

WAGYU WORLD

March/April 2017

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April 22, 2017

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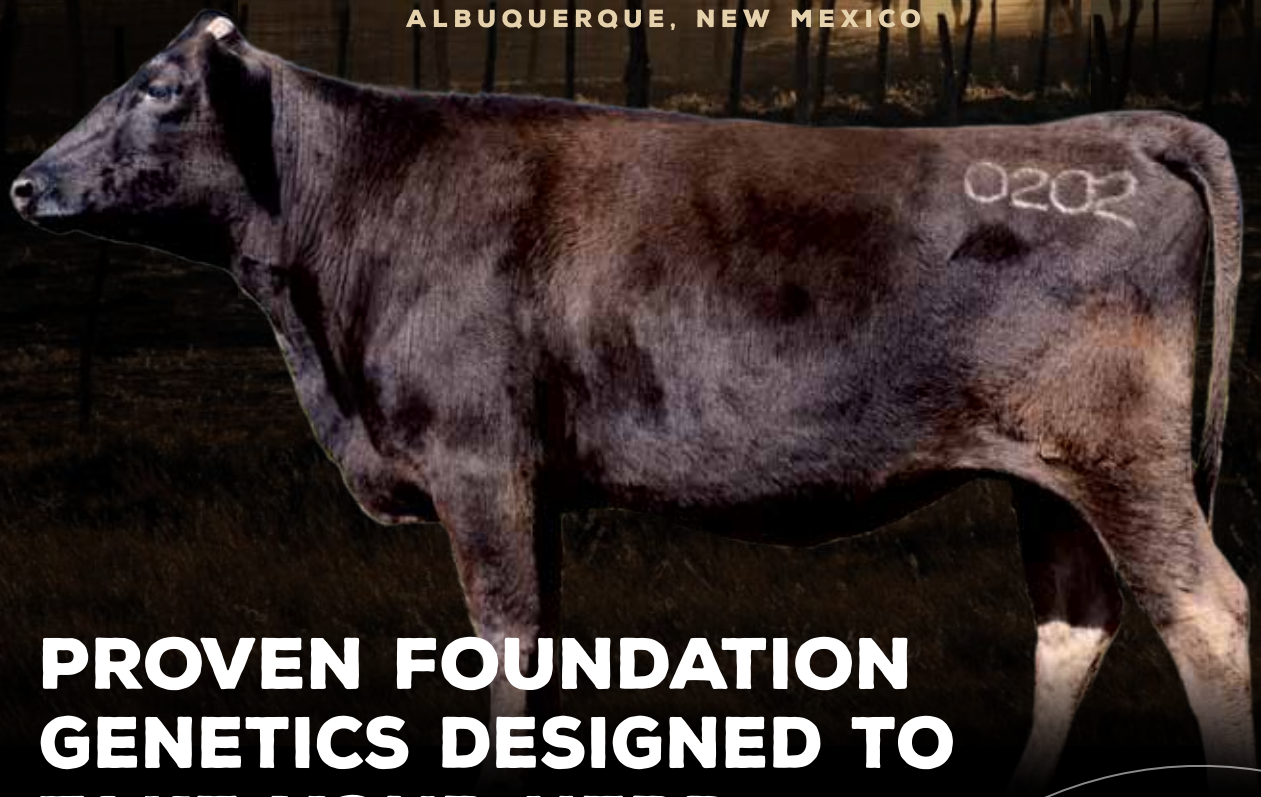
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March/April 2017

Volume 3, Number 3



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Dolly Estelle brings to us one of a kind teepees - the ultimate play time getaway. These teepees are not only a great place to play, they are also a piece of art.



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COVER>>

Title: The Boys

Location: Texas

Courtesy of: Heartbrand

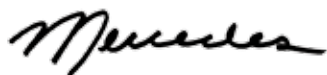
TEXAS

I have decided that Texas is the new California. Now, I know this might get a few Texans fired up but this perspective doesn't include the politics or any legalization of marijuana. I see Texas the same way as people view California. You know; the fancy cars and beautiful people, big houses and the traffic. I have traveled all over California and haven't been to any city as fancy as Houston. I was able to make it to Houston to attend the Wagyu show and I was taken aback as this was my first visit to the city besides being in the airport jumping off one plane to hop on another. This wasn't, however my first trip to Texas. Every time I'm in Texas, I'm blown away by how fancy it is.

Houston to me was the epitome of what California is considered to be. Everywhere I looked, there was either a fancy car or truck, all the folks no matter where we went were dressed to the nines, the homes that we drove by were magnificent, and it seemed like at all hours of the day there was traffic and construction. Now when you add all of those details together and serve them up on a platter and ask someone to pick the state it describes, I guarantee most would say California. I now know why so many people are flocking to live in Texas; it's very nice.

This must be the Texas themed issue. You'll see Texas throughout the issue as we are approaching their big annual event in April. You can read more about it and learn about the history of both the Texas Wagyu Association and the event that has become the largest Wagyu sale in the country. We stay in the state of Texas in our Out & About section of this issue as it features the highlights of the Wagyu show in Houston. Market Matters take a look at a Texas based program that has been placed on a top 100 list. Dr. Horner joins us again and this time, he focuses on feeding the mother cow. The Living Prime is something that you're going to want to see.

I can't wait to get back to Texas. I promise I won't add to the thousands that move there every year but I will try and make it back sooner than later. All you Texans should be proud!



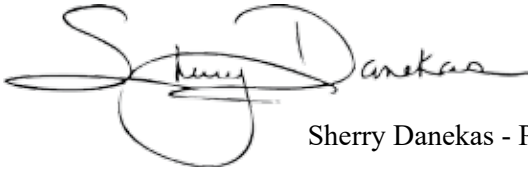
First signs of spring around our ranch.

I think that after you reach a certain age, and you've been to your share of livestock shows around the country, and traveled a fair amount that you certainly are always surprised when you attend an event or arrive in a city and you're more enthralled than you ever expected to be. This is what happened to me upon our arrival in Houston; while I knew it was immense I just didn't realize it was that vast. Then there were the folks we encountered all along the way, who went out of their way to be helpful, friendly and warm. We hadn't even begun our excursion to the Houston Livestock Show at that point.

The Houston Livestock Show was like every other Stock Show I've ever attended, with the exception that it was on steroids. While the facility and the agriculture barns were big, the attitudes of the folks running the event were the most warm, courteous and helpful that I've encountered in a very long time. I would have to say if I wasn't convinced before that the folks in Texas do it bigger and better that I certainly came away from Houston a believer.

The Wagyu business is positively beginning to curve a road into the cattle industry and with the Steaks are High sale the end of the month, and the Lone Mountain sale in May there is ample opportunity for folks to really add some amazing genetics to their herds as well make a great start for the beginner whose been sitting on the fence waiting for that right time to be a part of the Wagyu World. The Lone Mountain sale is a special opportunity to add foundation genetics that are frequently sought after and seldom available.

I'm looking forward to meeting new breeders, catching up with old friends and as always enjoying the amazing hospitality and spirit that Wagyu breeders have a bounty on. If we here at Wagyu World can answer any questions, point you in the right direction or just shoot the breeze give us a call.



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DISCOVERY

This Issue's Two Contributors Share Themselves With Us.



DR.

JIMMY HORNER

*Nutritionist / CEO
Protocol Technologies*



As we are now into Spring, one thing that I wish I had done last winter but didn't get around to it was... trading my tractor in for a new one before hay season arrived. Too late now!

My Spring cleaning tasks include...

New fencing at the farm and finding the top of my desk again at the office.

As the days get longer, I... still need them to be a little bit longer yet.



**JERI
TULLEY**

Writer



As we are now into Spring, one thing that I wish I had done last winter but didn't get around to it was... sorting through boxes of old stuff I haven't touched for years. Now our weather is so pretty that I would rather be outside instead.

My Spring cleaning tasks include...

sorting through those boxes. :(

As the days get longer, I... let the kids stay up later. We are getting outside more and more after school. My older child planted his first garden, and my younger child planted a small peach orchard. It has been fun to see their delight in their work.



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Texas Wagyu Association

The Texas Wagyu Association began as an idea of Ralph Lee's. He recalls, "I thought there ought to be a coop of sorts to buy and sell production owner seedstock for all of the people in Texas." After calling all of his contacts to get feedback on the idea, he finally got back around to the first people he called. Lee chuckles, "They told me straight up, Ralph, we liked the idea the first time you called. We thought you'd have it going by now!"

The first meeting of the Texas Wagyu Association was held on May 30, 2009, at the Hamilton Commission Company sale barn in Hamilton, Texas. Approximately 80 people were in attendance. Wagyu brisket and hotdogs were enjoyed by all, compliments of Bruce Hemmingsen of Stroub Meat Company. After a delicious lunch, goals of holding a production sale, beginning a short feed test, and creating a Wagyu cookbook were discussed.

Dr. Graham of Graham Land and Cattle Company spoke on the advantages of F1s and answered audience questions. The founding board of

directors was selected and included Ralph Lee (President), Burch Wallace (Vice-President), Brandi Murphree (Secretary/Treasurer), Bubba Kay, Rex Ralston, Don Brown, Les Crain, and Bruce Hemmingsen.

Lee credits that first set of directors and all following directors with the success of the TWA. "We were fortunate to get excellent people on the board who worked very hard to get it going and who worked well together through the years."

As an American Wagyu Association sanctioned organization, it was decided that AWA membership was a requirement to be a TWA member, and TWA members now make up over one-third of the AWA membership.

With a stated mission to work in

Wagyu Attention



By: Jeri Tulley

in conjunction with the AWA to promote the Wagyu breed, TWA members resolved that day to put a priority on supporting the AWA by actively seeking representation on the AWA's board of directors.

TWA members recognized the need to be able to make better breeding choices by being able to identify the more efficient animals. Therefore, the TWA commissioned a short bull and heifer feed test at PX Feeders in Evant, Texas. Results from that test educated and stressed to many Texan breeders the importance of data collection prior to making genetic selections.

In an effort to promote Wagyu to other breeders, TWA board members have had booths at the Texas A&M beef short-course and at the Texas and

Southwestern Cattle Raisers' Association meetings for several years.

Texas was pleased to be the host site for the AWA's annual convention in San Antonio in the fall of 2014. With Texas being renowned worldwide for cattle and with a large portion of the American Wagyu Association members residing in Texas, the Texas Wagyu Association hopes that Texas will be considered for the host site for the world conference in 2019 and would fully support that opportunity for worldwide promotion of Wagyu.

TWA board members approached the Houston Stock Show to determine the requirements for inclusion in the show. Although it was a major undertaking, board members felt showcasing Wagyu animals at a major livestock show was necessary to advance the breed, allowing education of the general public and selection of the best qualities in our animals.

The Texas Wagyu Association works with the Houston Stock Show to set the guidelines for the classes. It oversees the show and makes sure that

all participants conform to the rules, selects and pays the judge, and sponsors the prize money.

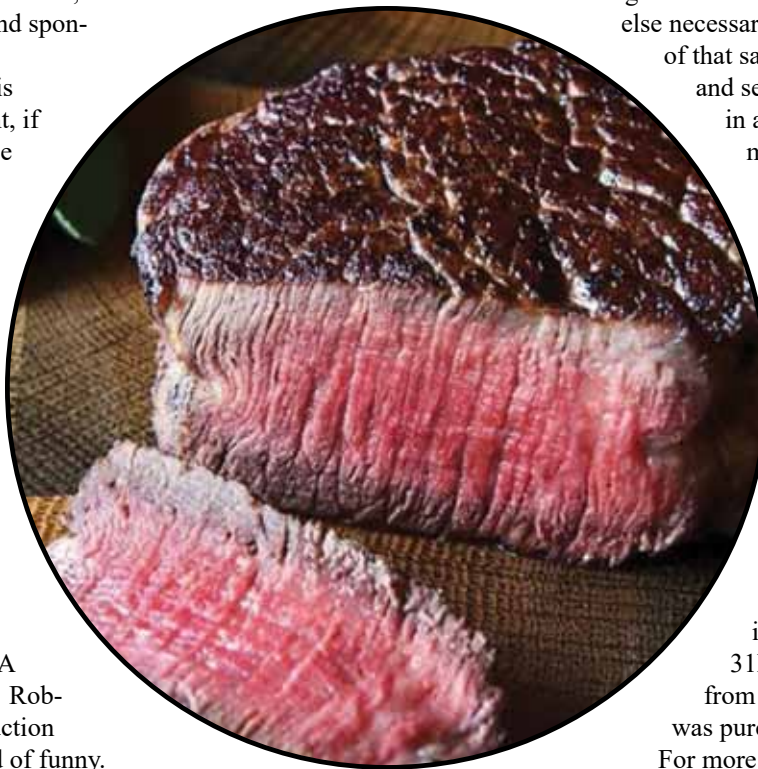
With the idea that what is under the hide is as important, if not more so, than what can be seen from the outside of the animal, the TWA requires that ultrasound scores be a component of the judging criteria at the show. Ralph Lee suggests to anyone wanting to improve sales that participating in a major stock show is one sure-fire method to do so. He also claims, "It is a good tool to meet people in the breed from other parts of the United States."

In March, 2010, the TWA held its first production sale. Robbie Schacher of Schacher Auction Services recalls, "It was kind of funny. I was on vacation in Mexico when I got an email from Bubba Kay asking what it would take to put on a production sale.

I didn't even know what breed we were talking about. A few days later, I met with the directors at Ralph Lee's dining room table and told them what to expect from a sale manager and the services that I would provide. I said goodbye and excused myself, expecting to hear something in a few days time. Ten minutes later, Bubba called and said they had decided to hire me!"

After selecting who would run the sale, board members needed to decide where to hold it. It was agreed that the first production sale would be held in the historic Fort Worth stockyards. The city of Fort Worth, often referred to as Cowtown, or "Where the West Begins", has deep roots in the cattle business running all the way back to the late 1800's.

The nearby area has adopted a Western motif and includes many restaurants and bars, such as Billy Bob's Texas. Twice daily, visitors can watch the old West come to life before their eyes during the Fort Worth Herd's cattle drive down Exchange Street. Drovers volunteer their time driving



the Longhorn cattle to preserve history, entertain millions, and educate future generations about a previous way of life.

Schacher and directors met with Fort Worth stockyard representatives to plan the sale, aptly named the Cowtown Classic. Animals were housed in the outdoor pens alongside of the Fort Worth Herd and were open to public viewing.

Many members pitched in to con-

figure and build pens and do anything else necessary to ensure the success of that sale, including bringing in and setting up a portable chute in an alley to tattoo animals. Those in attendance included people from all over the country.

Schacher recalls that the sale was an overall success. He stated, "The females sold really well, averaging about \$5,000. That first year, the bull sales were a bit of a struggle, coming in with an average at just over \$2,000. The top selling lot, UKB Ms Hakari 31ET, was a red open heifer from Ultimate Kobe Beef that was purchased for \$16,000."

For more detailed information, please see the official sale report. Besides the Cowtown Classic, the stockyards also hosted a St. Patrick's Day celebration with a parade that was going on at the same time as the TWA sale.

Sale Chairman, Bubba Kay, was instrumental in making that first sale work. Robbie fervently claims that there was no way he could have done the first few sales without Bubba and his wife, Donna.

Calling Bubba his mentor and an "encyclopedia of Wagyu cattle", Robbie has relied on Bubba's in-depth knowledge of Wagyu bloodlines and expansive network of breeders through the years. "In addition to having cattle in the sale every year, he lets me know who has something and what is important in each pedigree."

Among many other things, Schacher has depended on Kay's genetic knowledge to help him write the sale catalogs. Schacher grins and says, "When we get a bit off-track, Donna reminds us to focus, and brings us back around to the task at hand."

For various reasons, including convenience, facility amenities and cost, animal security, and parking availability, the sale was renamed "Steaks Are

Cowtown Wagyu Classic 3/13/2010, Fort Worth, TX	
13 Open Heifers	Gross \$55,500...Avg. \$5,115
4 Bred Heifers	Gross \$14,800...Avg. \$3,700
5 Bred Cows	Gross \$25,300...Avg. \$5,060
2 Cow/Calf Pairs	Gross \$11,100...Avg. \$5,550
1 Open Donor Cow	Gross \$5,100.....Avg. \$5,100
25 Females	Gross \$122,800...Avg. \$4912
4 Flushes	Gross \$12,100...Avg. \$3,025
15 Embryos	Gross \$8,600.....Avg. \$573
15 Bulls	Gross \$31,650...Avg. \$2,110
Overall Sale Gross \$175,150	
Auctioneer: Robert Schacher Sale Managers: Texas Wagyu Association and Schacher Auction Services	

High” and moved the following year to Tenroc Ranch in Salado, a more centrally located host site. With a highly workable, well-maintained sale facility, a spacious convention room, plenty of on-site parking, and exclusive use of the immediate area, Tenroc Ranch is a perfect fit for the meeting and sale.

Lee claims, “We have found our home in this facility. It has worked really well for us as an organization.” Schacher seconds that opinion stating, “Mike Cornet, the owner of Tenroc Ranch, is the best host for a sale. He will do anything for you that you ask.

Lee observes. As a future goal of the founders was to one day run two production sales a year, Lee suggests that the TWA might be close to that point.

To educate its 100 plus members who come from several states and various countries, in addition to other attendees about Wagyu, the TWA hosts a full weekend of activities in conjunction with the sale. On Friday, the event begins at 10:00 AM with a show clinic presented by Dr. Jason Cleere from Texas A&M University followed by a Wagyu hamburger lunch at noon.

At 1:00, Dr. Steven Smith, also

ols. With the terms of three of those directors expiring at the annual meeting (Conrad, Tebben, and Kuempel), Conrad encourages people to “be thinking about throwing your hat in the ring to run for election or about nominating another TWA member that you believe would be both willing and able to contribute to helping the TWA execute its mission of promoting the Wagyu breed.”

According to the TWA bylaws, after serving two consecutive terms, Kuempel is not eligible to run again this year. However, both Conrad and Tebben are able to be nominated for re-election.

Of Wagyu, Conrad says, “This industry is growing by leaps and bounds. I talk to four to five new people a day who are interested in this business. People from everywhere are reaching out to find out more information.

I don’t see it going anywhere but up.” Tim and the other TWA board of directors invite you to join us in a weekend of Wagyu at the 8th annual Steaks are High Wagyu sale and meeting at Tenroc Ranch in Salado. 🌱



If we need anything at all, he will do it, and it will be done right now.”

Speaking of the upcoming sale on April 22nd, Schacher states, “This year will far and away be the biggest one that we have done with approximately 50 females, 30 bulls, and 75 genetic packages.” There has been more interest expressed amongst TWA members and outsiders.

As the longest, continuous Wagyu sale in the nation, the larger number of cattle will draw a lot of interest. Also because of the large number of lots, the decision was made to move the sale start time forward half an hour to 12:30. Robbie encourages everyone not to miss seeing these animals live and promises “the best food you’ve ever had if you come”, but if circumstances do not permit you to attend in person, he wants each bidder to know that the sale will be broadcast on superiorclicktobid.com.

“Each year the quality and quantity of the animals at the sale goes up.”

of Texas A&M, will give an update of the AWA-commissioned lipid study. Lynn Allen will provide an ultrasound demonstration at 2:00 in the cattle barn, while Tim Smith of Vigortone will speak about mineral supplementation in the meeting room. At 3:15, all attendees are invited to a meet-and-greet with the American Wagyu Association’s new Executive Director, George Owen, before the annual general meeting begins at 3:30.

A fun auction will be held at 5:00 before the Cowboy social at 5:30. The social will include a Wagyu fajita dinner with all the fixin’s and Texas wine tasting. On Saturday, open viewing of animals begins at 8:00 AM. A Wagyu brisket lunch will be served at 11:00 before the sale begins at 12:30.

Current TWA board members include Tim Conrad (President), Larry Tebben (Vice-President), Aaron Startz (Secretary/Treasurer), Jim Long (Website Guru), Dennis Kuempel, Jeri Tulley, Joe Morris, and Cade Nich-

2017 Steaks Are High Schedule

Friday April 21, 2017

10:00 Show clinic- Dr. Jason Cleere, Texas A&M
12:00 Hamburger lunch-
1:00 Lipid study update- Dr. Steve Smith
2:00 Ultrasound demo- Lynn Allen in the cattle barn/ Mineral program- Vigor tone, Tim Smith in the meeting room
3:15- George Owen meet & greet
3:30 Annual General Meeting
5:00 Fun Auction
5:30 Fajita dinner/Cowboy social/Texas Wine Tasting

Saturday April 22, 2017

8:00 Open viewing of animals
11:00 brisket lunch
12:30 2017 TWA sale



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OUT & ABOUT

Wagyu Sales, Shows, and Other Happenings

2017 Houston Livestock Show and Rodeo HOUSTON, TEXAS



March 15th, 2017



>> *The Results*

*Judge: P.J. Budler
Dallas, TX*



Champion Black Fullblood Female
CMC Genie D3
Exhibited by: CMC Livestock,
Greeley, CO & Bar V Wagyu Abilene, KS
Bred by: Rocky Mountain Wagyu,
Rexburg, ID



Reserve Champion Black Fullblood Female
CMC Genie D7
Exhibited by: CMC Livestock,
Greeley, CO
Bred by: Rocky Mountain Wagyu,
Rexburg, ID



Champion Black Fullblood Bull
ECC Little Willie
Exhibited by: Emerson Cattle Co.,
Owensville, IN
Bred by: Monarch Farms, Harahan, LA



Reserve Champion Black Fullblood Bull
CMC Genesis 2
Exhibited by: CMC Livestock,
Greeley, CO
Bred by: Rocky Mountain Wagyu,
Rexburg, ID



Champion Red Fullblood Cow/Calf
L7 504A
Exhibited by: Lucky 7 Cattle Company,
Hamilton, TX
Bred by: Japanese Venture Partners,
Deleon, TX



Reserve Champion Red Fullblood Cow/Calf
JC KAJIMIKO 127
Exhibited by: Rowland Taylor LLC,
Houston, TX
Bred by: Bald Ridge Wagyu, Mudjee, NSW



Champion Red Fullblood Female
EMPRESS C20
Exhibited by: Red Bull Cattle Company,
Fort Payne, AL
Bred by: Rocky Mountain Wagyu,
Rexburg, ID



Res. Champion Red Fullblood Female
L7 LAUREN'S GINGER MARU 001C
Exhibited by: Lucky 7 Cattle Company,
Hamilton, TX
Bred by: Lucky 7 Cattle Company,
Hamilton, TX



Champion Red Fullblood Bull
SOR MR HIROMITSU
Exhibited by: JMK Cattle,
Mc Gregor, TX
Bred by: Saranac Oaks Ranch, Katy, TX



Champion Red/Black Fullblood Female
JMK 123D

Exhibited by: JMK Cattle,
Mc Gregor, TX

Bred by: Kliesen Ranch,
Willmore, KS



Reserve Champion Red/Black
Fullblood Female

TUR MS RED ITOMICHI 57
Exhibited by: Turner River Ranch,
Medina, TX

Bred by: Turner River Ranch,
Medina, TX



Champion Red/Black Fullblood Bull
LUV EMPEROR TAKANAMI

Exhibited by: Red Bull Cattle Company,
Fort Payne, AL

Bred by: Rocky Mountain Wagyu,
Rexburg, ID



Reserve Champion Red/Black Fullblood Bull
JC RUESEKI 171

Exhibited by: Turner River Ranch,
Medina, TX

Bred by: Chisholm Cattle Co.,
Wimberley, TX



Champion Steer

Exhibited by: Ethan Startz, Floresville, TX

NO PHOTO
Reserve Champion Red Fullblood Bull
RMW Kotsukari D5
Exhibited by: Red Bull Cattle Company,
Fort Payne, AL
Bred by: Rocky Mountain Wagyu,
Rexburg, ID



Save the Date **Upcoming Events**

2017

APRIL

**22 Texas Wagyu Assoc. Annual Steaks
Are High Sale**
Salado, Texas

MAY

**20 Lone Mountain Cattle Company
Female Production Sale**
Albuquerque, New Mexico

JUNE

10 Passion for Prime Sale
Springfield, Missouri

15 Wagyu World Photo Contest Deadline

SEPTEMBER

27 Grandeur Frozen Genetics Sale
Kansas City, Missouri

27-29 2017 A.W.A. Annual General Meeting
Kansas City, Missouri

2018

JANUARY

27 Mile High Wagyu Experience Sale
Denver, Colorado

MAY

19 Bar R Cattle Co. Production Sale
Pullman, Washington

If you have an upcoming event that you would like to be included on the Upcoming Events Calendar, please e-mail all details to: mercedes@jdaonline.com



In the News




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

Wagyu World Photo Contest

The *Wagyu World* Magazine will be hosting the first ever Wagyu photo contest this summer. Everyone will be eligible to submit entries. There will be categories and a winner will be chosen in each. All photos should feature everything and anything Wagyu. Start taking photos as the submission deadline will be June 15th, 2017. The winners and results will be published in the July/August issue. The winning photographer will be receiving an award and be featured on the cover of the *Wagyu World* magazine. More information will be on the Wagyu World website - www.buywagyu.net - and in upcoming issues.



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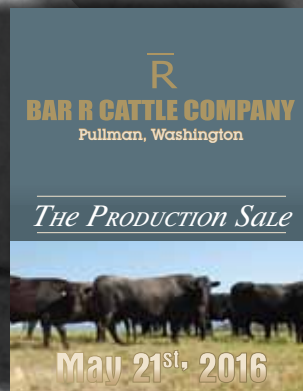
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Sire of Dam: Haruki 2

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Sire: JC Rueshaw 92

Sire of Dam: HB Red Emperor

Lot 62



TUR YASUFUKU DONNIE 55

FB21906 • 8-25-15

Sire: TUR Haruki Tres

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Lot 105



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TOP 100

By Jeri Tulley



Started three years ago, BEEF magazine's Seedstock 100 list is a list of the nation's top 100 beef cattle seedstock suppliers. Wes Ishmael, Contributing Editor for BEEF magazine, cites the reasons driving creation of the list as a need to benchmark the relative concentration of seedstock suppliers and the relative concentration of breed composition among those suppliers. The list also allows for recognition of the seedstock producers contributing the most bulls to the industry on an annual basis.

To compile the list, BEEF's regional sales manager, Jay Carlson, gathers his ongoing list of seedstock sales. With that as a base, BEEF magazine employees phone and email those producers, as well as others they think or know who might have marketed 100 bulls or more annually. Visiting with breed associations and others in allied industries adds potential producers to contact. Ishmael states, "When we published the initial list, we were prepared to hear from folks who said they should have been on the list – folks we had missed. I don't think there were more than two or three of those." Each subsequent year, BEEF emails those on the

previous year's contact list, which is significantly longer than the published list. They update the list based on bulls marketed that year and look for any changes among seedstock suppliers, such as new players or substantial shifts made by individual seedstock operations.

This year HeartBrand Beef was the first ever Wagyu producer to make BEEF magazine's Seedstock 100 list. In BEEF's January issue, the 2017 Seedstock 100 list has HeartBrand listed as number forty-four, based on number of bulls marketed annually.

Jordan Beeman, President of HeartBrand Beef, said, "We are excited to be listed in the Seedstock 100. We were the only Akaushi breed in it. We are excited to see that our bulls work for commercial cattlemen." HeartBrand sells bulls, cows, embryos, and semen to producers worldwide through private treaty with no contract. They are actively looking to purchase fullblood and percentage Akaushi calves, feeders, and finished feds that are DNA parent-verified through the American Akaushi Association and have been raised to meet their all-natural standards. These standards



Randy Peterson, Jojo Carrales, Joe Carrales, Adalyn Carrales, Kaci Carrales, Kip Brunner, Jacob Tipp, Amy Tipp, Kaston Tipp, Ronald Beeman, Brooklyn Beeman, Jordan Beeman, Ashley Beeman, Parker Beeman, John Thiele, Karey Ann Kalich, Kit Hodges, Carol Brown, Bryan Milson, Gary Hull, Barry Booth

include never having been given growth hormones, only being fed a vegetarian diet, and no antibiotics while on feed. Beeman notes, "We believe in having healthy cattle, and we want the rancher to take care of the cattle while they are on the ranch." The bought-back cattle go directly into HeartBrand's branded beef program. After finishing and processing, the meat is then sold to food service distributors, restaurants, and grocery stores across the country. Some of the meat is exported, and a small amount is sold directly to the consumer via the company's website. Beeman emphasizes, "Our mission is to provide the best beef eating experience possible. How we raise them, how we feed them, how we breed them...everything we do is trying to do just that."

Selling genetics without a contract is a new business model for HeartBrand. In the past, buyers were not allowed to resell genetics to the general public. Bulls were sold with a contract that stated that all calves would be sold back to HeartBrand. Beeman explains, "As we started growing numbers, we had pretty strong restrictions to protect the breed. If someone saw an Akaushi for the first time, we wanted it to be a prime example of what an Akaushi should be." When asked why HeartBrand switched gears, Beeman replied that they realized that to be one of the top five breeds in the country, they had to get the genetics out to more people. Now HeartBrand Beef's focus is on getting more people to raise high quality Akaushi all around the world. As such, they market approximately 425 bulls annually, mainly through private treaty. Jordan expects that number to remain steady for the next year, but over the following five to ten years he

projects that number to continue to grow. He states that, as a ranch, they have considered the idea of a production sale. However, there are no firm plans for that in the near term, as their ideal customer purchase experience includes getting to spend one-on-one time at the ranch educating each individual and evaluating and meeting their needs.

As a leading seedstock producer, HeartBrand feels they provide a really good market for commercial producers in all aspects of their program. Beeman points out that Akaushi halfbloods perform well in every sector (low birth weights for calving ease, quick and thrifty growth, acceptable and average weaning weights) from birth all the way to the rail, producing high amounts of upper choice to prime beef. With this level of quality, HeartBrand has been extremely successful at targeting the upper-level American beef traditional steakhouse and burger establishments.

BEEF magazine notes of their Seedstock 100 operators that the volume of product offered is not necessarily equivalent to product quality. However, Ishmael points out, "In the seedstock business, though, it typically speaks to a host of supplier attributes associated with customer satisfaction over the long haul, such as specialization, industry knowledge and commitment, adaptability, and the wherewithal to earn repeat business." For Wagyu producers as a breed, having HeartBrand Beef make the list speaks of commercial cattlemen's growing knowledge as to how having a Wagyu bull can raise the quality of their end product and, as a whole, of a general acceptance of Wagyu cattle as an integral part of the beef world. 🌱

2017 PHOTO CONTEST

WAGYU WORLD



Please send Entries to:
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Woodland, CA 95776



submission deadline - June 15th, 2017

1. Contestants must be paid subscribers to the Wagyu World magazine.
2. Photos are to be 8 x 10-inch color or black and white prints, mounted on 11 x 14- inch black poster board. Photos not securely mounted will be disqualified. Make certain your name., address, and phone numbers are attached to the back.
3. Photo must include Wagyu. Photos can't be altered or image- enhanced in any way.
4. Categories will be divided up after all of the entries have been received.
5. Junior category is for shutterbugs 15 years of age and younger.
6. A maximum of 25 photos per contestant can be entered. Entries cannot have appeared in any other contest.
7. Photos become the property of the Wagyu World for use in the publications and promotions.
8. Winning entries will be published in the July/August 2017 issue.
9. Awards will be given to first place winners. Photo chosen as the "Editor's Choice" will appear on an upcoming Wagyu World magazine cover.

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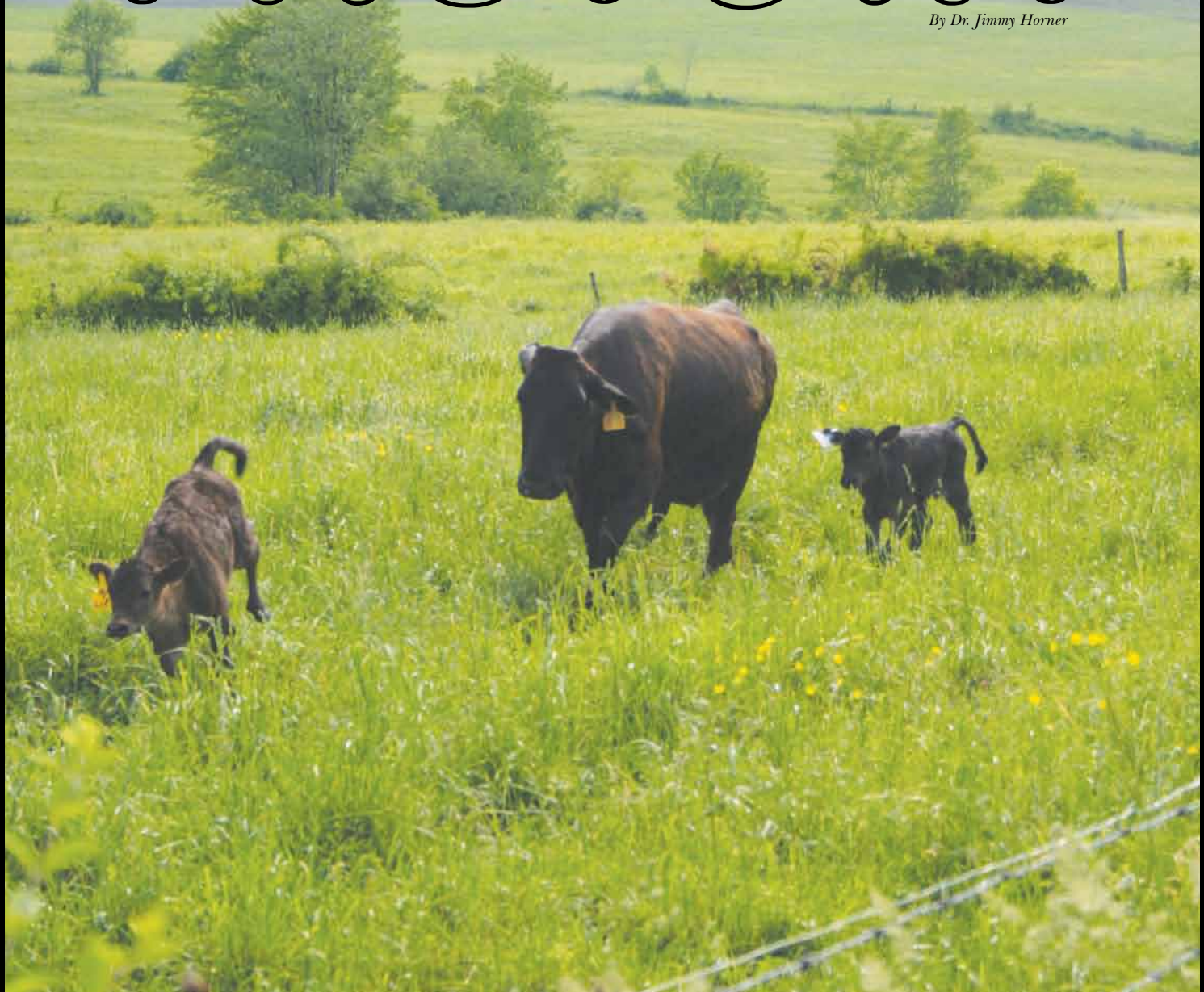
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Food for the FACTORY

By Dr. Jimmy Horner



Some of you might recall a previous article I wrote for this publication a few years back entitled “It All Starts with Mom!” Well, it really does all start with mom and it’s still all about her today. During this spring time of year, many of you are probably in the middle of calving season and before you know it, breeding season is here and it’s time to breed heifers and rebreed those cows with the incredible cycle of life and productivity starting all over again.

Hopefully, your breeding herd is in excellent condition, has been on a good feeding program and you’re completely prepared to experience another successful year with a high conception rate and a good calf crop.

A favorite quote of mine comes to mind regarding the beef cow and all that is expected of her in our industry. Freelance sportswriter, Robert Gallagher, says “change is inevitable—except from a vending machine.” Change is certainly inevitable and though we may not be able to prepare for an upcoming change 100% of the time, so often it’s the amount of preparation and mindset on our behalf that determines the degree of stress associated with change.

Those in the dairy industry refer to this stress as transitional stress. After growing up in the dairy industry and serving as a nutritionist for numerous dairies over the past 30 plus years, I can assure you that we spend a lot of time talking about transition cow management, the three weeks prior to calving and the three weeks after calving.

This is the most critical time in the dairy cow’s life and it can have a tremendous impact on her level of productivity, how long she remains productive, how soon she breeds back, her health as well as her calf’s health, etc.

For the beef industry, I am of the opinion we should also be focusing our attention on the transition cow yet I prefer to define this most critical period in the life of a beef cow not as three weeks before and after calving, but the three months before and after calving. The smoother things go during this critical time in a cow’s life, the better for her, her calf and her owner.

Scientists continue to shed light on how truly important the last three months of pregnancy and the first three months of a calf’s life are in “pre-determining” up to as much as

half an individual’s lifetime marbling potential. In addition, volumes of other beef cattle research over the past ten years continue to prove the importance of a well-nourished dam on her calf’s overall health, survival rate, weaning weight, future reproductive performance, etc.

This discussion will focus primarily on the cow herself and how to best feed and manage her before and after calving to help her cope successfully with the inevitable change involved as she prepares to give birth and to rebreed in a timely manner.

A cow’s greatest nutrient requirements occur in the last third of pregnancy and immediately after calving through peak milk production. During this time, a cow first uses most of the nutrients she consumes to maintain vital bodily functions and then to produce milk to sustain a hungry, growing calf.

Any remaining nutrients are then used to regain body condition and lastly to repair and/or prepare her reproductive system. So, reproduction is at the very bottom of a cow’s nutritional priorities and is not even addressed until all other demands are met. Successful transition cow management must focus on body condition, nutrition and health.

To manage body condition, cows should ideally be evaluated at weaning and sorted into groups based on body condition and fed accordingly to attain moderate condition (5-6 on a scale of 1 to 9) year-round. Some cows may already be in moderate condition and simply need to maintain while others may be underconditioned and need to gain weight.

The last viable opportunity to address thin cows in the herd is around 90 days prior to calving and then fed accordingly. Though the efficiency of weight gain is lower during the third trimester compared to the second, there are certainly other benefits to an increased plane of nutrition during this time; notably improved colostrum quality and quantity which can certainly be a challenge in Wagyu dams, improved calf survival at birth, overall improved calf health and the positive impact on fetal programming for adipogenesis or marbling formation.

Because of consistently low birth weights in the Wagyu breed, concerns regarding the possibility of large calves stemming from an increased plane of nutrition pre-calving are baseless. At-

tempting to help thin cows gain weight pre-calving if needed is certainly much preferred to post-calving when milk yield for the nursing calf takes a much higher priority over gaining weight.

Body condition is obviously a good indicator of energy status but also potential reproductive efficiency as well. There is a very close relationship between body condition at calving and subsequent reproductive success. Getting cows to start cycling soon after calving is vital to getting cows bred and safely in calf in a reasonable time frame. The following table summarizing data from several studies depicts the importance of body condition score (BCS) at calving on days to 1st heat.

Table 1. Relationship between BCS at calving and days to first heat.

BCS at calving	3	4	5	6	6
Days to 1st Heat	89	70	59	52	31
Days to 2nd Heat	110	91	80	73	52

Data in Table 1 shows cows in BCS 5 or 6 will have 2 heats (opportunities) to breed within an 82 day window, whereas cows at 4 or lower BCS will only have 1 heat and are more likely to have an extended calving interval. There’s little justification for condition scores above 7 as there is ample evidence that conception rates are lower in heavier cows. Over conditioned cows at calving also experience more calving problems and greater incidence of metabolic disorders.

Additional data in Table 2 shows the results from a trial involving over 1000 cows comparing the effect BCS during the breeding season and the resulting pregnancy rate.

Table 2. Impact of BCS at breeding on pregnancy rate.

BCS at Time of Breeding

	4 or less	5	6 or more
Number of cows	122	300	619
Percent pregnant	58	85	95

This data supports the fact that condi-

tion scores below 5 at breeding results in extremely low pregnancy rates and that proper nutrition in the breeding herd is essential for acceptable repro-



duction performance.

One of the factors often overlooked in the nutrition of beef cows is colostrum production and quality, and the associated effects on calf survivability and vigor. Cows in moderate body condition at calving tend to have healthier calves. Calves nursing cows with BCS scores of 3 or 4 had lower serum immunoglobulin (a measure of potential disease resistance) than calves nursing dams with BCS scores of 5 or 6.

It is common for 1st calf heifers to produce less and poorer quality colostrum and for thin cows and those that have been fed poorly prior to calving to produce less and lower quality colostrum as well (which contains immunoglobulins) which equates to weaker calves that are more susceptible to disease and death. The following table (Table 3) illustrates the effect of cow condition at calving on calf serum immunoglobulin concentration.

Table 3. Relationship of BCS at calving and calf immunoglobulin levels.

Cow Body Condition Score				
Ig Levels	3	4	5	6
IgGa, mg/dl	1998	2179	2310	2349
IgMb, mg/dl	146	157	193	304

a Immunoglobulin G

b Immunoglobulin M

Obviously, all the cows in a herd do not need the same amount and quality of feed. One of the best ways to reduce supplemental feed costs is to separate the cow herd based on body condition which in turn dictates feed needs and feed them accordingly. Pos-

sible groupings might include:

- 1) Replacement heifers
- 2) 1st calf heifers and thinner older cows
- 3) Mature cows in adequate condition

Two-year-old, 1st calf heifers do not have a mature set of teeth which limits both their bite size and forage intake compared to mature cows. Replacement heifers, 1st calf heifers and thin older cows may be combined if pastures are limited.

Producers should strive for moderate body condition in their cow herds year-round regardless of their physiological state aiming for a BCS of 5-6 in mature cows and 6-7 in heifers. First-calf heifers are often the group that is most likely to lose the most condition after calving as they are young and still growing while lactating for the first time.

If producers do not have the quality of pasture to sustain moderate condition, then feed supplementation is a must. Though forms of supplementation used by producers may vary considerably, energy is often the most limiting nutrient.

Protein may be limiting in situations with extremely low quality forage (hay and/or pasture) and though protein can be broken down into energy by the cow if needed, the need for energy supplementation is far and away more prevalent in my experience with Wagyu cattle. Common feedstuffs used to help meet energy needs are corn, corn gluten feed, soybean hulls, dried distillers' grains, wheat middlings and whole cottonseed.

Producers must exercise caution with the use of both corn gluten feed and dried distillers' grains due to their potentially high and often variable sulfur levels which can lead to PEM (polio encephalomalacia), a neurological disorder. Whole cottonseed is an excellent energy source for cattle, but its high gossypol content when fed at high levels may result in reduced fertility in bulls.

Purchased blended feeds in textured, pelleted, cubed or liquid forms may be utilized but should incorporate all natural protein instead of urea (non-protein nitrogen) as the protein portion to attain optimum utilization and reproductive efficiency. When urea is poorly utilized by cattle, excess ammonia accumulates in their system resulting in

high blood urea nitrogen levels which can tax their kidneys and lead to stress as well as reduced conception.

Feeding cows prior to calving

Again, any concern about feeding cows on a higher plane of nutrition during the months just prior to calving is pretty much unfounded in the Wagyu breed in which overly large calves and calving difficulty are indeed rare. Numerous studies have demonstrated the benefits of feeding higher energy prior to calving as evidenced by its positive impact on days to 1st heat, pregnancy rate, and calf survival in the following tables.

Table 4. Effect of high and low energy feed for 90 days pre-calving on post partem anestrus.

Pre-Calving Diet	Post Partem Interval
High Energy ^a	51 days
Low Energy ^b	67 days

^a High = 14.1 lbs TDN ^b Low = 7.1 lbs TDN (requirement of 11.2 lbs TDN) Johns and Ely

Table 5. Energy status and pregnancy rate.

% Cows Pregnant

Energy Status	Adequate	Inadequate
Trial 1	68	60
Trial 2	78	60

Johns and Ely

Table 6. Effect of dietary energy level pre-calving on calf survival.

Pre-Calving Energy Level

	Low	High
% alive at birth	90.5	100
% alive at 2 weeks	80.5	100
% alive at weaning	71.5	100

Corah et al.

More calves are born dead or die soon after birth when cows are not fed adequately prior to calving.

The calves continue to die through weaning. It is thought that higher calf mortality is due to poorer colostrum quality and quantity from poor feeding prior to calving. This results in inadequate passive immunity transfer to the calf. Calves may also be born weak and are less likely to nurse immediately further limiting immune protection.

Feeding cows after calving Underfeeding cows after calving has an even greater impact on reproduction than underfeeding pre-calving. This has been shown by number of studies that have examined post-calving nutritional plane on subsequent reproductive performance.

Table 7. Effect of energy level post-calving on pregnancy rate at 120 days.

Post-calving Energy Intake	Pregnancy Rate %
High	87
Medium	72
Low	64

High = 24.1 lbs TDN, Medium = 13.7 lbs TDN, Low = 7.1 lbs TDN
Dunn et al.



More recent results from several studies have also demonstrated the marked detrimental effect that inadequate feeding post-calving has on pregnancy rate.

Table 8. Effect of post-calving dietary energy on pregnancy rate.

Energy Status	% Pregnant	
	Adequate	Inadequate
Trial 1	95	50
Trial 2	92	72

Trial 3	87	64
Trial 4	92	76

Johns and Ely

In another summary of 8 trials, Johns and Ely also reported on the effects of dietary protein levels post-calving on pregnancy rate. Again, the reduction in pregnancy rate was significant with an average of 90% pregnant fed adequate protein and 69% pregnant fed inadequate protein.

Maintaining body condition after calving has a tremendous impact on days to first heat and pregnancy rate as research has shown that it takes cows twice as long (60 days vs 32 days) to return to estrus if they lost condition after calving compared to cows that were fed to maintain condition.

The more condition or body weight cows lose after calving the longer it takes to get then bred back and safely in calf. Even cows that calve in moderately thin can still experience acceptable reproductive performance if weight loss is avoided after calving.

Mineral and vitamin supplementation should not be considered optional. Though they usually have less impact than either energy or protein on cow/calf performance and economics, proper supplementation of these essential nutrients is critical and should not be overlooked, particularly in successful transition cow management. Levels of the various minerals and vitamins may take months to replenish with supplementation and a proper balance year-round is recommended.

Poor mineral-vitamin programs may result in metabolic disorders at calving, weak and/or irregular estrus, low conception rates, weak calves, etc. Undoubtedly, both the health of the cow and calf will be affected in the absence of a proper mineral-vitamin program. The typical cost of providing a quality mineral-vitamin program for a beef cow should not exceed \$30 - \$40 per year.

A good vaccination and de-worming program is also important in taking proper care of the beef cow. Vaccinating cows for scour prevention prior to calving can help her calf to be able to withstand the frequent challenge of scours. With the proper vaccine, pregnant cows can now be vaccinated for respiratory disease as well. Producers should consider de-worming their

cows twice per year to avoid potential internal parasite infestation and resulting loss in body condition.

The old rule of de-worming at Easter and again at Thanksgiving works well. I know my father was especially fond of this practice as relatives were usually visiting at these times and free labor was abundant.

No time is more critical in the life of a cow and at no time does she warrant as much attention as the 3 months before and the 3 months after calving. By providing pregnant cows and heifers the steady nutrition they need both before and after calving to maintain consistently moderate body condition year-round, producers can ensure a much healthier, productive and profitable cow herd while also maximizing the health, performance and value of every new generation of calves.

During this wonderful spring time of year and all the new life and growth we all get to experience and enjoy all around us, may we never forget in our business (and life in general) that it really does all start with mom and it always has and it always will.

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