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November/December 2017 Volume 4, Number 1



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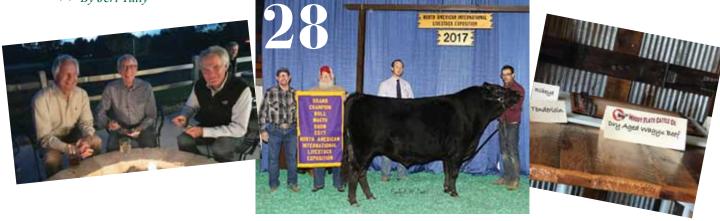
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Courtesy of: Celina Cattle Company

Location: Celina, Texas

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THANKFUL

It's that time of year to thank the good Lord for all he has given us and also a time to reflect on how grateful we are for those amazing individuals in our lives. This year I can't even begin to express how thankful I truly am. To start, I have a beautiful healthy baby boy, an amazing and supportive mother whom I get to work with every day and a loving husband that has only been there for me through the thick and thin, who puts up with my over the top nature and is devil's advocate with all of my big ideas and plans. I am blessed to go to work every day and do what I love; a job that makes me so busy in a day's time that in the evening, I can go to bed with the contentment that I have accomplished something. With my profession, I am appreciative of almost everyone I have the pleasure of working with. These last 12 months have given me the opportunity to work with some very amazing people; folks that I have learned from, laughed with and at times, together, held back tears. I thank you all for these opportunities. I



have also worked with just a few people that have taught me how not to treat others, which in retrospect is a blessing in disguise.

This magazine has been a dream of my father's and knowing that I have made it happen is also a blessing. With this, I want to thank each and every one of you for your continued support and love of this publication as this is our anniversary issue embarking on its fourth year of production! Also, a shout out to all of our wonderful contributors; this publication wouldn't be as high of quality without you. This endeavor has also allowed me to get to know so many of you personally and has also enlightened me on the fabulous Wagyu programs that exist and the amazing quality of product that they produce. Lone Mountain; I have tried just about every product you sell and each and every time I am blown away. Bill Luckey of Luckey 13; the steers we have acquired have been top notch and not to mention a pleasure to feed out. Pacific Rogue Wagyu; the surprise you sent was amazing and made for an incredible meal that night. Diamond T Ranch's prime rib roast was remarkable for our Thanksgiving Day feast; even though

the power went out, the Bar-B-Que sufficed and made for a Thanks-giving we will never forget. Muddy Flats: always a wonderful product and experience.

As we step into the New Year, I look forward to working with so many of you once again. With so many very exciting Wagyu events positioned on the calendar, I will have the pleasure of seeing so many familiar faces in 2018 and hopefully have the opportunity to meet many more Wagyu enthusiasts along the way. With that, I want to wish you all a very Happy Holidays and the best to you and your families.

And I can't resist sharing a photo of Sutter – I call this one, "The Best Harvest of Fall".







A VERY HAPPY SUCCESSFUL NEW YEAR



Sherry Danekas - Publisher



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DISCOVERY

This Issue's Three Contributors Share Themselves With Us.



DR. JIMMY HORNER

Nutritionist / CEO Protocol Technologies



JERI TULLEY

Writer



KINDRA GORDON

Rancher/Writer



The best Christmas gift I ever received was... my beautiful and most cherished wife, Teresa, as an early Christmas gift almost 37 years ago on Dec. 20, 1980 when we were joined in marriage on a very cold, wintry day in Stephenville, Texas. Being the big spender I'm known to be (wink, wink), we honeymooned in San Antonio after spending our wedding night at the Wagon Wheel Motel in Hamilton, Texas.

When it comes to Christmas music, my favorite carol is...
"What Child Is This" though I dearly love all of them.

When it comes to Christmas traditions, every year my family... gathers around after dinner and listens to Matthew's biblical account of the Christmas Story followed by each of us sharing the one thing we're most thankful



The best Christmas gift I ever received was... a hand-written, framed quote that inspires me every time I look at it to be a better version of myself.

When it comes to Christmas music, my favorite carol is...

Angels We Have Heard on High sung by Home Free, an American a cappella group of

When it comes to Christmas traditions, every year my family... makes soft sugar cookies and sets out a plate of cookies with a Dr. Pepper for Santa.

five vocalists.



The best Christmas gift I ever received was... time at home with family enjoying good food and making memories.

When it comes to Christmas music, my favorite carol is...
The Little Drummer Boy.
When it comes to Christmas traditions, every year my family... attends church together on Christmas eve to celebrate the birth of our Savior Jesus Christ.

for this year.

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Market Matters | WW By Kindra Gordon

isit any urban downtown area during the lunch hour, and the food truck phenomenon is evident. Colorful trucks offering foods boasting an ethnic assortment of flavors beckon to throngs of hungry workers – and tourists - during lunch time.

In Austin, TX, one unique food truck is building a name for itself by offering premium Wagyu burgers. Hence, the truck is aptly named, Wagyu on Wheels - or WOW for short.

Launched in July 2016, the slogan for the truck is "Burgers like no udder," and Wagyu on Wheels owner Christian Mattson says the demand and support for their Wagyu burgers has grown quickly. "We hit the ground running, and we have a following," she says.

SERENDIPITOUS JOURNEY

How Mattson, who was born and raised in Austin, came to own a food truck is a story in itself. As the story goes, her mom, who is a real estate broker sold 200-acres of land to Mattson's uncle near Red Rock, TX. He was interested in starting a small cowherd, and came to know Josh Eilers - a fellow Texan and veteran who started Ranger Cattle, an operation comprised of Wagyu genetics with beef marketed direct to consumers and restaurants.

Mattson's parents had the opportunity to go to dinner with Eilers and learn more about his beef enterprise, while also bonding over their military connection (Mattson's dad served for 20 years in the Air Force). Over steak and a Shiner Bock beer, they asked Eilers

what his biggest business challenge was. He explained that selling steaks and high end cuts was easy, but that he always had extra ground beef. Thus, the idea for a Wagyu burger business took

"One day later, my parents pitched the idea to me, and three days later I had put together a business plan," says the twenty-six year-old Mattson. Within a week, they purchased the food truck that is today emblazoned with the name Wagyu on Wheels.

Mattson, whose background was in property management, admits she is new to the game, but she adds, "I've got an entrepreneurial spirit." She saw a great opportunity in using premium

Wagyu ground beef and felt that pursuing that niche would be a good fit for their food truck venture.

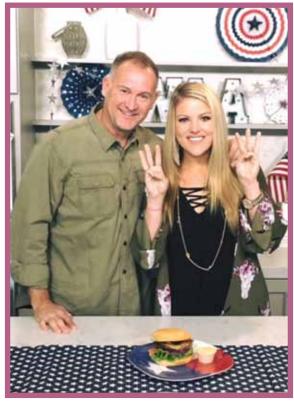
Today, Wagyu beef for the business is sourced from Eilers' Ranger Cattle, with some product also coming from Mattson's uncle's growing beef herd, Landgraf Ranch at Walnut Creek.

CREATIVE OFFERING

From the beginning, Mattson dove in to designing a menu that would truly deliver WOW to its customers. Her menu features five signature one-third pound Wagyu burgers with an array of tempting toppings. As examples, the Barnyard is topped with mesquite bacon, grilled onions and smoked

> Gouda cheese, as well as lettuce, onions, mayo and brown mustard. The Wowza features grilled jalapenos, cheddar cheese, lettuce, tomato, onion, mayo and brown mustard. Sides include "Wegular" Fries or Sweet Fries - dusted with cinnamon and sugar. In addition to the premium beef and combination of toppings, Mattson says their gourmet bun also makes the burgers special. "We use a sweet sourdough bun from a bakery in Houston...I describe it as a more dense Hawaiian roll. It brings everything together for a party in your mouth," she explains. Of the menu she says, "My goal was to keep the menu simple and offer really great food, instead of offering a broader menu that is just average."

Combined with top-notch food, Mattson has also made customer service Page 14 >>





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a top priority. Fueled by her own less than stellar experiences when being served in restaurants, Mattson says she wants to ensure that her food truck customers enjoy their food and their experience.

She says, "We strive to make people feel right at home, to laugh together, and feel like family." She adds, "Customer service and Wagyu beef go hand-in-hand."

Mattson has been overwhelmed by the positive response Wagyu on Wheels has received particularly in online posts on Facebook and Yelp. "The reviews we receive from

customers comple-

menting our food and service

have helped us stand out above the rest, and that's hard to do in the food industry. I get emotional about the positive feedback we've received."

She credits wordof-mouth and publicity for
helping bolster her business.
On Veteran's Day, she and
her dad were featured on
the morning TV program
CBS Austin.

Asked if she thinks she would be as successful if she was serving a different breed of beef, Mattson says, "I'm not sure I could do it without Wagyu beef. It sure makes it easier."

That said, she admits that many of her customers have never tried Wagyu

beef before – and can't even pronounce the name. But she reports that once they try it, they recognize it's spectacular. "I frequently get people who say they won't eat another burger unless it's Wagyu," says Mattson.

FUTURE FODDER

Six months after Mattson started Wagyu on Wheels with help from her parents, she bought the business from them. The single mom of a

seven-year-old son says, "I take pride

in being an independent woman, and I want a legacy to hand down to my son."

Looking ahead she says her goal is to build up to three food trucks around Austin, while also providing catering for special events. Her ultimate end goal is to eventually own and operate a brick and mortar restaurant business. "I'm a mama on a mission set out to build a Wagyu empire."

Mattson knows there is room to grow. She says, "We haven't touched more than 5% of the Austin market yet." To help generate even more buzz for her business, Mattson has started featuring a weekly chef's special in addition to her food truck's five signature burgers. She explains, "These are crazy, off-the-wall pairings that really make people go WOW!" She's featured a whiskey tango burger topped with country sausage gravy, chorizo and an onion ring, a pizza burger — even a pumpkin spice burger.

"We promote them on Facebook and because people know they will only be available that week, they hunt us down and find us so they can try it."

Despite her antics, Mattson's seven-year-old son, still just loves a "wregular" cheese burger. Mattson says the biggest reward to all her hard work has been hearing hear son brag that his mom – and her burgers – are famous. "It makes me feel good," she concludes.

Mattson features a calendar on her website listing where Wagyu on Wheels will be in Austin. She also posts updates on Facebook. Learn more at https://www. wagyuonwheels.com/

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PLUS MORE...STAY TUNED FOR DETAILS



Tt is easy to tell that Caroland Farms's owners, Jay Alexander and Bob Jordan, have been good friends for many years by their easy banter and back-and-forth style of conversation. Jay grew up living in the countryside, while his wife, Cornelia, grew up on a large family farm in South Carolina that raised cattle and peaches. Jay's career in the engineering and construction industry led him to meet Bob.

-

Several years later, Jay owned and sold an engineering company to Mustang Engineering in Houston. Nowadays he has a project and construction management firm. Jokingly Jay says, "It pays for my farming habit." Bob and his wife, Pat, also laugh about how Bob's favorite past-time, farming, is supported by his ownership of an industrial construction company.

Caroland Farms, located in Landrum, South Carolina, has been a working cattle farm since the early 1950's. The owner at that time, Ellis Slater, developed a very prestigious and well-known purebred Angus operation renowned for its genetics. President Eisenhower was a close personal friend of Mr. Slater and visited the farm on a number of occasions as the President also had a herd of Angus.

Originally the farm encompassed several thousand acres; however, in the 1990's, Ellis's son decided to take a portion of the farm and turn it into a community of horse farms and trails, as the surrounding area of Tryon, North Carolina, has a rich history in the horse community. The residual farm, which was the agricultural heart of the property, was left intact, and Ellis's grandchildren continued the farming operation for several years until they decided to sell in 2012 to Jay and Bob.

At the time, Jay was living across the river from the farm in another horse community. He frequently traveled internationally on business with his engineering and construction company. While traveling, he had the opportunity to try Kobe beef in Japan and an Akaushi steak on a visit to the Matador Ranch in Texas. He enjoyed the meat

so much that he decided he would get a few Wagyu heifers and a bull to run on his thirty-five acres planning to raise healthy beef to stock his own freezer and to share with friends and family. His goal was to have meat from cattle that was raised on pasture and that was also high quality.

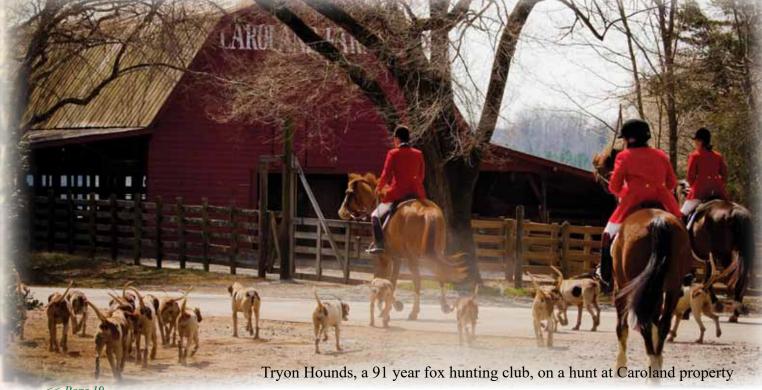
To purchase his animals, Jay "traveled to Texas, stayed at the Driskill hotel in Austin, had some Lockhart BBQ, and picked out my cows at Joan and Jim Chisholm's ranch. The Chisolms were very helpful in terms of getting us started off right with good genetics."

With the acquisition of Caroland Farms, what once started as a hobby for Jay turned into a full-time job, and Caroland Farms's journey with Wagyu began. In the past five years, Matt Rainey, the farm manager, has grown the herd to slightly over 100 fullblood Wagyu cows in addition to a number of recipient cows. Matt's passion for farming came from spending every possible moment with his "Papa" Mac Brown at the farm. As a young boy, it

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was Matt's dream to own and/or run a farm, but the emotions surrounding his Papa's death from cancer during Matt's senior year in high school pushed him away from farming.

After earning his college degree in horticulture, Matt knew Jay through mutual friends and family and landscaped several different projects for him. They kept in touch, and when Jay and Bob decided to buy the property, they gave Matt a call. With Matt's family background in cattle and the combination of

his practical farming experience with his science-focused college education, he was exactly what Jay and Bob were looking for in a farm manager. Matt says, "So now I have the job I dreamed of when I was a kid, and I would give anything for my Papa to see what I'm doing now."

Nestled at the foothills of the Blue Ridge Mountains physically straddling the North Carolina/South Carolina border, Caroland Farms' focus is to raise high quality pasture-raised beef for the

Jay Alexander, Bob Jordan, and Farm Manager Matt Rainey check on the herd

Farm Mgr Rainey tagging a new calf sired by Kenhanafuji

local area restaurant market. They farm

about 1,400 acres, growing about 500 acres of supporting row crops. Jay points out, "This gives us control of our end product all the way through the lifecycle. We raise our own specialty forage, and we do a lot of select grazing." Dr. Philipe Moriel, with North Carolina State University at the time, worked closely with them to develop a feed program to meet their needs for their cattle and to reach their end product goals.

Selling 150-200 head of hormone and antibiotic-free, full-

blood cows a year is their goal, while working to build their fullblood herd's genetic depth. "We have had great support in building very high quality genetics utilizing an embryo and AI program with a lot of excellent breeding advice from Ken Kurosawatsu of Wagyu Sekai in Puslinch, Ontario. We are also fortunate that the area we are in has a prosperous, farm-to-table restaurant market," adds Matt. Page 22 >>

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They sell the whole carcass all the way down to individual steaks. At some point in the future, Caroland Farms plans to sell genetics when, as Matt explains, "We can demonstrate that the genetics have consistently produced the beef quality to meet our standards."

All full blood animals (even the steers) are registered with the American Wagyu Association. Matt waits a little bit later than most to castrate so that he can make sure that the animal is not what he wants to keep. To help with his culling decisions, Matt ultrasounds the animals quarterly to make sure that the animal is progressing as it should. Matt remarks, "It has been really fun to have data, research things, set new goals, and produce the kind of beef that we are producing now."

Matt believes that the industry is currently going in the opposite direction of his vision – with the industry leaning heavily toward crosses versus Caroland Farms mission to bring

the cows and tractors got older, I helped my cows and ride the tractor In the summertime, I would spend the night with my P would wake up early, eat breakfast, and go out to cut and bail hay. Hay cut in the summertime is used to feed the cows during the winter months when there is not much grass. I liked being able to help, but it is hard work. Hay makes your skin When I get older, my dream is itch. to have a farm of my own. With tractors and cows and maybe some horses. My dream tractor will be a tractor that has 6-foot wheels. Matt, 9, a student at Taylors Elementary School, receives

fullblood Wagyu to the table. He feels that one of the biggest contributions that the breed association needs to make is to protect the brand.

Bob asserts, "There has been so much misinformation (about what can be labeled Wagyu) in the market. We have tried to be really good at educating our consumers. We are very concerned about managing the reputation of the Wagyu breed." Caroland Farms strives to be very clear with their marketing to their customers so they understand the differences in the market place. Matt gives the example of, "Our beef is not currently non-GMO. If our customer base wants that then we will modify our feed.

We offer prime plus pasture-raised beef, free from hormones and routine antibiotics supplemented with forage and feed we make from crops grown on the farm. We want our customer to understand exactly what they are getting." Bob suggests that, as an industry, "specific terminology would be helpful for consumers to know what they are buying. Using terms like "American Kobe" and labeling Wagyu mixed blood beef as Wagyu can damage the reputation of high quality fullblood Wagyu beef."

Jay, Bob, and Matt enjoy working with Wagyu and with each other, and they passionately believe that Wagyu cattle produce the highest quality beef in the world. That passion shines through in the end-product Caroland Farms has to offer.

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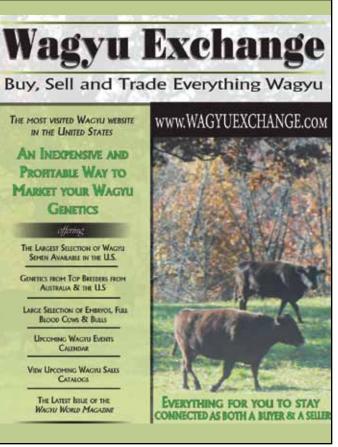
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CAPTURING WALUE IN YOUR CALVES

By Jeri Tulley



n BEEF magazine's September 2017 issue, Jaime Purfeerst compiled the latest listings of the US beef industry's top value-based marketing alliances for cattle and calves. Publishing their findings for twenty years, BEEF's list includes a total of twenty-one programs broken out into two categories: consumer-based programs and calf-based programs.

According to Purfeerst, "Consumer-based programs focus on finding, feeding, and marketing cattle according to predefined consumer product specifications. Meanwhile, calf-based programs are focused on procuring calves that fit specific value requirements. These program listings include contact information, history, specifications, and premiums for each of these top value-based marketing programs."

Offering cow-calf producers a postharvest premium, two Wagyu producers are on this list. Begun in 2006, Heart Brand Beef, which deals in Akaushisired cattle that have been DNA-verified by the American Akaushi Association (AAA), have 14,000 cattle in alliance in 2016.

With a high average premium paid, Heart Brand attracts many partners, even with the requirements of membership in the AAA, all animals being Akaushi-sired cattle that are DNA verified with the AAA, all natural, no hormone implants, no antibiotics, no beta-agonists, and no animal-derived feed.

Harvesting only in Texas, Heart Brand has grids that are geared toward both quality grade and yield grade. The average quality grade of its meat is 36% USDA Prime, and it is distributed nationally to retail and food service companies.

Snake River Farms, established in 1990, accepts Wagyu cattle by the truckload. Harvesting in Washington through

Agri Beef, Snake River Farms requires source verification on all cattle and that all animals be natural, which typically means no use of antibiotics and growth hormones. Like Heart Brand, Snake River Farms has electronic ID capability.

According to www.beefusa. org, the United States has a 2017 cattle inventory of 93.5 million head. Of that 93.5 million head of cattle, approximately .05% is Wagyu. Therefore, having two Wagyu producers be selected for a nationwide list of twenty-one (9.5%) published in a leading agricultural magazine about capturing value in calves is significant and speaks very well of the breed.

It shows that the Wagyu breed, as a whole, is garnering attention of industry experts, and it proves that Wagyu is gaining interest in the beef industry for the many ways that it can add value to the commercial cattleman's herd.

CONSUMER-BASED PF	ROGRAMS														2017 D	IRECTORY
Program name and web address	Contact	Year estab.	Cattle in alliance in 2016	Average premium paid	Cost	Minimum head	Grids geared to QG, YG or both	Par point on grid	Carcass weight on grid	Harvest states	Required genetics	Practices required	Electronic ID capability	Retained ownership	Aligned with specific feeders, packers or retailers	Cow-calf producer postharvest premium
Certified Angus Beef LLC cabpartners.com	Paul Dykstra 330-465-3662, PDykstra@ certifiedangusbeef.com	1978	>3.9 million	Varies by packer or grid	None	1	Both	Varies with packer	Varies with packer	CA, CO, GA, IA, ID, IL, KS, MN, NE, OH, PA, TX, WA, WI, UT, Canada	Angus influenced	Both conven- tional and natural programs	Y	Varies with feedlot	Network of 32 packers, 6,000 retailers, 10,000 restaurants and international distributors	Varies with marketing method
Certified Hereford Beef LLC herefordbeef.org	Trey Befort, 816-842-3757 tbefort@herefordbeef.org	1995	>260,000	Varies by packer	None	N/A	Both	Varies with packer	Varies by packer	NE, KS	100% British, at least 50% Hereford	Grain-finished	Y	Varies by feedlot	Greater Omaha Packing Co., National Beef Packing Co. LLC	Varies by packer or feedlot
Consolidated Beef Producers cbp.coop	Bruce Cobb, 806-655-8955 bruce@cbp.coop	2000	800,000	Confidential and varies based on program	\$3,000 (one-time) membership fee and cattle marketing service fee	N/A	Both	Varies, depend ing on grid options	Varies, depending on grid options	CO, IA, KS, MN, NE, NM, OK, SD, TX, WY	N/A	Varies, depending on program specifications	Y	N	Horizontal alliance with producers	N/A
Country Natural Beef countrynaturalbeef.com	Stacy Davies, marketing@ Countrynaturalbeef.com	1986	60,000	Cost of production/ return on inventment	Responsibility of being member of co-op (5 days/year)	60	Both	Select and better, YG1, YG2 YG3	650-950 pounds	CO, WA, TX, ID	Cattle selected by biological type	N, S, GAP, no ionophores, hormones or antibiotics	Y	Y	Retailer, Natural Food Stores; Packer, AB Foods & Brush Meat Packer, Caviness Beef Packer and Cs Packers; Feeder, Beef Northwest and McEndaffer Feedyard	Cost of production/ return on investmen
Creekstone Farms Premium Beef creekstonefarms.com	Ryan Meyer, meyer@cfpbeef.com	1998	300,000	Conventionally fed black angus \$1-\$4/ cwt. \$10-\$18/ cwt for natural and NHTC	None	None	Both	Choice YG3.3	600-1,000 pounds	КS	Black Angus	Natural program requires never/ever affidavit from birth. Non-hormone treated cattle program (NHTC) requires third-party certification.	Y	N	Y	Υ
GeneNet genenetbeef.com	Dr. Ken Conway, 785-628-3004 genenet@eaglecom.net	1998	50,000	\$20 to \$90/hd	\$5/hd	20	Both	Choice YG3	535-1,050 pounds	CO, NE	None	None	Y	Doesn't matter	Packer, JBS	Υ
Heart Brand Beef heartbrandbeef.com and heartbrandcattle.com	JoJo Carrales, 1-877-AKAUSHI, jcarrales@ heartbrandbeef.com	2006	14,000	\$100 on feeders, \$250 on finished cattle	Membership to American Akaushi Association (AAA) and DNA verification	Truckload lots preferred	Both	36% USDA Prime is average	850 pounds (average)	тх	Akaushi sired catlle; (DNA verifed by AAA)	N, no hormorne implants, antibiotics, beta-agonist or animal-derived feed	Y	Y	Bovina Feeders, Fairliegh Feedyard, KCC Feeders; Caviness Packing; distributed nationally to retail and food service companies like Bohanan's and Burger Monger	Υ
Meyer Natural Angus meyernaturalangus.com	Jim Norwood, 816-769-7334 jnorwood@meyerfoods.com or Blake Angell, 785-410-3750 bangell@meyerfoods.com	1995	Confidential	Dependent on quality grade and third-party certification	None	None	QG	Select YG3	600-1,050 pounds	со	Minimum 50% Red or Black Angus	N, P, S, W	N	Encouraged	N	N
Nolan Ryan All Natural Beef nolanryanbeef.com	Cody Marburger, 936-436-1622, ext. 110, cmarburger@ nolanryanbeef.com	2000	Confidential	Varies	None	1	Both	Choice, YG 4.5 or less	550-1050 pounds	тх	None, prefer Bos indicus, no dairy	N	N/A	Υ	Friona Industries, Cargill, various retailers	N
Nolan Ryan Grass-Fed Beef nolanryanbeef.com	Cody Marburger, 936-436-1622, ext. 110, cmarburger@ nolanryanbeef.com	2012	Confidential	Varies	None	1	N/A		N/A	NE	None, early- maturing genetics, gainability on grass, flesh ing ability	N, cattle never receive grain, cattle never receive any added growth hormones or antibiotics	N/A	N	Various feeders, JBS, various retailers	N
Painted Hills Natural Beef paintedhillsnaturalbeef.com	Will Homer, 541-763-2333 will.homer@ natural-beef.com	1996	27,000	\$200/hd	None	40	QG	Choice	700-1,000 pounds	WA	Angus- based	S, N, no hormones, antibiotics or animal byproducts	Y	N	Feeder, packer, retailer	N/A

will.normerge

Key: Grids geared to GG = quality grade, VG = yield grade, both = quality and yield grade

Fractices required: S = source verification, W = weaning, P = preconditioning, N = natural (i.e., typically prohibits use of antibiotics and growth promotants)

GAP = Global Animal Partnership. FCCP = Feeder Calf Certification Program. EID = electronic identification.

CONSUMER-BASED PROGRAMS

2017 DIRECTORY

CONSONIEN-BASED III	OUIAMO														E017 D.	ILC TOTAL
Program name and web address	Contact	Year estab.	Cattle in alliance in 2016	Average premium paid	Cost	Minimum head	Grids geared to QG, YG or both	Par point on grid	Carcass weight on grid	Harvest states	Required genetics	Practices required	Electronic ID capability	Retained ownership	Aligned with specific feeders, packers or retailers	Cow-calf producer postharvest premium
Power Genetics powergenetics.com	Jason Anderson, 308-962-5604 jasona@powergenetics.com	1993	Confidential	Confidential	None	35	Both	Confid ential	Confidential	Confidential	Power Genetics and/or greater than 50% Angus	P, S, W	Y	Y	Confidential	Y
Snake River Farms agribeef.com	Annie Inks, 208-338-2500 or 208-860-5318, annie.inks@agribeef.com	1990	N/A	N/A	N/A	1 truckload	N/A	N/A	N/A	WA	Wagyu	S, N	Y	N	Agri Beef Co.	Y
Two River Cattle 7070 Beef redangus.org or simmental.org	TwoRiver Cattle LLC, Mark Guge, 515-231-6849, mguge@netins.net	2003	15,000	\$29/hd	\$4/hd	N/A	Both	Choice YG3A	550-1,000 pounds	CO, NE	None	N/A	Y	N	Packer, JBS	N
U.S. Premium Beef LLC www.uspremiumbeef.com	Tracy Thomas, 866-877-2525, tracy.thomas@uspb.com	1996	>800,000	\$44.94	Membership and delivery right access	20	Both	Varies	575-1,050 pounds	кs	Breeds with high-quality carcass traits	None	Y	N	Packer, National Beef Packing Co.	Y
Calf-Based Programs																
American Angus Association AngusSource angus.org	American Angus Association, Ginette Gottswiller, 816-383-5100, ggottswiller@angus.org	2003	135,000	Varies	\$50 enrollment and \$1.25 hd for visual tag, \$2.25 for ear tag and \$3.25 hd for Choice set	1	N/A	N/A	N/A	All U.S.	Sired by a registered Angus bull, minimum of 50% Angus genetics	S, group age and genetic verification	Υ	N	N/A	N
Circle A Feeders	Nick Hammett, 800-Circle-A, nick@circlearanch.com	2007	10,000	\$50/hd	\$0	10	QG	N/A	N/A	IL, KS, NE, IA	Sire pur- chased from Circle A Angus	P, S, W	Y	N	N	N
MFA Health Track Beef Alliance mfahealthtrack.com	Mike John, 573-876-5573, mjohn@mfa-inc.com	1998	38,000	Vac 45, standard nutrition, third-party verification, data management	None for members	1	N/A	N/A	N/A	IA, IL, KS, MO, NE, TX	Low % Bos indicus and dairy	P, S, W, standard- ized nutrition (ASV certification optional)	Y	RFID tags mandatory, digital data available	N	N/A
Red Angus Feeder Calf Certification Program redangus.org	Chessie Mitchell, 940-387-3502 ext. 2, chessie@redangus.org and Gary Fike, 785-410-2608, gary@redangus.org	1995	165,000	Average \$3.38/cwt on FCCP-enrolled vs. non-tagged calves in video market studies by KSU	92 cents/hd or \$3/hd, depending upon type of ear tag selected (visual or visual(ED combo set)	1	Both	Choice YG3	550-1,049 pounds	CO, IA, IL, KS, NE, TX	50% Red Angus; calves must have one registered Angus perent	S, age verification	Y	N	Cargill Meat Solutions, Meyer Natural Angus, U.S. Premium Beef/National Beef, Beef Northwest Feeders, Genebet with JBS Swift, 70/70 grid with JBS Swift; Choice Plus Grid with Tyson, Greater Omaha Red grid with Greater Omaha Packing Co.	N
Schiefelbein Feeder Calf Alliance	Tim Schiefelbein, tschiefelbein@ americanfoodsgroup.com	1995	40,000	Varies	Free to bull customers	1 load	Both	Varies on program	Varies with program	Midwest to Southern Plains	Schiefelbein bulls	Preconditioning shots	Y	N	Yes, several	Depends on program
Wulf Cattle Alliance, wulfcattle.com	Jerry Wulf, 320-491-1390 jerry.wulf@wulfcattle.com	1985	80,000	Varies per program	None	1 load	Both	Choice YG3	Varies with program	NE, TX, CO	Limousin x Angus, Limousin x	Preconditioned shots, optional (natural, NHTC, source and age)	Y	Yes	Tyson, Greater Omaha, Meyer Natural Angus	None

Key: Grids geared to QG = quality grade, YG = yield grade, both = quality and yield grade
Practices required: S = source verification, W = weaning, P = preconditioning, N = natural (i.e., typically prohibits use of antibiotics and growth promotants)
GAP = Global Anniale Patriestips, FCCP = Feeder Call Certification Program. EID = electronic identification.

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OUT & ABOUT

Wagyu Sales, Shows, and Other Happenings

2017 North American International Livestock Exposition

LOUISVILLE, KENTUCKY

November 15th, 2017











>> The Results



Champion Black Fullblood Female **CMC GENIE D3** Exhibited by: CMC Livestock Greeley, CO



Champion Red Fullblood Female **LUV BIG AL'S RED STAR 32D** Exhibited by: Red Bull Cattle Co. Molino, FL



Champion Black Fullblood Bull ECC LITTLE WILLIE Exhibited by: Emerson Cattle Co. Owensville, IN



Reserve Champion Black Fullblood Female **GAF ZEPHYR 47D** Exhibited by: Golden Age Farm Versailles, KY



Reserve Champion Red Fullblood Female LUV MS ALABAMA29D Exhibited by: Red Bull Cattle Co. Molino, FL



Reserve Champion Black Fullblood Bull **LUV MICHI SURZAN 442D 39D** Exhibited by: Red Bull Cattle Co. Molino, FL



Champion Red/Black Fullblood Bull LUV EMPEROR TAKANAMI Exhibited by: Landgraf Ranch Red Rock, Texas



Champion Precentage Female ECC AGNES II W4D Exhibited by: Emerson Cattle Co. Owensville, IN



Reserve Champion Precentage Female **ECC ELLS ENVY 6E22** Exhibited by: Emerson Cattle Co. Owensville, IN



Champion Red Fullblood Bull LUV BIG AL AKA BOI 28D Exhibited by: Red Bull Cattle Co. Molino, FL



Reserve Champ Red Fullblood Bull RMW KOTSUKARI D5 Exhibited by: Red Bull Cattle Co. Molino, FL

Champion Fullblood Cow/Calf Pair MCH MISS B011 Exhibited by: Emerson Cattle Co. Owensville, IN

JUNIOR SHOWMANSHIP CONTEST

Novice Champion: Colt Thomas Novice Reserve Champion: Tristan Drath Junior Champion: Jewel Jackman Junior Reserve Champion: Miranda Shea Senior Champion: Cassidy Shea Senior Reserve Champion: Madilyn Head

Muddy Flats Cattle Company Complete Dispersion

Eau Claire, Wisconsin

October 21st, 2017









>> The Results

Averages:

3 2017 Born Herd Sire Prospects
Avg: \$19,200
3 Herd Sires
Avg: \$12,200
39 Fullblood Wagyu Cows
Avg: \$8,410
11 2016 Born Fullblood Wagyu Heifers
Avg: \$10,818
9 2017 Born Fullblood Wagyu Heifers
Avg: \$7,771
16 Registered Angus Cows Carrying Fullblood Embryos
Avg: \$4,270
19 Commercial Cows Carrying Fullblood Embryos
Avg: \$4,500



Tops:

Bulls:

Lot 49: MFC Yasutani 719E, 3-13-17 sired TF Yasutani 1012; \$25,000 to Kerr Taylor, Houston, TX.

Lot 68: MFC Kimitofuku 434B, 4-15-14 sired by TF 813 Kimitofuku; \$20,500 to Jay Redlin, Estancia, NM.

Lot 55: MFC Nakagishihiro 738E, 4-13-17 sired by Bar R Nakagishiro 56T; \$20,000 to Semex, Ontario, Canada.

remaies:

Lot 1: MFC Ms Hisako 3-17, 2-27-13 sired by World K's Kage; \$46,000 to Bowman Farms, Roaring, NC.

Lot 22: MFC Ms Itoshigefuji 2-9, 2-24-12 sired by Itoshigefuji; \$24,000 to John Hall, Grandview, TX.

Lot 66: MFC Ms Kitateruyasu 704E, 2-25-17 sired by Kitateruyasudoi J2810; \$24,000 to Takeda Farms.

Lot 100: MFC Ms Itoshigenami 604D, 2-25-16 sired by Itoshigenami; \$19,500 to Bruce Ekstrom, Ocala, FL.

Lot 13: MFC Ms Kato 448B, 1-01-14 sired by World K's Michifuku; \$17,500 to Wagyu Sekai, Ontario, Canada.

Lot 93: MFC Ms Shigeshigetani 643D, 5-13-16 sired by MFC Shigeshigetani 2-12; \$15,000 to Takeda Farms.

Lot 41: MFC Ms Itoshigenami 638D, 4-26-16 sired by Itoshigenami; \$14,000 to Bruce Ekstrom, Ocala, FL.

Lot 91: MFC Ms Nakagishihiro 615D, 3-12-16 sired by Bar R Nakagishiro 56T; \$13,500 to Kerr Taylor, Houston, TX.

Lot 98: MFC Ms Donald 525C, 3-22-15 sired by World K's Donarudo; \$13,000 to Takeda Farms.

Lot 77: MFC Ms Kitaguni 513C, 3-11-15 sired by World K's Kitaguni Jr.; \$12,500 to Van Thompson, Castalian Springs, TN.

Lot 29: MFC Ms Michiyoshi 519C, 3-17-15 sired by Michiyoshi; \$11,500 to Baycroft Wagyu, DePere, WI.

Lot 69: MFC Ms Nakagishihiro 631D, 4-13-16 sired by Bar R Nakagishiro 56T; \$10,000 to Bar V Cattle Company, Abilene, KS.





Upcoming Events 2017

DECEMBER

16 A-BAR N's Celina Cattle Company **Production Sale** Fortt Worth, Texas

2018

JANUARY

National Western Stock Show 16 Wagyu Show Denver, Colorado

17 Mile High Wagyu Experience Sale Denver. Colorado

MARCH

3 **Clear Creek Cattle Company Annual Production Sale** Ocala, Florida

4-7 **Houston Livestock Show and Rodeo** Wagvu Show Houston, Texas

APRIL

20-21 **Texas Wagyu Association Membership Meeting & Annual Steaks** are High Sale Salado, Texas

MAY

19 **Bar R Cattle Company Production** Pullman, Washington

JUNE

TBD Passsion For Prime Sale Tulsa, Oklahoma

SEPTEMBER

29 Vermont Wagvu Female **Production Sale** Springfield, Vermont

OCTOBER

4-6 Amercican Wagyu Association Annual Meeting Fort Worth, Texas

First Annual M6 & Friends Bull and Female Sale

Alvarado, Texas

2019

MAY

19 **Lone Mountain Cattle Company Production** Sale

Albuquerque, New Mexico

OCTOBER

12 **TWA Sale** Salado, Texas

In the News

AWA Board of Directors Election Results

The results of this year's American Wagyu Association Board of Directors includes: Ralph Valdez, Pete Eshelman, and Justin Jackman

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, 2018. The winners and results will be published in the July/August issue. The winning photographer will be receiving an award. More information will be on the Wagyu World website - www.buywagyu.net and in upcoming issues.



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







JANUARY 2019 - DENVER





SELLING JANUARY 17th, 2018

For the first time ever...GENESIS semen.

The champion who sires champions and exceptional carcasses!



ITOKITATSURU ITOHIRASHIGE HIRASHIGEKIYOSHI **ITOMORITAKA J2703** KEDAKAFUJI DAI 6 OEFUJII J565554-KURO KOH OOE KIKUYASU DOI 575 JVP KIKUYASU-400. FUKUYOSHI 703223 JVP KIKU SHIGE 5298E **FUKUSHIGE 1729** JVP KIKUHANA 298 KIKUYO 634113

GENESIS IS THE SIRE OF THE LONGEST UNDEAFEATED WAGYU FEMALE TO DATE



CMC ITOSHIGETAK

SHIGEKANENAMI SHIGESHIGENAMI 10632 **SHIGEMITSU** ITOSHIGENAMI TF148 **FUKUMASA** FUKUYUKI... YUKIZAKURA **ITOHIRASHIGE ITOMORITAKA J2703** DAI 6 OEFUJII J565554-KURO KOH JVP KIKUYASU-400 JVP KIKU SHIGE 5298E... JVP KIKUHANA 298

A VALUABLE HERD SIRE PROSPECT BORN 03/10/2016







enhancing the number of offspring a genetically important female can produce in her lifetime.

With the limited genetic pool available, ET is an even more valuable tool for genetic improvement among U.S. Wagyu producers. Once a genetically superior female is identified and selected as a donor or flush cow, a producer always hopes she flushes well with a high number of excellent quality, fertilized, transferable or freezable embryos. The nutritional management and care of both donor cows and recipients can have a tremendous impact on the degree of success experienced in any ET program with the donor cow being the primary focus of this discussion.

Nutrition Basics

Most will acknowledge that nutrition is certainly one of the most critical Though Wagyu females are known to be extremely fertile, they like females of other breeds can prove highly inconsistent in any ET program when nutrition and feed management are not balanced and consistent.

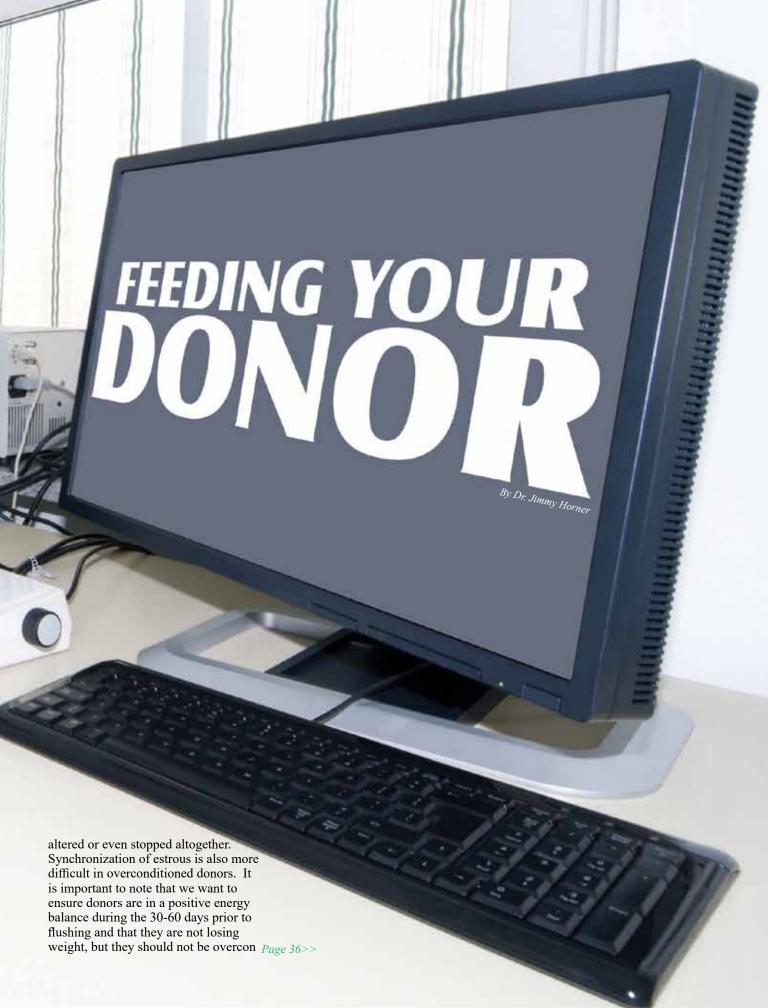
A successful donor nutritional program starts with a long-term mindset on behalf of the producer in contrast to a short-term, 60-90 day mindset. The donor's nutritional management should be a year-round process placing attention on nutritional demands throughout the production cycle.

This process includes maintaining donors in moderate body condition year-round regardless of stage of production, ensuring donors are on a proper mineral program throughout the year and not just a few months or weeks prior to flushing, ensuring donors are not exposed to long-term

excesses or deficiencies of individual nutrients and preventing consumption of toxins by donors.

Either severe undernutrition or overnutrition may diminish the success of a particular flush with associated implications on both the number and quality of eggs produced.

Though donors should always be in moderate body condition, if a producer errs one way or the other, slightly underconditioned cows are preferred over overconditioned cows. It is vitally important to avoid overconditioned, fat donors as both production and programming of reproductive hormones may be impaired which can result in the normal reproductive cycle being



ditioned before or during this time.

A long-term, consistent approach is extremely vital in the mineral nutrition of donors as mineral status cannot typically be impacted on a short-term basis and may even require several months to attain normal status in deficient cattle after proper supplementation takes place. Producers should attempt to select mineral supplements which meet requirements based on other feedstuffs fed while avoiding excesses that not only reduce profits but may also lead to imbalances of other nutrients.

Mineral supplements must be palatable and consumed consistently and they must contain ingredient sources that are highly bioavailable. Supplemental trace mineral sources may need to include organic or chelated forms with oxide sources being avoided due to the drastic differences in bioavailability.

In my own experience over the past 24 years and after discussions with other colleagues, it certainly appears that the Wagyu breed might possess an inherent inefficiency in metabolizing certain trace minerals and vitamins. Because of this long-term observation, I recommend feeding at least 10-15% above minimum requirements combined with chelated and natural sources of certain trace minerals and vitamins such as copper, zinc, manganese and vitamin E. Although the 30-60 days prior to flushing are certainly the most critical, producers should not wait until then to begin their donor's mineral program and in turn expect a successful flush.

A long-term mindset based on consistency is a must. Though free-choice mineral supplements should be available year-round, I strongly suggest that clients force-feed minerals/vitamins for a minimum of 60 days prior to flushing to ensure normal immune status in donors and recipients. There are several good injectable trace mineral/ vitamin products and feed supplements available for use prior to breeding and/ or flushing which may help provide a temporary boost to immune status, but these products should be well-scrutinized by your nutritionist, veterinarian, or embryologist prior to use.

Donors should typically be confined to a dry lot or pen or small paddock with minimal access to lush pasture or high quality legume forage. They should be fed good quality grass or small grain hay or haylage. High quality alfalfa hay or haylage should be avoided in donor rations due to greater potential risk of increased unfertilized embryos from excess soluble protein and/or excess estrogen intake.

Feed supplements containing urea or non-protein nitrogen should also not be used. Running donors on pasture also increases the likelihood of various plant toxins such as mycotoxins, nitrates, prussic acid, etc. being ingested from various plants and even some grasses and small grain forages which can impair fertility and normal reproductive functions. Lastly, producers should ensure donors have access to clean, fresh water at all times. If drinking water is derived from a shallow well or stock pond, water testing should be performed prior to allowing donors access.

Herd Health Basics

The female's health should obviously be taken into account when making donor selection. Donors should be on a proper vaccination program and deworming protocols. Producers should ensure donors are protected against any and all primary disease pathogens to which they may be exposed.

Producers should also work closely with their local veterinarian in developing a custom vaccination program for their herd based on those diseases and pathogens most prevalent in their area. My dad always tried to deworm cows around Easter and Thanksgiving primarily since he had so much free labor from all our visiting relatives. This practice still holds merit today in that most successful deworming protocols include twice per year treatment.

Biosecurity is important to all aspects of a livestock operation, but even more so to cattle involved in ET programs. Newly purchased cattle should always be housed away from any ET prospects to minimize exposure. Ideally, new cattle should remain in an isolation area or at least housed in a separate pen or pasture before comingling them with the rest of the herd. All necessary testing and vaccinations should also be performed on incoming cattle during this time of isolation. Never vaccinate donors or recipients within 30 days of breeding or transfer.

Stress Basics

Stress is a critical factor in all aspects of an ET program. Noise and improper

handling can greatly impact the success of ET and should be avoided or at least greatly minimized around time of breeding and transfer. Low-stress handling is a must for both donors and recipients. This is absolutely the last place on the farm that cattle prods or "rodeo-ing" should be used.

In my opinion, cattle prods should never be used on any cattle at any time when producers practice proper low-stress handling techniques and Wagyu cattle in particular do not ever need to be exposed to rodeo-ing. The over-whelming majority of Wagyu cattle are very even-tempered, docile cattle and they respond well to those who handle them with this same approach. Bottom line, stress equals lost revenue.

Donors should certainly not be exposed to any potential stressors during the final 60 days prior to flushing and no significant management changes such as movement of cattle from one location to another should occur through flushing or transfer through pregnancy diagnosis.

Proper shelter for both donors and recipients is also critical to minimize any detrimental effects that environmental stress can exert on normal reproductive function. Though ET cattle are not required to be housed indoors, producers should strive to protect them as much as possible from the elements. Most cattle can tolerate extremely cold temperatures as long as they are kept dry and free of moisture and most can withstand extremely hot temperatures as long as they are kept in areas with adequate shade and air movement.

Though the costs associated with ET may be significant, it provides producers a highly valuable tool which can greatly increase the number of offspring a genetically superior female can produce in her lifetime. With the limited pool of diverse Wagyu genetics available to producers, ET is even more applicable in the U.S. Wagyu industry. Producers should ensure they can properly feed, house and

care for cattle in their ET programs prior to implementation of this highly valuable management tool to experience the most success possible. Please feel free to contact me at jhorner@ protocoltech.net with any questions regarding this article or if you simply wish to discuss this subject further.

April 21, 2018

Salado, Texas • 12:30 PM (CT)

Tenroc Ranch Sale Facility
5471 Thomas Arnold Road, Salado, TX

FEATURING PREMIUM
RED AND BLACK WAGYU
GENETICS

Bulls, Females, Embryos and Semen

PLEASE JOIN US Texas Wagyu Association Annual Meeting, Conference and Social on Friday, April 20 beginning at noon.



For more information about the sale or Wagyu Cattle, visit our website www.texaswagyuassociation.org

SALE CHAIR: Josh Eilers 912-257-9308

SALE MANAGEMENT BY:

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ninth annual TEXAS WAGYU ASSOCIATION



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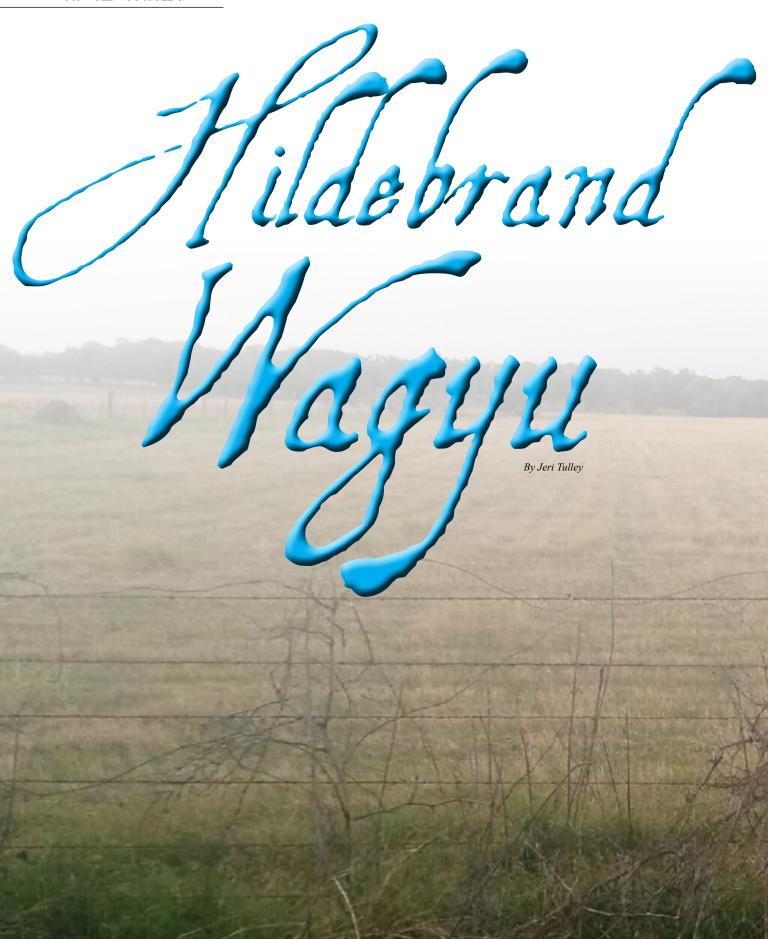
consign to THE LONGEST

CONSECUTIVE RUNNING

WAGYU SALE IN THE

UNITED STATES.





In the small Texas town of Wilderville that consists of a crossroads where a single store once resided, Hildebrand Wagyu Ranch is owned by Fred Hildebrand and his son-in-law, Rich Oris. On 270 acres of sand hills, the ranch has sandy, black soil that supports native grasses, coastal Bermuda, lots of mesquite trees, and, quite possibly, the only herd in the world that consists entirely of polled Wagyu.

In his early years, Fred was a photographic engineer. He spent thirty-five years flying all over the country taking aerial photographs to develop maps and make films. He estimates that over his career he spent more than 22,000 hours flying in an airplane. On the side, Fred ran a small herd of Angus cattle. One day he took an open Angus heifer to the veterinarian for her annual workup. As fate would have it, a man named Dennis Wendt was also at the vet clinic at the same time.

Hildebrand recalls, "Wendt had some Japanese bulls that he touted and kept saying how good they were and all. Truth be told, I was not sure looking at the animals. They did not look all that well-kept, but I decided to try to breed some animals to them." Hildebrand took a few cows over to Wendt's place,

and Fred's long journey with Wagyu began.

In 1981, the four Japanese bulls were assets of a corporation called Kobe Beef Producers, owned by Wendt and three other ranchers who had a minor interest in the business. So that he could focus on marketing and promotion work, Dennis offered Fred an office job in exchange for fifty percent of the company. Fred agreed, splitting his time between his aerial business and Kobe Beef Producers.

After putting a lot of time and money into the business without ever receiving the papers documenting his share of the company, Fred filed suit against Dennis to recover his money. At the court hearing, Wendt's attorneys informed the court that Wendt was filing bankruptcy. One attorney in the proceeding suggested that if Fred was willing to give the court a check, it could sell the corporation that owned the bulls to Fred to settle the matter. \$65,000 later, Fred was the owner of four Japanese bulls that he claims, "I could not accurately define what they were."

Hildebrand found a lab at Texas A&M University that did blood typing (at that time, DNA testing was not done yet). The lab ran tests for two years and could not figure out what these animals were. Fred invited all of the minor owners of the corporation to a meeting to brainstorm what to do with these animals.

The meeting ended shortly after it began, with one man calling it a "kangaroo court" and walking out. The others quickly followed suit. After a few hours of thinking, one man returned to speak with Fred. They became business partners in Kobe Beef Producers for a few years until Fred found out that the partner was, as he said, "crooked, too." Fred filed suit against him and won a judgment that repaid some stolen money and gave Fred complete ownership of the corporation.

It was at this time that Fred and his wife, Wilma, started a registered herdbook to keep a running record of the animals, with a registration fee of \$5 an animal. Breeders who were using the bulls met together occasionally to discuss various patterns and talk about what they were all doing. From these meetings, the American Wagyu Association (AWA) was born. Upon formation, the AWA elected five board members and took over the task of registering the animals. Fred recalls, "At this point, we started getting Page 40">>>



recognition, and people were inquiring about the animals. The Japanese were concerned. Dr. Namakawui wanted to know how they got exported out of Japan."

Wagyu are deemed a national treasure of Japan, and, as such, exporting them is forbidden. Fred wondered how these animals arrived in the United States. After doing some digging, Fred traced the story of the bulls' import into the US back to a group of investors with Frost Bank out of San Antonio. Mr. Yamamoto, an American and an investor in the group, was a personal friend of the Japanese Emperor. It is rumored that the bulls were sold to the group because the Emperor may have wanted to expand his interest in a foreign country. It is also said that the export was allowed because it was only bulls with no females.

To get the bulls into the US was quite a process in itself. Yamamoto put the four bulls in quarantine and shipped them into Canada because of US government import regulations.

The bulls spent six to nine months there before being transported to Montana for a short while and then on to Wendt's ranch in South Texas near San Antonio. When Wendt sent Frost Bank a bill for the care and feeding of the animals, the investors were shocked at the

Home of the Polled Purebred Wagyu

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amount. It was so high that the investors decided that the bulls were not worth the continued expense. They gave Wendt the animals to offset the cost of the care.

As a founding member of the AWA, Hildebrand is a lifetime emeritus member with one of his companies holding AWA member number 0001 and he himself holding AWA member number 0002. He was President of the AWA for four to five years and then became a board member for a few years. He was elected President another term, and then he went back to being a board member until an accident with a hay baler took all his fingers on his right hand except for his thumb and pinkie in 1993. Shortly thereafter, Fred decided to have a dispersal

sale. He

sold everything...146 animals from F-1 to F-6, semen, and embryos.

Several months later, Hildebrand saw an opportunity when he went to a sale at Spur Ranch in Oklahoma and bought 12 Wagyu F-1s and F-2s that were bred back to a Wagyu bull. Spur Ranch was known for its stout Angus animals, and Fred was particularly interested in these animals because they were all polled, coming out of Angus stock. Even though everyone said it could not be done, Fred had a vision of creating a polled herd of Wagyu.

As a breed, Wagyu are naturally horned animals. When considering the rancher's time and expense spent dehorning the animals and the stress it inflicts upon the animals, it makes a polled version of the breed very desirable. Not having to deal with horns is safer and avoids the recent issue of the non-ranching public's negative perception of dehorning. In this day and age where consumers' perceptions affect profitability, every factor counts. Fred declares, "A lot of people want the polled animals, even though the Wagyus are very docile, because people are used to polled

animals."

After five years of watchful, intentional breeding, Fred had nothing on the ground but 3/4 and 7/8 polled Wagyus. "It takes a lot of care to make sure that you don't have a bummer if you do straight line breeding," states Fred. Over the next twenty years, Fred and Rich continued to develop their polled Wagyu herd. "It's gotta be good for both parties" is a life-guiding philosophy that Fred's father instilled in him when he was young. Fred felt that over the years the prices for registration became exorbitant, and he opted out of registering all of his animals. Through his whole Wagyu story, Fred credits his wife, Wilma, with being a very good partner, with excellent ideas all through the years of developing the breed. When Wilma was diagnosed with Alzheimer's two years ago, Fred retired, turning the reins of the ranch over to Rich.

Raised on fifty acres in Pennsylvania, Rich spent his career working for Xerox. After retirement, he and his wife, LaRee, built a house on the ranch, and his weekend hobby of cattle became a full-time job. Rich loves a good Wagyu rib steak, and he jokes, "My wife tells me that if it isn't still shivering, it is too well cooked for me! Season it with some

cooked for me! Season it with some salt and pepper, add some fresh onions or garlic on the side...I don't want to ruin the taste with too much extra stuff."

The ranch keeps Rich busy taking care of the animals and fixing fence. Almost every one of the animals is hand-tamed, since he works with them every day. Rich smiles and settles in to tell a story. "People seem to like tame animals. We had one customer who wanted a bull. We told him that we had a 'self-loading bull'. The customer said, 'This I gotta see. I don't care what he looks like; if he does that, I'm buying him!' When he pulled into the barnyard, I opened the door and the bull jumped in." Rich went on to explain that today Hildebrand Wagyu Ranch runs a purebred, unregistered, polled herd that is 31/32nds Wagyu. They have crossbred Reds and Blacks, with the end result being animals that have black hides with a slightly red tint.

Hildebrand Wagyu owned the four original Japanese bulls until they died. Fred enjoys looking back on what he has achieved – recognizing the bulls' potential, starting the registration herdbook for American Wagyu, founding the AWA, and developing a polled Wagyu. He smiles and says, "It is a good feeling to be able to say that my wife and I started this whole mess."

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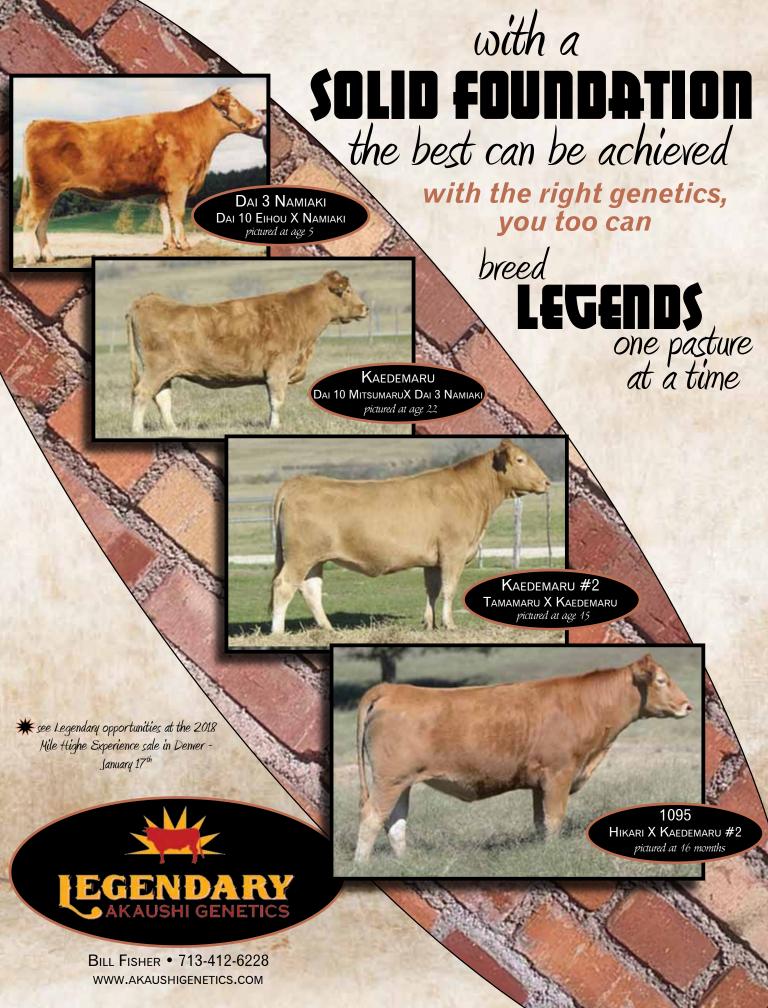


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