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November / December 2020
Volume 7, Number 1



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Snake River Farms

Yes, they purchase a lot of Wagyu bulls but this established meat company has not only helped the Wagyu bull market, they have and continue to promote the breed and are true believers of the unsurpassed quality that Wagyu can produce.

>> *By Heather Smith-Thomas*



20 RANCH REACH

Colorado's Antelope Creek Ranch
This Colorado family has become the biggest advocates of the Wagyu breed and as their herd continues to grow, the quality has even exceeded their expectations; meet the Yoder family.

>> *By Heather Smith-Thomas*

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*Courtesy of: Blake Holman
Location: Colfax, Washington*

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6 Years & Counting

Yes, It's been six years and as we enter into our seventh year of publishing the Wagyu World magazine, we reminisce about the first issue and background of this publication.

>> By Ronda Applegarth



28 OUT & ABOUT

From the latest auction results to the new Australian board of directors, to the growth of BREEDPLAN - there's a lot to take in. Also, don't forget the 2021 calendar of events; it's a new year with excitement brewing - it's on page 44.



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Assessing The Health Of Your Animals

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>> By Dr. Jimmy Horner



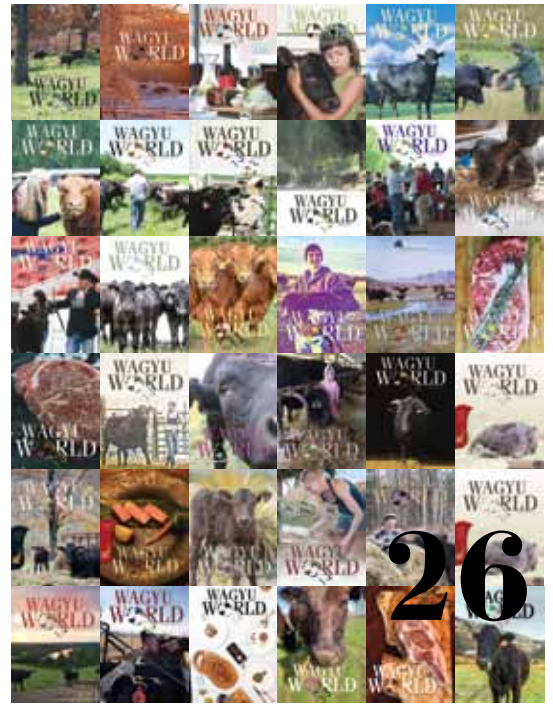
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42 MARKET MATTERS

Hassell Meat Cook-off

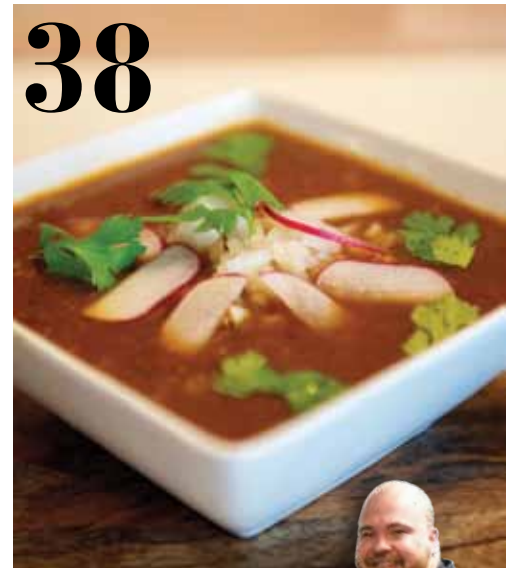
Specializing in F1 Wagyu crosses, meet the three generation ranch who decided to take a huge leap into the world of television and film a cook-off competition.

>> By Ronda Applegarth



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38 MARSHALL'S DAILY DISH

Wagyu Beef Pozole Rojo

Warm up with a bowl of this delicious concoction!

>> Chef Marshall Johnson



WAGYU FAMILY

As we enter into our seventh year of publishing this magazine, I have to sit back and reflect upon the last ten plus years of being involved with the Wagyu breed. Not only am I the biggest believer of this breed, but I have felt so blessed to have the honor and opportunity to work with so many individuals that make up the Wagyu community. The breed, just like any, has had its ups and downs and rotten apples, but at the end of the day, there are so many of you that have become family and truly great friends. When a breeder stops in to chit chat and the mention of a bad goat foot comes up, she grabs her shears and heads right into my goat pen to give my stinky goat a pedicure. When the pony ride guy bails the morning of my son's birthday party, a nearby Wagyu breeder and his family not only comes through with a fairytale princess horse for the kids to ride but also beautiful photography that captured the entire day. When it's late and the streets are packed in Nashville, a certain someone escorts us out to our Uber to make sure we are safe. An outfit with an extraordinary meat program adopts me as family and makes sure I never go hungry. When I am feeling down, there are numerous folks that pick me right up. And when my father died, there was one particular breeder that had more faith in me than I had in myself at the time. I have had amazing record breaking moments with so many breeders and moments that we just wish we could erase. From the late night insomnia chit chats that should be documented for just the pure humor, to the long strategizing conversations to better the breed; each one of these interactions is what makes this whole ride so valuable for me.

Thank you to each and every one of you, for believing in me and my family, this breed and the future of the beef industry. God bless you and your family, happy holidays and much luck to us all in 2021.



Mercedes Janelos-Jahoe



While 2020 has been basically a year from hell, there have been some aspects of it that gleam with a little light. While I don't remember much that took place before the pandemic set in, I did get a new friend in my Norwich terrier "Louie". He continues to be a bright light every single day. With the pandemic we learned a lot more about our country and the people who inhabit it. We learned the importance of paper towels and toilet paper and what happens when you can't find any to buy. I remembered what my grandmother did prior to the paper towel arrival; she used cloth towels and had them at different spots in the kitchen for drying dishes and hands, as well as wiping down sinks. It works like a charm, just another load to wash.

As everything was changing another skill kicked in and that was discovering how to be quick on your feet and make changes. Sales were transplanted to new dates and we all learned to readjust quickly. The advent of "masking up" taught us all a few things; remembering to have one handy, that some folks take it way too seriously, and it's easy to spot the Biden voter because he his driving by him or herself in the car with no passengers wearing "the mask".

Just when we all thought there might be light at the end of the tunnel it was turned off in many states, and yet we all persevered. The Wagyu sales that were moved back were huge successes, and adding to the ranks was the large number of new breeders. We all kept going, trudging along like good soldiers. In California and the West Coast the summer was changed by the smoke that blocked the sun for months. While our forests burned, major cities became scenes from hell, and we all learned how to cook more at home, enjoy our neighbors and how to fly on a plane for six hours without removing "the mask".

Autumn arrived in full splendor, many harvests were underway and some schools opened while others remained closed. The election was at a high level pitch and we waited for the results, and we're still waiting for the results at this writing. The Wagyu sales continued to thrive and our phone continues to ring with new breeders looking to make more purchases. There was a Wagyu virtual convention that many attended and many more virtual meetings. We also learned that Zoom meetings can sometimes go very wrong.

Here we are on the verge of Christmas and the one thing I've learned through all of this is there will always be a glimmer of hope and true Americans are a tough bunch and will prevail. Merry Christmas and let's kick some butt in 2021.



Sherry Danekas - Publisher



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DISCOVERY

This Issue's Four Contributors Share Themselves With Us.



MARSHALL JOHNSON

*Wagyu Breeder / Chef
Restauranteur*



I am thankful for... the American Patriots standing up trying to protect the American way!
Next year I look forward to... more normalcy!!
My family holiday tradition is... a Swedish Christmas dinner !!



DR. JIMMY HORNER

*Nutritionist / CEO
Protocol Technologies*



I am thankful for... more things than I can possibly list but at the top of the list is my wife, Teresa, and our upcoming 40th wedding anniversary on December 20.
Next year I look forward to... new adventures and friendships, and fewer quarantines and lockdowns.
My family holiday tradition is... to stop and take time to thank the One from whom all blessings flow.



HEATHER SMITH-THOMAS

Rancher/ Writer



I am thankful for... my family, and the fact that my husband and I are fortunate to have our son and his wife living on our upper place, and our daughter and her kids living here on our lower place near us, and we have had the joy of watching our grandkids grow up, and now a great grandson.
Next year I look forward to... a new crop of calves, and riding with my daughter and granddaughter to take care of the cattle.
My family holiday tradition is... a family get-together, even if it's not always on the exact day of the holiday - working around everyone's schedule, so we can be together.



RONDA APPLGARTH

Wagyu Breeder



I am thankful for... my family. I can get by with nothing but them.
Next year I look forward to... it not being 2020! What a strange year!
My family holiday tradition is... We hunt. We all take a couple weeks in November to hunt deer and elk in Montana.

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LIVESTOCK MARKETING & PROMOTION

Snake River Farms was the vision of Robert (Bob) Rebholtz Sr., the founder of Agri Beef Company. The son of a San Francisco banker, Robert Rebholtz, Sr. spent his summers as a young man working at a Basque lamb operation in Stockton, California and discovered a passion for ranching and livestock.

In 1968, he purchased Snake River Cattle Feeders in American Falls, Idaho and founded Agri Beef. He continued the cattle feeding operation in that location, with the ambitious goal of producing the world's highest quality beef. A small, family operation at first, Agri Beef gradually expanded to include every step of the beef supply chain, from ranch to table.

In 1978 Agri Beef's corporate headquarters was established in Boise Idaho, where it is still located. In 1985, Agri Beef created PerforMix Nutrition Systems to provide the best mineral supplements for the cattle.

After a visit to Japan in the 1980's and becoming familiar with the Wagyu breed, Bob realized that the Pacific Northwest would be a perfect environment to raise Japanese Wagyu cattle.

Sourcing the best bloodlines available and working with likeminded producers, he was able to see his vision come to life. Snake River Farms' foundation herd was built on Tajima bloodlines which hark back to famed cattle in the Kobe region of Japan (Hyogo prefecture). The most notable bull of this bloodline was Fukutsuru, ranked the

top marbling bull in the U.S. by Washington State University; this bull has a progeny record of 100% USDA Prime or better.

In 1988 Bob and Agri Beef began their Wagyu program which was later named Snake River Farms. A decade later, in 1998, Agri Beef received the Cattle Business of the Century award. In 2003 the ranch-to-table business was further solidified by purchase of the processing facility at Toppenish, Washington.

As Snake River Farms has grown, the quality of the genetics has continually improved, but Fukusturu and the Tajima bloodlines were the original foundation of the Snake River Farms program.

Chefs like Wolfgang Puck and Thomas Keller were early adopters who believed



in the quality of the brand. Thomas Keller featured the cap of ribeye at the French Laundry in Yountville, California and later at Per Se in New York. Wolfgang Puck made Snake River Farms one of its featured brands at his new Steakhouse, CUT, in Beverly Hills, and also began featuring it regularly at the Oscar's Governor's Ball.

Over the next decade, the focus of Agri Beef's Wagyu program became growing the cattle production and the Snake River Farms brand. The program converted fully to parts-based selling and began building a national and international "exclusive" food service distribution network, expanding coast to coast across the U.S. and into foreign markets.

As early-adopters in new information

technologies, Snake River Farms was able to efficiently collect data from the beginning, and use that information to make faster improvements in herd quality. Utilizing embryo transfer, artificial insemination, and DNA collection enables Snake River Farms to continue producing the best quality animals and meat possible.

In a unique closed-loop production system, a bull battery of 1200 purebred Wagyu bulls are leased out to Agri Beef's partner ranches where they are bred to Angus and other English and continental breeds. These crossbred calves are brought back to Idaho for feeding. Agri Beef feeds cattle in several different yards, and has close to 70,000 F1 calves on feed currently. The F1 cattle purchased from cooperating ranchers are

fed at Snake River Cattle Feeders, utilizing a specially-formulated ration.

The Wagyu cross cattle are fed for an average of 550 days. Since they deposit marbling in the muscle over time, they are fed up to 4 times longer than regular beef cattle. These cattle are fed a diet of local feeds including potatoes, soft white wheat and alfalfa hay. When these cattle are ready to be processed, they are sent to Agri Beef's packing plant in Washington State, called Washington Beef. This facility slaughters 600 to 700 head every Friday and grades them on Mondays.

The Wagyu cow herd (utilized to produce seedstock and the bulls to lease out) is maintained primarily at the Double R Ranch near Loomis, Washington, a family ranch

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SNAKE RIVER FARMS

By Heather Smith-Thomas

that runs commercial cows and some registered Angus and Wagyu herds. The Wagyu cows and heifers are bred AI and embryo transfer is also used, to supply the genetics for the bulls used for producing F1 cattle for the Snake River Farms feeder cattle supply.

The Wagyu calves are born in the spring, and sorted into their various programs after weaning in the fall. Bulls meeting the necessary requirements go into the bull battery for the program, and the heifers that meet quality standards are kept as replacements to go back into the Wagyu cow herd.

The Wagyu bulls are leased out, to sire calves to be fed; Agri Beef has many ranches that are part of the program, and 90% off them are family owned and operated, giving a great deal of personal care to the cattle they raise. Herd size on cooperating ranches ranges from 100 to 3000 head.

Agri Beef now has 1200 Wagyu bulls that they lease out to these cooperating ranchers. The fullblood and purebred bulls are developed at Agri Beef's Bull Development Center at Caldwell, Idaho (created in 2016) where they are maintained and leased out and shipped to cow-calf producers who enroll in the Snake River Farms Wagyu breeding program. The lease program includes free delivery of the bulls to the ranch, and free pickup after the breeding season; the rancher doesn't have the expense of wintering the bulls. Benefits to the ranch include calving ease (which means less labor at calving time) and faster breed-back on heifers. Agri Beef purchase all calves sired by the leased bulls.

Cooperating ranchers in several states are involved in the program, including ranches in California, Oregon, Washington, Idaho, Utah, Nevada, New Mexico, Arizona, Wyoming, Montana, North and South Dakota. More than 20 of these producers have been with the program for more than 10 years.

The calves are all DNA-tested to show parentage, to link them back to their sires—to know which bulls are doing the best job. Agri Beef creates their own EPDs on their own bulls. They don't register their cattle; they have more data than anyone else in the U.S., and know what they want. Robert Rebholtz was one of the original people on the board of directors when the Wagyu association was set up, and has been in the Wagyu business since its beginning in the

U.S.

Agri Beef and Snake River Farms Wagyu helped create a market for the rest of the Wagyu breeders in this country. With the large numbers of F1 cattle being fed and marketed, more people got to try this exceptional meat, with a great eating experience. When the BSE scare hit in 2003, with international trade shut down, the U.S. couldn't export any meat for a while. The people who were finishing meat for exports had to find another market, so the Wagyu beef that had been destined to go to Japan was sold to U.S. restaurants.

It wasn't long before the restaurant business realized how good the meat was, and their customers began to learn about Wagyu (mostly F1 Wagyu beef) and wanted more. This situation enabled more consumers to learn about Wagyu and greatly sped up acceptance and demand for Wagyu beef in the U.S. This opened the way for small Wagyu breeders to sell their meat, including the more expensive meat from fullblood and purebred animals, because more people learned what Wagyu is; they no longer have to call it Kobe beef.

Snake River Farms' unique production system assures unparalleled quality and consistency in the end product, and is also dedicated to animal welfare—using techniques and programs designed by and taught by experts in cattle handling like Temple Grandin and Bud Williams. All employees of Agri Beef are trained in low-stress handling and all Beef Quality Assurance Care and Well-Being Standards are carefully followed. Cattle are checked daily by trained cowboys, and given appropriate health care when needed. Agri Beef provides 24-hour access to an on-call veterinarian at all of their facilities.

Agri Beef and Snake River Farms are also dedicated to having a positive role in the local communities they are involved with. Neighbors helping neighbors is part of western cattle country tradition. As a local employer and a family-oriented business, Agri Beef and Snake River Farms are very conscientious about their role in the communities they are a part of, and always try to give back to the people who have supported them.

They have contributed more than 4 million servings of beef to Idaho and Wash-

ington food banks through the Beef Counts program that they helped create in 2010 with partners in the cattle business, grocery retailers and local food banks. During the COVID shutdowns and meat shortage, Agri Beef donated a million dollars' worth of Wagyu meat to San Francisco for the homeless people.

In 2012 Robert Rebholtz was inducted into the National Cattle Feeders Hall of Fame. From a simple vision to a globally-recognized beef brand is an amazing story spanning more than 25 years. Today Snake River Farms Wagyu beef is exported to more than 35 countries around the world. The parent company, Agri Beef, has divisions across Idaho, Washington, Oregon and Montana and exports meat to more than 50 countries.

Snake River Farms American Wagyu herd is maintained primarily on the high plains along the Snake River in Eastern Idaho. Managing the production process from start to finish, Agri Beef has developed this meat program into one of the most highly regarded groups of Wagyu-cross cattle in the world. Joining forces with family-owned farms and ranches, the closed-loop production system supports the ranching lifestyle of local producers who focus on raising the finest livestock. All of the hard work and long hours that go into caring for these animals results in the incredible tenderness and unforgettable flavor of Snake River Farms American Wagyu Beef.

The ancient Wagyu breed is the foundation of Snake River Farms American Wagyu Beef. Crossing bloodlines from their purebred Japanese Wagyu bulls with traditional, high-quality beef animals, Snake River Farms has found what they think is the "best of both worlds" --the perfect blend of the famous Wagyu buttery marbling and robust beefy flavor. This company controls the entire supply chain, from the ranches where the cattle are raised, to their humane processing facility, to their customer care team.

Today Robert Rebholtz, Jr. continues to build on his father's vision and the core values of Agri Beef—leadership, integrity, and innovation—to create exceptional beef in harmony with the environment and Northwest ranching traditions. 🍖



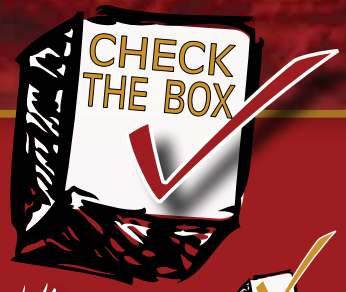
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ALVARADO - TEXAS

COLORADO'S

Antelope Creek Ranch Wagyu

By Heather Smith-Thomas



Antelope Creek Ranch Wagyu, near Wiggins, Colorado, is owned and operated by Brad and Tammy Yoder and their two children, Ariana and Brody. Brad and Tammy both came from an agricultural background and grew up around livestock. Tammy has been in the horse industry for a long time and always wanted to raise cattle. “I’d gotten my degree in Animal Science and went on to pursue a Master’s Degree in Reproductive Physiology, but never really used my degree,” Tammy says. “I went into veterinary emergency medicine and was a practice manager. When Brad and I got married, we both dreamed of one day having our own cattle ranch.”

She grew up in Colorado and Brad grew up in Kansas and moved to Colorado. “My cousin lived in the same town Brad moved to, and they became good friends in high school. Brad and I didn’t actually meet until many years later when my cousin got married,” Tammy says.

Brad lived on a farm in Kansas when he was a kid. “My dad ran cattle with my grandfather until I was about 12, then my family moved to Aurora, Colorado. I spent 15 years in that city and decided I needed to get out. Tammy and I found a place to purchase in a small, quiet rural community,” he says.

They researched the Wagyu breed for 3 years; they found out about Wagyu because a nearby rancher was raising them. “We went to the Denver National Western Stock Show a couple times, tasted the meat, looked at the animals and decided this was the way we wanted to go,” Brad explains.

“We took our time and started with some embryos. We had two Angus cows and they raised our embryo calves. We did that a few times and then bought a fullblood from some folks who were getting out of Wagyu. We slowly built our herd—buying one or two here and there, or a cow-calf pair,” he says.

It took 6 years, but they are well on their way. From the beginning they harvested a few animals, to start their all-natural beef program for customers. At first it was F1 animals; they had a few Angus cows to use as recipients for embryos. “Some of them didn’t pan out as recipes so we raised F1 calves for us to harvest,” says Tammy.

There is a growing trend among consumers to eat healthier, and know where their beef comes from. “Our goal was to become completely farm-to-table and all natural, with no antibiotics or hormones, and we met this goal in early 2015. Now we have our own USDA label and can track each package of meat to the individual animal,” she says.

They started selling beef at a farmer’s market and a specialty grocery store in Parker, Colorado. “We dropped a steak off for the store owner to try, and it sat in his freezer for 3 months before he ate it because his staff didn’t tell him it was there,” says Brad.

“When he finally ate it, he called us a couple days later and said it was the most amazing steak he’d ever eaten!” He wanted to know more about their program and wanted some of their beef in his store.

“We’d like to eventually harvest a couple animals per month, to supply fresh beef to our community and farmers markets,” Brad says. They feed out their own steers at the ranch, but purchase most of the feed. It’s very dry in their region and impossible to grow crops without irrigation.

The cattle are on dryland pasture and it’s always a challenge to find pasture to lease. “We lease pasture when we can find it, and actually dry-lot quite a few of our cattle here at the house. It takes a long time to build the infrastructure needed,” he says.

“We talked with many people before we got into this, and a guy told us it would be 5 to 6 years before we start to make money in this business, and he was right. We’ve worked our tails off, to raise the cattle, and run a landscaping company full-time as well. We’re basically doing two fulltime jobs, for the past 6 years,” Brad says.

Many people told them they couldn’t do it. “If you can do it slowly and stay out of debt, it can work. We’ve done it debt-free and this meant building it slower than we wanted to,” he says.

Their son Brody is 7 years old and their daughter Ariana is 12. They both enjoy helping with the animals and like to show cattle. “We’ve taken them to a few of the shows like the National Western, the North American International Livestock Exposition (NAILE) at Louisville, Kentucky, and county fairs,” Brad says.

The judge at the county fair noticed that her calf was a little different, and asked her what she had there, and she told him. He was very happy to see a Wagyu at a little bitty county fair in northeast Colorado, and spoke highly of the breed. Since then, she got hooked and likes to show. She takes care of the calves and halter breaks them.

“She is our little computer,” says Brad. “She remembers the pedigrees of the calves even when Tammy and I can’t remem-

ber. All we have to do is ask her. We have about 15 calves coming due, and she memorizes all of them, every time. Having cattle is good for kids; it teaches them a lot of responsibility and how to work hard," he says.

Tammy and Brad have been grateful to many people who have given them good advice. "They helped us a lot," Tammy says. "We met people at Wagyu shows at the National Western Stock Show and started going to conventions, meeting more people, and networking. We were able to ask a lot of questions," she says.

"Many Wagyu breeders are very willing to share information and help us pick out genetics," Brad says. "Of course some of them want to sell you what they have, and I understand that, but there are many people who are willing to just sit down and talk to you. They really helped us in the beginning, in the 3 years we were doing research. It really paid off in helping us start with some nice, well-bred animals," he says.

It's beneficial to start with great genetics. "This is something Tammy and I discussed and weighed in the beginning because we tried to buy some at the Stock Show the first couple years and didn't have enough money for a heifer. That's when Tammy came up with the idea of using her education in reproductive physiology to do embryos."

They had to decide whether to spend money up front for really good genetics or try to breed up from less quality. "Breeding up takes a long time, and a lot of money. We did the math and realized it would take us forever to get where we wanted to be," he says.

"Tammy dove into the genetic part of it, while I was trying to figure out how to feed them," Brad says. They are both very dedicated to the health and well-being of their animals and handle all their cattle with ease and finesse, with the least stress possible. They also developed a unique feeding program, focusing on the different developmental stages



and feeding appropriate rations for each stage.

Everything has worked together to elevate their All-Natural Beef Program beyond expectations. “The quality of our beef is extraordinarily above mainstream beef standards and above anything you can find in a grocery store. The difference in taste and tenderness is absolutely amazing!”

At birth a Federal Electronic Information (FEIT) Tag is placed in each animal’s ear. It remains in place until removal at the USDA processing facility. Every life event (date of birth, birth weight, weaning weight, change in feeding rations, etc.) is tracked. For the consumer, this means that each steak, roast, or other meat cut can be tracked back to the individual animal with its entire history and genetics.

All the cattle are produced as Vegetarian Fed and All-Natural high-quality hay and grain products. They have free-choice access to fresh water, minerals and salt. No antibiotics or hormones are used. If an animal needs antibiotics, records of antibiotic usage are attached to the animal’s tag number in the electronic tracking system and cross-referenced by its FEIT Tag. These animals are removed from the All-Natural program. The cattle are USDA grade inspected at the processing facility and the beef is dry aged.

Each animal is treated with care and respect as an individual, and for what it needs. “This is reflected in the quality of our



beef. These are docile, quiet cattle, even the bulls. In the beginning I never wanted to have bulls, but now we’ve had four and they are very docile animals and can be handled with ease,” Brad says.

These cattle do need correct nutrition. “It really pays off, down the road, to optimize that animal’s ability to perform. It’s been a learning curve but we really enjoy the animals,” he says.

Brad and Tammy want to thank some of the people who have helped them along the way, including Kevin Hayden (Wagyu Sekai), Dennis Kuempel Jr., Christina Hall (CMC Livestock), Deb and Dr. Derrel DeGroff (Colorado Genetics), Mark Rightenstein (the embryologist who did their early embryo work), Bob Estrin at Lone Mountain Ranch, Desi Cicale at Red Bull Cattle Company, Ralph Kayler, Ken Tew, Dr. Jimmy Horner (nutritionist at Protocol Naturals), Karen Griess (Tammy’s aunt) and Tammy’s cousin Jason Legler who sent them to the Stock Show to taste Wagyu.

“I was so skeptical in the beginning,” Tammy says. “I thought beef was beef, but we discovered there is an exceptional breed like no other.”

“We can’t thank the people enough who have shared their stories with us,” Brad says. “We can pick bits and pieces from many people’s experiences and find something that helps in our own program. We sometimes know where we want to go but

don't know how to get there, and many people have helped us find that path."

Now people ask Brad and Tammy for advice on how to get started. "I always tell them to identify their end market first, and work backward," says Tammy. "Everyone has a different situation. That's what's so wonderfully versatile about Wagyu. You have so

other businesses--the amount of effort you put into it is the amount of reward you get from it."

This also applies to feeding. Brad points out that whatever feed you put into them is what you get out of them. "They are different, and you must feed them different than other beef cattle," he says.



many different avenues—as a breeder, a cow-calf operation, a feeder or a farm-to-table niche, the restaurant industry, etc. You can't count all the ways," she says.

Many times when talking to people, they were advised that they have to build their own market. "This is 100% true," says Brad. "You must put in the time and effort and that goes for any part of raising Wagyu, whether selling genetics or beef. You have to get out and beat the bushes and talk to people, and put in the miles and the hours on the telephone, and the meetings and

"Overall, however, it's been an amazing 6 years as we've built our business—in where we started and where we've gone, and where we are going. And we are always open to advice, and learning about different ways that people do things." There is always something to learn.

"It is very satisfying to have built this as a family, and we have a lot of fun with it," Brad says.

"We love to travel, and anytime we have a chance to go to a sale or a convention or conference, or a tasting, we go—if we can. We have some good



lunches and sitting down to talk to people," he says.

Wagyu are not a "get rich quick" breed. "People think, 'Wow! You can sell a steak for that much' and think it's easy," says Tammy. "But like many

friends who do our chores while we are gone, and feel blessed to have such great people around us. At the drop of a hat they can feed for us, or help us work the animals. A big thank-you to Jenny, David and Maggie."



HELPING THE NEXT GENERATION

Brad and Tammy are very involved with and support young people to encourage their interest in the breed. "We have brought kids in, to show animals. If we're ever at a show and kids show up and don't have animals, we provide one for them. If we have an animal they can put in a class and get out there and see what it's all about, we love to do it. We love to see the kids scramble around on show day and then see that smile when they win a buckle," Brad says.

Last year they helped with the youth group at Denver with Desi Cicale. "Youth are the future generation in our breed."

It's hard for young people to get started in the cattle business, partly because land is expensive, but the nice thing about Wagyu is that you don't need a big ranch; you can raise them on a small acreage. These cattle are valuable enough, and the meat is worth enough, that it takes fewer of them to create a viable business. *Page 24 >>*



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<< Page 23



FUTURE IDEAS AND PLANS

Tammy is starting to look at genetics for not only marbling, but also milking ability. “We raise cattle differently in the U.S. than they do in Japan, and we need our mamas to milk better. I’m also looking at flavor in the meat. Some of the highest-marbling animals are losing the flavor,” she explains.

“I’m starting to team up with the Triple Crown Steak Challenge with Desi Cicale and learning a lot about testing steaks and looking at fatty acid profiles using the Japanese Carcass Camera for grading and using the Shrimmer shear

test to see how tender the meat actually is--putting some scientific data to our testing rather than just subjectively looking at the steak,” Tammy says.

She and Brad have their own carcass camera, to be able to grade these animals properly. “We will be available to grade anyone’s Wagyu beef as it hangs after harvest. We want to give producers another piece of the puzzle with actual measured carcass data with this amazing camera. The USDA does not currently have a grading scale that goes high enough above Prime to properly grade our Wagyu cattle,” she says.

“With this added information, producers will be able to make better decisions on what genetics and feeding will work for their program. People can get in touch with us about the carcass camera,” Tammy says. 🌸



Wagyu WORLD



Brady



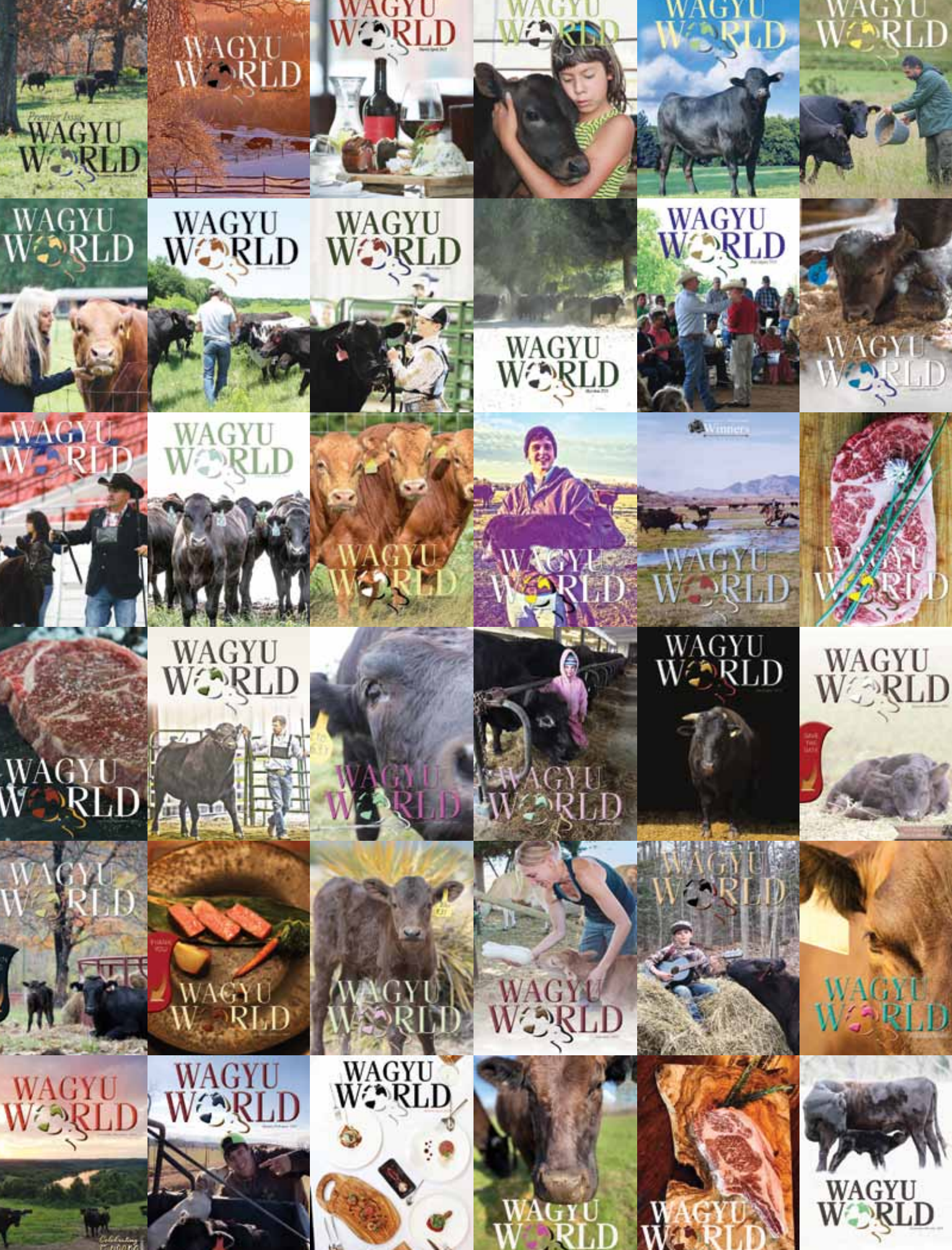
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6
years

CELEBRATING ALL THINGS WAGYU

HAPPY ANNIVERSARY WAGYU WORLD!

By Ronda Applegarth

In the fourth quarter of 2014, a concept became reality when Wagyu World Magazine was born. The Danekas family realized the Wagyu industry was lacking a platform to disseminate information, share ideas and market cattle. They created a working idea of a magazine tailored specifically for the Wagyu enthusiast. They announced the idea at a launch party at the American Wagyu Convention in the Fall of 2014 in San Antonio and the first edition of Wagyu World was released to it's subscribers at that event.

The magazine is the culmination of over 40 years of publishing expertise with predecessors including California Cattleman's Magazine, The Western Cowman and The Angus Icon. To this day you can still find remnants of JDA's media history in it's offices including a vintage lightbox once used to cut and crop images. 2020 finds graphic designers and editors sitting behind computers and manipulating images with complex applications but dedication to producing a beautiful, coffee table worthy publication is still at the heart of JDA's Wagyu World mission.

A vision exists to expand readership by promoting the breed outside of it's primary subscribers that include mostly breeders. There is a plan to add more industry driven advertising as well as educational articles and information about the breed. JDA wants the magazine to be interesting to readers that know about the breed but educate people new to the breed as well. It even has a following among restaurateurs and culinary schools. Recently, a growing number of commercial cowmen are also becoming interested subscribers as more and more cattlemen are becoming F1 producers.

Congratulations on six years of commitment to educating, enlightening and entertaining the Wagyu community! 🐮

OUT & ABOUT

Wagyu Sales, Shows, and Other Happenings

Sales

2020

Vermont Wagyu Production Sale SPRINGFIELD, VERMONT



October 24th, 2020



>> *The Results*

Vermont Wagyu Production Sale - 2nd Edition

Averages

| | |
|---------------------|-----------------|
| 1 BULL | \$4,500.00 |
| 6 2020 BORN CALVES | \$3,775.00 |
| 22 YEARLING FEMALES | \$4,770.00 |
| 24 MATURE COWS | \$4,555.00 |
| 5 COW/CALF PAIRS | \$7,620.00 |
| 16 EMBRYOS | \$679.00/EMBRYO |
| 30 UNITS OF SEMEN | \$440.00/UNIT |

Tops

BULLS:

Lot 10: VT Z278 ITOSHIGEMICHI G109, 09/21/2018 sired VT ITOSHIGAMICHI Z278 D40 ET; **\$4,500** to **Wagyu Quebec 22**, Lefebvre, Quebec, Canada.

COW/CALF PAIRS:

Lot 49: VT MS TENZANAMI F114, 09/06/2018 sired by ITOSHIGENAMI with a SUMO MICHIFUKU F154 heifer calf at side; **\$10,500** to **Breanna Thibodeau**, Exeter, Maine.

Lot 21: VT MS SUZUGUNI E03 ET, 01/25/2017 sired by VT YASUZURU DOI with a VT Itoshigamichi Z278 D40 bull calf at side; **\$7,500** to **Chantale & Daniel Mongrain**, Acton Vale, Quebec, Canada.

Lot 61: VT MS MICHIS6T E22 AI, 05/27/2017 sired by BAR R NAKAGISHIRO 56T with a VT Shigefujiko Y10 heifer calf at side; **\$7,000** to **Chantale & Daniel Mongrain**, Acton Vale, Quebec, Canada.

FEMALES:

Lot 44: VT MS NAKATENZA G14, 05/04/2019 sired by BAR R NAKAGISHIRO 56T; **\$7,000** to **David Wolfe**, Lilac Rain Farm, Greenwich, New York.

Lot 4: VT MS HARUITOSHIGE G34, 06/16/2019 sired by VT HARUHANA D06; **\$6,250** to **Cody Hostetler**, Tampico, Illinois.

Lot 33: VT MS HIRASHIGE E94 ET, 10/19/2017 sired by CHR HIRASHIGE TAYASU 533; **\$6,250** to **Back Home Farms**, Exeter, Maine.

Lot 22: VT MS YOYAZURU E06 ET, 02/01/2017 sired by VT YASUZURU DOI; **\$6,000** to **Cody Hostetler**, Tampico, Illinois.

Lot 51: VT MS HIRATARI G60, 07/09/2019 sired by VT HIRAITOYASU D20; **\$6,000** to **Cody Hostetler**, Tampico, Illinois.

2020 BORN CALVES:

Lot 60: VT MS SUMO F154 H68, 06/13/2020 heifer calf sired by SMO SUMO CATTLE CO MICHIFUKU F1 54; **\$4,100** to **Wagyu Quebec 22**, Lefebvre, Quebec, Canada.

Lot 1: VT ITOSHIGEMICHI H72, 06/17/2020 bull calf sired by VT ITOSHIGEYASU A07; **\$4,100** to **Alexandre Vincent**, Acton Vale, QC, Canada.

EMBRYO PACKAGE:

Lot 38 A & B: SUMO MICHIFUKU F154 X VT MS ITOZURU DOI 148 C20; **\$6,800** for an 8 embryo package to **Henry Zerby**, Marengo, Ohio.

SEMEN:

Lot 2: 10 Units of VT ITOSHIGEYASU A07, **\$5,750** to **Greg James**, Grass Lake, Michigan.

Lot 2X: 10 Units of VT ITOSHIGEYASU A07, **\$5,750** to **Marc Brisson**, Shoreham, Vermont.

This year's Vermont Wagyu production sale was held at the VT Wagyu farm and headquarters. A 100+ year old barn was our sale site and a beautiful venue for the event. Outside the landscape was painted with the famous Vermont fall foliage and the weather cooperated as we were blessed with a beautiful fall day with just a hint of cold. Every seat was filled and the online audience was also very large with just under 40 registered buyers and over one hundred of viewers. The sale was solid as can be and the VT Wagyu genetics shined as you can see by the averages. Some added lots were a highlight including a week old Itoshigenami embryo calf that stole people's hearts and who commanded \$3,800. Always excitement at this event and we look forward to visiting the farm again in 2021 for the 3rd edition VT Wagyu production sale October 23, 2021.

2020

Buck Mountain Ranch - Final Chapter Sale SPRINGFIELD, MISSOURI



November 21st, 2020

Buck Mountain Ranch – The Final Chapter Sale

Averages

| | |
|------------------|-------------|
| 3 RED BULLS | \$7,800.00 |
| 3 BLACK BULLS | \$4,700.00 |
| 1 RED PAIR | \$11,500.00 |
| 8 BLACK PAIRS | \$4,800.00 |
| 5 RED HEIFERS | \$5,050.00 |
| 16 BLACK HEIFERS | \$2,855.00 |
| 3 RED/BLACK COWS | \$3,500.00 |
| 10 BLACK COWS | \$2,900.00 |

Tops

BULLS:

Lot 56: BMR MR. TAMAMARU 60E ET, 03/16/17 sired TAMAMARU; \$8,000 to Ragland Wagyu, Hazel Green, AR.

Lot 59: BMR MR EMPEROR 1002G ET, 03/11/19 sired HEART BRAND RED EMPEROR; \$8,000 to Harold Deniz, Captain Cook, HI.

Lot 54: BMR MR RUESHAW 8RE ET, 10/02/17 sired RUESHAW; \$6,000 to David Wolfe, Sedalia, MO.

Lot 1: BMR MR ITOZURUDOI 1006G ET, 03/13/19 sired ITOZURU DOI; \$6,000 to Hiroshi Ranch, Osage Beach, MO.

PAIRS:

Lot 49: JR-HOSHIKO A04, 09/13/13 sired SUMO CATTLE CO SEISAKUSHU C221; \$11,500 to Joel Killian, Springfield, MO.

Lot 15: BMR MS TASYU 303E ET, 03/13/17 sired CHR HIRASHIGE TAYASU 533; \$6,000 to Tyler Steinbrink, Chatfield, MN.

Lot 8: BMR MS. MICHİYOSHI 41D ET, 11/07/16 sired MICHİYOSHI; \$5,000 to Dave Dreiling, Manhattan, KS.

Lot 66: BMR MS. YASASHIGE 30D AI, 07/31/16 sired BMR ITOMICHI XL; \$5,000 to David Wolfe, Sedalia, MO.

Lot 7: BMR MS. MICHİYOSHI 43D ET, 11/06/16 sired MICHİYOSHI; \$4,500 to Ron Stephens, St Louis, MS.

HEIFERS:

Lot 52: BMR MS EMPEROR 196F, 03/15/18 sired HEART BRAND RED EMPEROR; \$9,000 to Ragland Wagyu, Hazel Green, AR.

Lot 50: BMR MS RUESHAW 1016, 09/24/19 sired JC RUESHAW 92; \$6,000 to Ragland Wagyu, Hazel Green, AR.

Lot 57: BMR MS RUESHAW 01 249F ET, 09/26/18 sired JC RUESHAW 92; \$5,250 to Ragland Wagyu, Hazel Green, AR.

Lot 51: BMR MS RUESHAW 18F, 08/16/18 sired D&H RUESHAW JR 98-1 6019D ET; **\$5,000** to **Joel Killian, Springfield, MO.**

Lot 32: BMR MS ITOSHIGEFUJI 01 F104F ET, 09/24/18 sired ITOSHIGEFUJI; **\$4,750** to **David Wolfe, Sedalia, MO.**

The Boot Daddy Saloon was the venue for the Buck Mountain Ranch Final Chapter Sale. Even with COVID 19 keeping most of our nation hostage, the room was full of spectators and buyers. Plenty of action was online with almost 60 registered buyers. With cold air and a lot of rain, the big Buck Mountain event was very successful. Genetics sold to 15 states, coast to coast and even Hawaii! With the bulk of the animals from Buck Mountain Ranch selling, it was also a somber moment for the owners but at the same time, they are very happy to see so many good folks opening their doors to some new and exciting genetics.

Managed By: James Danekas & Assoc., Inc.

Auctioneer: Kyle Colyer

Online Venue: LiveAuctions.tv

In the News

NEW WAGYU BOARD EMBRACES DIVERSITY IN GLOBAL MEMBERSHIP

The Australian Wagyu Association is pleased to announce that the new Board for 2020-2021 was sworn in at the Annual General Meeting held 4 November, 2020.

In a year where industry has risen to the challenges of the pandemic, the AGM for the first time was held principally online, with voting conducted virtually.

Following strong support for Board renewal, newly appointed Board Directors are Scott de Bruin and Laird Morgan; while Charlie Perry and Selwyn Maller have been re-elected. Scott is the principal of Mayura Station and has served as President and Board member previously for the Association, in the era of the introduction of the Collaborative Genetic Research Project. Mayura Station is a vertically integrated business based in South Australia, and has been a successful entry in the Wagyu Branded Beef Competition each year since its inception.

Laird is the owner/operator of Lillyvale Feedlot and Arubial Wagyu. A fourth-generation beef farmer, he is a graduate of Marcus Oldham and will bring to the Board an understanding of Wagyu strengths in comparison to the beef industry.

The Board voted on 5 November, 2020 to elect Guyra-based Wagyu Breeder - Charlie Perry as the 14th President of the Association.

The Board Directors and office bearers for the 2020-21 period are:

President: Charles Perry

Senior Vice President: Selwyn Maller

Junior Vice President: Laird Morgan

Treasurer: Scott de Bruin

Association chief executive, Dr Matt McDonagh would like to extend on behalf of the organisation his thanks to outgoing President and Board Members, Mike Buchanan and Lorna Tomkinson for their contributions to the AWA through their service on the Board.

President Charlie Perry said that: "There is no doubt that 2020 has been a difficult year for the industry with environmental conditions and COVID-19. I am looking forward to working with the Australian Wagyu Association Board in 2021, with a renewed energy and focus on inclusivity and embracing the diversity within our global membership."



Charles Perry - AWA President

10-YEAR TRENDS IN THE WAGYU SECTOR GENETIC EVALUATION

Multi-trait Genetic Improvement

The Australian Wagyu Association has grown significantly over the 2010 - 2020 period as a result of a substantial increase in

the number and scale of its members operations. This analysis provides feedback to members on how their contributions have impacted the genetic evaluation for Wagyu cattle and to report some of the observed breeding trends.

Growth in Membership and Registered Animal Numbers

The power of a genetic evaluation is influenced by the number of people who use it, the number of animals involved and the strength of the data that is analysed.

Since 2010, the number of Full AWA Members has increased three-fold to 633 (20 June 2020, Figure 1). This growth has occurred since 2015, with an increasing proportion of new AWA members being international Full members who register animals with the AWA, to provide genomic information and performance records into the Wagyu BREEDPLAN genetic analysis.



FIGURE 1 Membership trends across for the Australian Wagyu Association over the past ten years.

Over the five-year growth period from 2015 – 2020, the number of registered dams (females with recorded progeny in the AWA Herd-book) has increased more than two-fold to 104,222 (top orange line in Figure 2).

AWA members typically only register a portion of their calves, mostly out of the 50% that are females. Comparing the orange (dam) line in Figure 2 to the blue and purple (calves) line, approximately 25% of dams had calves registered against them by the AWA in 2015. As the registered number of dams has increased, there is an increase in registration of new calves, of which approximately 80% are females and therefore, future breeders. The number of sires (males with recorded progeny – green line) increased 2.6-fold over the same period to 12,224.



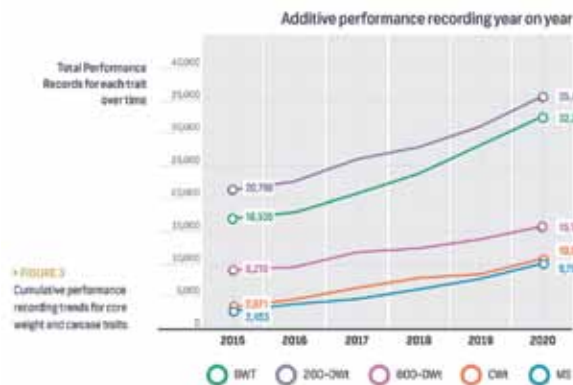
FIGURE 2 Total registered sires, dams and calves between FY2015 to FY2020 for which BREEDPLAN EBIs are provided.

Data recording trends – genotype and phenotype

The Wagyu genetic analysis is based on three components, a pedigree recording platform (the AWA Herdbook described above), phenotypic records (animal performance data for traits supplied by members) and genotype records (genomic data supplied by members). Using these sources of information, Wagyu BREEDPLAN uses statistical analysis to calculate the genetic merit of individuals using all available data.

The Wagyu BREEDPLAN analysis provides EBVs for all dams, sires and calves registered with the AWA, including those from members in more than 20 countries. The analysis uses approximately 60,000 genomic records and an increasing volume of performance records (Figure 3).

Since 2015, the number of AWA members who are BREED-

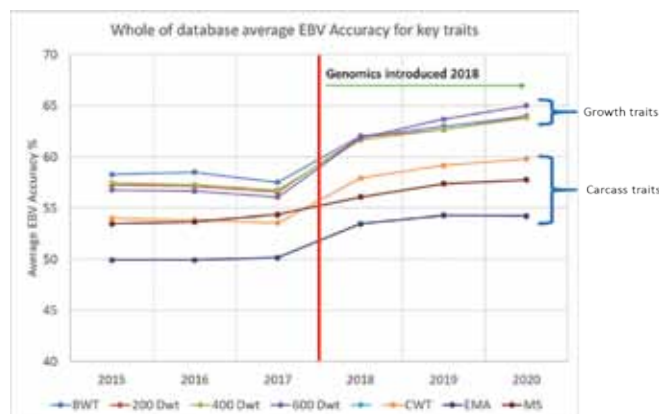


PLAN members and submit performance data has increased 280% from 43 members, to 120 members. These members are located across nine different countries on four continents. Over the past five years there has been a steady increase in recording across the major growth performance traits. Records for Birthweight have increased 70% to 35,419 total records, 200 Day Weight (weaning weight) has increased by 95% and 600 Day weight has increased by 85%.

In the same period, a total of 47 AWA members have submitted carcass data records to the AWA, with Carcass Weight and Marble Score records increasing by 370% and 400% respectively to approximately 10,000 records for each (to 30 June 2020).

Accuracy trends – the reliability of the analysis

As more members are submitting more phenotype records and undertaking large numbers of genomic testing on their herds, the impacts of these factors on the accuracy of genetic prediction for traits within the Wagyu BREEDPLAN analysis is evident. Shown in Figure 4 are the whole-of-database, average accuracies for the core growth and carcass traits since 2015. AWA switched to include genomic information for registered animals in 2018 with the introduction of Single-Step BREEDPLAN. The large jump in whole-of-database accuracy for BREEDPLAN EBVs can be seen between 2017 and 2018.



As shown in Figure 4, the impact of new genomics information and performance data is spread across the whole of the AWA Herdbook and has a gradual positive influence on increasing accuracies. In the five years to 2020, the whole-of-database average EBV accuracy has increased 5%.

The largest impact of new genomic and performance data is on 'current' or newly registered animals. Shown in Figure 5 are the average accuracies for the core growth and carcass traits for the calves born in each year since 2015. It is worth noting the significant jump in accuracy for the EBVs of calves born in



2017, most of which were registered in 2018 post the implementation of Single-Step BREEDPLAN. These calves benefited from the addition of genomic information within the BREEDPLAN analysis.

The overall trend for EBV accuracy for newly registered calves has been a substantial increase from an average of 47.5% for calves registered in 2015, to 61.5% for calves registered in 2020. This is an increase in EBV accuracy of 14% during the five-year period to 2020. The average accuracy of growth traits EBVs is now greater than 65% for 2020 born calves, with accuracy for carcass traits ranging from 50% (EMA) to 60% (CWT).

Multi-trait selection

Every breeder has their own breeding objective for their herd. Whilst there is no doubt that Wagyu are identified as 'the marbling breed', our Wagyu breeder members are cattle producers and manage herds of females that are required to perform in a wide range of different environments from northern Queensland to Tasmania and Western Australia.

The following section demonstrates continued improvement (genetic gain) across a range of growth and carcass traits.

Genetic change can be demonstrated in all key growth and carcass traits – demonstrating that as a collective, Wagyu breeders have categorically not focused on single trait selection and have made sustained improvements through multi-trait breeding.


Genetic trends – Growth

To understand genetic trends across the whole Wagyu herd, it is necessary to look at changes over a longer time frame, as genetic progress is gradual and cumulative. The following figures show trends over a 10-year period, looking at the average EBVs for traits of calves born within a year.

In Figure 6a, 6b, the trends for early life growth - Birth Weight and Weaning Weight (200 Day Weight) show slight increases across the last 10 year period. The average Birth Weight EBV is increasing at 0.03kg per year, such that over the 10 years to 2020, the average Birth Weight EBV has increased +0.3kg to +1.1.

As shown in Figure 6a and 6b, the slight trend towards increase in Birth Weight EBV is associated with +5kg increase in Mature Cow Weight EBV over the same period. Hence, as genetic potential for Birth Weight is increasing, genetic potential for cow size is also increasing. However, care should always be taken in matching birthweight EBVs of sires to the frame size of cows

★ WAGYU ★




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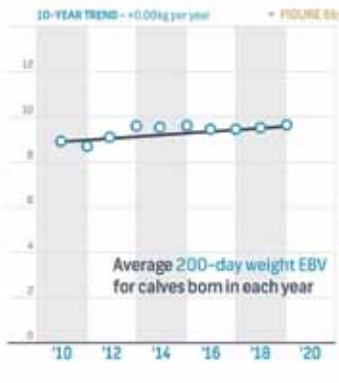
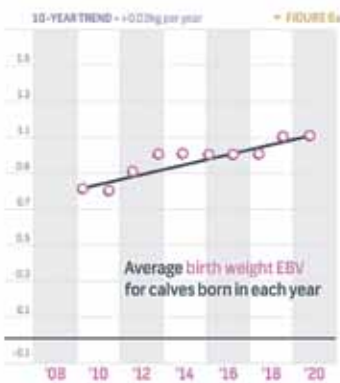

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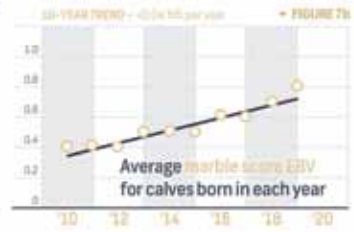
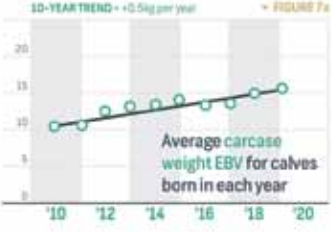


such that over the 10 years to 2020, the average 200 Day Weight EBV for calves has increased +0.8kg to +9.6kg. In Figure 6c and 6d, the trends for later life weight gain – 600 Day Weight and Mature Cow Weight, also show increases across the last 10-year period. The average 600 Day Weight EBV is increasing at +0.4kg per year. Over the 10 years to 2020, the average 600 Day weight EBV has increased 4kg to +19.2kg. Likewise, for Mature Cow Weight, the genetic potential has increased by 5kg over the 10-year period to +20.6kg for Mature Cow Weight.

Genetic trends – Carcase

Similar to increases across growth traits for the past 10 years, AWA members have made significant progress in genetic merit for core carcase traits (Figure 7). Consistent with increases in

and breeders should consider the Birth Weight EBVs of their breeding females to avoid matching high Birth Weight Sires to high Birth Weight females. For 200 Day Weight, the EBV is increasing at +0.08kg per year,

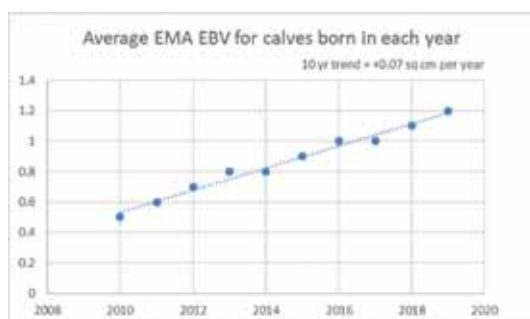


600 Day weight and Mature Cow Weight, genetic gain in the Carcase Weight EBV has averaged +0.5kg per year, resulting in a 5kg increase in Carcase Weight EBV to +15.3kg. In addition to the genetic gain for growth and carcase weight over the 10-year period, genetic gain for Marble Score has been significant. The 10-year trend for Marble Score EBV is an increase of +0.04 MS units per year. This amounts to a +0.4 MS EBV increase over the past 10 years to +0.8.



<< Page 33

There is a significant and positive genetic correlation between Marble Score and Eye Muscle Area in Wagyu. As the genetic potential for deposition of intramuscular fat within the Eye Muscle increases, the genetic potential for Eye Muscle Area also



increases. Figure 8 shows the 10-year trend for increasing Eye Muscle Area EBV at +0.07 square centimeters per year, amounting to an increase of +0.7 centimeters over the last 10 years to +1.2.

Making sense of genetic information

It is important to note that the EBVs reported by AWA through Wagyu BREEDPLAN reflect the breeding directions of the membership as a whole.

It is clearly demonstrated in the information presented, that AWA members have made significant genetic progress across all traits reported without bias toward a particular trait. The total analysis shows a consistent trend toward increasing genetic merit of growth and carcass traits, demonstrating effective multi-trait selection.

It is encouraging to note the substantial increase in EBV accuracy for newly registered calves in the past five years. This trend is significant, with the contribution of performance data and genomic information resulting in substantial lift in accuracy for all growth and carcass traits recorded.

The higher accuracy for growth traits reported is largely a reflection of the increased volume of performance data for those traits. As more members become Wagyu BREEDPLAN data submitters and increased volumes of performance data is provided, it is likely accuracy trends and genetic merit will increase across the herd. Likewise, as EBV accuracy increases, it becomes easier for members to make genetic gain by more accurately identifying genetic merit within their herds.

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Ingredients

AVOCADO OIL TO COAT PAN
5 LBS WAGYU CHUCK OR FLAT IRON CUT INTO SMALL CUBES
1 TO 2 BEEF MARROW BONES
4 CUPS DICED SWEET ONION
2 CUPS DICED PEELED CARROTS
2 CUPS DICED CELERY
2 PABLANO PEPPERS SEEDED DICED
2 ANAHEIM PEPPERS SEEDED DICED
2 JALAPEÑO PEPPERS SEEDED DICED
8 CLOVES GARLIC SMASHED
10-12 ROMA TOMATOES
AVOCADO OIL TO COAT VEGGIES
3 Tbsp CHIPOTLE PEPPERS IN ADOBO SAUCE PURÉED
1 Tbsp TOMATO PASTE
2 Tbsp DRY MEXICAN OREGANO
1 Tbsp CUMIN
2 TSP CINNAMON
SALT AND PEPPER TO TASTE
3 CUPS MODELO NEGRA MEXICAN BEER
4 TO 5 QRTS HOMEMADE BEEF STOCK OR PREPARED STOCK
5 TO 6 (14oz) CANS YELLOW OR WHITE POZOLE

Instructions

PREPARE MARROW BONES BY SEASONING WITH SALT AND PEPPER AND ROASTING IN 450 DEGREE OVEN UNTIL GOLDEN BROWN AND ROASTED.

.....

PLACE ALL OF THE FRESH VEGETABLES IN A BOWL INCLUDING THE WHOLE ROMA TOMATOES AND WHOLE SMASHED GARLIC CLOVES. TOSS WITH AVOCADO OIL TO COAT AND SEASON LIBERALLY WITH SALT AND PEPPER. SPREAD VEGETABLES OUT ON A SHEET PAN EVENLY. ROAST AT 500 DEGREES UNTIL NICE AND CHARRED. REMOVE FROM OVEN. PURÉE ALL VEGGIES INCLUDING THE TOMATOES WITH CHIPOTLE PURÉE AND TOMATO PASTE UNTIL MIXTURE IS SMOOTH IN FOOD PROCESSOR OR BLENDER.

.....

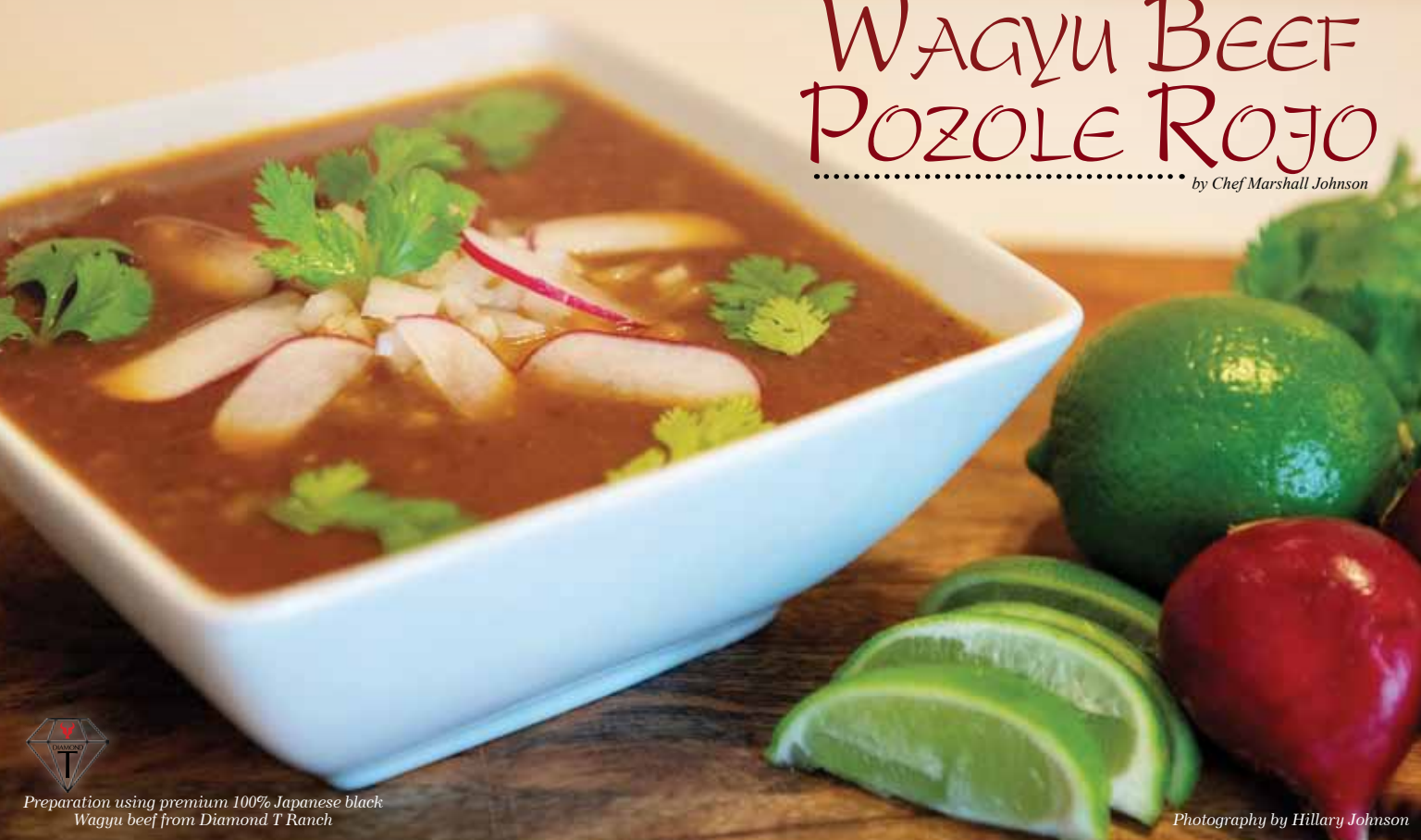
HEAT DUTCH OVEN OR LARGE POT TO MEDIUM HIGH HEAT. ADD AVOCADO OIL. BROWN THE WAGYU BEEF CUBES IN SMALL BATCHES UNTIL BROWNED LEAVING A CRUST ON THE BOTTOM OF THE PAN. REMOVE EACH BATCH AND SET ASIDE UNTIL ALL BEEF HAS BEEN BROWNE.

.....

ADD ALL THE PURÉE ROASTED VEGGIES TO THE PAN. ADD THE OREGANO, CUMIN, CINNAMON, BEER, BEEF STOCK TO THE PAN STIR UNTIL COMBINED SCRAPING THE BOTTOM OF THE PAN TO REMOVE ALL THE BEEF CRUST AND INGREDIENTS ARE WELL COMBINED. ADD THE BEEF TO THE SOUP MIXTURE AND BRING TO A SLOW ROLLING SIMMER. SIMMER FOR 45 MINUTES TO 1 HOUR STIRRING EVERY 15 MINUTES. SKIM THE FOAM AND FAT THAT RISES TO THE TOP ONCE THE SOUP IS SIMMERING. SEASON SOUP TO TASTE WITH SALT AND PEPPER.

.....

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WAGYU BEEF POZOLE ROJO

..... by Chef Marshall Johnson





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When I wrote on the topic of Best Management Practices (BMP's) for Wagyu cattle just over a year ago, the very first BMP on my list of ways to help mitigate cattle stress was the importance of learning to observe and interpret what your cattle are telling you. Do you see your cattle when you observe them, or do you really see your cattle when you observe them? There is an enormous difference. I had a former pastor that often said that a man in a hurry is of virtually no use to anyone and I've learned there's much truth to this statement. In the cattle business, a man or woman in a hurry is of virtually no use to anyone including his or her cattle.

A really good starting point in assessing the well-being of your herd is to first take sufficient time for them on a regular basis. Proper and timely identification of unhealthy cattle helps minimize unnecessary treatment expense and preventable production losses. Most producers have numerous monitoring tools and technologies at their disposal today to help in identifying sick cattle, but there is no substitute for becoming proficient at being able to discern visual signs of illness in your cattle. Some of us refer to this as "cow sense" and it is absolutely impossible to develop "cow sense" if you don't spend time with cows.

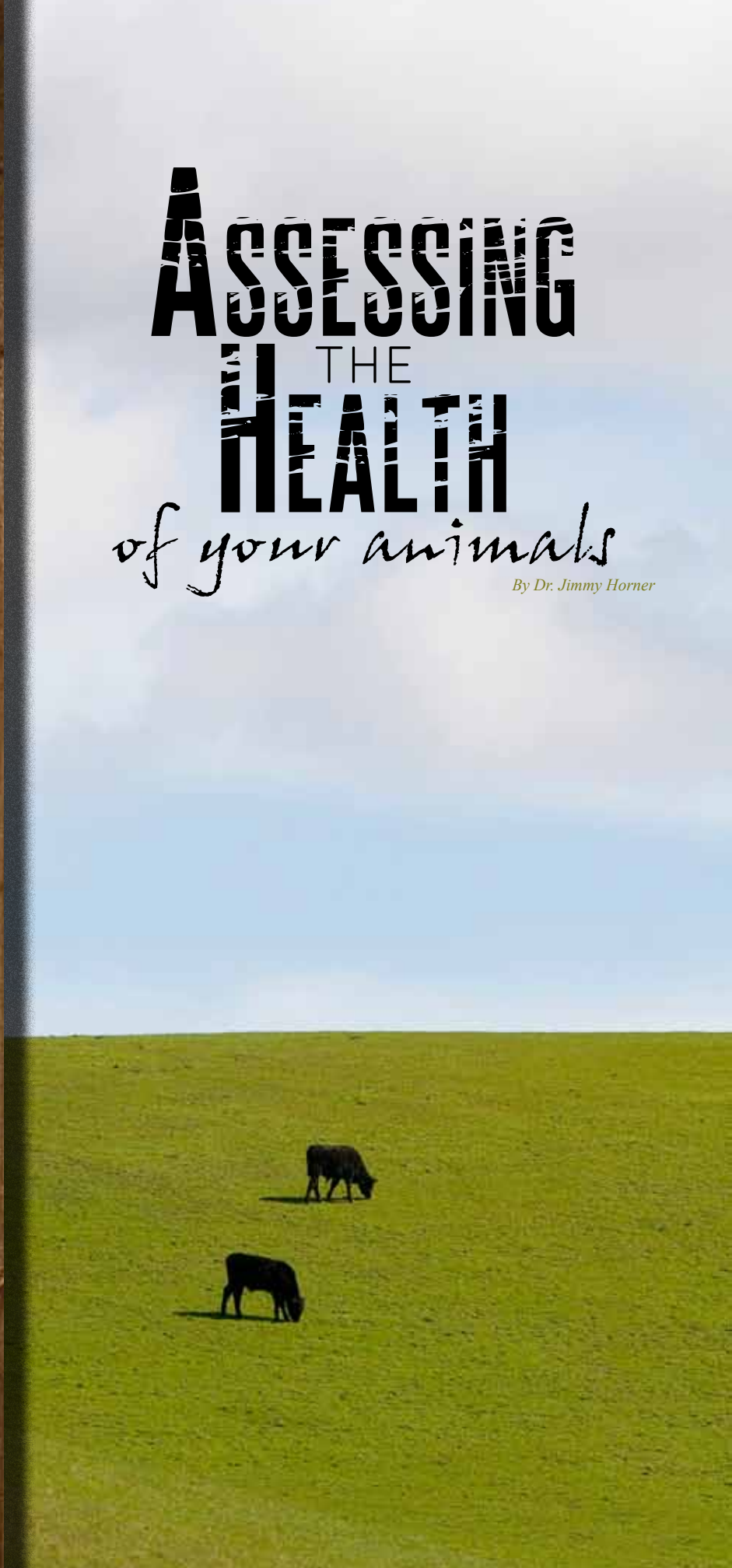
In my article on BMP's last year, I also mentioned the value of learning to recognize signs or triggers of stress pointing out factors such as 1) mobility - are your cattle walking with ease or are they "crampy" on the move with a stiff gait; 2) overall appearance - body condition, hair coat, dull or bright eyes; 3) aggressiveness when eating; 4) cud chewing when resting; 5) manure texture, etc. I'll elaborate on each of these later along with their associated significance regarding herd health. Your cattle will usually tell you how they are feeling but you must take the time to not only observe them regularly but also learn how to observe them.

It is best to walk both in front of and behind cattle when assessing their overall health and well-being.

When visually appraising your cattle from the front, the following is a checklist to use:

ASSESSING THE HEALTH *of your animals*

By Dr. Jimmy Horner



1 Appetite or eating behavior-please be mindful that one of the most important indicators of illness in cattle is appetite suppression. Are they aggressive at feeding time or do they tend to hang back in the crowd or even more so, do they even get up to come and eat? Sick cattle are generally slower to come to feed. It is obviously more difficult to assess feeding behavior of grazing cattle or calves on self-feeders, but in these instances you can still assess gut fill as cattle that have not been eating or drinking properly will appear gaunt or slab-sided with their abdomens often bouncing or shaking when they walk.

2 Attitude-healthy cattle are curious about their surroundings while sick ones are depressed and often disinterested. Healthy cattle will usually be wagging their ears and when approached will often try to smell or lick you. Sick cattle tend to hold their heads a bit lower than normal cattle and will be less curious or interested as they would be under normal circumstances. Sick cattle may even try to hide behind other cattle or stay in the corner of a pasture or lot.

3 Ears, Eyes, Nose-droopy ears suggest a sick animal that is depressed, in pain or has fever. The ears will be perky and positioned above the point of attachment to the head in healthy cattle. Cold ears are an indicator of reduced peripheral blood flow which is often related to milk fever, digestive upsets or severe toxic states. Cattle with sunken, dull, and crusty eyes may be dehydrated and/or in pain while bright, alert eyes are a sign of good health. Sick cattle are often too depressed to maintain their noses licked clean and often feed particles and nasal discharge will be stuck on their noses. Severely dry nostrils tend to indicate fever. Any presence of soft, repetitive coughing should be noted as well.

4 Cud-chewing-healthy cattle will chew their cuds (ruminate) for up to 8 hours a day. Cud-chewing is an excellent sign of rumen health and digestive function. A lack of normal cud-chewing in a herd can reveal potential digestive upsets from a lack of effective fiber or excessive starch/carbohydrate energy in the diet. Too much fat in the diet may also reduce cud-chewing by coating fiber particles in the rumen and thereby impairing fiber digestion.

When performing visual appraisal of your cattle from behind, use the following checklist:

1 Manure-abnormal manure can be found in cattle suffering from acidosis, digestive upsets, toxic diseases, enteritis, excess soluble protein, etc. Normal manure should appear slightly firm to firm in texture and not too loose to form a pile. I've often joked that the manure texture of normal, healthy cattle should be of the same texture of a good shaving cream. Dark or black and foul-smelling manure is also a warning sign for sick cattle.

2 Breathing-an increased breathing rate or labored breathing can indicate potential pneumonia, bloat, heat stress, and/or presence of other toxic diseases. A normal basal respiration rate should be between 25-50 breaths per minute in most ages of beef cattle.

3 Abdomen-cattle with their left flank noticeably tucked in have poor rumen fill because of anorexia while a distended abdomen, especially in the upper left quadrant, may indicate bloating from rumen gas accumulation.

4 Tail-tails which are held away from the body may indicate irritation in the perineal region, vagina or rectum, or severe metritis while tails tucked too tightly between the hocks may indicate sickness also.

Other indicators of potentially unhealthy cattle include poor body condition, rough and/or discolored hair coats, and poor mobility. Though Wagyu body condition scores (BCS) are slightly different than those of an Angus or most other beef breeds, breeding Wagyu should still be maintained in moderate condition (BCS 4-7) year-round. Japanese producers have informed me that Wagyu cattle can have different pigmentation with some cattle naturally darker than others yet whether they are Japanese Blacks or Browns, the hair color should be bright and shiny in healthy cattle. A rough or discolored hair coat may signal nutritional deficiency or presence of internal parasites. Healthy cattle should move with ease and a stiff or crampy gait may reflect sickness stemming from digestive upsets, excess dietary protein, and or potential laminitis.

In conclusion, unhealthy cattle need to be identified and cared for promptly. Nothing can replace the many benefits of a healthy herd whether referring to reproductive performance, feed efficiency, weight gain, carcass quality, etc. Early detection of sick cattle is vital and always pays off in the end. Cattle will usually try to tell you how they are feeling but you must take the time to look and learn how to discern and detect all the visual signs of potential illness. 🍀

HASSELL MEAT

Cook-off

By Ronda Applegarth



Hassell Cattle Company is a three generation ranch located in Rusk, Texas and the home of what they like to refer to as “Blue Collar Wagyu”. Doug and his family specialize in F1 Wagyu crosses and sell high quality beef that “every man can afford and enjoy every day”.



Hassell Cattle started crossbreeding their commercial beef herd of roughly 300 cows and has grown today to producing over 1,000 head a year. Their goal was to create a farm to fork type business model rather than raising commodity beef. They use a combination of red and black bulls to achieve that goal. Doug says they aren't prejudice when it comes to using red or black Wagyu as long as the end result is high prime. Their calves are held for weaning at right around 6 months there in Rusk then moved to a family owned and operated, all natural feedlot in Nebraska. They pride themselves in being a small family farm raising a high quality product free of antibiotics and hormones.

It took some time but they really started gaining some recognition when their beef became the official steak of The World Food Championships in Dallas Texas in 2019. Shortly after this accomplishment, Hassell Cattle Company created a partnership with the Steak Cookoff Association and their beef was used for some of the SCA competition as well. Suddenly, their Instagram presence went from 400 followers to over 26,000 fans.

Recently, Doug had an idea for a tv show that would be a feel good type of food competition between first responders such as police, fire fighters, doctors, EMTs and paramedics. He pitched the idea to

his brand advisor, Kathy Pullin of Pullin Premium BBQ and she liked the idea. They decided to shoot a pilot and scheduled it for October 17, 2020 in Jacksonville Texas. Jacksonville is a small community with a population of around 12,000 people. They had a perfect location at Lake Jacksonville Campgrounds, an RV type park. Everything was set up on the Thursday before

and filming took place on Saturday. They pitted the police department against the fire department and plenty of trash talking commenced. STRETCH, owner and founder of Grinders Pizza in Lenexa Kansas and Kansas City Missouri, and Texas Super Chef Gail Huesmann, executive chef of the Black Marlin in Port Aransas Texas and recent winner of Supermarket Stakeout, participated as celebrity chef coaches.



The teams threw axes at a target in an effort to get closest to a bullseye for first choice at a coach. Judges included Chef Brad Orrison of The BBQ Shed and Blues Joint in Ocean Springs Mississippi, Jacksonville Mayor Randy Gorham and Bryan Crawford of Crawford's BBQ. Prizes at stake included a complete outdoor kitchen area from Bull Grill, a smoker from Pit Barrel and a pellet smoker from Recteq, all of which sponsored the event. The pilot will air on you tube and the winner will be revealed on December 15th.

The actual taping of the event went quite smoothly according to Doug and the first edit looks very good. Since the initial taping, several other communities as well as celebrity chefs have contacted Doug's team showing interest in participating. There is a potential of some nationwide events but intent is to stay closer to home until the concept is solidified. Once editing has been finalized, the film will appear on the social media sites of Hassell Cattle Company and other show sponsors including the City of Jacksonville, Bull Grills, Pit Barrel Cooker, Recteq, Crawford's Barbecue Pit Products, B&B Charcoal, GrillGrate, Lonestar Barbecue Pro Shop & Gifts and Ozark River Manufacturing Company. 🍴



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27 **Bowman Farms Complete Dispersion Sale**
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APRIL

10 **M6 Ranch Family Wagyu Dispersion**
Alvarado, Texas

MAY

22 **BAR R Cattle Company Production Sale**
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12 **Passion For Prime**
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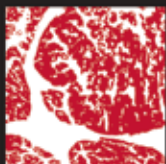
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