WAGIU VIOLENTE DE LA CONTROLLA DE LA CONTROLL





LAG RUESHAW'S XXX 2133F

FULLBLOOD AKAUSHI BULL | AF147209 HORNED | RED | 10332018



SIRE: RUESHAW 430

DAM: HEARTBRAND NIKKI DR S1029P

Many of us think he is the simply the Best Rueshaw son in existence. His pedigree is exceptionally clean containing only 3 foundation animals, Rueshaw. Shigemaru and Akiko and they are all legends in their own right. XXX is registered in the American Akaushi Association and he is eligible for registration in all three of the main breed association. His mother is the transcendent cow Heartbrand Nikki S1029P...Her breeding is Shigemaru to Akiko and her most notable brother is the famous Australian bull Heartbrand Red Star and he produced the bull Kalanga Red Star who was used in the United States. HB Nikki is Registered in the AAA and AWA herd books, Making XXX easy to register in the AWA XXX comes from exceptionally fertile lines, he brings with him the calving ease of Akiko, the frame of Shigemaru and the carcass of Rueshaw...Unlike many of his half brother's he is much more than a terminal carcass producer and is a full service bull. He is the total package for your herd use Rueshaw XXX with confidence...



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DAM TBR HIKOKURA 035 3025Z

WORLD K'S SHIGESHIGETANI 1593 IWG MS ITOSHIGENAMI 035X

FEMALE

TRIF22T7702K

																	FTI	
EBV	-2.6	+1.0	+15	+31	+48	+45	0	+0.4	+54	+8.5	+0.2	+0.6	+3.4	+0.45	+\$360	+\$380	+\$349	+\$323

TBR SHIGEFUKUNAMI 7704K

SIRE ARUBIAL UNITED P0342

SUMO CATTLE CO MICHIFUKU F126 MACOUARIE WAGYU C1624

DAM TBR HIKOKURA 035 3025Z

WORLD K'S SHIGESHIGETANI 1593 IWG MS ITOSHIGENAMI 035X

BULL

TRIF22T7704K

trait	GL	BW	200	400	600	MCW	М	SS	CW	EMA	RF	RBY	MS	MF	WBI	SRI	FTI	F1TI
EBV	-2.1	+2.4	+17	+35	+53	+61	+2	+0.1	+52	+6.7	+0.3	+0.3	+3.2	+0.41	+\$358	+\$369	+\$329	+\$300

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1734J	L10/Mich	50% CHSC	2.9	0.49	324 34	40 308	286	#1 \$F1TI female in the USA

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0353H	L10/TF148	Free	3.1	0.39	298	325	296	285	\$100,000 #1 breeding age Carcass + Profit female in USA
0166H	L10/Mich	CHSC	2.9	0.44	270	289	264	250	3/4 maternal sister to the \$190,000 "073H" bull

Future top Herdsires

BULL			MS	MF	\$WBI	\$SRI	\$FBTI	\$F1TI	
197J	F154/TF148	Free	2.7	0.43	240	268	237	230	maternal brother to the \$400,000 "3025Z" donor
219J	Q007 / L10	CHSC	3.2	0.50	241	256	244	232	
PLD184J	L10/30B	Free	1.9	0.30	253	235	218	187	#2 Profit Polled male in the USA & has higher MS & Milk
220 K	F154/M495	Free	2.5	0.42	273	288	248	233	
191J	L10/TF148	F11C	2.7	0.38	287	295	261	240	

Semen ¥ Service

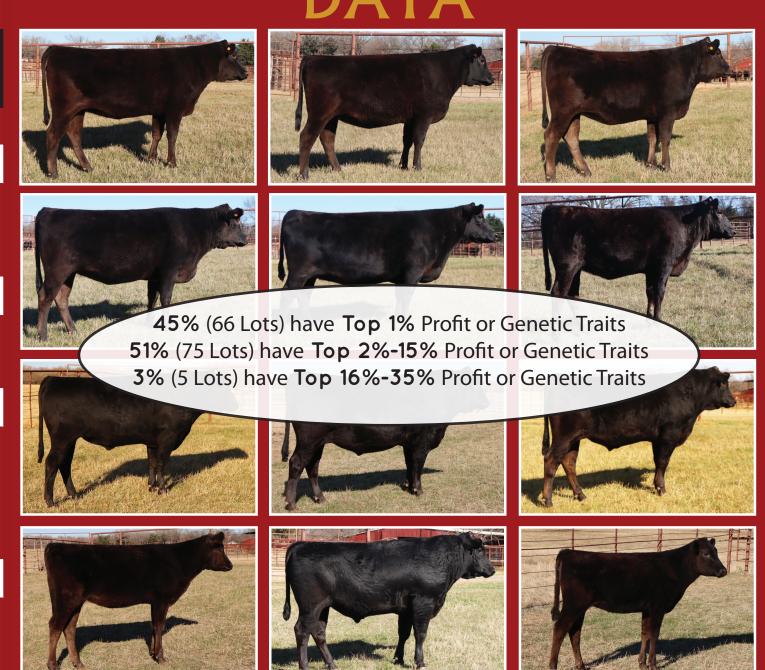
SIRE			MS	MF	\$WBI	\$SRI	\$FBTI	\$F1TI	
073H	L10 / 115	Free	2.2	0.35	343	312	269	220	record selling \$190,000 12 interest bull & #2 WBI in the World
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January / February 2023 Volume 9, Number 2

10 RANCH REACH

Deep Oak Ranch

A Texas Wagyu program that is working with their neighbors Angus to build their program through extensive ET work; learn more about the folks behind this Wagyu herd.

>> By Heather Smith-Thomas





20 DAILY DISH

French Style Wagyu Osso Bucco

If you want a classic with a twist, this is the recipe for you. Warm yourself up with this hearty dish and while making your kitchen smell superb as it cooks.

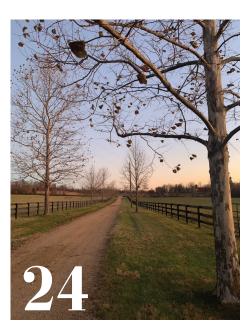
>> Chef Hunter



A5 Waqyu

This eastern Wagyu program is located in the heart of Virginia and was the result of tasting the amazing product that Wagyu is known for. This first bite has created an impeccable lineup of genetics in the US.

>> By Heather Smith-Thomas







28 RANCH REACH

Full Steam Ahead With Wagyu

Cripple G is a Kansas based Wagyu program and could possibly be the biggest advocators for the Waqyu breed yet; they tremendously believe in this breed and are striving to not only promote the breed but also utilize to its fullest within their meat program.

>> By Heather Smith-Thomas

41 OUT & ABOUT

As we are just getting started into the new year, there's not too much to report on but there is however a full lineup of events that should be marked in your calendar; 2023 is going to be busy and exciting.



40 MARKET MATTERS

The Storefront

The first of its kind and a very exciting moment for not just the folks behind this Waqyu meat market and tasting room but for the Waqyu breed as a whole! This farm to market platform is an excellent way to expand the Booth Creek Wagyu meat program as well as promote the product in a way never seen before.

>> By Ronda Applegarth



COVER>> Courtesy of: Deep Oak Ranch Location: Texas

56 HEALTH & HUSBANDRY

Raising Wagyu Calves

As we are in the midst of calving season for so many of us, it is important to know the very critical husbandry principles that should be implemented to ensure a healthy first stage of life; the 5 C's.

>> By Dr. Jimmy Horner

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UGH!

'm not going to lie, I just can't decide on what to write about this issue. It's still the beginning of the year and I guess, with that said I can discuss the changes I'd like to implement to better myself, yada, yada, yada. But I've been there and done that so I'm going to shy against that idea. My life has been more boring than normal as I've been made to "slow" down after a repair in my hip earlier in January. This is a struggle for me; slowing down is pretty impossible but unfortunately I'm learning the hard way that I need to try. When I sit and stop, my hip feels better and when I push through, I can hardly walk. Honestly, this is a bitch. I've missed skiing with my son who turns out to be a badass on the slopes, I am not feeding the cattle, I still have yet to clean my flower beds from winter and sadly, it's a big day when I complete the household laundry. In other words...life has been boring.



Some have told me, "enjoy it while it lasts" but I am in no way enjoying this "slowing down" period and look forward to the day that I can be up and at it without being almost unable to walk the next day. Yes, I may be whining a bit but that's just how it's going to be. So I guess what I am going to strive for this year is to get better so I can be 100% now and in the future and hopefully have "slow days" when I'm older and want to slow down.

I look forward to seeing many of you in the upcoming months and if I'm limping, you'll know why.

Muccles Janelaus - Jahae Mercedes Danekas-Lohse - Editor

As I settle in at home in my new chair with a hot cup of coffee and book, it is in this moment that my memory takes me back over the last few months. I grasp how grateful I am for my family and the people in my life. Life certainly comes with its challenge's and adversities, and these last few months have shown me the essence my family and friends are made of.

I had a lengthy hospital stay in November that quite frankly has made me look at the world and the people I hold close in a different way. Not only did Mercedes, Morgan and Emma successfully maintain the office at its usual high level, they closed sales and effectively kept the ball rolling. My family was by side at the hospital as much as they were allowed and friends filled in the gaps. Mercedes with her newly trained nursing skills was my nurse when I was able to come home managing my pic line and antibiotics three times each day for three weeks, while still being a Mom, and managing a home and keeping the office flourishing. Grateful is much too small a word to suffice how I feel about the care and love I received.

There are things that happen in life that challenge you to face adversity and find new avenues on how to live your life. I now embrace every day with gratitude on every level and know that sitting in a chair with coffee and a book are never too small to serve as a moment of gratitude. I also want to say thank you to all who asked about me and kept me in your prayers.

I look forward to seeing so many of you this spring at the Wagyu sales. It is also very exciting to witness the plethora of opportunities opening up for 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



As we cruise into the last months of winter, my biggest challenge this winter has been... cold weather. Our winter here in Idaho started early, with cold weather in October, and a lot of subzero weather periodically—in November when my husband had to stay home and do my chores while my daughter and I went to a bull sale in Montana to buy a bull, and several times since. It was 20 below zero in late January, making it a challenge to keep the water holes open for the cows (chopping ice daily on the creek and in the bull pen), and difficult to get our old tractor started for loading hay. Even plugged in all night, we had to use the battery charger on it. We are eager for spring!

My most favorite cut of beef and how to cook it is... hamburger. I can cook it so many different ways... chili, spaghetti, Spanish rice, meat loaf, "Grandma's gravy", goolash, spiced up and put on pizza, hamburger stew, and good old cheeseburgers, to name

If I could choose any restaurant to go to tonight, it would be... to stay home and eat here, because it's too cold to go anywhere tonight.



RONDA APPLEGARTH

Wagyu Breeder



As we cruise into the last months of winter, my biggest challenge this winter has been... so much WATER! Although I'm very thankful California is finally getting some rain after several years of drought, I was kind of hoping it wouldn't all come at once!

My most favorite cut of beef and how to cook it is... I'm a ribeye girl forever BUT recently I'm finding I love skirt steak. I score it against the grain on both sides then season with salt, pepper and garlic powder. Once the pellet grill is as hot as I can get it, the skirt steak goes on for 3 minutes per side. Let it rest and serve with a homemade chimichurri. Pretty darned good!!

If I could choose any restaurant to go to tonight, it would be... Ronda's Steakhouse in my kitchen. I'm getting increasingly frustrated that you can't find a good steak in town. I'do a better job right here at home.



DR. JIMMY HORNER

Nutritionist / CEO **Protocol Technologies**



As we cruise into the last months of winter, my biggest challenge this winter has been... to avoid slipping and busting my backside during these crazy Texas ice storms!

My most favorite cut of beef and hów to cook it is... a Wagyu NY Strip cooked medium rare in a cast iron skillet then sliced and dipped in Tomura meat sauce (only made in Miyazaki prefecture) aka Nakamura meat sauce among the Horner clan (this is the one and only sauce I use with Wagyu beef).

If I could choose any restaurant to go to tonight, it would be... any place serving a Wagyu NY Strip cooked medium rare (I'll bring my own sauce)!

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DEEP OAK RANCH

Wagyu Cattle

By Heather Smith-Thomas



oak Dunkin is Manager at Cedar Frame Real Estate in College Station, Texas but in recent years became interested in raising Wagyu cattle. "My wife's family has a longer history with cattle; they've managed a commercial herd and raised registered Brangus cattle in Central Texas," he says.

"My wife Jennifer and I own a Real Estate company and help manage the family ranching properties, since our primary business is real estate. My father-in-law, Alan Roberts, has been acquiring land and properties since the 1980's. This is what he did, and he loved buying properties and improving them for running cattle. His background is oil and gas which pairs well with cattle in Texas. My wife's career was in real estate, but in the last 5 years we started focusing on our land portfolio," Dunkin says.

"Part of this is the cattle side of our business. I have always loved Wagyu beef and one of my friends' dad had Wagyu cattle years ago; he got into this breed very early. Ever since I realized that you could actually raise Wagyu cattle, I have been interested in building a herd."

He and his wife purchased their first Wagyu cattle three years ago as a hobby with a handful of cows, and doing a little embryo work. "Then two years ago we purchased a property

just outside of Cameron, Texas and it was formerly a backgrounding operation. It has a lot of infrastructure for cattle; the previous owners were running about 20,000 head through there a year. It has feed bunks, well organized pastures, and each pasture has pivot irrigation. There is a large bottom along the Little River that is all crop land, where they were growing hay and silage for the backgrounding program. Buying this property shifted our capacity, enabling us to grow, since we could see there was a lot of future for the Wagyu breed," he says.

"Our neighbor is 44 Farms and they have an extensive Angus program. They have annual sales and our goal is to get to that same point with our Wagyu herd. We want to get to where we are offering the absolute best Wagyu bull genetics for commercial purposes, to commercialize Waqyu beef. We participate in 44 Farms buyback program. We brought Angus cows to our new property to use as recips for Wagyu embryos. We then covered those cows with 44 Farms bulls as cleanup sires. The steers and cull heifers go to the 44 program and Angus replacements get kept back for future recips. All the Wagyu embryo calves come back into our program, until we can get to where we have enough animals to host our own sales," Dunkin says.

"Last year we implanted 150 embryos and this year the plan is to put

in about 250. Hopefully next year we can implant closer to 350 embryos. We are building up the infrastructure and trying to have all the recips we need, and have them in the right body condition, etc. Nutrition on the recip side is very important," he explains.

"We want to be able to create enough quality embryos from our own stock; this is also a challenge we've been working through—to make sure we have enough to be able to do large scale transfers. Finding enough donors that line up with the goals of our program has been no easy task," he says.

"We operate our program like a business and rely on our team to achieve our goals. Coming out of the finance and real estate world, I see a lot of value in the office side of the business. Keeping everything organized is really the heart of it—like accounting—for any business. Managing the cattle is crucial, on the field side, but also managing the paperwork and logistics in the office is just as important. We use CattleMax to manage our herd. We like being able to print a history on any cow we sell so the new buyers have a complete picture of what they're buying. We have our guys in the field—a really good core team, and this also makes a big difference," Dunkin says.

The Wagyu cattle are one piece of it, but just one dynamic of the property. "We will also be growing corn on that



property this year, and last year we harvested almost 6000 hay bales, in spite of the big drought, thanks to all the irrigation we have. We also have the Angus side—the commercial cows that we use as recips. It just takes a lot of focus to pull all the pieces together day to day," he says.

His wife Jennifer is part of the team. "I am focused on the field side and she is more focused on the office side and making sure everything that we need to take care of happens when it should. She is an important member of the team that often handles thankless duties such as water well logs."

Their children are not big enough to help yet. "Our son Doak Alan is only one year old, named after me and my father-in-law whose name is Alan, but our daughter Bendyl at age 3½ helps us name our maternal line; they are all named after Disney princesses. She loves to help us pick out names, like Deep Ms Elsa(Frozen), Deep Ms Ella(Cinderella), Deep Ms Belle(Beauty & the Beast), etc." She is very interested in the cattle and loves going around looking at them, and pointing out everything she sees.

He feels the future for this breed is very strong. "It seems over the past two years, we are seeing more and more restaurants and grocery stores that offer Wagyu. We are in Texas so we have H-E-B, and many of the H-E-B stores stock Wagyu beef. Recently I had a commercial cattle raiser compare Wagyu to longhorn and emus. He was insistent the market was hollow. I asked him if he shops at H-E-B, which he said he does, I asked him if he ever looks at the meat counter. which he did. I asked him where the highest quality meat was located in the cold case, he said to the right. I then asked what meat holds that coveted spot, Texas Waqyu. Not longhorn or emu. That exposure is helpful; I think exposure is crucial and I think the demand will continue to grow. We want to be part of how the Wagyu community can meet the demand of all buyers," says Dunkin.

"We have worked on a calf buy-back program, and the group we worked with said the heart of the problem was not the calves it was having enough bulls to make calves. They are short on bulls, and we need to build the bull bank in order to have enough calves to meet the demand. This is the side of the business we're focused on, building robust bulls that can work for years to come. "he says.

"If we can deliver a well-built bull, and have a path to profitability for that rancher who is buying that bull, these are the keys to success. I look at 44 Farms and what they have done with Angus, and I think there is a lot of parallel with what we are doing. The Angus breed is way out in front, but many of the fundamentals they are using for branded beef, and developing good Angus programs, are things we can apply to Wagyu. The programs also pair well together, with Angus and Wagyu," he says.

"We use a lot of Australian genetics. I think their programs have the right idea, with all their breedings, and continuing to push the industry forward. I think there is a lot of value there that we can piggyback on. We use a lot of their genetics to get to where we think the program needs to be. We also use foundation genetics. For this series of embryo transfers we are doing, we started the end of December and will end in February. Of the 250 embryos, probably 60% are Australian and 40% are foundation genetics."

One area that he didn't expect to become so immersed in but now feels is pivotal is recip health and nutrition. "It's obvious, to talk about it, but so much of it is about infrastructure. We rely on feed bunks and a vertical mixer to manage the recips during transfer season. We use technology anywhere we can in our process. For our mixer the guys have an Ipad in the tractor that tells them exactly what to do, and when they put



The Angus breed is way out in front, but many of the fundamentals they are using for branded beef, and developing good Angus programs, are things we can apply to Wagyu.



the feed out it tells them which pen gets how many pounds. I get a text message each time they complete a round. It tells me all those numbers and I have live data every time they put out feed," he says.

"It's easy to take care of the donors and registered stock because they're a smaller set--usually in pens that are easily accessible and get a lot more attention—and move around a lot more, especially if you are doing donor work. By contrast, the recips are living out there in the field, like regular cows, but they are as or even more critical than the donors. Their health and nutrition is pivotal. Our 2023 plan is focused on recip health and having a plan for each recip set for the whole year. "

He feels that being in Texas, he happened to fall into the epicenter of where the Wagyu breed is really going to grow. "I think Texas is going to be a great place for Wagyu; it seems like a lot of the genetics from Australia get brought here to Brushy Creek, which is just down the road from us. There are many great breeders here, and a lot of knowledge. I've been able to develop our program with help from a lot of these ranchers who are doing Wagyu in Texas. This support has been necessary for our own program to get to this point. There are many good breeders here and they have been



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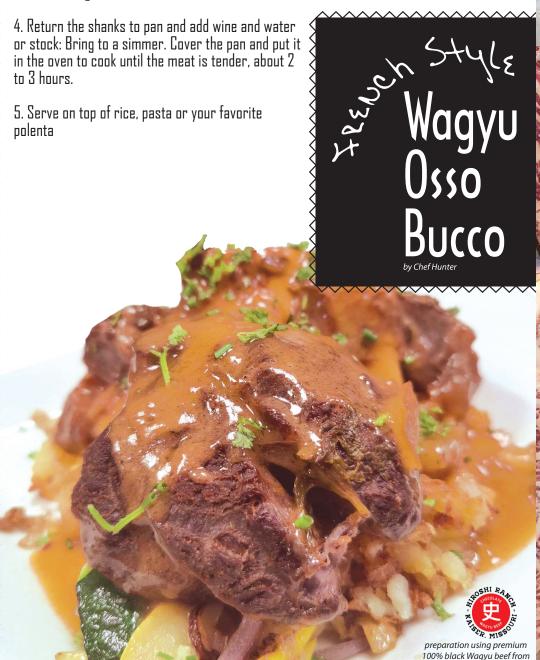
more information - including the catalog



Ingredients

- 2 1/2 to 3 pounds Wagyu Beef shanks
- 1 Medium Onion diced
- 1 Medium Carrot diced
- 1 Shallot diced
- 3 Ribs of Celery diced
- 4 cloves of Garlic diced
- 2 sprigs of Fresh Thyme
- 1 Tablespoon of Tomato Paste
- ½ cup Burgundy Red Wine
- I quart of Water or chicken or veal stock
- Flour for dusting the meat before browning
- Salt and Pepper

- 1. Preheat oven to 300F.
- 2. Dredge the shanks in flour and sear in a Dutch Oven . Increase heat to medium high and cook the shanks on each side until well browned (about 5 minutes per side). Remove the shanks to a plate and set aside.
- 3. Saute the onions, carrots, celery, shallot in the the Dutch Oven. Cook this mixture frequently, until the onions are translucent (about 5 minutes) and toss in the garlic, thyme and tomato paste. Continue cooking until the vegetables just begin to brown and not burn the garlic. (about ten minutes).



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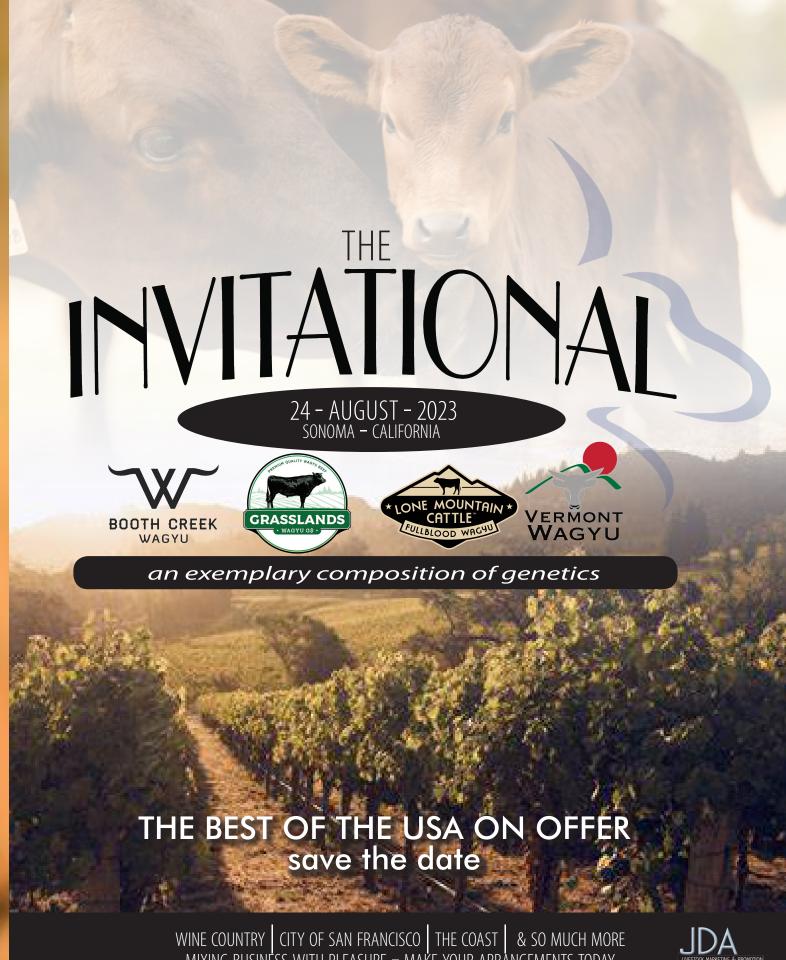
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obert L. Myers, DMD, MBA is an oral surgeon in Pennsylvania who came from farming ancestry. His grand-parents had a farm and he became interested in going back into farming after he was in practice as a surgeon. Eventually he tasted Wagyu at Bobby Flay's restaurant in Atlantic City and that was his first experience with this unique beef.

"I was intrigued by that wonderful taste and mystique, so I started doing research on full blood Wagyu and why it is so different. What I find most intriguing, and why I got into raising these cattle is the synergy of my love for science and farming. Farming is in the blood and science is in the mind. I love the genetic side and the EBV side of it; you are basically using science and agriculture together to create these animals," he explains.

"We started the herd by purchasing our first four fullblood Wagyu cattle from Vermont, from Sheila Patinkin, about 8 years ago, and now we have about 350. Over the past couple years, we got involved with embryo transfer; we do a majority of our own transfers, embryo flushing, and Al here at the Virginia farm with the embryologist that we have on site," he says.

"I really got into Blackmore genetics about 5 years ago (pre-COVID) when David and his son Ben spoke at our national conference. A lot of our more recent genetics are all Blackmore genetics," Bob says.

"I have benefited from David's knowledge about EBVs and his history with Japan. I was intrigued and inspired by his passion for the breed and the depth of foundation genetics. It is a family affair with his transitioning to Ben just like I have involved my two sons."

Bob's goal and mission is to breed the best of the best.
"Sometimes this works and sometimes it doesn't, but I think with today's science and EBDs we are just at inception, and I can see it only getting better, over time," he says.

This breed is starting to catch on in the U.S. and more people are aware of it and interested in it. It is now going into adolescence, out of infancy, in this country. "When Dave and I communicate it is always about the love of the breed and the future it has in the US. We are a little behind in this country, and I think we really need to push more information about the healthy aspects of fullblood Wagyu meat," Bob says.

"I am doing an interview with a local magazine; Harrisburg Magazine, talking about full-blood Wagyu and the health benefits of Wagyu in today's environment. If there is one challenge on the meat side of production it is the nomenclature of what is really Wagyu," he says. "I think allowing F1s to be marketed as Wagyu really hurts the full-blood brand; we need to differentiate it from F1. We process about 100 steers each year, and we've found—when we talk to restaurants and chefs—that they are confused also

"We are excited to be in the Wagyu industry, and to see it grow and prosper across the nation. We have two farms, one in Virginia and one in Pennsylvania. Our office and headquarters are in Virginia, where most of the cattle are. We grow corn and soybeans, mainly in Pennsylvania, so we are heavily involved in several aspects of agriculture, and not just Wagyu," he says.

He also develops property and real estate in South Carolina. "We have been blessed to have a lot of opportunities. I would never be able to do what I do without my supportive and loving wife and family. My wife is also very busy keeping me in line while running her own wedding venue, Linwood Estate. I can rely on my family being there through thick and thin. They are my inspiration to keep expanding and working hard."

He and Christine have two sons. "Tyler is the oldest and the younger one is Carey. Tyler is getting a law detry to do is share and make opportunities for other people. I would love to see more young people come into this breed. I'd like to help more of them

get started, just like Sheila helped us get started. When I went to see her, she suggested I start out with four that she selected for us to see if we like them or not. I'd like to do the same, and help introduce people to these great cattle, and get them started in the breed," Bob says.

"I have caught the Waqyu fever and I'd like to pass it on. As we all work together, we will better the breed, and we do all need to work together. We need to collaborate and have better data and more data. We need to be able to do that, to increase and improve the breed here in the U.S. We love the Wagyu and love the calves. These are amazing animals, and they have their

own unique temperament.

They are user-friendly," he says. This

really helps, if people are starting out with this breed and don't have much experience with cattle. These cattle are not wild or mean, and people fall in love with them.

"When we are down at our Virginia farm, we like nothing better than getting out there in the pasture and watch them grazing and doing their thing. This is my place to recharge," Bob says.



If there is one challenge on the meat side of production it is the nomenclature of what is really Wagyu

gree and MBA at Villanova and Carey is pre-med/Pre-dental at College of Charleston."

Future plans are to keep expanding their Wagyu program, and sharing these genetics. "A big part of what we



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July 6th - Visit to Fradon Flush Centre - Woodstock ON

Guest Speakers: Adam Haight – Kirton Vet Clinic – International Embryo Collection(IVF & Conventional) & Jonathan Lehouiller (DMV Genetiq Services about International Semen Collection and Export)

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He was looking toward retirement, realizing he was getting older, and not as spry as he used to be. "I've had some ac-

cidents along the way; you feel those old broken bones as you get older. I can't do what I used to do as a kid. I wanted to find something I could do in retirement so I could continue to have the lifestyle in my 60's that I do now. Now I've found it—raising Wagyu--and I will do this until I die." This breed has become his passion.

Eating a Wagyu steak was Mike's first encounter with the breed. "A friend of mine introduced me to this eating experience. He and I grew up together, from the time we were little kids. As we grew older, we went our separate ways. We hadn't seen one another in 20 years, even though we'd sometimes talk on the phone. He bought a few Wagyu cattle and started talking about them. At that time I didn't know what the heck he was talking about; I had no idea what a Wagyu was. I had a few commercial beef cattle but had never heard of Wagyu," Mike says.

"I never had cattle on a big scale; they were just something I grew up with, since other members of my family had cattle. This was just a hobby for me. Then my friend Brian Buttry and I got together in April of 2021; I went back to my hometown in Buffalo, Missouri and stayed at his place so we could do some turkey hunting. I looked at his animals and he fed me a Wagyu steak. I told myself I needed to check into this breed!"

Mike started doing research in late April, 2021, learning all he could about these cattle. "It was almost like going to college! The more I read about Wagyu, the more intrigued I became, and the more hooked I was on the breed, and the meat—and where this breed was going and what a person could do with it. I researched these cattle 7 days a week, from 2 to 6 hours a day, looking at everything I could find on the internet about Wagyu."

Full Steam Ahead With Wagyu

Cripple G Farms



By Heather Smith-Thomas

He bought his first two fullblood animals at the Passion for Prime sale at Salina, Kansas in June of 2022. "I had already been purchasing embryos. I signed up with the American Wagyu Association and looked at ads in their breeders catalog and started buying embryos from various farms, including Bubba Kay's Kay Ranch in Texas. He and I hit it off and the first thing he told me was 'Mike, if you want to get into this, you need to go slow.'

Mike only had 10 commercial cows on his farm, which he planned to use as recips, and started doing embryo transfers in October 2021. "I kept buying more cattle to use as recips and more embryos, but every time we preg checked, conception rates were really low. I realized there must be something missing! So I dove into nutrition, and I'm still reaching out to people daily for help," he says.

"Today, only 14 months later, I have about 176 head. I have 100 recips, and my first embryo transfer babies are on the ground. We have more pregnancies in various stages, and we transferred 27 more embryos in early December and are slated to do another 40 on January 17. I have developed a tremendous passion for this breed, and feel confident that I can do this."

He started seeking out the best seedstock genetics. "This is what I want to do. I think I broke the record for North America for the most expensive straw of semen! I paid \$60,000 for one straw. I did some research on one bull that I really like. He is not alive anymore, but I think he is the future of the breed. This bull is Notorious," Mike says.

"I watch every Wagyu sale in the U.S. and some overseas but could never find a female I felt was worthy to breed to that bull, so I've been making my own females that I hope to breed. Right now we have 10 of those really great embryos transferred and by now 6 of those pregnancies should be out of the danger zone," he says.

"I set up a plan and I'm on a timeline, but I get impatient! Sometimes I think I need a cow microwave, to get them done faster! The 9 month gestation keeps me in suspense. I've made the animals but have to wait for them to be born."

He is a member of the Australian Wagyu Association and has access to the major predictors of Breed Plan. "Some people believe in those numbers and some people don't. I believe in them," he says.

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"You see the result of what you make, and this is exciting. The first time we did this I was struggling with low conception rates, so we decided to do some fresh (rather than frozen) transfers. It was the first time we made embryos from one of my own animals, and we transferred them fresh. Thirty days later my embryologist called me and said, "I know we've been struggling with conception rates, but would 100% be ok with you?" I think I said a few choice words because I was so excited!"

Good things started happening after he changed the nutrition a little for the cows and started doing business with different people. "Conception rates started at 10% then went up to 15%, then 27%. Now on the farm, we are at 53% so it's getting better. Some farms transfer a lot more than I do, but for a guy who has only been in this business 14 months, basically self-

taught--taking advice from people and trying to implement it into what I am doing--I've done ok. We've now done more than 100 transfers," Mike says.

He also bought more fullbloods. "I bought 3 pairs and two singles from last month's Texas sale, and have high hopes for one of the young females. I was told that there were only two of these in North America and I got one of them. She is still young but has really nice numbers. She is too young to breed; she still hasn't cycled, so we are just letting her grow up, and I'm trying to be patient. She is my pride and joy." He built some new indoor calving stalls and has this heifer in out of the weather.

"We buy a lot of animals; I've spent a lot of money on them. Some farms spend millions of dollars and I can't do that, but for a small guy just starting out, I have already spent over a half million dollars in just 12 months. It's a big investment, but I have that much value in inventory and pregnancies," he says.

"This year, 2023, is going to be a really big calving year for me. Some cows will be calving the last week of March, some in June, some in July, and September. Whatever we transfer in January will calve in late September and in October," Mike says.

He has a passion for this breed and wishes he could have calves born every day. He'd like something exciting going on all the time, like Christmas every morning. "We have babies on the ground from some of the original foundation sires, and some from the hottest new bloodlines on the market. Seedstock genetics are my number one priority, but not everyone can afford some of these animals. Last month at the Texas Elite sale they sold a 3-year-old female for



to make a small farm more profitable,

and Wagyu fit the bill," he explains.

recip cows and I purchased a lot of

embryos from the top 15% breeding

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"I am super excited but I've worn

my family out with this passion. I can't



talk to them anymore at all! I have Wagyued them to death! My wife has heard enough! She is not as passionate as I am. So I talk to my Wagyu buddies. One guy I can call up at midnight or 1 in the morning and he's the same way in his household. I can be asleep and he'll call or text me and we talk about Wagyu!" Mike says.

"I am fascinated by Mother Nature's process. You can look at numbers all you want, and these can give a good indication of where you are going, but at the same time, Mother Nature just waves her wand and things can go either way; she's still in charge. When they go above what your predictions were, after Mother Nature touches it with her wand, you really have something special. That happens a lot."

He has high hopes for where this program will go. "I started this as a side interest with my construction business but now I'm totally immersed in it. I don't know whether my children will pick up the torch and go with it. I have two girls. One is in her second year of college and the other in her first. It remains to be seen whether they'll walk in dad's footsteps. They both love the cattle. My daughter Austyn, in her second year of college, has been accepted into a prestigious vet tech program at WSU Tech in Wichita, Kansas; she wants to be a vet." His younger daughter Emma likes good food, and loves Wagyu steaks. She hasn't decided what she wants to do, but he hopes they both continue an interest in this breed.

He feels the next 3 or 4 years will be interesting. "I believe the Wagyu industry in North America will really take off. I think I got in it at just the right time," Mike says. More people are becoming aware of what this breed can do, and where it is headed.

"The founding fathers of this breed had no data, no research tools, and very few animals to work with. I wish the American association would embrace the Australian association. They could really benefit if they could put their own personal interests aside and do what is best overall for the breed; there's no telling where this breed would go. Right now there are too many chips on too many shoulders, in key places," he says. This is human nature, and can be a challenge in any breed associa-

tion.

"I think if we could all get together on the same page with Wagyu we could make faster progress. We no longer have to wait 5 years after mating a bull and a cow to see what we actually get. If you believe in the tools available, you can get a really good idea about what direction you need to be going," he says.

"This makes for much more rapid advancement of the breed. It can be a pain dealing with Australia just because of the time difference; when it's late in the day here, it's early in the day there. But they've been very pleasant to deal with and I haven't had as much opportunity to deal with anybody in the Association in America because other than registering the animals, there are no tools to work with. There are some breeders who aren't even registering their animals in America; they register them in Australia," Mike says.

"I don't think it matters where these cattle are registered; the top value animals speak for themselves. If I'd started in the Wagyu industry in 1989 instead of going into the trade I'm currently in, there is no telling where I'd be. I'm playing catchup and maybe that's why I am so aggressive and dedicated. There are some really nice animals today and I'm thankful I was able to reach out and obtain some," he says.

He has made a lot of good friends in the Wagyu industry—people to talk to, and bounce ideas off. "It's also good to have a little competition, to figure out what you are doing. We need people to push us along. A person has to try things, and if it wasn't for failure, I never would have succeeded. If you are paying attention and really passionate about what you are doing, you learn from every mistake," he says.

"I started with one goal and now have more goals than you can shake a stick at. We know we'll have to get more land; we have a lot of plans and a timeline. The first step is getting these animals on the ground alive, and we'll see where it goes from here."

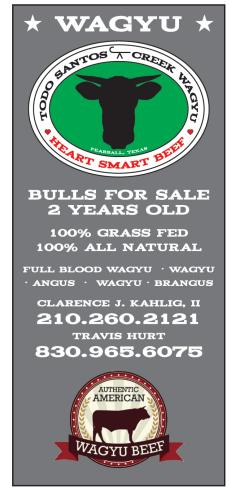
This year Kansas was in the worst drought in 40 years. "There was no hay, and feed costs were high. It comes back to the money thing. If you are raising commercial cattle and selling a weaned calf for only \$750 to \$1000 it's not enough to cover the costs. You love the animals just as much, but unfortunately can't make it work. If you can sell a Wagyu calf for 500 times more, and the Wagyu eats less—though it might take a few months longer to get them where you want them—you can afford to feed more," Mike says.

"Any time you can truly enjoy your job, you are fortunate. For 34 years with my construction trade, I never considered any project a 'job' because I enjoyed it—and that's why I was so successful. And now

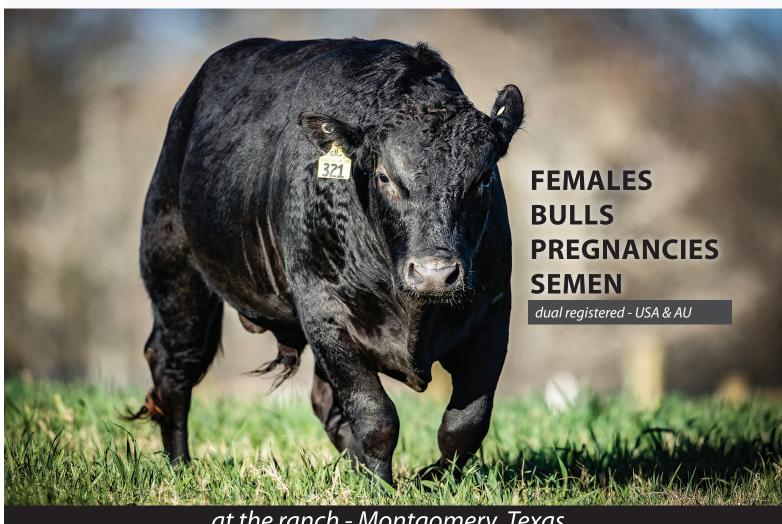
with the Wagyu, we love doing what we do, and we're not going to stop. We keep moving forward," he explains.

"I was talking with Bubba Kay before Christmas and reminded him that the main advice he gave me was to ease into this and go slow. I told him I did that—for about a week—and then decided to really turn the heat up. He just laughed. I see how far I've come in 14 months. I have invested the money, poured my heart and soul into it, and laid the groundwork. Every year now will just be adding to it. My goal is to have females on my farm that no matter where you go in the world, you can look at their pedigrees and numbers and people will say that's a darn nice animal," Mike says.

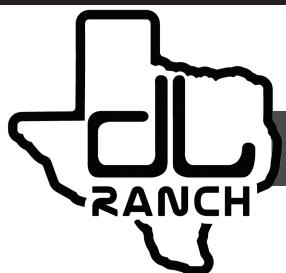
"We have some that aren't quite there yet, but that's part of the stepping stone. They don't have the numbers where I'd like them to be, but we'll just let the farm evolve. I start every day at 5 a.m. sitting in my garage drinking coffee, on Breed Plan. I end my day with a glass of sweet tea or soda, sitting in my recliner, on Breed Plan! I have to break away at some time to do other things because I still have a business to run, but I have a good key man who runs it for me. He does his job well enough to allow me to do whatever I need to do. I would be totally lost without him!" "



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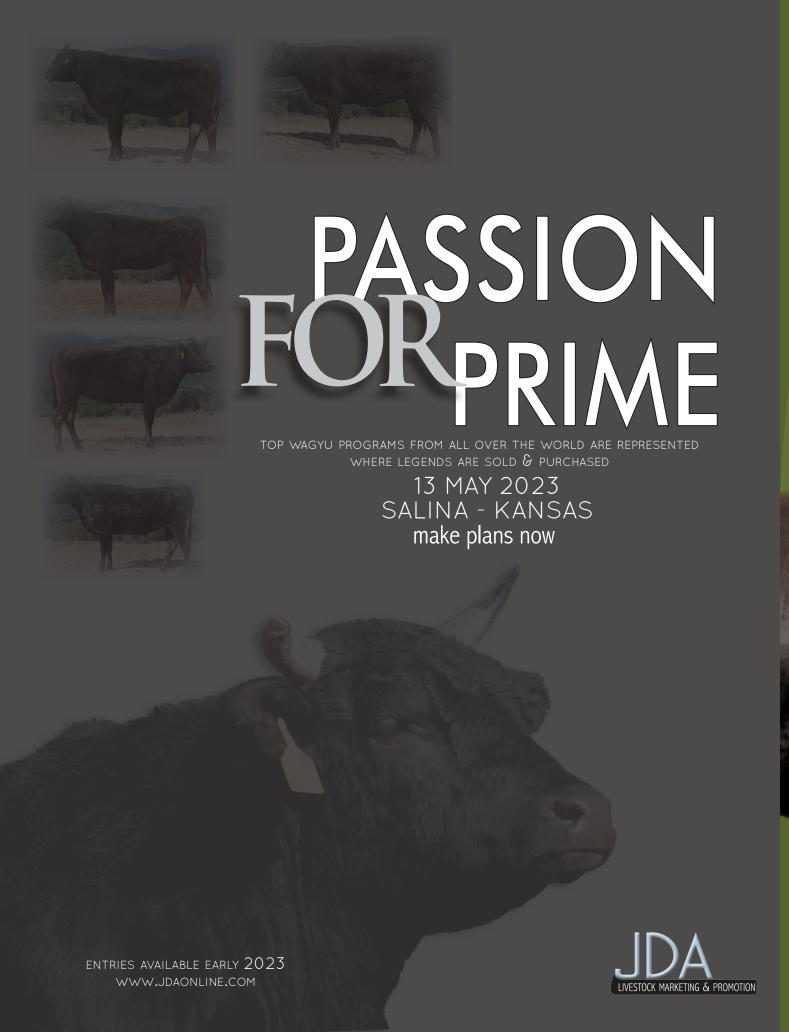


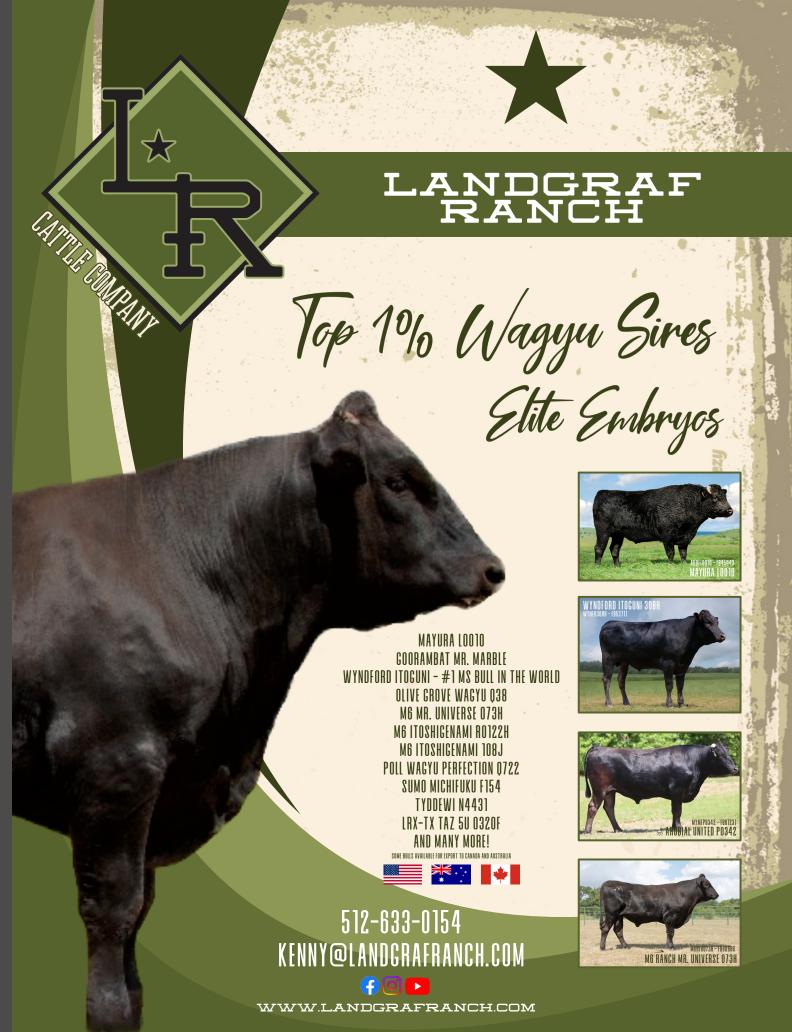
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Sire	SHIGEFUKU J1822	VT TAKATERU 1K A04	EF ITOMICHIKAN	ITOMORITAKA	UKB DIA 6 KITASEKI	ELVIS

		8	9	10	
REGISTRATIONS USA/AU	FB61357 USAFB61357	FB60868 VTFP0006	FB16632 VTFJ0016	FB23039 PENDING	FB47604 VTFQ0096
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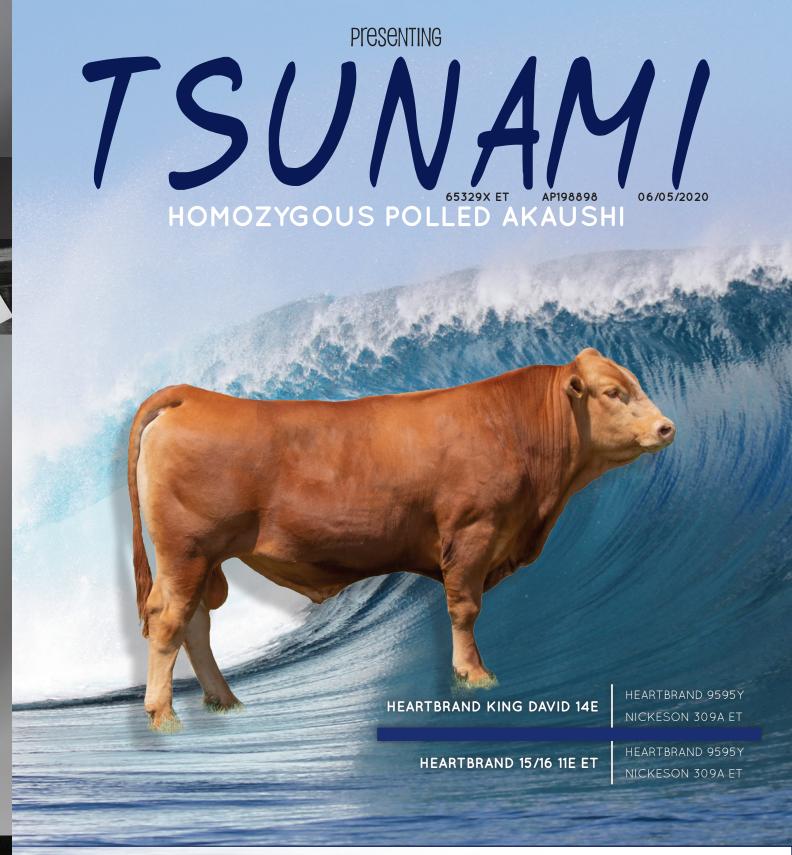
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STOREFRONT



ave Dreiling is a lifelong entrepreneur. A Kansas native, he's started many companies from the ground up. One of his earliest endeavors came after his graduation from college at Kansas State University. He and a business partner created a company that sold decorated sportswear to sororities and fraternities called "It's Greek to Me". They chose a rather innovative approach by making up their product which specifically targeted national sororities. They then drove from college town to college town and set up shop right at the sorority houses. The business took off and created a solid foundation of business building in Dave's future. That business morphed into something much bigger. They changed the name to GTM Sportswear and broadened their target



customer to include high schools, booster clubs, youth teams and cheer and dance clubs. Ultimately, they had 900 employees and annual revenue of almost \$80M. In 2016, the company was purchased by Hanesbrands who owns Champion and Dave was on to building something else.

He wanted to try something different and having already purchased a Quizno's Subs franchise, he set out to try his hand in the food industry. He learned a lot about franchising and how not to make money in restaurants. One good thing that came out of that effort though was learning how to assemble a solid team. With

these lessons learned in his arsenal, he bought another franchise called Freddy's Steakburgers out of Wichita Kansas in 2010. One of Dave's mentors had told him there are two rules to business. Rule number one is, "Who is the deal with?" and rule number two is, "See rule number

one.". With this advice in mind, Dave spent a lot more time understanding Freddy's and the people behind the brand. As of this writing, Dave and his team have just opened a 38th Freddy's Steakburgers in Virginia.

Dave shared that each industry has two or three key metrics but everything else is the same and ultimately, it's all about the people. If you surround yourself with a solid team, you have a much better chance of success. Booth Creek Wagyu is a prime example of just that philosophy. Dave didn't grow up raising cattle, so he found people that did and do it well.

Booth Creek Wagyu started on a thousand acres in Kansas. Dave purchased the property primarily to use it to hunt on. His caretaker there suggested he get some cattle to run on it as well. Dave had purchased some beef from his uncle Vince Berland of Bar V Wagyu and absolutely fell in love with it so he bought a few older Angus cows that had F1 calves on them. He knew he needed a bull to breed them back, so he attended the Bar V sale that Spring fully intending to spend four or five thousand dollars. Instead, he came home with 2 bulls, 4 cows and 28 embryos. With no plan in place, he began to study the industry. He quickly concluded that the cost of production for Waqyu was significantly higher than commercial cattle but the price point was worth the effort.

The price point was worth the effort. Inum depending on in the price point was worth the effort. Inum depending on in the price point was worth the effort. Inum depending on in the price point was worth the effort. Inum depending on in the price point was worth the effort. Inum depending on in the price point was worth the effort. Inum depending on in the price point was worth the effort. Inum depending on in the price point was worth the effort. In the price point was worth the effort was worth the effort

Andrew Coates & Dave Dreiling

He found some inefficiencies in existing production models and wanted to improve on that. Within six months, it was clear that owning the processing part was going to be a key component of the whole program. Using his past knowledge of vertical integration in the clothing industry, Dave began a plan to integrate vertically for Booth Creek Wagyu. The initial plan targeted internet beef sales. Dave's team sold a little beef at the farmer's market in Manhattan, Kansas including tastings and it soon became clear why Costco has tastings at the end of each of their aisles. His team also realized how much customer education has to go into selling the end product. Most customers don't understand the difference in marbling between a 12%

IMF F1 and a 30 or 40% IMF fullblood. Dave's long affinity for retail inspired him to design a meat market spotlighting Booth Creek Wagyu's beef in what's been called "a jewelry store for beef". Booth Creek Wagyu opened a 1500 square foot store front in Manhattan, Kansas in December of 2021 and now serves a variety of customers. With Fort Riley Army Base being pretty close by, a good number of customers are service men and women. From foodies to newbies, Wagyu lovers are finding their way to the store. Fresh and frozen beef is offered under three different labels: silver, gold and platinum depending on IMF. Tastings are

> provided every day on a Blackstone grill to familiarize their customers with the product. Booth Creek's marketing and internet sales and shipping also occurs at the store. With the current successes, there are tentative plans to open a second store in Kansas City this summer.

Dave says that his partner, Andrew Coates, is the only reason he's forging forward as

hard as he is. Dave met Andrew and Nicole of Southern Cross Wagyu at the Bar R sale in Pullman, Washington in May of 2021. Dave was instantly impressed with Andrew's knowledge of the breed and wanted him on his team. When he found out Andrew and Nicole planned on selling their ranch in California in an effort to find more cattle friendly country, Dave urged them to move to Kansas. Andrew. Nicole and their two children moved to Kansas last year to help with Dave's program and have become part of the Booth Creek family with an official partnership signed in late January 2023. With this partnership of business and beef know how, look for Booth Creek Wagyu's successes to soar. 🝊



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MARCH

Wilders Wagyu - Frozen Genetics Sale wagyulive.com

18 **Triangle B Ranch Production Sale** Stigler, Oklahoma

APRIL

M6 Ranch Bull & Female Production Sale Alvarado, Texas

19-24 Australian Wagyu Assoc Wagyu Edge '23 Sydney, Australia

22 **TWA Steaks Are High Sale** Salado, Texas

MAY

Passion For Prime 13 Salina, Kansas

JUNE

10 **Bar V Wagyu Production Sale** Salina, Kansas

JULY

Wagyu Sekai - Royal Bloodines Sale Puslinch, ON, Canada

AUGUST

The Invitational 24 Sonoma, California

SEPTEMBER

21-23 AWA Conference San Antonio, Texas

24-29 World Wagyu Conference

OCTOBER

DL Ranch Texas Production Sale 21 Montgomery, Texas

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Wilders Wagyu Production Sale Turkey, North Carolina

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2024

MARCH

Triangle B Ranch Production Sale 16 Stigler, Oklahoma

APRIL

6 M6 Ranch Bull & Female Production Sale Alvarado, Texas

Booth Creek Wagyu Production Sale 27 Oldsburg, Kansas

MAY

25 **Bar R Wagyu Production Sale** Pullman, Washington

SEPTEMBER

New England Wagyu Production Sale Peterborough, New Hampshire

19-21 AWA Conference **TBD**

OCTOBER

Wilders Wagyu Production Sale 26 Turkey, North Carolina



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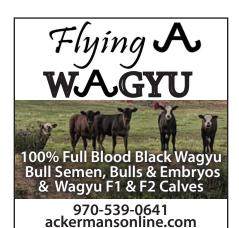
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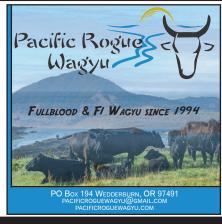
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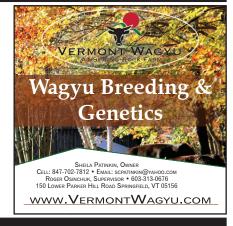


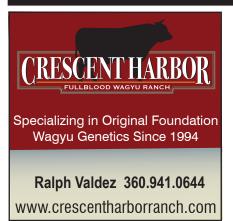






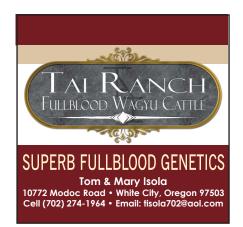












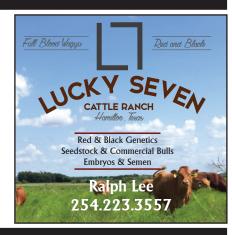


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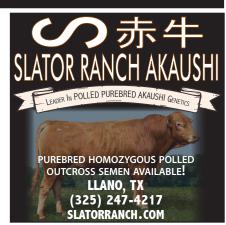
















Prior to addressing these basic husbandry and management practices which should benefit all Wagyu producers in how they raise their calves, let me first state that in my personal experience most Wagyu calves cannot be treated or managed like other beef calves. Actually, I have found that a majority of Wagyu calves are often more similar to dairy calves in the care and attention they require. Most Japanese producers remove calves from their dams very early after birth and bottle-raise them (or utilize automatic milk feeders) until weaning. This practice is also very common in many commercial dairies in both the U.S. and Japan as well. Obviously, bottle-feeding calves can be both labor and facility-intensive and is simply not feasible for everyone, yet it is still entirely possible to have a highly successful calf program with calves left on their dams (pasture weaning) as most operations still practice in the U.S. I would propose however that this traditional approach to raising beef calves in the U.S. requires ad-



ditional management for those in the Wagyu industry due to a few challenges unique to Wagyu calves including their often overall less aggressiveness, lower milk yield in many Wagyu dams compared to most other commercial beef breeds, and the fact that Wagyu calves are more comparable to dairy calves than beef calves. These unique challenges in Wagyu calves and cows appear to be even more pronounced in those herds with heavy Tajima bloodline influence. If producers do not strive to account for these differences, they may very well encounter a higher calf death loss and/or disappointing and inconsistent carcass quality in their harvested calves.

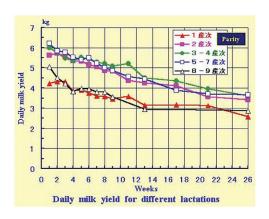
Whether a producer leaves Wagyu calves on their dams or bottle-feeds them, there are common calf management practices found among all successful Wagyu operations. These common practices include what I often refer to as the 5 C's of a healthy start. I first shared these 5 C's in 2014 but they still apply today yet have certainly evolved since then. These 5 C's include: Colostrum, Calories, Cleanliness, Comfort, and Consistency.

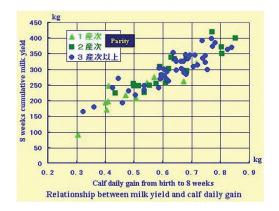
eftrum- some of our bottle-feeding clients will check their colostrum quality with a colostrometer to ensure newborn calves receive only high-quality colostrum with acceptable antibody levels. First calf heifers are notorious for producing lower quality colostrum (often as much as 50% lower in antibody or immune globulin levels), so their calves are often weaker and less thrifty than those calves born to older cows and as a result, calves born to first calf heifers have a higher mortality rate. If you're not into bottle-feeding your calves and are in the majority of U.S. Wagyu producers which pasture wean, you can still ensure your calves receive higher quality colostrum by taking good care of the dam through proper nutrition and a good mineral and vaccination program. Cows with mineral deficiencies produce lower quality colostrum since they are immune suppressed. Several minerals and vitamins are critical to a healthy immune system and production of high-quality colostrum including phosphorus, selenium, zinc, vitamin A and vitamin E. E. coli scours are the leading cause of death in the U.S. calf herd and as soon as the calf begins nursing and makes contact with the dam's udder, it has inoculated itself with a high concentration of E. coli bacteria. Vaccination of dams with an E. coli vaccine before calving to increase maternal antibodies and their overall colostrum quality works well in minimizing problems with E. coli scours. This practice is even more important in first calf heifers with their significantly lower colostrum quality. Whether bottle-raising or pasture weaning, newborn calves need to ingest colostrum as soon as possible after birth. Colostrum administration via esophageal tube is sometimes necessary in pasture-weaned calves that refuse to nurse or whose dams refuse to let them nurse initially. Commercial colostrum supplements or replacers are sometimes needed as well especially in calves born to first calf heifers.

aleanes - calves should have access to a fresh, high quality starter or creep feed as soon after birth as possible. I consider creep feeding Wagyu calves as a must in pasture-weaned situations due to the often-lower milk yield of Wagyu dams. Early weaning is also critical in pasture-weaned calves for this same reason. Many top Wagyu producers typically wean calves by 4 months and no later than 6 months of age. Early weaning is even more critical when dealing with Wagyu calves from 1st calf heifers both for the calf and for the dam as a result of 1st calf heifer's lower milk yields (see figures below) and their potential for "sophomore slump" after their 2nd calving due to potentially undesirable body condition. However, the single best criterion for optimal weaning time is not age, but how well the calf is eating. Once the calf is consuming at least 2-2.5 lbs. of starter grain daily for a minimum of 3 consecutive days then it is ready to wean. Both creep feeding and early weaning have been proven to lead to a higher quality, heavier marbled carcass. Weather extremes also contribute to additional calories needed by calves and although water does not contain calories, calves eat better, gain more weight, and scour less when fresh water is available. Scrimping on feed quality in young calves can be disastrous plus this is the period in which their feed efficiency is at its highest for their entire life.

Wagyu Milk Yield by Age

Relationship between Milk Yield and Calf ADG



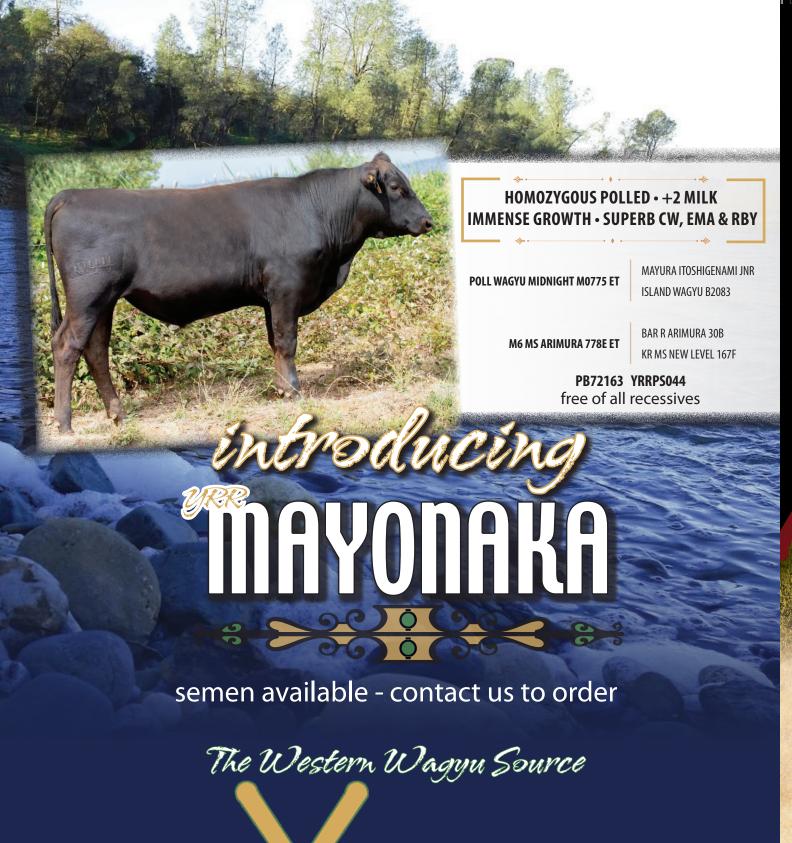


leanliness - baby calves always excel in clean, dry conditions. If cows are brought in before calving, the maternity area must be kept clean and as free of manure as possible. Cows should not be allowed to calve in wet, muddy or dirty areas at any time. If calves are not born in clean, dry conditions then they will be exposed to a variety of disease-causing organisms such as E. coli, Salmonella, and an array of other pathogens. The outcome will be more sickness and a higher death loss. Keeping drinking water sources clean, fresh and free of debris as the calf matures is critical as well.

Comfort - in addition to baby calves having the opportunity to be born in a clean, dry environment, they also need to be ensured shelter from sun and wind. Calves need to be comfortable and this is extremely important in extreme weather conditions. I am always amazed how many top Wagyu producers, regardless of herd size, often treat young calves much like a family member just as one would treat a newborn child. Although this is obviously a different mindset than many commercial U.S. beef producers and certainly requires much more intense management, it yields tremendous returns in both reduced calf death loss and maximum meat quality. Recent research has actually pointed out the importance of minimizing stress around time of weaning by utilizing good practices such as fence-line weaning. There also appears to be several "marbling windows" in the life cycle of Wagyu cattle in which marbling deposition is accelerated temporarily and which can be influenced by diet and management. The first of these "marbling windows" is the 60 day period before and after weaning. So, minimizing weaning stress and ensuring calves are eating a high-quality feed well during this time represents the first and one of the most important opportunities to impact marbling deposition. Don't fall into the trap that Wagyu only marble towards the end of their lives and that marbling is only the feedlot's responsibility. Fetal programming research has now demonstrated that the marbling process begins in-utero as early as the final 3 months of pregnancy and that as much as 50% of an individual's marbling potential may be pre-established during these final 3 months in-utero and the first 3-4 months of life. It really does start with momma!

engistency - this is very likely the most challenging of the 5 C's. Consistency of newborn protocols and daily management is of utmost importance. Calves should be observed and fed at the same time every day and calf management should ideally be handled by the same person every day. Changes in routine are stressful to calves and calves that are stressed are much more likely to get sick. Whether it's due to our more independent nature, our culture, or just a different and sometimes more commercial mindset, we tend to have tremendous variation in management styles in the U.S. beef industry and until we strive to become more consistent in our approach to managing calves at each point in their life cycle, they will never reach their full genetic potential and we will never obtain as good of a product as they are capable of providing. Bottom line is consistency seems to be highly correlated with commitment. Those who are "all-in" on anything are always much more consistent.

I realize this is a fairly general discussion about raising Wagyu calves and I would be glad to discuss any aspect of this article more in depth. I'm also more than willing to discuss additional specifics related to nutrition and feeding management of calves. Though more USDA Prime grade beef is produced currently than ever before, the U.S. beef industry continues to struggle to meet a growing demand for highly marbled, high-quality beef and today's Wagyu breeders have a golden opportunity to help meet this demand. The more intensively you can manage your cattle by minimizing stress and by standardizing your approach to nutrition and management, the more likely the U.S. Wagyu industry will be able to "seize the moment here in 2023." 4



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