to have beef cattle.”

“When I was about 20 years old, a nearby farmer retired and sold his land, so I bought 45 acres of land from him and built a garage and house and had a little pasture. I got married about 10 years ago, and the

whole idea of having cows at first was just to have beef for ourselves. Once we started having kids, however, we really liked the idea of having a little farm. We thought it would be a wonderful way for kids to grow up, being able to interact with livestock.”

Sam and his wife have three kids. “Our daughter Isabelle is 8 years old, our son Henry is 6, and our youngest son, Branch, is 4 years old. They all love the farm and enjoy animals.” His wife Stephanie wasn’t raised on a farm, but she enjoys it and likes the idea that the kids can go outside and have chores and responsibilities.

“We started out just as a hobby farm with some cows, chickens, and a couple beef cows. Gradually we got a little bigger, adding more pasture, about 15 acres, and turned

the rest into a hayfield. I was always interested in cattle and read everything about different breeds. With just a few cows, I could breed with AI and easily get any kind of cow I wanted. I began researching the different breeds and became very interested in Wagyu. I was fascinated with their genetics and quality of meat. That got me calling Wagyu breeders around the states and eventually even some in Australia. Jerry Reeves and Vince Berland were especially helpful and kind about sharing information.”

Sam wanted to start breeding Wagyu but wasn’t sure how best to get started because they were so expensive. “It was hard for me to

justify spending that much money on a couple of cows just for beef for myself.”

He began exploring the interest in the area, recognizing that many people

want this type of meat. So at first he bought embryos, and placed 4 in recipient cows they already owned. Unfortunately only 1 of those 4 embryos took. He realized that getting one calf per year would take a long time to build a herd!

Plans shifted, and they purchased a female to flush. “We have an excellent embryologist right here in Bloomer, so this worked out well,” Sam says. His research led him to purchasing semen from Jerry Reeves and Crescent Harbor, when he was trying to find some of the original genetics.

One of his goals was to flush embryos and have enough to sell and some to place in his own cows to build his herd. “This is how we got going, and we were very lucky with the heifer we bought, because she’s a really good flushing cow. The first

flush, using one of Jerry Reeves’ bulls (56T) we got 17 Grade One embryos. So we were very happy!” he says.

“As we started getting more Wagyu cattle, the people I work with and several other people around our area heard that I had Wagyu. Word spread, and soon we had a big market for our meat. We sold two steers that first year, and have had a waiting list ever since. Everyone who bought it wanted some again, and told all their friends about it.” This year they have 5 steers that will be butchered in July, which are already sold, and still have people waiting on a list.

Selling meat has become the focus of High Hopes Farm. “Many Wagyu farmers just want to sell breeding stock—bulls and heifers—which is nice because you get a quicker return, but you don’t have the steady clients from year to year.

We can sell meat every year because everybody wants meat every year. It’s a recurring thing, and there is a big demand. Someday, I could see us moving into selling individual cuts in a Farmers’ Market arena, too,” he says.

“I don’t really want to have a big herd. I just enjoy raising these cattle.” Currently they have 17 head, and 6 of them are females expecting calves this fall. “This is a nice number because we have a good pasture and it works out pretty well—but there’s so much demand for the meat, that sometimes I think I should get a few more.”

Sam’s entire family is involved in chores on the farm. “The kids come out every day to help me with the chores. They love it, especially my daughter.” The cattle are very close to their house and the family



likes to have the cattle calm around people. “We can walk around and pet them.”

It is important to the family to know how the animals being raised,

good life.”

Sam has found an excellent processor for the meat--J.M. Watkins in Plum City, about 1½ hours away from their farm. “Once I learned

about Wagyu genetics, I also had to learn about all the different cuts of meat. This quality of meat should not be used in just roasts and hamburger. I spent hours trying to figure out all the different kinds of steak cuts,” he says.

Typically, most of the processing places have a certain way they cut meat—for speed and efficiency--and don’t want to do it any other way.” J. M. Watkins has been very

customers have really appreciated this.”

One of the challenges Sam notes is educating people about this breed. “Many people have not heard of Wagyu, and most people do not eat meat that’s graded Prime or above Prime, as our Wagyu meat is graded. Most folks are not aware of the health benefits found in this breed’s meat, and some people question why they can get an inexpensive Kobe burger just about anywhere and wonder how that is different from what we are selling. They do not realize that what they are purchasing as Kobe beef is not 100% Wagyu. They may be getting a mere fraction of Wagyu mixed with another lesser meat,” he says.

“Also, some people may be being deceived, buying something that is called Wagyu and paying an exorbitant amount for meat that is also not 100% Wagyu. The differences in quality are substantial, but they are just not aware. Wagyu can be an amazing culinary experience. We just have to get the education out there.”

The history and genetics Sam discovered in Wagyu has got him hooked. “It’s a small niche market, and it is fun to be in on the adventure of helping this breed grow and become more well-known in U.S.” 🍷

fed and treated. “When you buy meat you never know where the beef is coming from or how it was raised, fed, processed. Our cattle have pastures that I have planted in what I have researched to be the best grazing forage for these cattle. They are free to move around, not confined to a crowded feed lot. We don’t chase them or run them around, and we’re not mean to them. They have a nice place to live and they bond with us.”

“We feed them well, and take care of them. People often ask me if I feel bad having to butcher an animal we raise. Yes, maybe you feel bad, but you know they were raised well and were cared for and had a

accommodating in taking out these different cuts for me and our





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# sakura さくら

— CHERRY BLOSSOMS —

*By Heather Smith-Thomas*

**T**his unique Wagyu enterprise had its beginnings when a group of enterprising individuals met in Ohio in 2014 to discuss Wagyu Beef and share ideas about finding a way to put together a company to produce and market Wagyu-Angus cross beef from local farms. Several experienced individuals in genetics, cow-calf production, nutrition (and feeding for the best marbling), marketing and distribution came together to create this opportunity.

Lawrence Adams, Managing Partner, has been in the cattle business for more than 40 years, and in the Wagyu and meat business for 17 years, and has an Angus and a Full Blood herd. “We chose Ohio because there were several reasons that make this region perfect to take advantage of the growing demand for Wagyu beef,” he says.

There are some excellent cow herds in Ohio, to breed with the best Full Blood Wagyu Genetics in the United States. There were also some top researchers at Ohio State University--experts on beef quality and the influence of the Wagyu breed. Ohio also has family farmers with animal husbandry skills who have a passion for producing quality









<< Page 21

beef, and knowledgeable consumers who appreciate having the best U.S. beef produced locally.


“The partners in our new company all had Wagyu cattle, and our core group focused on raising Wagyu the right way, with best management practices, and holistically managing them all the way through,” says Adams.

Francis Pang, one of the partners, produces genetics for Sakura. He has spent more than 20 years developing superior genetics for quality and performance. Another partner, John Hondros has been in the Wagyu business for 8 years, raising Wagyu calves. The genetics of the cattle used in Sakura’s meat program trace back to legendary Japanese bloodlines.

Dr. Francis Fluharty is another partner. He was a Research Professor in Nutrition at OSU and is now Department Head and Professor in Animal and Dairy Science at the University of Georgia before that. He has spent more than 30 years researching Wagyu and doing consulting all over the world on Wagyu production.

“With all our partners we have a strong knowledge base in production and doing it the right way, and are very involved in raising Wagyu in terms of animal care, health, nutrition, etc.” says Adams. The company also depends on other staff members. Tori Trbovich is the Sakura Sales and Product manager and has been with the company for 3 years. She has a Master’s Degree in Meat Science from OSU and oversees the packing plant and the harvest of these animals.

Paige Hess is the Sakura Account Manager and has a Bachelor’s Degree in Animal Science/ Meat Science. Russell Roeber is the Sakura Cattle Manager, with 6 years in Wagyu business. Other staff members include Kim McCann (Marketing), David Sahr (CFO) and Tammy Fancelli (Accounting). “We have an awesome team of people, and we market the beef all over the U.S. to



food services and retail,” says Adams.

The goal was to couple all of these resources with farmers who have a passion for producing the best beef, using a holistic model that benefited the farmers, their communities, and local markets. Another goal was to become the preferred supplier of premium Wagyu Beef to consumers, providing a unique dining experience for special times with family and friends. The company’s mission is to produce the highest quality American Wagyu Beef with a holistic approach, bringing together local farmers, feeders, and communities, focusing on customers’ desire for a premium dining experience.

“Our Brand name is Sakura Wagyu Farms. Sakura means cherry blossom in Japanese, and respects the history and origin of the Wagyu breed from Japan,” says Adams. “We value honesty and integrity and embrace long-term relationships within the local communi-



ties. When we formed our company we set out to achieve excellence, be creative, and share our passion with those who seek it.”

Sakura Wagyu Farms feeds a balanced diet as part of their holistic program, and all the diets are based on over 30 years of research that Dr. Fluharty has conducted to enhance marbling in cattle. The cattle are generally fed for 400 days.

These cattle are raised without any growth stimulants or antibiotics, on an all-vegetarian diet. Different diets are fed, based on the age and weight of the cattle. To optimize efficiency of gain, and to prevent metabolic disorders such as acidosis and bloat, a bunk management protocol ensures that each pen is never fed more than 5% more, or less, than was fed the previous day.

“This keeps all the cattle eating, every day, and allows marbling to be deposited every day,” says Fluharty. “In addition, when I formulate a diet, I do so based on the group’s requirement for crude protein, calcium, phosphorus, and potassium, and keep sulfur, acid detergent fiber (which includes cellulose, hemicellulose, and lignin), neutral detergent fiber, which is digestible (cellulose and hemicellulose, and ether extractable fat within limits that will be beneficial to long-fed cattle. Energy is of paramount importance, and the diets are formulated for optimum net energy for maintenance, and net energy for gain, based on weight of the cattle and the number of days projected until harvest,” he says.

“In addition, feed intake and gain are predicted scientifically. The mineral mix has been formulated specifically for Wagyu cattle to enhance marbling. Years of nutrition research at multiple research universities has gone into the diet that we feed. This diet is better balanced than almost any human diet, but success of the diet depends upon bunk management (determining how much a pen of cattle will eat in a day, based on the prior day’s feed consumption),” says Fluharty.

If this diet were provided in a self-feeding situation (all that the animals wanted to eat), there would be fluctuations in intake. “Without bunk management, even with a properly-formulated diet, we would get a decrease in marbling score because cattle can over-eat one day, then under-eat the next day,” he says. Overeating can cause acidosis, a metabolic issue, and then they go off feed.

If they aren’t eating enough, they do not deposit fat (marbling), or may actually use the fat for energy. “Marbling is a source of stored energy which can be mobilized at any time and converted into energy by the animal on days where feed intake is below the animal’s maintenance energy requirements,” he explains.

“We don’t just grind corn, soybeans, and hay and hope for the best. We do what we can to control our end-product, which means raising these animals in an environment that allows them to come close to achieving their genetic potential, and formulating a balanced diet that is geared toward optimum marbling, while minimizing nutritional stress,” says Fluharty. The diets are formulated for each farm using corn or corn silage raised by the producers and adding protein, vitamins and mineral supplements.

Health management focuses on reducing stress and illness. The cattle also have an ideal environ-



ment for optimum health and growth, utilizing monoslope as the primary housing. This type of building shades the herd in the high summer sun and provides warmth during months of low winter sun. The unique ventilation system design reduces heat and humidity in summer and reduces the effect of cold winds in winter.

As part of the Sakura Wagyu Beef holistic program, the family farms that produce the cattle are required to attend or take on-line feedlot courses provided by OSU and Dr. Fluharty. There are several research studies available regarding Wagyu nutrition and management.

“We bring in calves from all over the U.S. though a lot of them are from Ohio; most of the cattle are fed in Ohio and there are probably about 30 small family farms that we work with,” says Adams. Producers include the Fred Voge and his son-in-law Austin Cole in West Alexandria, OH (a 4th generation family farm). This feeder/grower was the first farm to join the Sakura Team and has a passion for feeding cattle and encouraging younger generations to become involved with cattle and Sakura. Another participating farm is Charles Mumford and Sons in Troy, OH, a 3rd generation family farm feeder/grower. Dale Taylor’s 3rd generation family farm at Bidwell, OH is another feeder/grower, along with Porteus Farms at Coshocton, OH. This 2nd generation family farm (cow-calf production) is run by Brent Porteus and his two daughters, Amy and Beth.

“People want to know where their food comes from. That’s why we work with family farms, promoting agriculture and providing the next farm generation with an opportunity. Many of the farms and ranches we work with are 4th or 5th generation on that farm or ranch and they love the lifestyle. We give them the opportunity to be part of our farm program,” says Adams. Some are attracted to this niche market because it gives them a better return for their efforts and they are proud knowing where their product is marketed.

The cooperator farms can retain ownership of the cattle, or Sakura buys the calves and puts them on feed. “Most of them are being fed in Ohio in bedded barns with lots of room, and kept on the special diet.

“We work together as groups; we bring everyone together and talk about the production side. We also provide feedback on how their own cattle perform, and can provide data on individual animals if they wish.” This gives the producers knowledge about what their genetics can do. There is a lot of emphasis on collaboration, research, and continual learning.

This meat program is good for the family farm for long-term viability as well as good for the environment and the community. Many of the crops they grow on their farms are fed to these cattle. The animal husbandry is outstanding on these family farms, which means happy, healthy cows. This program is also good for the environment; the compost that’s generated is put back on their farms for the next crop so they don’t have to buy commercial fertilizer. It’s also good for the farm community, and will continue to sustain the next generations on the farm and support the community in many ways. Small processing plants near these farms provide custom meat cutting.

Tori Trbovich is generally present at every harvest, observing what goes on with cuts, packaging and all the details. She works with the customers all over the U.S. and if they have question she is there to answer them.

**TRIPLE CROWN WAGYU STEAK CHALLENGE** – This is put on each year by the American Wagyu Association. Samples are submitted in various categories such as taste panel, fatty acid profile, flavor profile, marbling score, etc. This contest is open to all Wagyu producers and companies, and the categories are divided into Full Blood and percentage Wagyu.

“In 2018 in the percentage Wagyu category our Wagyu-Angus steaks were in the top four in the taste panel and Japanese Camera Carcass Grading, and third overall,” says Tori Trbovich. “This year we were in the top five in the fatty acid profile, and marble score. We were second overall in camera carcass, third overall in finest of marbling, second overall in fatty acid profile, and first overall in ribeye area. We have placed very well in the past few years in this competition,” she says. There are usually 25 to 30 entries each year. 🌸





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# OUT & ABOUT

## Wagyu Sales, Shows, and Other Happenings

### Sales

## 2020 Australian Wagyu Association Elite Wagyu Sale APRIL 30

### >> *The Results*

In uncertain times, the 2020 Elite Wagyu Sale has shone out as the leading international Wagyu genetics event, with strong results that will instill confidence in the leading edge of Wagyu genetics.

Delivered 100% online and hosted by Elite Livestock Auctions with auctioneers, GDL, the auction sold 60 of 96 Lots to a total of \$1.26 million. Vendors and bidders participated from around the world, with 146 bidders from 11 countries registered for the auction. More than 500 viewed online.

The Lots represented the top 5% of the Wagyu breed, with stellar genetic merit in breeding, estimated breeding values and selection indexes.

Ten of the 20 female lots sold were to international bidders. Lot 1, a female bred by Sumo Cattle Company, one of the pioneers of Australian Wagyu, taking out the top bid for the category at \$105,000 to a US buyer, Jeremy Freer of Double 8 Cattle Company.

Two polled Wagyu Purebred heifers sold to a Swiss buyer for \$65,000 and \$62,000. Of the bulls, Australia's Circle 8 Bull's topped the sale, at \$47,500 and was sold to an Australian syndicate headed by Koolang Wagyu.

On the back of the success of his own sale of Wagyu genetics in late March, Scott de Bruin's lot of semen from sire Mayura P1040 received the highest bid at \$4,300 per straw. In turn, Mayura paid a world record \$23,000 per embryo for four embryos from Lot 75, put forward from Wagyu Sekai, based in Canada.

Strong interest from Australian buyers kept the majority of lots within Australia, with eight lots sold to Switzerland, six to the USA and five to the UK.

GDL lead auctioneer, Harvey Weyman-Jones said that the Elite Wagyu Sale was a global sale in every way, where the volume buyer of the day was Swiss-based Marcel Merz, securing seven females and a bull, to complement the genetics purchased in the Mayura Sale a month ago.

"Conducting the Elite Wagyu Sale is a major event for the Association to support the industry and our members," said AWA CEO, Matt McDonagh.

"A big thank you goes out to all the vendors and bidders from around the world who supported the sale this year. The strong result is a clear statement regarding the strength of the global Wagyu sector and the confidence in elite genetics across the world that are benchmarked through AWA Wagyu BREEDPLAN."





# 2020

## 11<sup>th</sup> Steaks Are High Sale

# APRIL 25

### >> *The Results*

45 Females gross \$167,250 to average \$3,717  
 10 Bulls gross \$42,400 to average \$4,200.  
 55 Lots gross \$209,650 to average \$3,811

The 11th Annual “The Steaks are High” sale returned to the site of the original location of the Texas Wagyu Association Sale, The Fort Worth Stockyards. Due to the current situation in the world, The Sale was broadcast live over the internet from the Superior Livestock Auction studio, and we would like to thank the Staff at Superior for the location and all of the professional help they provided. Over 120 buyers registered for the sale.

The Texas Wagyu Association plans to move back to the Tenroc Ranch location in Salado for future sales including a Fall Sale on Halloween if circumstances allow for it, and “The Steaks are High” the fourth Saturday in April 2021. The Association also has a virtual meeting planned in June or July.

The sale kicked off with RGR RANGER G436 ET, the first son of HP MAYURA L0010 (L10) born in the United States. His unique pedigree and outstanding Data set, including having the highest Self Replacing Index of bulls born in the U.S. commanded the top selling honors at \$20,000, selling to the Ranger 1 syndicate, a group of breeders based in Austin, Texas. He was sold by Ranger Cattle Company, LLC, Austin, TX.

The top selling female was PRIMELINE MS MICHITO Y09, a February 15, 2011 donor sired by WORLD K’S MICHIFUKU. This female has been a prolific donor for M6 Ranch, Alvarado, TX and she ranks in the top 10% of the breed for Marbling and Marbling Fineness EBV’s. She sold to Ash-ton Wagyu, Center, TX for \$10,000.

Will Tawater, Gatesville, TX purchased the second high selling female, LMR MS HIRO 3442A, a May 24, 2013 daughter of LMR HIRO 0195X from M6 Ranch, Alvarado, TX for \$6,500.

Cindy Mixon, Larue, TX was one of the volume buyers in the sale and purchased the next three high selling females, two for \$6,000 and one for \$5,500, and all three were daughters of MFC MICHIOYOSHI 522C, consigned by M6 Ranch. Cindy Mixon also purchased TUR SHIGESHIGETANI YAS 83F, a June 1, 2018 daughter of CHR SHIGESHIGETANI 542 from Turner River Ranch, Medina, TX.

TUR LITTLE RED MOON, an October 19, 2018 daughter of JC RUESHAW 92, was the lone red female to sell this year. Consigned by Turner River Ranch and sold to Jim Moore, McGregor, TX for \$3,500.

The next high selling bull was BLB MR FUSO 13G, a January 21, 2019 son of WORLD K’S SANJIROU consigned by Brandon Baker and sold to Jim Wooten, San Angelo, TX for \$4,100.

Sale Manager/Auctioneer: Schacher Auction Services

## *Save the Date* Upcoming Events

### 2020

#### JUNE

- 19 **Bar V Wagyu Retirement Celebration Party**  
*Abilene, Kansas*
- 20 **Bar V Wagyu Complete Dispersion Sale**  
*Salina, Kansas*

#### AUGUST

- 7 **Midwest Wagyu Meeting**  
*Springfield, Missouri*
- 8 **Passion For Prime Sale**  
*Springfield, Missouri*

#### SEPTEMBER

- 13 **European Wagyu Gala & Sale**  
*Germany*
- 24-26 **American Wagyu Association AGM**  
*Fort Collins, Colorado* **CANCELLED**

#### OCTOBER

- 24 **Vermont Wagyu Annual Production Sale**  
*Springfield, Vermont*

#### NOVEMBER

- 7 **Misty Lane Wagyu Sale**  
*Ocala, Florida*

### 2021

#### JANUARY

- TBD **Mile High Wagyu Experience Sale**  
*Denver, Colorado*

#### MAY

- 22 **BAR R Cattle Company Production Sale**  
*Pullman, Washington*

#### SEPTEMBER

- 23-25 **American Wagyu Association AGM**  
*Fort Collins, Colorado*

# In the News

## Loss In Our Community



**Mary Lloyd Estrin (1944-2020)**  
**Lone Mountain Cattle Company**

Mary Lloyd Estrin, tireless activist and advocate for human rights, economic equality, social justice, nuclear disarmament and national peace and security issues, passed away peacefully on April 26, 2020 after a long battle with cancer and COPD.

Ms Estrin was the Board Chair of Ploughshares Fund (2013-2018); Vice-President of John M Lloyd Foundation; and Program Director of Human Rights and Economic Justice at the General Service Foundation for almost 30 years. She served as Trustee of Vassar College; Board Chair of the Wildwood School in Los Angeles; Vice-President of the Board of the Tripod School for Deaf Children; and Capital Campaign Chair and Board member of Windward School in Los Angeles.

Ms Estrin also served as the Chair of the Development Committee for Ploughshares Fund, a member of the Pacific Council for International Policy and Southern California Committee of Human Rights Watch. She also served on the steering committee of the Labor and Community Working Group of the Neighborhood Funders Group and on the Advisory Committee of the LIFT Fund.

Ms Estrin attended Vassar College from 1962 to 1964 and graduated from the University of California at Berkeley in 1966. She earned her MS from the Institute of Design at the Illinois Institute of Technology in photography in 1975.

A professional photographer for fifteen years, her work was published in 1979 by Little-Brown, To the Manor Born. After the book was published, a bidding war broke out between Life Magazine and Esquire Magazine for the rights to publish excerpts. In 2014 one of her photographs was used to advertise a Broadway play, A Delicate Balance – with the subject's face blocked out. Her photographs of Mikhail Baryshnikov, Pat Boone, Joan Didion and others were published in Rolling Stone, MS and the New York Times.

Ms Estrin's work was exhibited in galleries across the country, including in New York at the Sonnabend Gallery – and in Milan, Italy at Il Diaframma. Collections of her work are held at the Art Institute of Chicago; Bibliotheque National in Paris; Loeb Art Center, Vassar College; Polaroid Collection; Seagram Photography Collection; among several others.

Despite her many accomplishments, Mary remained a modest woman, often deferring to others when praised. In her "spare time", Mary remained an active social being, prizing her many friends. She loved hiking, her weekly walks by the ocean, her monthly Ikebana class, exploring the world with her family, dotting on her grandchildren, visiting museums and galleries around the world, and attending family reunions. Mary never missed an LA Opera or an LA Philharmonic concert (especially if Du-

damel was conducting). Mary also enjoyed horseback riding and herding cattle at Lone Mountain Ranch south of Santa Fe and High Country Ranch in northern New Mexico – often working as hard as the cowboys. Mary's interests were many and varied, but none were as important to her as her close and treasured friends and loving family.

Mary was born 30 September 1944 in Libertyville, Illinois to Glen A. Lloyd and Marion Musser Lloyd. She was preceded in death by her brother, John M. Lloyd and sister, Ann B. Lloyd. She is survived by her husband, Robert; daughter, Zoë Lloyd Foxley (Griff); sons, Jesse London Estrin and Eliot Musser Estrin (Gabrielle); and four grandchildren: Hazel Foxley, Gus Foxley, Maren Foxley, and Iris Zhuang-Estrin. Ms Estrin is also survived by her sister, Megan Lloyd Hill of Santa Fe NM, and by numerous cousins, aunts, uncles, nieces and nephews, from across the country.

Mary Lloyd Estrin led a life dedicated to serving others. The Estrin Award was recently established at Ploughshares to provide seed grants to emergent, risk-taking, movement-building efforts that have the potential to transform the work of Ploughshares Fund. The Estrin Award will support grassroots activists and new voices that highlight the intersectionality of the nuclear issue with other issues such as human rights, social justice, the environment, and women's rights.

Anyone wishing to honor Mary is urged to visit:

<https://www.ploughshares.org/honoring-life-mary-lloyd-estrin>

## AWA 2020 AGM Cancelled

The AWA Board of Directors, on April 14, 2020 made the difficult decision to cancel the September 2020 AWA Conference in Fort Collins, CO. because of the uncertainty of the pandemic and travel restrictions.

The 2021 AWA Annual Conference and AGM will take place in Fort Collins, CO at the Hilton working in conjunction with the excellent faculty and staff of the Department of Animal Sciences at Colorado State University. Mark your calendar for September 23-25, 2021!



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 Mike Kirby at: [mkerby@aol.com](mailto:mkerby@aol.com)



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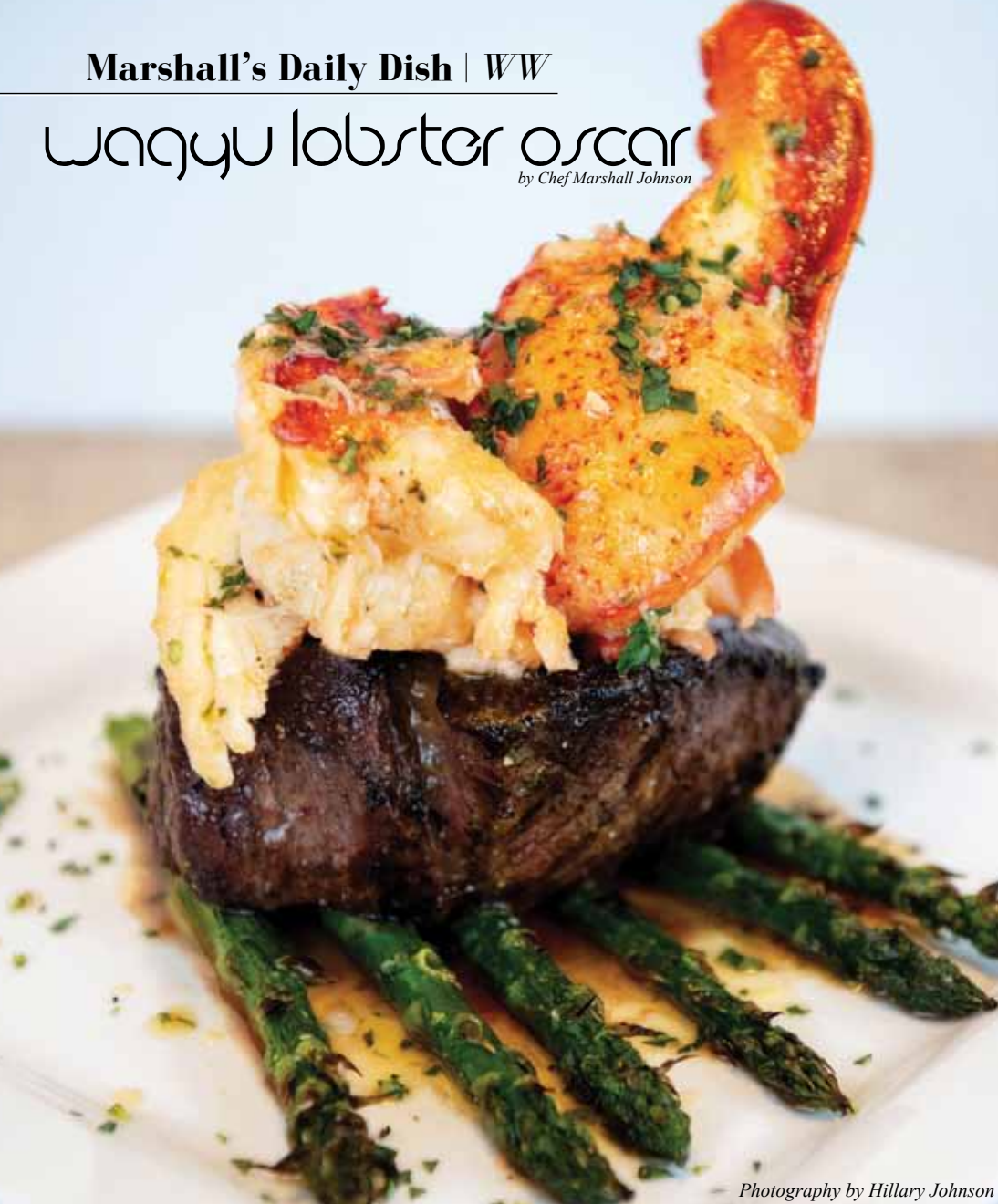
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# Wagyu lobster oscar

by Chef Marshall Johnson



Photography by Hillary Johnson

## ingredients

- 4 Wagyu filets
- salt & pepper
- 20 pieces asparagus ends cut off
- 2-3 tbsp butter
- large ice water bath
- 2 sticks of salted butter softened
- 2 tbsp fresh tarragon fine chopped
- 1 tbsp fresh lemon juice
- 1 tbsp fresh lemon zest fine chopped
- plastic food wrap
- pre-cooked USA Maine cold water lobster tail and claw meat or king crab if you can't find lobster
- 2 sticks salted butter

## Wagyu steak

Season steaks with salt and pepper then grill over medium high heat over oak wood coals, gas grill, or pan seared in cast iron until desired internal temperature. We recommend medium rare.

## grilled asparagus

Bring large pot of salted water to a boil then add in asparagus cook 30-45 seconds. Remove asparagus in the large ice water bath to cool quickly and stop the cooking. Drain once cool and set aside until you are ready to cook. When ready to grill asparagus toss with olive oil salt and pepper to taste. Grill when steaks are almost finished so they are ready same time steak is ready. These will be blanched so they will just need to get grill marked and heated through being careful to not over cook. We recommended these being cooked Al dente. If roasting in oven place in pan with butter salt and pepper and roast on high heat in oven until heated through.

## oscar compound butter

Mix butter well until all ingredients are evenly combined. (tarragon, lemon juice, lemon zest) Take plastic wrap and place the butter in the center of wrap. Form butter like a cylinder and roll up tight and store in freezer until ready to use.

## butter poached lobster butter

Heat up the two sticks of salted butter in sauce pot on stove top until melted. Turn to low while cooking steaks and asparagus. Place lobster or king crab in melted salted butter to poach and heat up for serving. Don't cook on high being cautious to not over cook the Lobster or king crab. Keep warm until serving.

## complete assembly

Heat up plate in oven while cooking steaks so plate is warm for serving. Place 4-5 pieces of grilled asparagus down on plate fanned out. Place grilled wagyu filet steaks on top of the asparagus. Then top the steaks with a nice slice of the Oscar compound butter. Top the butter with the poached hot lobster or king crab. Drizzle a little more melted Oscar compound butter on top of the lobster or crab. Garnish with a little fresh chopped tarragon. ENJOY!!



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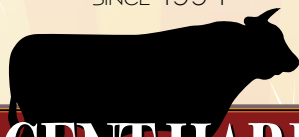
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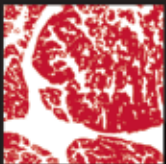
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