



June 10th, 2017



#### **BMR MS 56T-TC**

BARR37R .....

BMR MS. HIRASHIGETAYASU 777 CHR MS KIMIFUKU 455...... • SCD AA Tenderness 5 WORLD K'S MICHIFUKU WORLD K'S SUZUTANI KENRYU 1905 NAGAYOSHI 472016 HIRASHIGETAYASU J2351 BR MS MICHIFUKU T4E 8605 ITOZURU DOI TF 709



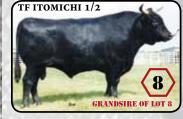
#### BMR MS. HIRASHIGETAYASU 777

FB20044 DOB: 9/29/2013 TATT: 777 COW HIRASHIGETAYASU J2351.....

BAR R 37R BR MS MICHIFUKU T4E 8605.....

 DAI 20 HIRASHIGE 287
DAI 5 YURUHIME
BLUE ROCK MICHIFUKU
JVP MS KIKUSHIGE 09E
ITOKITATSURU
YASUHIME
KIMIFUKU 3
HIKOKURA 1/12

Lot 5 is a granddaughter of Hirashigetayasu Itozoru Doi 100 and Kimifuku 3 this breeding brings size and marbling. BMR Ms. Hirashigetaysu 777 is a AA fat 4 tenderness and is a EXON BC carrier (a rare gene for marbling) her embryos have recently sold for \$1000 each. Lot 5 in in her third trimester bred to Mazda 404 female sexed then pasture exposed to FB 16639, an EXON BC Carrier (rare gene for marbling and growth).



#### CC HIKOFUKI 5076C

WORLD K'S SANJIROU ......TBR HIKOFUKU 4-2 2102Y
TBR HIKOFUKU 4 9064W.....

ITOMICHI
DAI 2 KINTOU
BAR R 12P
BAR R MISS 24H
WORLD K'S MICHIFUKU
WORLD K'S SUZUTANI
ITOSHIGEFUJI

Located at the Springfield Livestock Marketing Center Springfield, Missouri

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#### MS SIGENAMI

ITOZURU DOI ..... LAKE WAGYU F X002

 SHIGEKANENAMI SHIGEMITSU FUKUMASA YUKIZAKURA ITOKITATSURU YASUHIME WORLD K'S MICHIFUKU TWA DONO



#### L7 MS SANJI 036B

FB26919 DOB: 08/30/2014 TATT: 036B COW WORLD K'S SANJIROU...... SR Y13 SANJI

WORLD K'S SHIGESHIGETANI .... L7 MOOLAN 011Z

KITATEMAKO 003

WORLD K'S MICHIFUKU WORLD K'S SUZUTANI KITATERUYASUDOI J2810 KITATEMAKO J14138 WORLD K'S HARUKI 2 WORLD K'S SUZUTANI CHR TAKAZAKURA 101L MIKOMIS MUJIKO



#### GAF ITOMICHI SANJI 4D

R26680 DOR 03/20/2016 TATE 4D COW

TF ITOMICHI 1/2
DAI 2 KINTOU

WORLD K'S SANJIROU .......
CHR MS SANJIROU 319
MJB MS KITAFUKU 05K......
• SCD VA Tenderness 6
• Halter Broke

DAI 7 ITOZAKURA TOMISAKAE 2/1 DAI 3 KIYOHIME EZOKINTOU 1A WORLD K'S MICHIFUKU WORLD K'S SUZUTANI JVP FUKUTSURU-068 CHR MS KITAGUNI 037H

ww

338

59

YW

647



BW	WW	YW
69	556	850

#### **GAF ICHUTANI 10D**

FB26683 DOB: 03/28/2016 TATT: 10D BULL

STONYRUN ID 151 ICHIRO 1
SUZUTAKA 2.....

WORLD K'S MICHIFUKU ...... CHR MS SUZUTANI 262T SUZUTAKA 2 .....

SCD AA Tenderness 7

Sells Bred to L7 Ha

ITOKITATSURU
YASUHIME
WORLD K'S TAKAZAKURA
WORLD K'S SUZUTANI
MONJIRO 11550
MICHIKO 655635
"WORLD K'S TAKAZAKURA
WORLD K'S SUZUTANI



BW	WW	YW
42	334	706

#### **GAF MS HARUKI SUZATANI C15**

WORLD K'S MICHIFUKU .....
MS CHR SUZUTANI 252T
SUZUTAKA 2 .....
• SCD VA Tenderness 5
• Halter Broke

YASUMI DOI HARUMI 1086409 KENSHIN 902 ITOHIME 3 545978 MONJIRO 11550 MICHIKO 655635 WORLD K'S TAKAZAKURA WORLD K'S SUZUTANI



#### **GAF TOMMY C37**

WESTHOLME HIRASHIGETAYASU Z278.....

SSF TOBY - Z278-31-225 ESF MICHIFUKU R 042 031 .....



#### HIRASHIGETAYASU J2351 WESTHOLME OHYURIHIME

WORLD K'S MICHIFUKU CHR TAKAZAKURA 042H WORLD K'S YASUFUKU JR MS ASUKA 304 WORLD K'S MICHIFUKU SUZUTAKA 2



#### LAG MR HONJO MASAMUNE X NIKKI S1029P

• 3 Embryos

HEART BRAND RED EMPEROR. LAG MR HONJO MASAMUNE KAEDEMARU .....

SHIGEMARU ... LAG S1029P AKIKO ..... HB BIG AL 502
DAI 8 MARUNAMI J19461
DAI 10 MITSUMARU
DAI-SAN NAMIAKI NI
DAI 2 SHIGENAMI
DAI YON AKIBARE 3357
NAMIMARU
MITSUKO B 9639







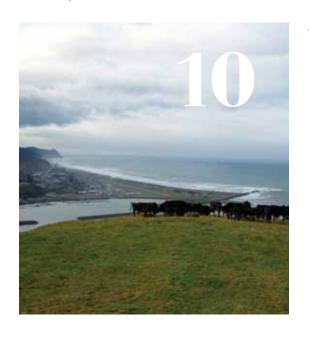
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## THIS ISSUE

March/April 2017
Volume 3, Number 3



#### 10 PACIFIC ROGUE WAGYU

Positioned on the beautiful Oregon coast we find a long time Wagyu breeder, Pacific Rogue Wagyu. This trip into Oregon gives us the opportunity to learn more about this Wagyu program and who is behind it.

>> By Heather Smith Thomas



#### 16 OUT & ABOUT

All the details from the Texas Wagyu Association's annual Steaks Are High sale, important upcoming Wagyu events and highlights from the TWA general meeting and industry news.







LD RIDGE





#### 20 HEALTH & HUSBANDRY

Multi-Tasking

An inside look at what extra efforts are taken by mothers to make sure they are available to assist with raising cattle while at the same time fulfilling the role as "mom".

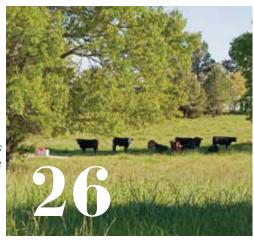
>> By Jeri Tulley

#### Ranch Reach 26

Big Life Farm

We travel to the southern part of the country to learn who is behind this Arkansas Wagyu program and what it has taken them to become top breeders.

>> By Jeri Tulley



#### **32 LIVING PRIME**

Merica Wood Works

Woodwork to an extreme. Teo Sanchez takes woodwork to the next level creating works of art that can be custom made to create that piece that you have always wanted. Don't miss these

unique items.



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- **PUBLISHER'S POST**
- **CONTRIBUTORS**
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## 6 MONTHS

OK, so I have been a mother for 6 months now and so far so good, Sutter is still alive and kicking. In fact, he's trying to crawl, eating food and always smiling and laughing. When he was first born, the nurses and doctors told my husband and I that he would have to eat every three hours and at first we looked at each other with fear and thinking, "how is that humanly possible". We have grown accustomed to the schedule and when he reaches the point where we are no longer feeding bottles, it will be a whole new "new".

I have worked since I got home from the hospital and I have learned to juggle both baby and business; most of the time its great but there are those moments when I have to take a deep breath and



remember that it is all doable. I also look at fellow mothers who are also in the same boat. Many of these ladies are Wagyu breeders and are wonderful mothers who are also juggling the roles of both mother and cattlewomen. We take a closer look at these gals and their thoughts on multi-tasking within this issue.

Family always should come first and we see that in the folks behind this issue's Ranch Reach pieces. Wagyu programs that function because the entire family is involved and programs that bring a family together for the love and joy of Wagyu. This love for Wagyu was seen on a very big level at the 2017 Texas Association's annual event and these highlights can be found in the Out & About.

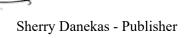
There's a lot to read and see this issue, so take some time to relax and enjoy.

Meures

#### **Publisher's Post** | WW

The first ever Wagyu World photo contest is quickly approaching. I know you have calves in those fields, beautiful ranch/farm settings and photogenic cows, so let's capture those moments. Look for details on page 34 and I look forward to seeing your photography

talents.







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## DISCOVERY

This Issue's Two Contributors Share Themselves With Us.



#### **HEATHER SMITH-THOMAS**

Rancher/Writer



My summer cool down includes...

coming into our old house after working outside in the heat moving cattle, fixing fence, etc. This house stays cool in summer and warm in winter. No air-conditioning needed! My last good read and summer book recommendation is... I am not sure what to recommend. For anyone interested in some ranch humor/drama I might recommend one of my recent books: Horse Tales - True Stories from an Idaho Ranch,

The days are longer and I take advantage of this to... do morning chores earlier --so the horses don't have to go so long between supper and breakfast.



### TULLEY

Writer



My summer cool down includes... a trip to the Rocky Mountains in Colorado.

My last good read and summer book recommendation is...

a trilogy called The Rule of Three by Eric Walters. It is a fictional series in which all computers mysteriously and suddenly stop working one day. The days are longer and I take advantage of this to ... spend more time with my kiddos outdoors.

# PASSION PRIME

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#### GAF ICHUTANI 10D FBFB26683 BD: 3.28.16

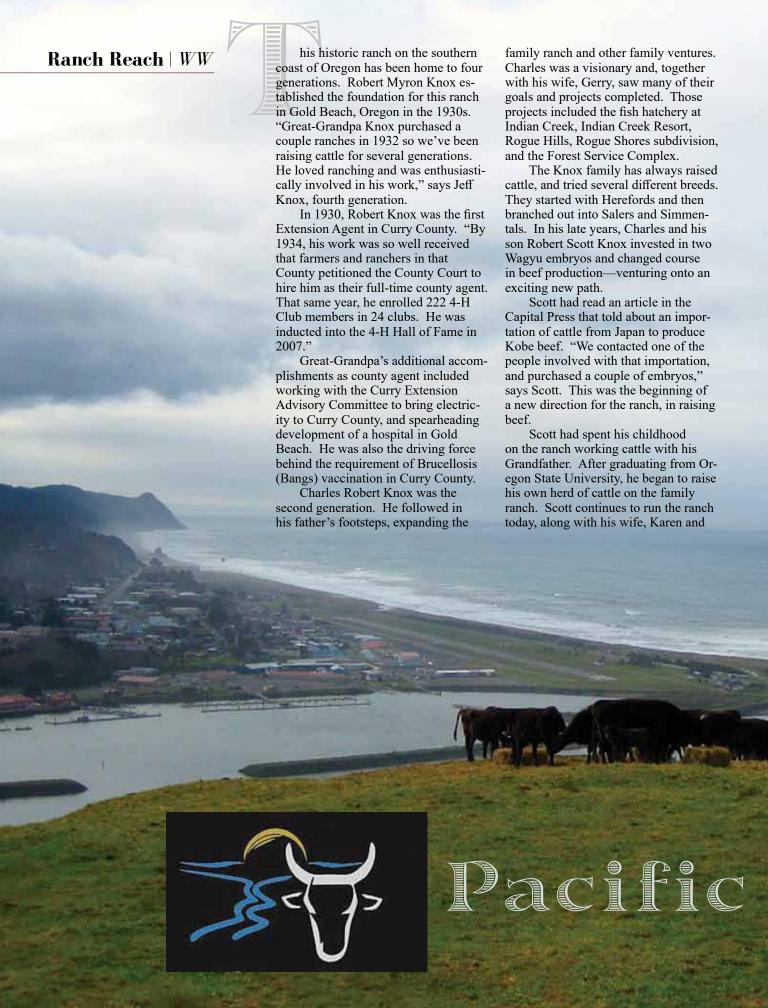
Genomic profile amongst the elite, tested AA/7 and has posted stand-out weaning and yearling growth numbers. Truly a combination sire.

# Golden Age Farm

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son Jeff. After graduating from Oregon State University in Agricultural Business in 2013, Jeff is the 4th generation Knox to return to Gold Beach to work the ranch.

He and his sister, Felicia Knox, helped lay the groundwork for what has become Pacific Rogue Wagyu. Felicia is currently living in Los Angeles and starting a family, but she and her husband Cody Walker have been very involved with the cattle. She still does a lot with the photos and web page and marketing.

This has always been a family operation. "Grandpa started it, than my dad took over and did more development around here," says Scott. "We've all gone to Oregon State University and came back to work on the ranch. Our goal has always been to continue and expand upon the work of the previous generation. Almost all the work is done by our family. We don't need to hire any other help."

The only other people who help are cousins and other family members who come for the summer to work on the ranch. "They always seem to enjoy that. The ranch has always been a place where family members can come and work for the summer while they were going to college. Several cousins

would come every summer to work on the ranch. Now they keep coming back and this is great.

By having the family ranch for them to come to, we've been able to build relationships that would otherwise be very difficult, with family spread out all over the country. It's one thing when relatives come to visit for a day or two, but when they come for 3 months you really get to know them," he says. It's created a nice family bond, being able to have them work here.

The coast ranch is right on the Pacific Ocean at the mouth of the Rogue River, with a wonderful view of the ocean. "We have two major ranches on the coast, and also have a few parcels here and there—50 to 120 acre parcels—that we use as pasture for the cattle," says Scott.

"We are always experimenting with different types of forage, trying to come up with the best pastures we can produce for our cows," says Jeff. "We play around with different seed mixtures, figuring out what works and what doesn't work, and what the cows like best."

#### WAGYU CATTLE

The first Wagyu cattle exported to

the US from Japan came in 1976. This importation included two full-blood wagyu black bulls and two full-blood red wagyu bulls. These four bulls formed the foundation of the American Wagyu. Then for more than 17 years, no new Wagyu cattle were allowed out of Japan. Genetic diversity of Wagyu cattle in the U.S. was limited to only those four bulls.

In 1993, a shipment of full-blood Wagyu (consisting of two bulls and the first three heifers) were imported into the US. There was heavy opposition from the Japanese Wagyu Registry, Japanese Farm Coops, and the Japanese Wagyu Breeders, who were strongly opposed to the exportation.

The bulls in that shipment were Michifuku and Haruki 2. The heifers were Suzutani, Okutani and Rikitani. Of the three heifers, Susutani and Rikitani were the first 100% Tajima females to leave Japan. The third heifer, Okutani, was a unique individual (Okushige x KitutanixDai 7 Itozajura) being <sup>3</sup>/<sub>4</sub> Tajima and <sup>1</sup>/<sub>4</sub> Fujiyoshi. All three of these heifers were purchased because all of them had the great sire, Shigeshigenami in their pedigrees.

Suzutani is considered the great est Tajima to ever leave Japan, with Okutani being equally as influential.

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<< Page 11

The first full-blood Wagyu born in the United States was born in 1994 from an embryo out of Okutani, purchased for \$50,000. The heifer calf was named Fujiko and she was the result of mating Okutani and Haruki 2. Fujiko became one of the most influential females of the breed. Her DNA was later sold for \$26,000 in 2012 at the Texas Wagyu Association sale. Pacific Rogue Wagyu has these same genetics.

In 1993 the first Wagyu embryos arrived on the ranch. The two embryos purchased by the Knox family were Haruki 2 x Okutani and Haruki 2 x Suzutani. "In 1994, our first Wagyu calf, Yoshatoni, was the 5th fullblood Wagyu to be born in the United States. Moriyama, her bloodline sister, followed shortly, becoming the 11th full-blood Wagyu born in this country," says Jeff. At that time, the Knox's were one of only two families in the United States to have full-blood female Wagyu cattle. They got in on the ground floor for this breed.

"When we first started, we sold some embryos to Australia," says Scott. "Our goal however, was the end product—the beef. We wanted to produce the best beef in America, and this is still our goal."

For the past 20 years, the Knox family has been building their fullblood wagyu herd to a level of excellent quality. In the past, they sold their animals strictly as top-quality breeding stock. Starting in 2013, they entered the beef production market as Pacific Rogue Wagyu.

"We had been saving almost all of our females, over the years, until that point," says Scott. "The steers all went into a feedlot on special feed for meat production. We finally got enough females that we could start marketing heifers, this year. We still want to sell females as breeding stock, but our main goal is beef production," he says.

In 2011 they changed their name to Pacific Rogue Wagyu. "We have the two family ranches and felt that altogether we had the capacity to run 130 breeding females," says Jeff. "As of this year we have reached that number, with 130 full-blood Wagyu. That is why we can now put some of our extra females into our feeding program and also market some of them as breeding stock," he says.

On another ranch they have some purebred Angus cows for raising F1 Wagyu, and some that serve as recipients for embryo transfer. "We bought a bunch of embryos from Ralph Valdez, former President of the American Wagyu Association, and have done a lot of embryo transfer work with him during the past 10 years," says Jeff.

"Our animals are pasture raised until they reach a selected weight and age. At that time they begin a grainfed regimen. Our full-blood animals are fed on a 500+ day ration, which was designed and used in Japan. This feeding is specifically designed for the Wagyu breed and is what takes our meat beyond prime," says Jeff. The F1 animals (50% Angus, 50% Wagyu) are

kept on pasture longer than the fullblood Wagyus and are grain-fed for 350-450 days.

"We are relatively small ranch in this industry. If we can only raise 150 to 200 head, we realize we need to be raising something that is more valuable than the average beef calf. That's always been our goal. Not only do we have what we believe to be the best genetics and feed regimen, but we are able to provide more animal care and attention to detail than most commercial operations can do.

Within our immediate family, we do it all. We coordinate the genetics, we watch each birth, we do the genetic testing, we give the immunizations, we do the feeding, and the transportation," he says.

"With Pacific Rogue Wagyu, you know exactly what you are getting, and we guarantee our product. Currently we are selling to high end restaurants and some online. We still sell some half and whole carcasses to restaurants, but now that we have more animals we have created a boxed beef program," says Scott.

"We have enough animals in production now that we can sell primals and sub-primals. We have enough cattle finishing in a month, that we can now offer individual cuts to restaurants," explains Jeff.

"When you can only slaughter 12 animals a year, you have to sell the whole carcass because you can't keep up with the supply the restaurant needs.



But when you have 30 or more in the feedlot that you can butcher in a year, you can break it down. We can now wet-age beef up to 50 days or more. We can keep the meat fresh longer in cold storage," he says.

Currently they have 100 head in production. This provides more flexibility in marketing and it's much easier for the restaurant chefs. "We are finally able to customize orders. For example, we can offer primal only, or burger only. For most of the chefs, this is easier for them to manage than to cut up a whole beef," says Jeff.

In terms of selling breeding stock, the Knox family likes to have their heifers 4 months pregnant at the time of sale. "We are learning this as we go," says Karen. "We've raised cattle for a long time, but the sale of breeding stock has been a learning curve for us—taking pictures of the cattle, figuring the right ages to sell, how to transport them to the buyers, etc." she says.

Scott adds that they would like to partner with another breeder for a seedstock sale. "I don't know if we are big enough to put on our own sale yet, but we'd have between 20 and 30 females to put into a sale," he says.

"We currently have some bulls for sale. The males we think have the best genetics we will probably keep as bulls, but the majority become steers. Our overall goal is the beef market, except for some of the extra females. They are smaller animals, smaller carcass weight, and they are more valuable as breeding stock than selling them as beef," Scott explains.

#### WAGYU BLOODLINES AT PACIF-IC ROGUE WAGYU

The Wagyu cattle on this ranch all trace back to these foundation animals: Michifuku is thought by some breeders to be the most important/best carcass bull to ever leave Japan. He was formally the #1 marbling bull in the U.S. Sire Summary. His sire is from the Yasumi Doi line and his dam is by Yasutanidoi J472. Yasutanidoi and Yasumi Doi are 2 of the most famous Tajima sires. Michifuku's sire, Monjiro, produced carcasses that sold for \$21,000 at the 2007 All Japan Wagyu Competition.

Suzutani was the most genetically influential cow to ever be exported from Japan to the United States. She has proven her genetic value through her popular sons, Sanjirou and Shigeshigetani and she was the cornerstone female in the Pacific Rogue Wagyu herd.

Suzutani's mother was Suzunami and her grandsire was Shigeshigenami J10632, who has a reputation for producing the best genetics in Japan. Sanjirou's genetic background suggests that he will have ideal meat production efficiency, with great meat quality, large REA, thick rib and high yield rate. Haruki 2 was a balanced combination of the major Wagyu bloodlines, Tajima, Kedaka, Itozakura and Shimane. Haruki 2 is 56% Tajima, 13% Itozakura, 19% Shimane and 6% Kedaka. He was considered of good enough genetics to breed to the greatest cow in Wagyu history, Suzutani, resulting in that outstanding bull Shigeshigetani.

JVP Fukutsuru 068 is perhaps the

most famous Wagyu sire in U.S. history, and certainly the prime example of Tajima bloodlines. He led all sires in marbling in the 2006 U.S. Wagyu Sire Summary (published by Washington State University), beating all other Wagyu sires by a broad margin. He also headed the previous Sire Summary, published in 2001. Japanese Venture Partners (JVP) imported Fukutsuru 068 into the United States in 1994.

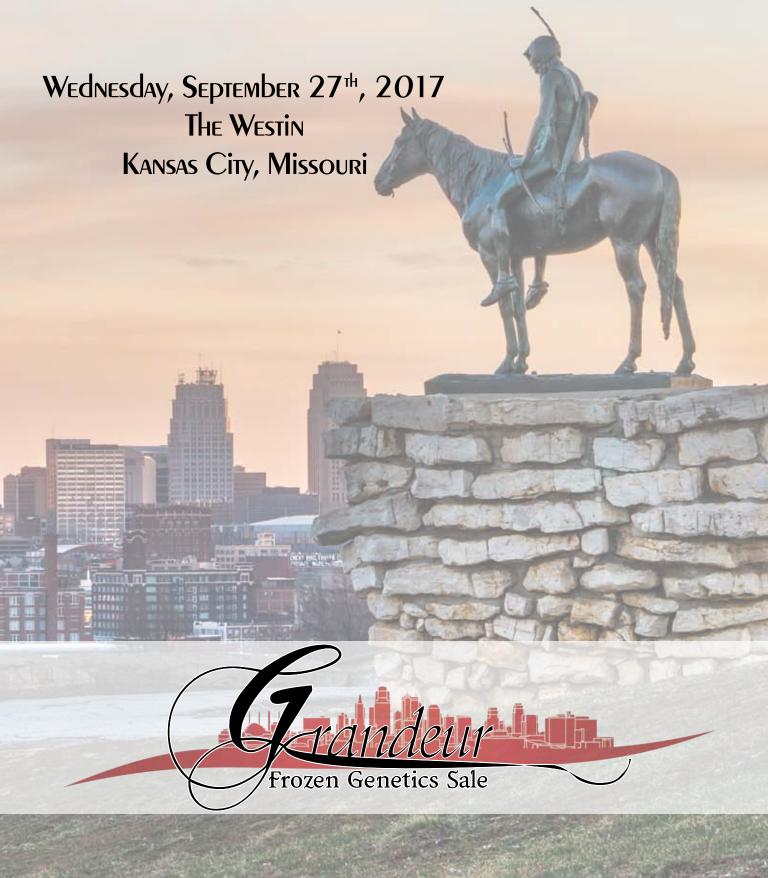
Sanjirou has the potential to be one of the most influential sires of the Tajima line, having great meat quality, large ribeye area, thick rib and high yields. In the 2006 U.S. Wagyu Sire Summary, Sanjirou ranked third highest in marbling, behind Fukutsuru 068, but ahead of his sire, Michifuku.

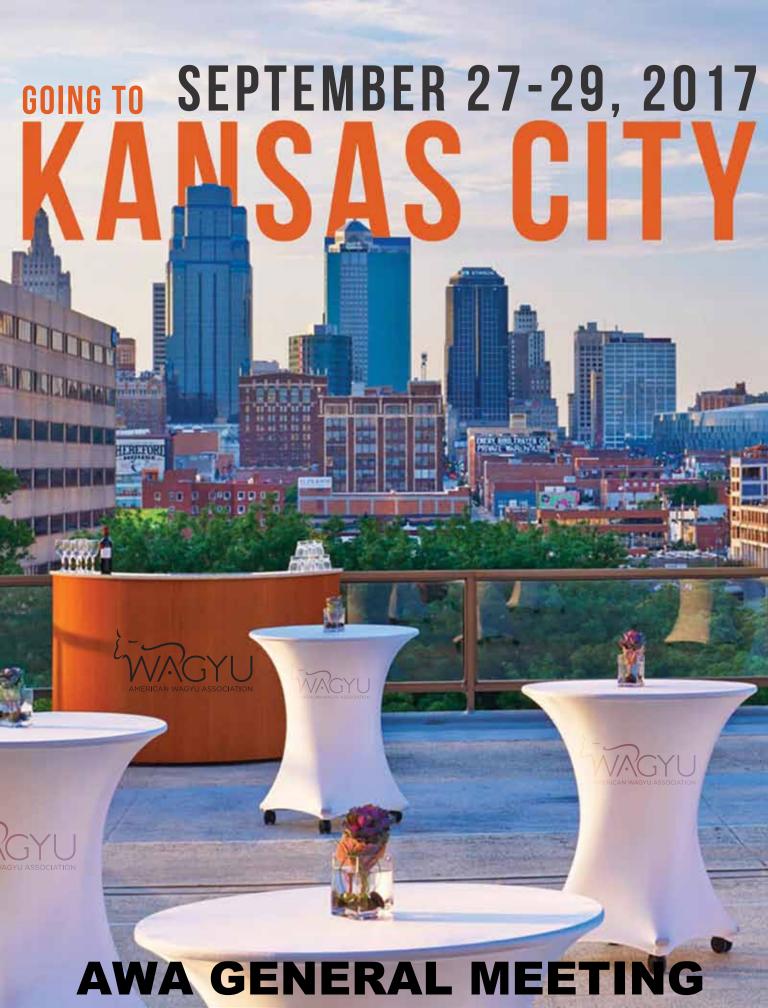
Hirashigetayasu (EtJ 001) J2351 was sired by Dai 20 Hirashige 1287. His maternal great-grandsire is the distinguished Tajiri-line tayasudoi. His lineage shows strong propensity for growth and balance with a larger frame. An official Japanese progeny test showed that at least 80% of his steers would gain A5 grade, the highest given to carcasses in Japan.

JVP Kikuyasu 400 is a linebred Kikunoridoi bull. His maternal grandsire is Kikuterudoi, son of Kikunoridoi, who was one of the highest marbling bulls in the history of the Wagyu breed, and the most famous bull bred in Hyogo Prefecture, home of Japanese Kobe beef.

"We are trying to utilize all of the original genetics and help provide these genetics to other breeders," says Scott.







# OUT & ABOUT

Wagyu Sales, Shows, and Other Happenings

2017 8th Annual Texas Wagyu Association Steaks are High Wagyu Sale

SALADO, TEXAS
April 22<sup>nd</sup>





















7 Cow/Calf pairs 11 ½ Bred Heifers

1 Open Donor 8 Bred Cows

9 ET Heifer Calves

11 ET Bull Calves

37 Open Heifers

24 Bulls

6 Right to Flush lots

6 Pregnancies

214 Frozen Embryos

357 Straws of Semen

Gross \$61,500...avg. \$8,875

Gross \$82,750...avg. \$7,195

Gross \$10,500...avg. \$10,500 Gross \$44,150...avg. \$5,519

Gross \$45,750...avg. \$5,083

Gross \$34,700...avg. \$3,155

Gross \$178,650...avg. \$4,828

Gross \$107,200...avg. \$4,468

Gross \$25,300...avg. \$4216

Gross \$18,800...avg. \$3,133 Gross \$101,115...avg. \$473

Gross \$92,100...avg. \$258

The Texas Wagyu Association hosted their eighth annual Sale and Event on 4/21-22/2017 at the beautiful Tenroc Ranch in Salado, TX. The unusually cool weather for that time of year made it very comfortable for the over 300 people in attendance.

The top selling lot in this year's sale was L7 MS SYB 004C, a Fullblood Red daughter of VBV ROA Red Galaxy. This female was calved on 2/14/2015 and consigned by Lucky 7 ranch of Hamilton, TX. She was 6 months safe in calf to 711 Hikarimaru 4489. John Williamson of Round Rock, TX made the buy at \$15,000 for one-half interest.

The next high selling female was LA Ms Takashigo, a 2/15/2008 Fullblood Black daughter of Bar R 12P that was six and one-half months safe in calf to SR Hirashige 101. She was consigned by FAC Farms of Lafayette, LA and was purchased by M6 Ranch, Alverado, TX for \$11,750. M6 Ranch also purchased two Fullblood Black daughters of KR Frontline 115 consigned by Kay Ranch, Manor, TX, KR Ms Hirashige 205 was calved 10/18/15 and safe in calf to Sanjirou. She commanded \$11,000. KR Ms Hira-Kikuhana 199 was calved 11/21/15 and was also safe in calf to Sanjirou and sold for \$10,500.

The top selling bull was SOR Big Al, a 2/14/13 Fullblood Red son of HB Big Al 502 that was consigned by Tebben Ranch, Floresville, TX and sold to Crescent Harbor Ranch, Bozeman, MT.

Auctioneer: Rob Schacher and Bill Hall

Sale Management: Schacher Auction Services/Rob Schacher

Sale Chairman: Bubba Kay and Josh Eilers Sales and Event Host: Texas Wagyu Association

## Upcoming Events

#### 2017

#### **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



#### In the News

#### Texas Wagyu Association's Annual General Meeting

At the Texas Wagyu Association's Annual General Meeting (AGM) in Salado on April 21st held in conjunction with the 8th annual "Steaks are High" Wagyu sale, three board of director seats were open for nominations. With seven outstanding candidates to choose from, the membership voted for Tim Conrad, Larry Tebben, and Brandon Baker. Tim Conrad was re-elected by the board as President of the association, and Larry Tebben was re-elected as Vice-President of the association.

#### TWA Wagyu Bull Test

Plans are underway for a Wagyu On Feed test beginning in June. Both bulls and heifers will be undergo a gain and feed efficiency test utilizing a "Growsafe" system. A news release about the test along with the rules can be found on the TWA's website under News. For more details, please contact Bubba Kay at (512)801-1424.

#### TWA Steer/Carcass Competition

The idea of a steer and carcass competition is being discussed and details are being ironed out. Aaron Startz is spear-heading this effort. To gauge interest, the TWA asks that if you are interested in participating, please contact Aaron at aaron.startz@yahoo.com.

#### TWA Waygu Cookbook

The TWA is also beginning the compilation of a Wagyu cookbook. If you would like to submit a recipe, please contact Michele Tebben at micheletebben@ldtebben.com.



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



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# MULTITASKING

By Jeri Tulley

ehind every American ranching family is the backbone of the operation - the ranch mom. Day in and day out, long hours of demanding physical work await those who step up to the multitude of tasks that it takes to keep a ranching operation going.

Being able to think on your feet and make do with the materials at hand are essential to success - as well as the ability to reprioritize when the inevitable monkey wrench is thrown into the works.

These qualities are not only indispensable to a being a great rancher but are absolutely crucial to being a good mother. Both ranching and motherhood take an amazing amount of strength, flexibility, and tenacity. Here's how several ranching moms make it all work for them.

Editor of Wagyu World magazine and new mom Mercedes Danekas-Lohse, of James Danekas and Associates, Inc. and Pheasant Trek Ranch, said that she had a plan of how motherhood was going to work into her ranching life. When asked how that was working out, Mercedes laughed and said, "It is absolutely not going as planned. I figured it would be a lot of easier. I thought I would throw Sutter into a backpack and that he would go everywhere with me."

For the first few weeks of Sutter's life, he didn't weigh enough to fit into a backpack carrier, so from the get-go Mercedes had to improvise. Her new BOB stroller saved her and quickly went from brand-new to covered in

mud.

Mercedes's primary focus is to balance her involvement in Sutter's young life and achieving her goals with the ranching businesses. Already realizing that time management is going to be her biggest challenge in raising Sutter while working on the ranch, Mercedes has enlisted lots of help from her husband, Matt, and other family members.

A portable laptop, along with flexible work hours as the business owner, allows Mercedes to be able to produce and edit Wagyu World magazine, put together sales brochures and ads, and help with the ranch. It is also very convenient that her new office is right next door to her home on the ranch—she just runs a few yards over to nurse Sutter.

Mercedes and her mom, Sherry Danekas, own Pheasant Trek ranch – ninety acres in Woodland, California, that Mercedes describes as every kid's dream. The land has a creek running through it, a huge barn with a hayloft, and lots of wildlife.

Pheasant Trek's pastures and creek are enveloped by acres of olive streets that run a half mile to the road and encircle the rest of the ranch, leaving lots of safe places for Sutter to wander and play as he grows.

Raising cow/calf pairs and taking in bulls to feed out and manage for sale, Pheasant Trek ranch focuses mainly on cattle. When she was young, Mercedes showed cattle all over the country.

She says that Sutter's arrival "inspired us to get back on the show road

and to start raising show calves again. It gives us a spark to do so, because it does take a lot of work."

The main things that Mercedes hopes to teach her son are what her parents and ranching taught her, "... hard work, ethics, responsibility, and respect for the animals... and that there is always something that needs to be done."

n Mother's Day last year, Courtney Kuns, of Prime Valley Farms in Cutler, Indiana, got to sleep in and be served a berry yogurt parfait that her kids made while she opened the cards and gifts that they created.

After church, they spent the rest of the day at home. Of all the places she could have been, Courtney says, "I am happiest being at home spending time together as a family taking care of the cows."

Courtney and her husband Clem were married in 2001. She worked full-time as a Registered Nurse until 2007, when her first son Cohen was born. At that time, she became a mostly stay-at-home mom, working in the recovery room of the hospital one day a week. Their second child, Claire, was born in 2009, followed by a surprise blessing of Carver in 2011.

Courtney smiles as she says, "We love our three kids. I'm not sure we could handle any more. We are in an easier time of our lives because the baby stage is over. I feel like a free lady."

Nowadays, the kids are old enough





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to be involved and help around the farm. Cohen is in 3rd grade, and his main chore is to clean out the pens. Cohen will get corn stalks for the cows and lie down next to them and pet them. He loves Wagyu, and he talks to all of his friends about it. Courtney predicts that he may be a great marketer for them one day! Seven-year-old girly-girl Claire's favorite part of the farm is the baby calves.

Claire will take a walkie-talkie out to the barn and sit for hours with the heifer while she is calving. Once when a momma cow got sick, Claire was on the spot to bottle-feed the baby. It is Claire's job to measure out the grain and get the feeds ready.

Carver is five and brings much joy and laughter to the family. He likes to help, and he is usually tasked to carry a bucket of hay to the cows. One of his favorite things to do is to put on his camouflage pants and shirt and go "hunting" to watch the animals. Carver is a big eater and always gets excited when Wagyu is on the menu.

With limited land and pasture, Clem and Courtney researched their options very thoroughly before buying their cattle. They came across a short paragraph about Wagyu and its benefits that piqued their interest. After a visit to Pete Eshelman's Joseph Decuis Farm and a first taste of Wagyu, they were sold.

Clem's dad, also a Prime Valley Farms partner, exclaimed, "I believe that if all steak tasted like this, I'd eat it every day!" Besides the taste of the meat, Courtney strongly believes that Wagyu are great for families with kids. "It is just crazy how docile they are,"

she remarks.

As Old German Baptist Brethren, they attempt to follow the teachings of Jesus in the New Testament as closely as possible. Their faith is an integral part of their everyday lives - even in their cattle herd.

Prime Valley Farms' fullblood Wagyu cattle are all named Biblical names - Eve, Adam, Cain, Abel, etc. Courtney shares, "Cohen was always worried whenever we had Cain and Able in the same pen."

With a goal of slaughtering one steer a month to sell high-quality freezer beef to area clientele, Cohen, Claire, and Carver have already had to face the hard facts of life. Courtney remembers laughing out loud when Cohen calmly asked, "Are we eating Adam tonight?"

Some life lessons that Courtney believes that her children are learning through their farming experience are that in order to survive in this world, you have to work – whether that is mental work or the physical work of shoveling manure - and that not everything you do is going to work out.

God gives us many blessings, and in order to be prosperous, you have to use what God has given you in a productive manner.

ocated deep in the heart of Texas, Lucky 7 Cattle Ranch's slogan is "The harder I work, the luckier I get." Each day Jeri Tulley models that hard working attitude for her two boys, Mason, age eleven, and Caleb, age thirteen. Originally, Jeri was what she terms "support staff" - a stay-at-home mom raising her boys while her husband and father did the ranching work.

She brought lemonade, made parts runs, and kept the boys out of harm's way while letting them watch and learn and experience the cattle. Several years ago, when her husband suddenly passed away, she became caretaker of her personal herd of cattle and full business partner in her family's large Wagyu cattle operation.

During her first year of ranching, Jeri kicked a few tires and said a couple of choice words under her breath while she battled up a steep learning curve. She used her problem solving skills to determine what she needed to do to survive as a rancher and decided the first order of business was to get her boys more involved.

As a first step, she bought a new, four-door pickup truck. Jeri explained, "My husband's old truck only had three doors - one on the driver's side and suicide doors on the passenger's side. For the boys to get out of the truck, I had to get out and go around to let them out.

They couldn't get the gates for me or hop in the back and help feed. It was easier for me to do all of the work than to get them in and out." Her next steps were to teach the boys how to call for help on her phone and how to give responders directions to the ranch.

Although, thankfully, they've never needed to get help, Jeri also started giving the boys driving lessons. When her back hurt the entire winter from lifting feedbags, Jeri realized she wasn't physically strong enough to do ranching. She promptly joined a gym and started lifting weights. Those solutions and the grace of God allowed Jeri to make it through.



Four years later, Jeri's boys and cattle are thriving. She has learned more about cattle than she ever thought possible. Combining her writing skills and her Masters in Business Administration with ranching, Jeri writes feature articles for Wagyu World magazine and handles the marketing, research development, and bookkeeping for her family's businesses, Lucky 7 Cattle Ranch and Central Texas Wagyu Beef. Jeri hopes that her boys grow up knowing that if they put their minds to doing something, that with a lot of hard work, they can accomplish anything.

hristina Hall of CMC Livestock in Greeley, Colorado, grew up on a commercial cow/calf operation on the western slopes of Colorado. Her family ran approximately 650 head, and she and her siblings were the crew. "We did every piece of work ourselves.

That's how I got started in the beef industry," Christina recalls. When Christina began her own family, she purchased cattle with the end goal being to create animals that her children, when they grew up, could show in 4-H.

Christina's daughters, Cassidy, Miranda, and Carli, are the driving force in her life. She named her business based on their initials – CMC Livestock - and they have been an integral part of the business from the beginning.

Christina laughs, "They are my free labor. There are no employees besides my children, although they aren't exactly free." Just like she was raised, her girls have grown up learning and doing every piece of the work. For them, the cattle are a lifestyle.

going to the barn. The early mornings in the barn are family time, and it is an exciting piece that they all do together. The girls lovingly refer to calving season as their "second Christmas" because they say "you never know what you are going to get."

Of the three girls, Cassidy loves cattle the most, spending every hour that she is not in school in the barn. Miranda's passion is the horses and rodeo end of the business, and Carli digs the science of it all.

She loves to search for embryos under the microscope. Along with Christina, all three girls show. Showing presents them with opportunities to meet people and see lots and lots of cattle.

"All of them (the girls) are as passionate about Wagyu as I am," states Christina, and they will willingly share their educated opinion about anything Wagyu-related. Christina firmly believes that at some point in the future at least half of all cattle in the United States will have Wagyu in them to improve the eating experience.

Christina uses ranching and showing to teach her children responsibility by taking care of themselves and their animals. She feels that taking care of animals teaches them to start something and follow through with it to the end. Christina points out that her daughters have learned that hard work can be rewarding "whether that is a county steer at the fair or winning a state competition or cooking something that we raised for somebody"

Christina hopes to keep them all involved in something with an agricultural background as much as possible, because she thinks that ag knowledge will be key as the world changes with fewer and fewer people in agriculture every day.

Like ranch land itself, being a rancher is passed on through the generations. These four moms have chosen to raise their children in an environment that will give their kids the opportunity to become ranchers someday if they so choose. However, even if that does not come to pass, these mommas are instilling ranching values into their children – qualities that will serve them well whatever paths they choose for their futures.



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# BIG LIFE FARM

t does not take a big piece of land or a big herd of cattle to fulfill a big dream. Big Life Farm, owned by Steve and Elaine Cattaneo, proves just that. Raising Wagyu cattle allows the Cattaneos to maximize the amount of profit per head that they can make on each acre of their thirty-two acre Arkansas farm.

Steve was raised south of Fort Smith, the second largest city in Arkansas. After graduating high school, he volunteered for service in the United States Navy. He toured off the coast of Vietnam as an Electrician Second Class on a destroyer escort that followed the aircraft carrier USS Kitty Hawk up and down the coast.

While in the service, he never actually set foot on Vietnam soil. After returning stateside and being honorably discharged from the Navy, Steve used the GI Bill to go to college at the University of Arkansas in Fayetteville. He studied civil engineering, developed his skill in carpentry, and worked until he owned his own company building houses. He built custom homes for almost twenty years.

In 1994, a job opening with the city of Fayetteville, as building official, became available, and Steve took it for a change of pace.

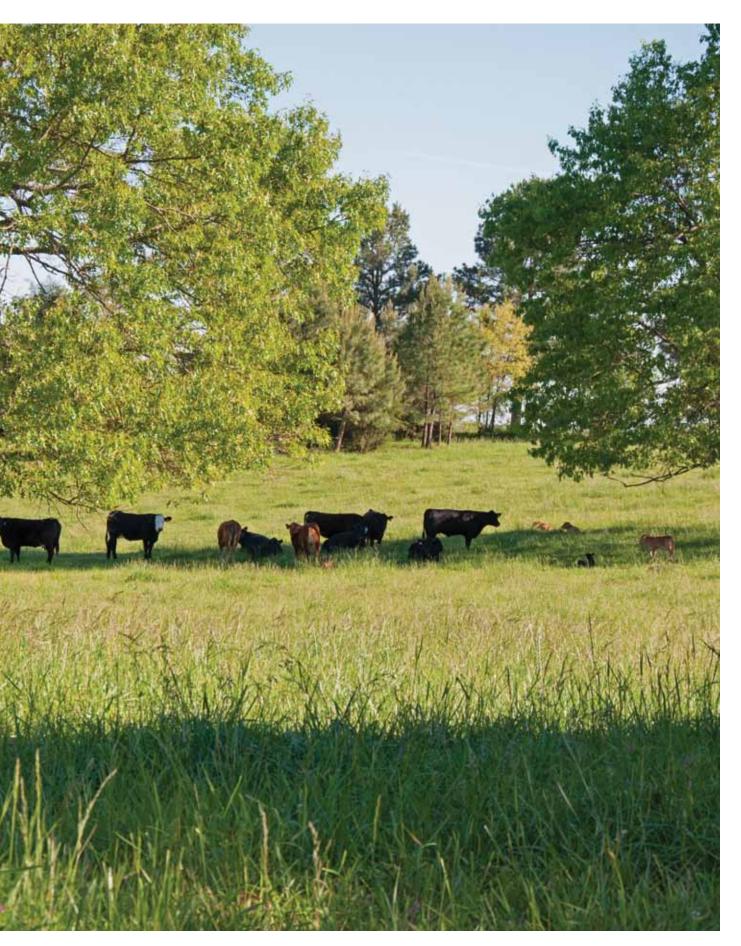
After sixteen years with the city, Steve went to work at his current job with Austin Permit Service/APS Code Consultants, a company out of Austin, Texas. Of his job, Steve declares, "It allows me to work from home, earn a decent income, and still have time to play with the cows and the grandkids."

Steve met his wife, Elaine, while he was a carpenter and she was a college student. Steve was working with Elaine's friend's husband, and they were both invited to the friend's 4th of July party. Elaine recalled, "We played volleyball, and we both really stunk at it. We spent most of our time talking." Although volleyball is neither of their strengths, both Steve and Elaine consider themselves to be pretty "outdoorsy" and enjoy going for hikes of varying lengths.

In July of 1983, they were married at Devil's Den state park - a historic area landmark and natural treasure nestled deep in the Ozark valley. The marriage ceremony took place under a unique rustic-style pavilion built in the 1930's by the Civilian Conservation Corps (CCC). Water flowing from the nearby natural stone dam that spans Lee Creek could be heard during the ceremony. A big barbeque and party followed their informal wedding, and the couple and their guests spent the day hiking and enjoying the lush oak-hickory forest scenery.

Besides spending time outdoors, the Cattaneos love spending time with their family. Steve and Elaine have three children - Brandon, Krisha, and Audra - who have given them six grandchildren. The grandkids love to come over to the farm and help gather the eggs and go fishing in the spring-fed pond. Page 28 >>







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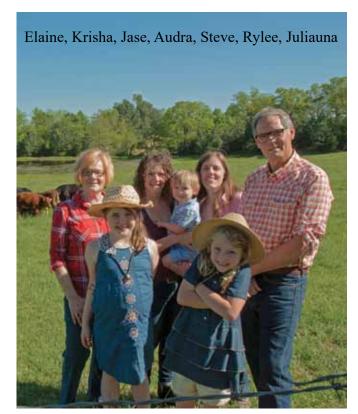
Steve put up a couple of swings in the big oak trees that surround the house for them to play on, and the grand-kids are a huge help in the garden. One of their favorite memories is when their granddaughter, Rylee, then age four, planted seeds in the garden hoping to grow ice cream.

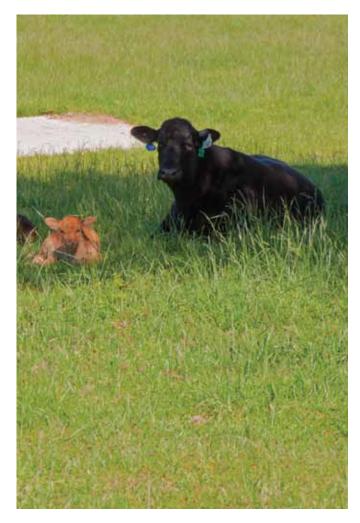
Elaine grew up in a rural area in a family that raised cattle. She says that she didn't have any real experience with cattle, though, until she and Steve started the farm, because her older brothers did most of the outside work. Elaine works as a healthcare interior designer, focusing on commercial design spaces such as nursing homes and assisted living facilities. Elaine stresses that she does commercial design, not residential, and jokes, "I can not help you with your home!"

When they bought the property about fifteen years ago, they built their current house on Big Life Farm. In the past, they would build a house, live in it for a few years, and then sell it. The standing family joke is that none of their children had ever lived in a house that is over five years old.

Big Life Farm is hilly and partially wooded, with two nice ponds. The Cattaneos have put a lot of sweat equity into the place. Besides building the house, they also put up the fences and outbuildings.

Looking ahead to retirement, in 2012 Steve and Elaine decided to supplement their income by raising cattle and bought some commercial cow/calf pairs. Elaine's sister, Annette, and brother-in-law, Earl Rowe, had cattle and were investigating Wagyu. They shared their information with Steve and Elaine, and they all became more interested the more they found out.







Their first Wagyu event was an introduction to Wagyu meeting organized by Mike Kerby in central Missouri, where they met James Danekas and his daughter, Mercedes, and learned about what people in the Midwest were doing with Wagyu.

They next went to the Steaks are High Texas Wagyu Association meeting and sale in Salado. It was there that they had their first taste of Wagyu. Steve explains that they caught "Wagyu fever" and bought some embryos from Ralph Valdez, which they put into their recip cows.

They brought two calves produced from those embryos to the sale that was held in conjunction with the American Wagyu Association's 2014 annual convention in San Antonio. When those calves sold quite well, Steve and Elaine decided that they needed to figure out how to get further into the Wagyu world. "Selling those two calves got us started on the right path, and we started learning more about the breed and what we wanted to do with it," Steve says.

The Cattaneos figured out that Big Life Farm's maximum number of recip cows that it can handle if they do rotational grazing is about eighteen. With that limitation, they decided that their main focus needed to be on quality, not quantity.

Elaine says that they definitely have a business plan, but that it is constantly evolving as they learn more and the environment changes. This year at the Texas sale, they bought a couple of flushes and are excited about the prospects those may hold. In the future, Steve hopes to keep some of their own fullblood heifers and do some flushing on them as well.

Steve likes Wagyu cattle because they are calm and easy to work with. In particular, he feels that the reds seem to be popular and appeal to the commercial cattlemen in his area a bit more than the blacks. Overall, in the last six months, they have seen a spike in interest from other people in Arkansas, and they both feel that the breed is just going to continue to grow. Steve points out that a major selling point for Wagyu is that the fat is good for you. Not only is it tasty, but it is also healthy.

As a Master Gardener, Steve raises an organic garden. Both he and Elaine are very interested in providing food for themselves and others that is healthier overall. They normally shy away from processed foods. They grow their own vegetables and eat their own eggs. Every year they raise approximately twenty-five chickens for their freezer. When eating beef, Wagyu tacos are high on their family's list.

To move the breed forward, Steve would like to see the AWA and the TWA promote the quality of the meat more instead of talking about the color of the hide. He feels that marketing Wagyu's advantages to the commercial cattleman would be extremely beneficial for all breeders. Of Wagyu Steve says, "It's almost too good to be true. I hope that we can figure out some way to explain how good it is to the customer and to the carcass buyers."

The Wagyu community has welcomed the Cattaneos, and they have found many people willing to share their knowledge and opinions. Steve made a list of Wagyu people in his area who have helped him get started to give to others as they start their Wagyu journey.

Steve points out, "Even on as small a place as we have, I'd like to think that we are an example of how even small-time producers, people who are still working part-time, who don't have a lot of land or a huge budget, can still be a part of it. It is a hobby to us, but I love a hobby where I spend my time and love it, and at the end of the year am able to say that I made a couple of bucks at it." /



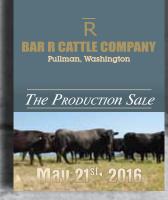
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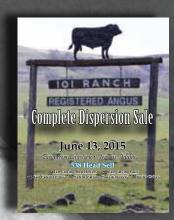
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SCD	Ribeye	IMF	Birth wt.	Yearling Wt
VA	8.2	6.21	67	638



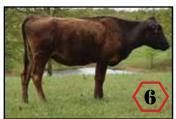
#### BMR MS. RED GALAXY 87 (FB20000) DOB 04/06/2014

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#### BMR MS. HIRASHIGETAYASU 777 (FB20044)

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BMR MS. HIRASHIGETAYASU 777 X MICHIYOSHI WORLD K'S SUZUTANI (FB1617)

MICHIYOSHI (FB9420)

TF 709 (FB7578)

ITOZURU DOI (FB3685)

JVP FUKUTSURU-068 (FB2101)

CHR MS KIMIFUKU 455 (FB12155)

#### BMR MS ITOMICHI (FB20005) DOB 09/21/2013

BR ITOMICH BR MS K CHR KITA CHR MS KITA	TATERU-96 GUNI 07K	580 2611			TF ITOMICHI 1/2 JVP KIKU SHIGE 5298E BR KITATERUYASUDOI 9680 BR MS FUKUTSURU 9661 WORLD K'S KITAGUNI JR. CHR MS MICHIFUKU 030H TF KIKUHANA JVP MS KIKUSHIGE 403
SCD	Ribeye	IMF	Birth wt.	Yearling	Wt



#### BMR MS. JIRO (FB20004) DOB 08/21/2013

JVP FUKUTSURU-068	DAI 2 YASUTSURU 774
BAR R JIRO 22T	TERUYASU 649663
BAR R MISS 2N	WORLD K'S SANJIRO
DAN N WISS ZIV	MISS BAR R 321H
CHR KITAGUNI 07K	WORLD K'S KITAGUNI JR.
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	19/15/2015 HIKARI. JUMO CATTLE CO SEISAKUSHU C221 TWA ONESAN					DAI 10 MITSUMARU KAZUTOMO 92958 SHIGEMARU DAI 8 MARUNAMI J1946 DAI 10 MITSUMARU
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JVP FUKUTSURU-068 (FB2101)

ITOZURU DOI (FB3685)

CHR MS KIMIFUKU 455 (FB12155)

TF 709 (FB7578)

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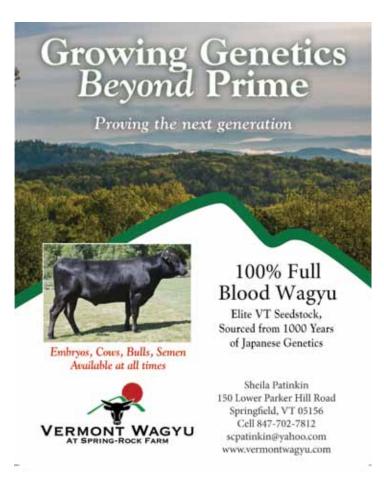
















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Vagyu Exchange	
Wagyu World Photo Contest	

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.



# AKAUSHI GENETICS

## LAG MR HONJO MASAMUNE 1099



#### AWA # FB24705 | AAA # EAF95735 | DOB JANUARY 20, 2016

WE FEEL HONJO IS ONE OF THE MOST PHENOTYPICALLY IMPRESSIVE AKAUSHI BULLS EVER BORN DUE TO HIS COMBINATION OF FLAWLESS DESIGN, TOTAL MUSCULARITY AND THICKNESS, AND MATERNAL LINEAGE. GENETICALLY, HE IS THE LAST LIVING MALE DESCENDANT FROM THE LEGENDARY COW, KAEDEMARU. HONJO'S MATERNAL GRANDDAM IS THE JAPANESE IMPORT NAMIAKI NI, THAT CAME TO AMERICA IN THE MID 90'S. KAEDEMARU WAS HER FIRST NATURAL CALF BORN IN THE U.S. AND IS STILL ALIVE TODAY AT 22 YEARS OF AGE. KAEDEMARU CREATED A GENETIC GIANT WHEN MATED TO RED EMPEROR WITH HONJO.



#### FOR MORE INFORMATION:

#### WAGYU WORLD

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Wagyu breed is outperforming others in many important traits directly linked to productivity, fertility and carcass quality.

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