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July/August 2018 Volume 4, Number 5

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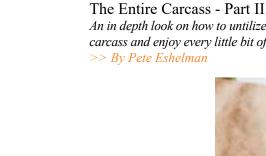
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# **FORGET**

I wish I could say I was one of those people who live life by the moto, "let bygones be bygones..." Life would be a lot easier. I have always looked up to people who let things roll off their back, forgive and forget, move on. I have tried and tried but it just doesn't work. In business and in my personal life, I don't find it to be OK to act badly and then pretend like nothing happened. Our society has become a group that justifies that bad behavior should be ignored because, god forbid, you be "mad" at someone or you tell them what you really think. Nope, we're all too worried about feelings or sounding crass.

Well, I am going to put it like this; I never forget a thing. Even when it's been years, I can still feel anger and/or pain from any and all unspoken, swept under the table, let it go for now, I can't believe they did that moments. I have been told that this will age me, keep me from being happy and hold me back but I have to say, I'm looking good for my age, I'm



happy when I should be and nothing holds me back. I've worked to "just let it go" in life but it's just not in the cards and with much self-contemplation, I believe this is what makes me who I am and fuels my high energy and determination. This may sound like I am one to never forgive, but this is not the case. When actions are spoken for or even owned up to, an apology isn't even needed for me to forget. Believe me, I have forgave and have been forgiven many a times in my life.

Speaking of never forgetting, I hope you haven't forgotten about this year's Wagyu World Photo Contest. The results are in and I guarantee that you will be impressed. The winning photo will grace the cover of the next issue. Congrats to all of the winners! Also in this issue, to get ready for our big trip to Germany, we visit a German Wagyu program and learn more about raising Wagyu in Germany. From Germany, we let our taste buds take a trip to Asia with a Pho Dip recipe from the Wagyu World Chef, Marshall Johnson. Marshall knows his stuff and being a Wagyu breeder and a chef makes him the perfect fit for us. Keeping it culinary, we continue to look into using the entire carcass once again with Pete Eshelman and part two of "The Entire Carcass".

Our travels take us to Texas where we meet a Wagyu breeder whose making the farmer's market scene work for them; find out how. As the breed grows, so is the next generation; keeping our youth involved is key to the future of this breed, hence the new National Junior Wagyu Association. The NJWA offers many opportunities; we take a look into what these are and who is helping make this all happen. This issue's Out & About has the latest market results as well as the important upcoming events. And last but not least, we look into an all too common bovine disease that can come out of nowhere and what to do to keep your animals and entire program safe.

Until next time...

Meure

# Publisher's Post $\mid WW$

It's another Monday morning and like all Monday mornings here on the ranch and in the JDA office, it's more than just busy it's bat crazy hectic! Just when I was thinking we might get an opportunity to enjoy the remaining days of summer, I'm so wrong. Not only have things heated up here in the office with the phones ringing nonstop and all the looming deadlines waiting to be reached, once you sit down at your desk, its hours before you even look up. The ranch and our gardens require a number of hours within the day and I just got the ok a week ago to begin moving into my house.

The moving is worse; all of my worldly possessions have been sitting in pods here on the ranch for the last two years as I worked at getting my house built. To be honest, I wasn't sure how everything packed away was going to fare after two years of exposure to the heat, the cold and any number of critters that make their home on this ranch. This past weekend I began retrieving my belongings and it's pretty amazing how well it all endured, and it's also pretty staggering just how much in material possessions I've acquired throughout my life. After living for the past two years without all of these belongings, I found myself questioning what it is I really need to be happy. What I've learned from the past two years is it has nothing to do with the number of things we all surround ourselves with, but more to do with the people and the work we do daily that in the end makes us happy or not.

Opening box after box was also a harbinger of the memories that surged from each carton as I sorted through them. Most of the time I believe that my heart as healed well after losing Jim and opening these boxes made me realize those bandages are easily shredded when coming face to face with the life we shared together linked to these possessions. While there were some tears, there were celebrations as well for objects I had totally forgotten about and the joy they symbolized.

As I get down to just a few lingering boxes, the one thing as I put away and organize my life in this new home that I've come away with, is that I am grateful for the journey that building this home has taken me on. While it's certainly not one that I ever wish to repeat, I've learned a lot about myself and in the end come through it stronger and more resilient than I ever thought I was.

August is just around the corner, and we can't wait to get to Vermont for Sheila Patinkin's First Production sale. If you haven't received a catalog, let us know and we'll send one to you immediately, the offering is extraordinary. I look forward to seeing many of you in Vermont. Also on the horizon is the AWA Convention in October in Ft. Worth, and one of the highlights will be the M6 Production sale happening that Friday night along with what I'm sure will be a spectacular round-up of speakers and information throughout the conference.

Enjoy the dog days of summer 2018 and make some lasting memories along the way. I'm looking forward to seeing many of you soon.

Sherry Danekas - Publisher



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# DISCOVERY

# This Issue's Four Contributors Share Themselves With Us.



### HEATHER SMITH-THOMAS

Rancher/Writer



### My worst house disaster was...

A broken pipe in the bathroom (behind a wall!) in the middle of the night when my husband was in the hospital (with kidney stones) in a distant town. I had to turn off the power to our well pump so it wouldn't keep flooding, and have a neighbor come help me fix it the next morning

Around the house and yard I'm a wizard when it comes to... a lick and a promise (mostly promise) in terms of keeping things neat and tidy.

Power tools and I... are strangers. I prefer hands-on human power or horse power. I mow my yard with a "grass-powered" lawnmower—our old cow horse that my granddaughter rides.



## JERI TULLEY

Writer



My worst house disaster was... coming home from vacation to find our house broken into and robbed. Around the house and yard I'm a wizard when it comes to... nothing. I'm allergic to almost everything outside... grass, trees, dirt, pollen, and most animals - but thankfully, not cows! Power tools and I... are not on a first name basis. I'm pretty good with a screwdriver and a hammer. That's about it.



### PETE ESHELMAN

Wagyu Breeder / Entrepreneur



My worst house disaster was... I

was fishing early one morning in the Florida Keys and decided to turn my cell phone off for the first time in ten years. Returning to the dock 8 hours later, I turned my cell phone on and I had 15 urgent messages from my wife. Lighting had hit our house in Indiana, destroyed our chimney which fell and tore a 4 foot hole in the roof and rain from the thunderstorm poured into the house. By the time I called Alice, she had a contractor fixing the roof. I will never turn my cell phone off again. Around the house and yard I'm a wizard when it comes to... Weeding! I love picking weeds in our gardens! It's great thinking time, a great sense

ALWAYS WEEDS! **Power tools and I...** Power tools and I get along great. My rule is: use a tool, but always put it back in its original spot, otherwise death by hanging.

of accomplishment and job security -



### MARSHALL JOHNSON

Wagyu Breeder / Chef Restauranteur



### My worst house disaster was...

when remodeling our house a water line burst and we couldn't find the main water turn off valve. Luckily it was before our wood floor was installed!!

Around the house and yard I'm a wizard when it comes

to... Around the house I'm a wizard in the kitchen and dish duty and in the yard I'm a wizard at keeping all the tree limbs cleaned and the armadillos away.

**Power tools and I...** have a love hate relationship I love when I have the right ones for the job and hate when I don't.



from the playing field to the cattle field - JW has made only the right moves

Jimmy Webb



at the JDA, Inc Headquarter's - Woodland, California after the Wagyu World & JDA Customer Appreciation Party

# Ranch Reach | WW

et in beautiful farm country, this very progressive Wagyu breeding facility is on a farm that dates back seven generations. Running the Wagyu operation today is Rüdiger Marquardt who is 6th generation at this location, and his nephew Fynn Marquardt who is the 7th generation. Their farm is located in Negenharrie, Northern Germany.

The original size of the farm could no longer sustain traditional dairy farming, so about a dozen years ago the family decided that the only way for growth was to put quality before quantity. It made sense to raise a few valuable animals rather than try to have more numbers. Thus in 2007 the most expensive cattle breed, purebred Wagyu, was introduced to the farm.

The earliest generation of the family on this farm were from Pommern, which today is part of Poland. When they came to the present location, they farmed in traditional ways--as was typical for this part of Germany (Schleswig-Holstein) where the nearby town of Negenharrie is located.

They had livestock, horses and crop land. But the farm Rüdiger inherited from his parents was much too small to continue to make a living this way in modern times. But instead of closing it down, Rüdiger began looking for a way to preserve his parents' heritage, and not just as a family estate. He wanted it to continue as an operating, working, sustainable farm. Simply buying more land was not feasible at that point.

Rüdiger's son Patrick is a renowned cook and he helped spark the decision to continue their operation in a different direction--opening up the discussion about different beef qualities and the trends he observed in his business. This was when the name Wagyu first surfaced in their talks at the kitchen table, and Rüdiger was immediately hooked on the idea. On a small farm with limited space, simply introducing the most expensive breed not only made sense from an economic standpoint, but would also allow the farm to stand out and make a name for itself with an exotic breed in a highly lucrative niche market.

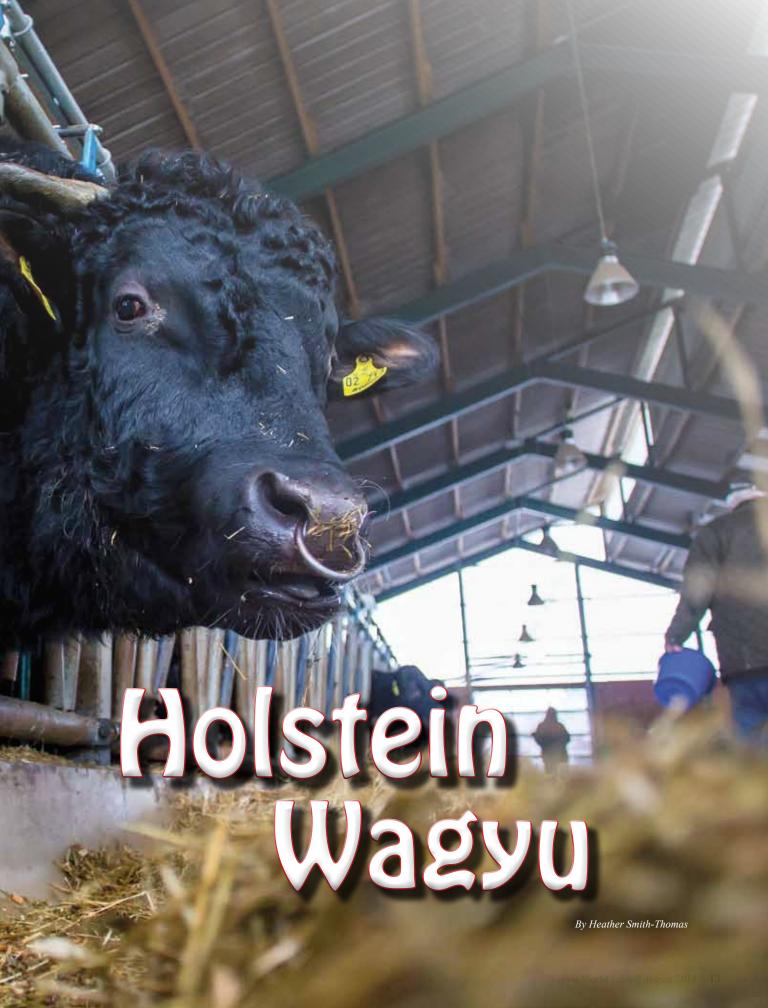
With a strong entrepreneurial mindset, he imported his first fullblood Waygu cow, named "Isi", a daughter of the sire BAR-R Ichiro and the dam Mikoyasu. Today the farm has 190 fullblood Wagyu with European, Australian and US genetics, but Isi is still a member of the cow herd. She is expecting her 9th calf this year and is already quite famous in Germany. With Wagyu being a pure and authentic breed that matches the "zeitgeist" (the defining spirit and desire of the times, and cultural mood) of consumer demands, the Marquardts also managed to get the farm registered as a cultural heritage.

After ten years of successive growth, the farm today covers 210 hectares (about 520 acres) of lush pasture and feed crop lands. This land base is sufficient to support 220 head of breeding

cattle. The herd is comprised of 190 fullblood Wagyu and 20 non-Wagyu recipient cows, which in Germany are called carriers.

Two large free stall areas feature modern installations for animal comfort and work safety. The Wagyu cattle on the farm spend summer in the pastures and winter in the farm buildings. While they are housed they have adequate room for freedom of movement, with fixed feeding and drinking places in their stalls, and a very efficient and economic method for disposing of litter and manure. A few large, roomy box stalls are utilized for the top bulls and for the calving cows. Keeping these animals confined and housed is possible because of their easy-going nature and good disposition, but all of them are allowed some turnout and exercise time.







### << *Page 12*

With dry, comfortable bedding areas and windbreaks, the wellfed Wagyu Full Blood cattle can withstand winter weather. With their winter hair coat they are able to handle temperatures down below minus 20 ° C (about 10 below zero F). Long periods of cold or wet weather are stressful however, so they need shelter. For good health and well-being, the farm management dictates that these animals should be at pasture or at least out in a paved exercise lot at least 200 days of the year. On hot days, a shady, cool area under trees or in a shelter is provided for the comfort and welfare of these animals.

Dr. Barbara Spandern DVM/PhD is the breeding manager for this Wagyu farm program and she also has a private consulting business.

Her website states the purpose and focus of her work: "We inspire and help farmers and organizations to develop a sustainable business model. It is about the holistic approach to our food and energy systems and the consequence for our society and environment. Our unique customized services and on-the-job training programs deliver solid, practical strategies, knowledge, skills and measureable outcomes."

Under services provided, based on her international experience and veterinary know-how, her consulting covers all aspects of modern herd management. "The unique holistic approach combines animal nutrition with breeding strategies, husbandry and people skills. A strong focus on highly sensitive areas such as fertility, young animals and hygiene management, guarantees tangible results and a positive economic impact. Her consulting offerings include: Genomics, breeding strategies and technology; Sustainable

beef and dairy production systems; Controlled fertility and fail-proof calving; Animal transportation and low stress husbandry; and General animal health management.

On the Marquardt farm where she is the breeding manager, construction of



their own embryo transfer station was completed in 2017. "The station is EU-accredited, authorized for international trade and fully equipped for receiving, production and preparation of high quality embryos and semen," says Spandern.

"The core activities focus on breeding new lines of Wagyu that are specially adapted to customers' needs in Europe. About 80 calves, mostly female, are marketed each year with substantial sales of embryos, sexed semen, pregnant cows and bulls. While the international trade of genetic mate-

rial is rapidly growing, some home grown beef is sold in the region-meeting the increasing demand for local produce," she says. "To future-proof the operation and ensure sustainability, Rüdiger Marquardt not only invests in new methods of genetic analytics and precise breeding but he also works on continuous improvement of

animal welfare and farm sustainability," she says.

When asked if traditional agriculture and cattle breeding still have a future, the Marquardt family says it does—if a person has about 500 cattle. If you

have fewer cattle, it's harder to make it work with traditional methods. There is no easy answer. They believe in the future of the Wagyu breed as their solution, however, because in the U.S. Australia, New Zealand and other countries, Wagyu beef is already in many steakhouses on the menu. In Asia, the customers are crazy about it. About 100 tons of Wagyu beef are already being imported into Europe, mainly from the USA and Australia. In the future much more Wagyu beef will be needed worldwide.

Thus the future needs more Wagyu beef and the answer is more full blood breeders to supply that demand in Europe. Germany could help supply those cattle, but would need a much greater inventory of animals with the best beef genetics. Rüdiger says that thousands of Full Blood cattle are needed for this. "Only then will we be able to meet the high demand for Wagyu beef with fattening farms themselves," he says. There is a gap in the market for supplying the seedstock for this beef production, and his hope is that his family's farm will help fill that gap.



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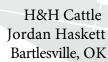


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# WAGYU 2018 WAGYU Photo Contest WINNERS!

Nakagawa Cattle Ranches Keiko Nakagawa San Andreas, CA







Nakagawa Cattle Ranches Keiko Nakagawa San Andreas, CA



2



3

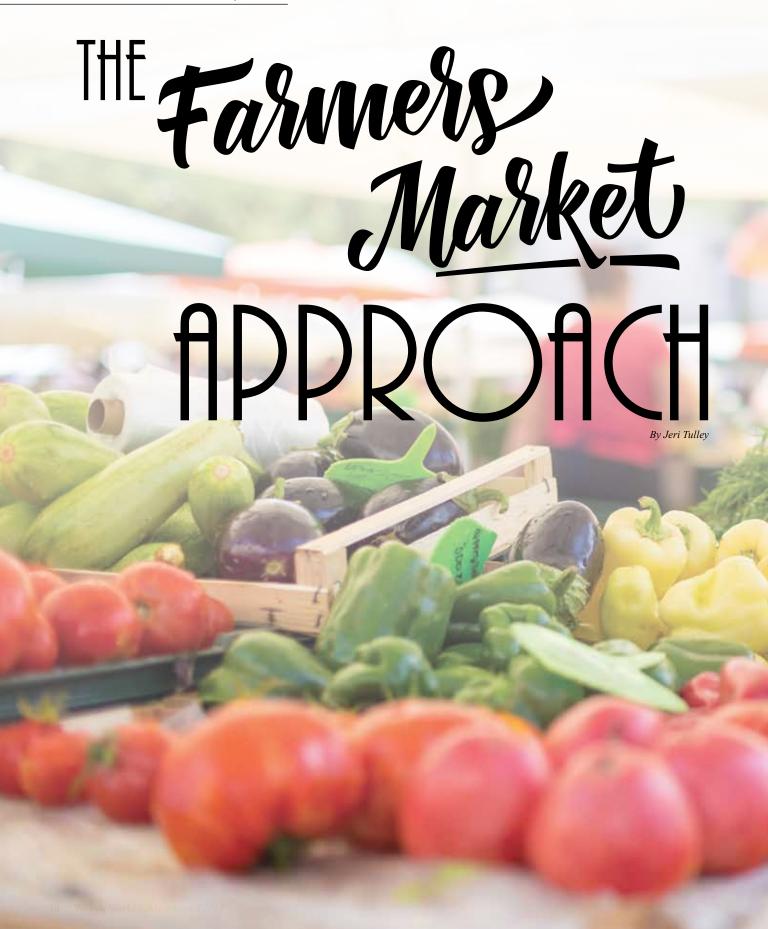
# Honorable Mentions

H&H Cattle Rhonda Heskett Bartlesville, OK



Congratulations to the winners, and thank you to everyone who entered. We had over 40 Entries, and we look forward to next year.





dam Wood, owner of Prime
Beef Company, was blessed to
have his life influenced by his
granddaddy's ranching legacy.
His grandfather's love of cattle
got Adam involved in agriculture at
a young age. He worked cutting and
hauling hay, hauling cattle, and doing
all sorts of jobs at the local sale barn.
When he graduated from high school
in '96, Adam went to IQ Auctioneering School and Sales Management in
Quitman, Texas, to receive his auctioneering graduate certificate and state
license.

Over the next several years, Adam worked on and off auctioneering, selling cars, ranching, and for the railroad. At one point, his boss from the car lot hired him to work on his ranch. In that position, Adam performed embryo transplants and AI work. He also showed a lot of cattle for that ranch and ended up winning Breeder of the Year for his work there. In 2005, he opened his own car lot in Buffalo, where he worked for six years until his oil field customers moved on. At that time, he

began backgrounding a lot of cattle for different people and then moved into running his own cow/calf operation.

Adam met his wife, Jessica, when she pulled up into the driveway with his sister. He remembers telling her that she looked like a model. Two weeks later he got the courage to call her up and ask her to have lunch with him. Adam reminisces, "I was lucky enough that she said, 'Yes.'" Four years later, they were married. They had their first child together a year later. With four girls ages eighteen to almost six, their home is brimming with energy. "All of my girls help me out on the ranch and can ride a horse," Adam says, grinning. "I'm just waiting on Landry to be big enough to drive a tractor."

Selling cars and raising cattle may seem like an odd career combination, but the skills that Adam cultivated in those years are serving him well now as he sells Wagyu meat at farmers' markets in the Dallas/Fort Worth metroplex area. Talking about his car selling days, Adam said, "They would have me go in and sit down with someone if the

car salesman was having trouble. The position is called a closer. I would find out what the problem was and offer the customer a solution."

For Adam, the focus of raising cattle had always been about the final product, the carcass. A problem that Adam saw within the cattle business was that the meat was not as tender as he wanted. Adam loves to cook, and one of his favorite shows is BBQ Pitmasters on Food Network. It was while he was watching that show that Adam first learned about Wagyu. He had a cook-off competition coming up in the next few weeks, so he decided to buy a Wagyu brisket and try it. After trying just one mouthful, Adam was sold – he found his solution. He reached out to the Texas Wagyu Association and started working to make contacts and learn more about Wagyu so he could figure out how he could raise the cattle that makes that incredibly tender and tasty beef.

Besides raising his own Wagyu, Adam buys meat from other large Wagyu meat companies and resells it

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at his booth at farmers' markets. His family helps him sell on Fridays and Saturdays, and they take Sunday off to worship. Prime Beef Company is currently selling at the Frisco Fresh market, which Adam chose based on the amount of exposure and foot traffic that would pass by the booth. With several thousand people walking through there each day, Adam has to get peoples' attention and then educate them on the health benefits of Wagyu. "I have to tell them why that steak is ten times more expensive than any other steak and why it is worth it. I have to prove to them why that fatty looking piece of meat is actually good for them."

Fortunately for Adam, he is a great salesman with a great product. "This product can actually sell itself to people who are health conscious," he says. Adam remembered one gentleman customer who had heart problems. The customer had been eating buffalo for over six years. When the customer saw Prime Beef Company's booth and realized what Wagyu could do for him, Adam said, "He like to have jumped across the table and hugged my neck. He bought twenty pounds of meat then and there. It is those kinds of stories that make me happy. I know that when people leave, I have sold them the very best meat that they can possibly buy...meat that is free of hormones and grown in the right way."

Adam intends to continue selling at farmers' markets. Although it is a lot of

work, he believes that anything worth doing is going to be a lot of work and that whenever you are trying to develop your business, that work is all part of paying your dues. Two days worth of ten hours of standing on your feet plus two hours of setup and break-down time is just the actual selling portion of the job. Add in traveling to and from the market and all that goes into purchasing, processing, and presenting a beautifully trimmed piece of meat in a refrigerated display case, and you have a full-time job.

At the Dallas market, Adam can let people sample the product. He cooks ups hamburger balls with just some salt and pepper for seasoning, and his customers can taste and even feel the difference in the texture of the meat. He sells a lot of ground beef that way and feels that it is a great way for the 9-5 guy to be able to afford Wagyu. Adam likes a good hamburger steak almost as much as a ribeye. He likes to dice up a few onions and mix them in with some salt and pepper and garlic and cook it on a gas grill. He chuckles and says, "I make my wife, Jessica, cook that for me at least once a week."

At other markets, where sampling is not permitted, Adam offers only the higher end cuts - the striploins, the ribeyes, and the filets. These steaks are sought after and purchased by a select few who tend to become repeat customers. Besides choosing his market, when scouting the crowd for customers, Adam looks for someone toting a bag. That bag tells him that the person has come to the market to buy fruits and vegetables and meat instead of just coming to look around and hang out with friends. Adam declares, "Someone holding the refrigerated type bag is my perfect customer. If a husband and wife with kids walks by, I'll ask him, 'Sir, are

you gonna

buy your

wife a steak tonight? Or I'll ask someone 'Care for a steak this evening?'"
When someone replies that he or she is
a vegetarian, Adam quips back, "that's
ok...my cows are too." Recently, the
Woods family hosted a foreign exchange student from Germany. She arrived at their home and announced she
was a vegetarian. Within two weeks
she was eating steak and was pretty
good on a horse by the time she went
back home.

One of Adam's favorite things to see is his customers buying their neighbors a steak. It makes him feel good that they like his product enough to share with friends. Adam just grins and introduces himself when customers bring friends and family up to his booth and introduce him to them as "the steak guy."

Once people purchase and eat the product, Prime Beef Company's customer retention is good. When school begins and the crowds thin out at the markets, Adam calls it a season and shuts down his farmers' market booth. He has loyal customers who will make the drive to him in the winter to get meat. Hoping to see his online sales continue to grow, Adam and his family focus on their cattle herd when they are not at the markets. "For me it is all about the end product," Adam claims.

"We chose our name, Prime Beef Company, because we want everything we do to make prime or above. Everything about our breeding program is designed with that goal in mind - to keep that level of quality consistently in the meat."

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# MEET OUR CHEF... MARSHALL JOHNSON

Thef Marshall Johnson's undeniable love for food started before he could even peer over the kitchen counter watching his Mom artfully prepare the family heritage gumbo. The future chef had an upbringing that delved him into love for cultural southern food dappled with American staples and even Swedish delicacies from his father's ances-



try. After high school, Marshall attended culinary school in Scottsdale, Az. With brewing ideas after culinary school, Marshall opened the restaurant, Rockin Pig Saloon in a popular tourist town nestled in the Ozarks of Northwest Arkansas. Realizing the importance of high quality beef and the insurmountable difference in quality beef vs. what can be bought in the supermarket, Chef Marshall followed his dream of starting a Wagyu farm operation in Southern Missouri. Starting with a small herd and learning along the way, the farm has grown to be something to be proud of, Chef Marshall now uses some of the homegrown beef to offer to customers in the restaurant and beyond.

low cooked fall apart tender wagyu short ribs, homemade hoisin sauce, bean sprouts, fresh cilantro, fresh jalapeno, basil, scallion, and sambal aioli on fresh baked ciabatta bread Served with Asian Pho Au Jus. Served With

When the French dip vacations to Asia... Asian Wagyu Street Fries Fresh cut French fries topped with tender slow roasted wagyu beef short rib drizzled with homemade hoisin sauce, garlic sambal aioli crushed roasted peanuts cilantro fresh jalapeno scallions served with lime wedge.

### PHO BROTH

- 2 TBSP OLIVE OIL
- $3\ \text{LBS}$  wagyu oxtails or osso bucco seasoned with salt and pepper
- 8 CUPS BEEF STOCK
- 1 CUP CUP CHOPPED CELERY
- 1 BUNCH GREEN ONIONS CHOPPED INCLUDING WHITE ENDS
- 3 CARROTS CHOPPED
- 1 8 to 10 inch piece of ginger sliced
- 1 TSP SUGAR
- 3 TBSP FISH SAUCE
- 2 TBSP SOY SAUCE
- 1 CINNAMON STICK
- 2 STAR ANISE PODS
- 1/2 TSP GROUND CORIANDER
- 3 WHOLE CLOVES
- 1/4 TSP GROUND CARDAMOM
- 1.5 TSP FENNEL SEEDS
- SALT TO ENHANCE TASTE
- \*Heat olive oil to medium heat
- \*Season ox tails with salt and pepper and brown very well with out burning. Turning every few min to get a nice crust. Remove and set aside
- \*Add celery carrots ginger green onion saute 4-5 min
- \*Add beef stock deglazing pan then add all other ingredients to pot bring to a simmer scraping any bits off bottom of the pan.
- \*place oxtails in slow cooker crock pot pour in stock mixture cover and place on low temp setting for 8 hours.
- \*Once finished strain the broth and chill in refrigerator. Once chilled scrap the fat layer of the top.

This is the Asian pho au jus for the Pho dip sandwich.

## HOMEMADE HOISIN SAUCE

1/3 cup Dark brown sugar

- 2 tbsp water
- 3 tbsp Chinese black bean sauce
- 2 tbsp soy sauce
- 1 tbsp cider vinegar
- 4 pitted prunes
- ½ tsp sesame oil
- ½ tsp Chinese 5 spice powder

Place all ingredients in a food processor and pulse until smooth and combined. Store cold

### SAMBAL CHILI AIOLI

½ cup mayo

3 tbsp sambal chili (extra spicy add more chili)

1 tsp minced garlic

Mix well

### WAGYU SHORT RIBS

Preheat oven or grill 250-275 degrees

8 short ribs

Season with salt and pepper

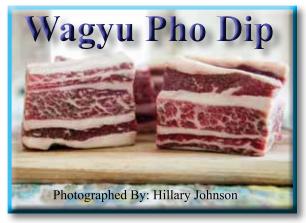
Place on a roasting rack over a pan and slow roast until 195 -200 degree internal temp. Wrap in tin foil with a 2 to 3 tbsp of the Asian pho broth 30 min before they are finished. Steam the remainder of time. Pull and let rest 15 min. Pull meat off the bones and shred discarding any of the unwanted fat pieces.

### BUILDING THE WAGYU PHO DIP SANDWICH

Toast the Ciabatta roll spread the sambal chili aioli on top roll spread the homemade hoisin on the bottom roll and top with the shredded wagyu short ribs. Then top the beef with bean sprouts fresh basil cilantro scallions and fresh jalapenos. Tooth pick sandwich to stay together and serve with side of hot Asian Pho au jus.

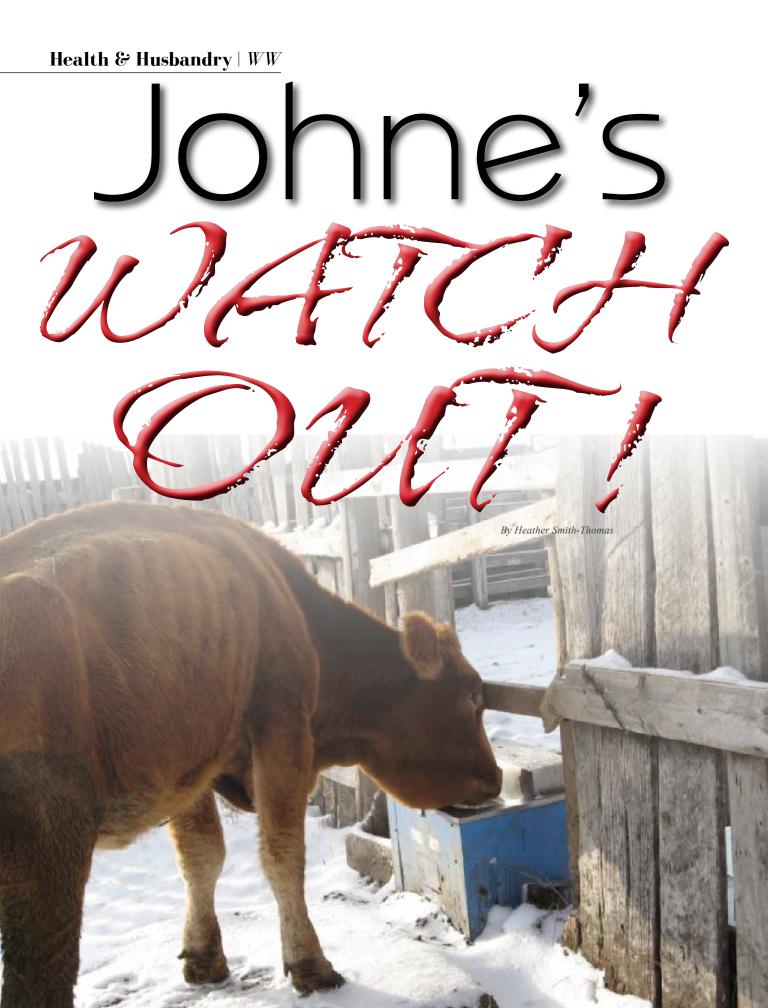
### BUILDING THE ASIAN WAGYU STREET FRIES

Fresh cut fries as the base topped with pulled hot wagyu short rib drizzled with hoisin sauce and sambal chili aioli topped with crushed roasted peanuts fresh jalapeno cilantro and scallion served with a lime wedge.



Wagyu Ox Tail by:





magine this scenario: One of your best cows is losing weight in spite of good feed. She doesn't seem sick, but she is obviously getting thin. She now has diarrhea and even though you've dewormed her and tried to figure out what might be wrong, she's losing ground. She did not become pregnant this year. Then your vet checks a fecal sample and comes back with the dreaded diagnosis of Johnes disease. Where did this come from?

The sad thing is that some seedstock breeders ignore the importance of testing and some don't want to admit they have any infected animals. Yet breeders must take the lead in trying to halt the spread of this devastating illness, to make sure it doesn't sneak into other herds.

Johne's disease (pronounced "Yoknees"), also known as paratuberculosis, is a long-term infection that causes gradual thickening of the intestinal lining. This reduces the nutrients the cow can absorb, resulting in weight loss, diarrhea and eventual death. Johne's disease primarily affects cattle and other ruminants.

Since its effects on the intestinal lining are gradual, Johne's is a stealthy, silent disease that you don't notice until it is already well established in a herd. It doesn't show up until the unfortunate animal has been infected for a long time-and eventually shows clinical signs of illness (diarrhea and weight loss).

This disease has been seen more frequently in dairy cattle than beef cattle, but the difference in incidence rates between beef and dairy herds may be related to differences in calf management (the calves are more confined, in dairies) and because beef cattle generally range over larger areas and have less exposure to other cattle's feces. Any cattle raised in confinement or in small areas, however, such as is typical with many Wagyu herds, are more at risk, especially if an infected animal is introduced onto the property.

Johne's disease is a worldwide problem, and many countries have been trying to address it. A conference in 2012 in Australia was attended by people from 44 different countries--to discuss research findings and challenges. Dr. Steve Hendrick, formerly a professor (Large Animal Clinical Sciences) at Western College of Veterinary Medicine. University of Saskatchewan, and now a practicing veterinarian in Coaldale, Alberta, did his graduate project on Johnes. He attended the 2012 conference and says it was interesting to hear what all of those countries were doing in terms of control programs, and trying to figure out the best approach.

"The key areas in the direction many researchers are going in terms of control is the sociologic factor-how do you get producers and cattle breeders engaged in addressing the problem of Johne's, beyond economics? Or what is the best way to get information about this disease out to producers?" asks Hendrick. There is still a wide educational gap that needs to be bridged.

The U.S. National Johne's Disease Demonstration Herd Project has been trying to evaluate management-related control measures for cattle herds and to provide educational opportunities to veterinarians and producers about the importance of diagnostic testing, management and control strategies.

This study group, made up of researchers from Texas A&M. Texas AgriLife Research. Pfizer Animal Genetics, USDA-APHIS and University of Pretoria (South Africa) first evaluated losses associated with Johne's disease in cow/calf herds. Their findings were based on serological (blood tests) and microbiological tests (fecal cultures) for the bacterium that causes Johne's disease-Mycobacterium avium paratuberculosis (MAP).

These bacteria typically live and multiply in the small intestine. "MAP can also be spread to other areas of the body, such as the uterus, lymph nodes, udder, reproductive organs of bulls, and may be excreted directly in milk or semen," says Hendrick.

"Several therapies have been investigated, but unfortunately no treatment has been found to be effective and economical for Johne's disease. This is partly due to the fact that there is an extremely long dormant period between infection and clinical disease, and we don't have accurate tests to properly identify infections, particularly in the early stages."

Although infection usually occurs during early life, clinical signs do not appear until much later. "The onset of clinical signs most commonly occurs between 2 to 6 years of age. The amount of MAP and the age at infection are considered to be the two main factors that determine when clinical signs appear. Many infected cattle will shed MAP through their manure before showing any signs of infection," he says.

At the conference in Australia, some of the findings of this research group were presented, looking at weaning weights the cow-calf herds that were studied. "These were herds where they had done either manure culture or serum ELISA testing. There was a considerable loss in adjusted weaning weight in calves coming from dams that were positive for Johne's," says Hendrick.

Data for the 205-day adjusted weaning weight came from fecal cultures on 2,103 cow/calf pairs and ELISA results on 3,482 cow/calf pairs. The calves from dams that tested positive on culture tests had significantly lower weaning weights (57.9 pounds less, on average—or about 69.2 pounds lighter when adjusted for cow age, etc.) than calves from uninfected dams. Calves from dams that tested positive on the ELISA serum test were 7.6 (or about 11.42 pounds, when adjusted for cow age, etc.) pounds lighter than calves from uninfected dams.

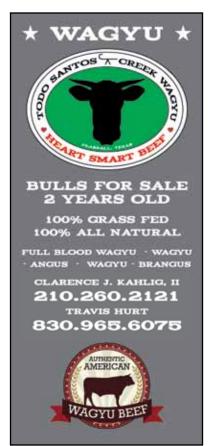
The lower weaning weight might be partly due to the calves becoming infected at a young age, but even more importantly, infected cows produce less milk than uninfected cows. "The infected cows are losing body condition and this affects their milk production," says Hendrick.

"Usually we think of the ELISA blood test as a way to pick up positive cows that are not as advanced yet in disease progression, and this is probably why their calves were not affected quite as much as those from dams that were identified positive with fecal cultures. If it's a herd that only has one infected cow, it may not be significant to lose 50 or 60 pounds on one calf. There are probably other diseases you'd be more worried about. But this study is the first time in North America we've had a look at how Johne's might affect production in beef cattle," says Hendrick.

We don't know how high the incidence of Johne's might be in beef herds. "We think it's been less than 1%, in terms of animals testing positive. This may be one reason for the complacency among beef producers, not worrying much about it. But when it is there, it can cause a disaster," he says.

"It upsets and frustrates me when I'm working with purebred producers who ignore Johne's, because they are selling bulls or replacement females that other people will be taking into their herds," he says. A seedstock producer has a responsibility to his customers, especially if he wants repeat

"I have, however, worked with a couple breeders who spent a fair bit of time and money to clear it from their herds, by testing and getting rid of all positive animals and doing their best to minimize contamination on pastures. They stopped selling seedstock for 5 years, and worked through it—to the point where for 2 or 3 years we found no positives, no sign there was any disease there--and now those producers are selling seedstock again," says Hendrick. It's almost impossible to guarantee that a herd is completely free of Johne's, but in this scenario it would be a fairly safe as



<< Page 25 sumption.

"It would definitely be very low prevalence, if indeed there is any infection left at all, and these producers can let people know that they had it in the past, and this is what they've done. These particular producers now have customers again, because buyers realize there is very low risk in buying an animal now from these herds," says Hendrick.

Everybody's biggest fear is to admit that they have a problem, because this would turn away customers, but if they have gone though the testing and culling, their herds would probably be safer to buy seedstock from than an untested herd.

If an infected animal is introduced into your herd, all of your animals would be at risk if they come into contact with manure that contains the bacteria. Contaminated feed and water sources are typical routes of transmission, and baby calves are highly susceptible because they may also suckle a dirty udder.

"Johne's is most common in dairy cattle, primarily because they are generally much more confined and exposed to manure. Most dairy cows may not stay in the herd past about 5 or 6 years of age, however, and may not show clinical signs yet by that time. Beef cows, by contrast, may stay in the herd until they are 12 to 18 years of age

(and some Wagyu cows are still producing into their early 20's).

I've seen a 12-year-old cow with Johne's disease, and I doubt that she got infected as a baby calf; she would not have lived that long. Animals infected as young calves will typically break with clinical signs in 3 to 5 years. They've been shedding the bacteria well before that, however, and infecting other animals," says Hendrick.

The diagnostic tests currently available do not reliably detect infected animals until they are shedding large numbers of MAP. "As a result, efforts to eliminate Johne's disease using test-and-cull methods have been unsuccessful. By the time an animal is confirmed to be infected, it has had the opportunity to spread the infection to other susceptible animals in the herd," he says.

"At the University of Calgary there's a group of researchers looking at the question of immunity. They have been infecting dairy calves at different ages and looking at immune responses, to see if older animals develop some resistance. I don't think they've been able to show any immunity," he says.

"If you give cattle enough exposure, at any age, which they would get naturally in a confined wet environment such as a calving lot, the older cows will probably become infected along with the calves. In the dairy industry they generally don't last long enough for that to be a problem. It's mainly the young calves that get infected and later cause grief," he says. In a beef herd we have a different situation—where cows infected later in life may break with clinical signs before they are old enough to cull.

In a breed like Wagyu, with more longevity than many other breeds, an infected cow may be shedding MAP for a long time, potentially infecting many calves before it becomes obvious that she is a carrier.

"Infection with MAP is thought to predominately occur when calves are less than 6 months of age but animals in infected herds probably receive multiple doses of MAP. It is estimated that only 1/3 of young animals with a single exposure to MAP will develop chronic infections. Research has also demonstrated that as cattle get older, a larger dose of MAP is required to cause infection," says Hendrick.

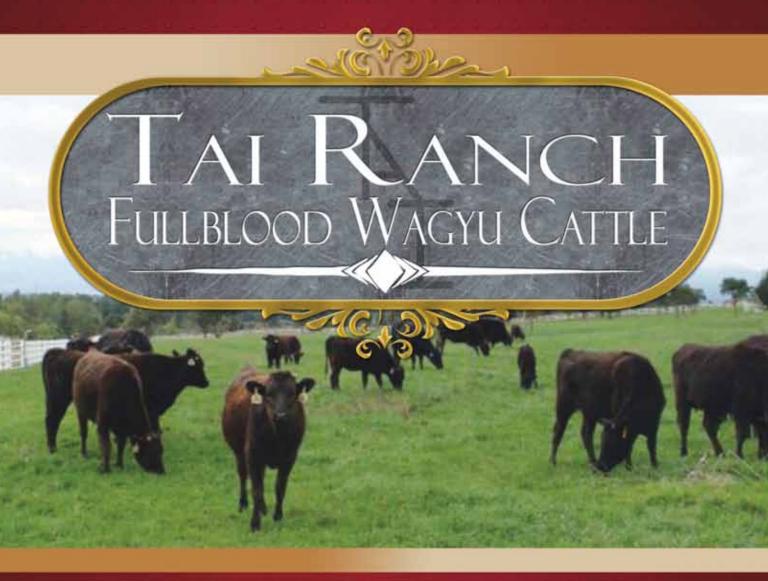
"Calves are commonly infected through ingestion of MAP in contaminated feces, milk or colostrum. MAP has also been found in the reproductive tract of infected animals but risk of sexual transmission is believed to be very low. Several environmental factors affect the survival of MAP. These bacteria do not multiply in the environment, but can survive for over a year, even with severely cold winters. It is also very difficult to kill with common disinfectants and heat (pasteurization or cooking," he says.

"In our observation of herds with Johne's and herds without, one of the things we found is that if a producer is using intensive grazing (many animals in a small area), this is a risk factor. Those herds tend to have more positive animals," he says. If a large number of cattle are jammed into small areas of pasture, they always have more risk of ingesting fecal material.

You'd want to practice good biosecurity and make sure you don't bring in an animal that could infect your cattle in this situation. There are no effective drugs for treating Johne's disease; antibiotics licensed for use in cattle do not kill MAP. However, Monensin (Rumensin<sup>TM</sup>), an antimicrobial currently used to prevent coccidiosis, has been found to reduce the shedding of MAP in the manure of infected cattle and could be one part of a Johne's control plan.



# BULLS · COWS · EMBRYOS · SEMEN · HEIFERS

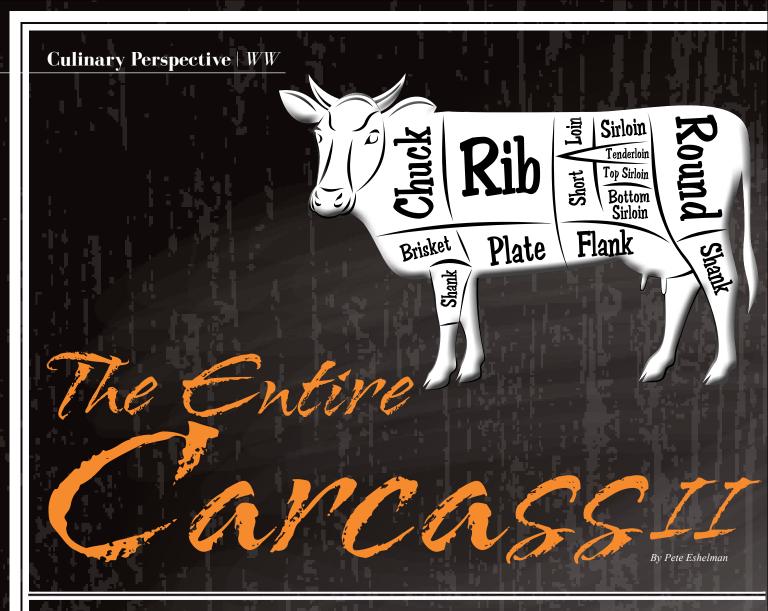


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Tom & Mary Isola

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he old saying that "all roads lead to Rome" is true in the Wagyu business.
Those who are successful in the Wagyu business have developed or used their own distinctive management styles and techniques. Just as there is more than one road to Rome, there is more than one road to success in this business and I am pleased to share our practices and what works for us.

My previous article, "Maximizing the Value of a Wagyu Carcass," was published in Wagyu World's October 2017 issue. In that article I focused on how restaurants manage food costs and how to sell an entire carcass to a restaurant where both the Wagyu producer and the restaurant can have a profitable relationship. This article takes the

opportunity to maximize the value of a Wagyu carcass to a more detailed level.

As background, Joseph Decuis is one of the few restaurants in the world that raises its own Wagyu for its own business. We are vertically integrated, which means we raise our Wagyu from "start to finish." Because we have chosen to be USDA inspected, our Wagyu are harvested and fabricated at two USDA inspected facilities.

Being vertically integrated is complicated because it requires multiple skill sets and management skills ranging from farmers and chefs to financial analysts, but vertical integration has a significant advantage as we see the results of every Wagyu head we raise and harvest for our plates. EPDs (Expected Progeny Differences) are great for making breeding decisions

but in my opinion, nothing can replace the experience and data gathered from preparing, cooking and tasting the end product. When people ask me what are the best Wagyu genetics to buy, I say, "Taste the Wagyu steak and if you like it, work backwards to find out how it was created."

Over the past decade, we have been on a steep learning curve to realize the value of the Wagyu carcass from "nose to tail." Our strategy is simple; offer our customers a world class Wagyu experience while at the same time realizing profitability for our farm and our culinary enterprises. To do this, we execute five strategies:

1. JD Wagyu Carcass Consistency: This is our "Holy Grail". The influence of our geographic location in Northeast Indiana combined with Takeda genetics, Takeda husbandry practices, counsel from Dr. Jimmy Horner, and super hardworking farm and culinary teams enable us to produce consistent high quality Wagyu carcasses. Consistency of the Wagyu product is paramount for our restaurant and for that matter, any restaurant.

We strive for "Prime Plus" grades of Crossbred Wagyu and on the Japanese scale A-4 with a marbling score of 6-10 for our Fullbloods. 95% of our carcasses achieve these quality goals.

**2.** JD Wagyu Carcass Fabrication: In America, we have a shortage of butchers who are experienced in seam butchery. The American beef industry primarily fabricates carcasses to supply a boxed beef marketplace. The secret we have learned is to maximize the value of the Wagyu carcass by utilizing traditional Japanese fabrication techniques. Consider the Wagyu carcass as a large gold nugget and skilled fabrication turns that raw nugget into fine jewelry. We call this "artisan butchery." The Japanese technique crafts a variety of center of the plate cuts, minimizing the amount of ground beef, and this approach drives carcass value.

This Japanese video changed our lives, as we learned very detailed Japanese fabrication techniques and we thank the Japanese Wagyu Industry for sharing this information. See the Japanese fabrication video on Joseph Decuis Youtube channel: https://www.youtube.com/watch?v=wBZvENPv2 4.

3. JD Wagyu Cuts: Using the Japanese fabrication model, we have created a list of Joseph Decuis Wagyu cuts that we offer in our fine dining restaurant, casual restaurant and store. Our USDA inspected butcher fabricates our Wagyu carcasses into primals and our restaurant chefs break the primals down into portions.

This gives us control over what is presented on our plates in terms of quality, weight and food cost. (see exhibit A for the Joseph Decuis Wagyu Fabrication Guide)

**4.** JD Wagyu Added-Value Products: We have created a portfolio of added-value Wagyu products which further boosts carcass profitability. Many of these products are traditionally Ameri

# Wagyu Fabrication Guide

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Wagyu Oxtail         Oxtail         1791           Offals         N/A           Wagyu Heart         Heart         N/A           Wagyu Kidney         Kidney         N/A           Wagyu Liver         Liver         N/A
Offals         N/A           Wagyu Heart         Heart         N/A           Wagyu Kidney         Kidney         N/A           Wagyu Liver         Liver         N/A
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Wagyu Kidney         Kidney         N/A           Wagyu Liver         Liver         N/A
Wagyu Liver Liver N/A
Wagyu Tongue Tongue N/A
Wagyu Cheek Cheek N/A
E-4
Fat N/A
Wagyu Kidney Fat Kidney Fat N/A
Wagyu Fat Exterior Fat N/A
Other N/A
Wagyu Trim Beef Trim N/A

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can but what makes them unique are the special recipes our chefs have created for each product, this is our IP (Intellectual Property).

Once these added-value products have been tested and perfected inhouse, we have a partnership with an added-value producer who can generate large quantities using our proprietary recipes under mutually agreed quality control protocols where each item bears our USDA approved Wagyu label. (see exhibit B for the Joseph Decuis list of Added-Value Wagyu Products)

5. JD Wagyu Carcass Profitability Spreadsheet: Our spreadsheet tracks our farm cost to produce a fabricated Wagyu carcass, our restaurant's cost to purchase the fabricated carcass from our farm, and the restaurant's cut list to create menu/food value.

Our spreadsheet has been designed real-time and adjustments can be made based upon costs of production, targeted profit margin, and restaurant/retail demographics.

Stay tuned. In the next Wagyu World issue I will share our Wagyu profitability spreadsheet which shows by primal, cut, added-value product, how the restaurant can pay \$10,000 for a Fullblood Wagyu carcass and turn that into \$40,000 of menu and product value.

An AWA member once said, "Everything is better with Wagyu!!!" (thank you Clydene) and that really struck me. She was absolutely right! Because Wagyu is the superior beef product (tenderness, flavor, and health benefits) ordinary beef preparations become superb with Wagyu. Think about it, Wagyu takes the American hamburger, hot dog, Sunday pot roast, barbecue brisket, and the classic steak to a world class culinary level. Our chefs work with Wagyu every day and believe that no other breed offers the culinary potential and profit opportunity when the Wagyu carcass is managed correctly.

I believe in sharing Wagyu knowledge and hope this article is helpful. Sharing ideas will help all of us be more successful as we develop the Wagyu industry in America and the World.

# Added Value Wagyu Products

Туре	Product
- , , ,	
Hide	Wagyu Hide
Baked Goods	Wagyu Bacon & Cheddar Quiche
Sauces	Wagyu Bolognese
Stews	Wagyu & Noodles
	Wagyu Chuck Stew
	Wagyu Chili
Broth	Wagyu Bone Broth
Dioui	wagyu Bone Broui
Condiments	Wagyu Meatloaf Sauce
Condiments	Wagyu Steak Sauce
	Wagy a Steak Saace
Added Value Wagyu	Wagyu Brisket Bacon
2,	Wagyu Belly Bacon
	Wagyu Monk's Momos
	Wagyu Breakfast Sausage
	Wagyu Corned Beef
	Wagyu Hot Dogs
	Wagyu Smoked Bratwurst
	Wagyu Meatballs with Marinara
	Wagyu Jerky
	Wagyu Liver Pate
	Wagyu Liverwurst
	Wagyu Meatloaf
	Takeda's Country Style Wagyu
	Wagyu Pastrami
	Wagyu Roastbeef
	Wagyu Smoked Bologna
	Wagyu Summer Sausage Wagyu Summer Sausage with Cheese
	Wagyu Swiss Steak
	Wagyu Stir Fry Strips
	Wagyu Bastirma
	Wagyu Bresaola
	Wagyu Snack Sticks
	Wagyu Snack Sticks with Cheese
Farm to Face	Wagyu Lip Balm
	Wagyu Hand Lotion
	Wagyu Soap
	Wagyu Body Balm
	Wagyu Massage Oil
Dog Products	Farm Pup Wagyu Pup Gourmet Mix
	Farm Pup Wagyu Topper
	Farm Pup Wagyu Marrow Bone



# JANUARY 23<sup>RD</sup>, 2019



# NJWA

# National Junior Wagyu Association

Bv Jeri Tullev

his November at the North American International Livestock Exposition (the Naile) in Kentucky, the American Wagyu Association is pleased to announce the formation of the National Junior Wagyu Association. All youth interested in participating, regardless of whether they are showing in the NAILE, are invited to attend an all-day clinic covering topics such as fundamentals all the way to winning strategies for showmanship taught by Seth Martin, on Tuesday, November 13th, 2018, from 9AM to 3PM.

During the clinic, youth will be given individualized attention to develop and polish their showmanship skills and learn the basics of raising their own

herd. They will be fed a catered lunch, and, at some point in the day, they will all come together to discuss and create the association, with everyone having



a chance to sign up and be founding members.

That evening, a Wagyu ribeye steak contest will be held to benefit the newly formed youth organization. With two

separate categories of F-1 and fullblood, the contest is open to all Wagyu producers. Participants will submit two boneless ribeye steaks. One steak will be cooked and taste-tested by a judging panel. The other steak will be judged with a Japanese carcass camera generously on loan from Marble Ranch. The winning ribeyes will be auctioned off, with all proceeds going to benefit the National Junior Wagyu Association (NJWA).

Registration cost for the clinic is \$10 for show participants. For all others, registration fees are \$40, which includes the catered lunch. Extra lunch tickets can be purchased for \$10. Pre-registration is highly recommended to guarantee

clinic attendance. To register please contact Desi Cicale of Red Bull Cattle Company at 850.619.1119 or redbull-cattle@gmail.com.

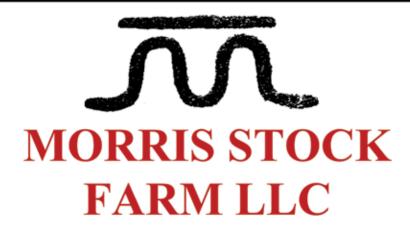
Desi has been a driving force behind the creation of this new youth organization. She explains that the NJWA will be a group that the kiddos can run themselves similar to the youth organizations of other larger breeds. Instead of recreating the wheel, Desi contacted the Angus association to see what has worked for them.

The Junior Angus Association shared their by-laws and their code of conduct with her, and she reworked it to pertain to Wagyu cattle. The purpose of this Association is both educational and charitable, including improvement and development of the capabilities of youth, both individually and through group participation, in breeding and raising Wagyu cattle, and developing leadership abilities along with the participation of youth interested in promoting Wagyu cattle.

Desi enthuses, "I'm so excited to see the kids run it and see them getting educational opportunities and programs that are more than just showing." Desi hopes to get a couple of youth volunteers to sell raffle tickets and tshirts at the AWA's annual general meeting this fall in Fort Worth to keep the ball rolling on raising money and soliciting donations for the new organization.

"The kids are gung-ho about all of this. I can't wait to see what they do. I wish it was starting tomorrow," says Desi. "We've had donations galore. It





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is amazing how generous people have been. We have been very happy with the support we have received so far, and we want to thank everyone who has helped." Desi's goal for the organization is that by next year the youths in Wagyu will be learning how to work socially together and make things hap-

pen.

On Wednesday, November 14th, any interested youth will be able to show in a showmanship class that will be broken down into three different classes - Juniors ages 9-11, Intermediates ages 12-14, and Seniors ages 15-18. Some amazing prizes will be offered, and a grand champion and reserve champion will be named in each class.

For this year

only, if a youth does not have an animal and would like to participate, it can be accomplished. Please contact Desi, and she will assist in putting the right people together to make that happen. In the future, Desi hopes that all of the big Wagyu shows will include a Junior showmanship event, and she looks for Denver to be the next location to follow Kentucky.

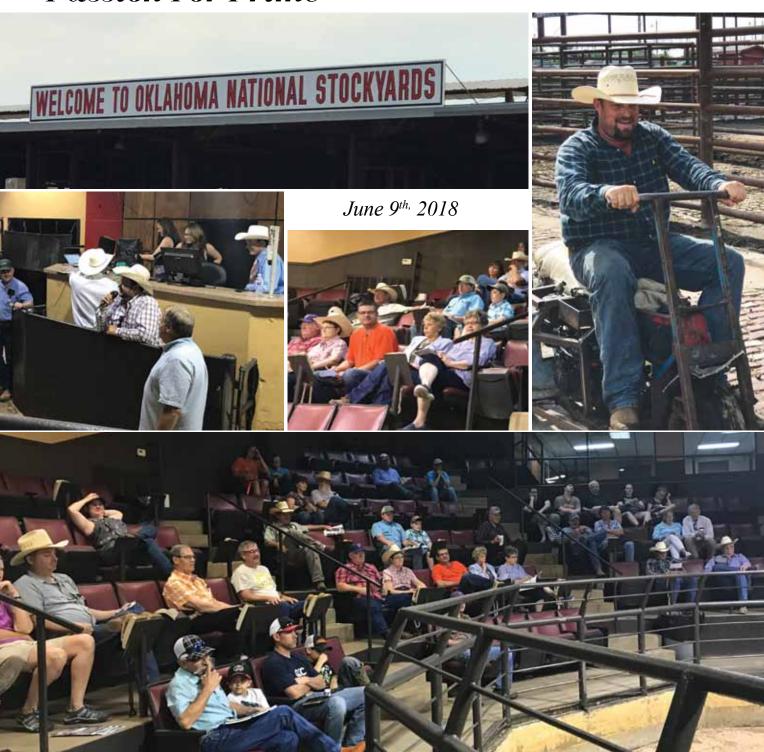
George Owen, Executive Director of the American Wagyu Association, is thrilled about the new youth organization. He believes, "In the big picture, in order to have a successful organization (the AWA), we need to have more members actively involved. We have quite a few members, but only a very small portion of those members get involved in things." The National Junior Wagyu Association is a way to encourage active multi-generational participation. He hopes that it will not only draw in youth, but their parents and grandparents. Owen considers this to be a great future program for the Wagyu breed and believes that it will ultimately benefit everyone.

# OUT & ABOUT

Wagyu Sales, Shows, and Other Happenings

Sales

# Passion For Prime



# >> The Results

**Passion For Prime** June 9<sup>th,</sup> 2018 Oklahoma City, Oklahoma **Averages** 

**Females** \$4,500 \$1,850 **Bulls** 

**Fullblood Embryos** \$785/embryo **Purebred Embryos** \$186/embryo \$335/unit Semen

## **Tops**

### **FEMALES:**

Lot 11: CC MS HIRAMICHI 3019, 3-14-2016 sired by ITOSHIGENAMI, consigned by Celina Cattle Company, Celina, TX; \$15,000 to Bar V Wagyu, Abilene, Kansas.

Lot 7: BAR V 601D, , 1-26-2016 sired by MFC YASUFUKU JR 7-12, consigned by Bar V Wagyu, Abilene, KS; \$9,500 to Bar R Cattle Company, Pullman, Washington.

Lot 32: L7 MS GALAXY 3079B, 9-04-2014 sired by VBV ROA RED GALAXY consigned by Lucky 7 Cattle Company, Hamilton, TX; \$9,250 to Connor Holvoet, Wever, Iowa.

Lot 3: BAR V MS FUJI ITOZURU DOI 709E ET, 3-20-2017 sired by MT FUJI, consigned by Bar V Wagyu, Abilene, KS; \$6,500 to to Hubertus Diers, Germany.

Lot 10: BMR MS HIKARI R2, , 9-18-2015 sired by SUMO CATTLE CO SEISAKUSHU C221, consigned by Buck Mountain Ranch, Warsaw, MO; \$6,000 to Hubertus Diers, Germany.

Lot 25: ST EMPRESS DIVA, 10-23-2015 sired by WSI RED RUM, consigned by Hubertus Diers, Germany; \$5,500 to Ryan Olson, Watertown, Wisconsin.

Lot 6: BAR V MICHIFUKU 634D, 1-29-2016 sired by MFC HIRASHIGE 0-40, consigned by Bar V Wagyu, Abilene, KS; \$5,500 to M6 Ranch Wagyu, Alvarado, Texas.

Lot 8: BLF MS GALAXY RUESHAW V 07E ET, 9-07-2017 sired by VBV ROA RED GALAXY, consigned by Big Life Farm, Winslow, AR; \$5,250 to Hubertus Diers, Germany.

### **BULLS:**

Lot 37: SWR TAKASHIGEKIKUYOSHI C221, 11-30-2015 sired by TAKAMICHI, consigned by Still Waters Ranch, Bulverde, TX; \$2,500 to Brice Renfro, Celina, Texas.

### **EMBRYOS:**

Lot 47: SANJIRO 3 X CHR MS ITOMORITAKA 584, 6 Embryos, consigned by Crescent Harbor Ranch, Oak Harbor, WA; \$2000/embryo to G\$ Ranch, Tuttle, Oklahoma.

Lot 48: ITOZURU DOI X CHR MS ITOMORITAKA 584, 4 Embryos, consigned by Crescent Harbor Ranch, Oak Harbor, WA; \$2000/embryo to G\$ Ranch, Tuttle, Oklahoma.

Lot 59: LAG SAMSUNG X LAG B0589N, 3 Embryos, consigned by Legendary Akaushi Genetics, Katy, TX; \$2000/ embryo to G\$ Ranch, Tuttle, Oklahoma.

Lot 60: BALD RIDGE HENSHIN X WSI KAEDEMARU 2, 3 Embryos, consigned by Legendary Akaushi Genetics, Katy, TX; \$1,300/embryo to Steven Bright, Trussville, Alabama.

### **SEMEN:**

Lot 79: WORLD K'S BEIJIRO, 5 Units, consigned by Crescent Harbor Ranch, Oak Harbor, WA; \$1000/unit to Horizon Hay, Ellensburg, Washington.

Lot 80: KENHANAFUJI, 5 Units, consigned by Crescent Harbor Ranch, Oak Harbor, WA; \$1000/unit to Horizon, Ellensburg, Washington.

Lot 78: JVP KIKUYASU-400, 5 Straws, consigned by Crescent Harbor Ranch, Oak Harbor, WA; \$900/unit to Branson Wagyu, Weatherford, Texas.

Lot 77: MT FUJI, 5 Straws, consigned by Crescent Harbor Ranch, Oak Harbor, WA; \$650/unit to Michael Gentry, Versailles, Kentucky.

Sale Manager: James Danekas & Associates, Inc

Auctioneer: C.D. "Butch" Booker **Internet Venue: LiveAuctions.tv** 

# Upcoming Events

# 2018

### **AUGUST**

18 Vermont Wagyu Female Production Sale Springfield, Vermont

### **SEPTEMBER**

- 1 Darley Stud Inaugural Wagyu Sale
  Australia
- 8-9 European Wagyu Gala Sale Germany

### **OCTOBER**

- **4-6** Amercican Wagyu Association Annual Meeting Fort Worth, Texas
- 5 First Annual M6 & Friends "Good to the Bone" Bull & Female Sale Alvarado, Texas
- 19 Wagyu World & JDA Customer Appreciation Party Woodland, California
- 20 JW Wagyu Dispersion Sale Woodland, California

### **DECEMBER**

8 Marble Ranch Genetics Inaugural Wagyu Production Sale Navasota, Texas

# 2019

### **JANUARY**

23 Mile High Wagyu Experience Sale Denver, Colorado

### **MARCH**

- 4-6 Houston Stock Show & Rodeo Houston, Texas
- 30 TWA Annual Meeting & Steaks Are High Sale Salado, Texas

### ЛЛУ

20 Joseph Decuis Inaugural Fullblood Wagyu Culinary Event & Production Sale Salado, Texas

### **SEPTEMBER**

14 CMC Livestock's Western Wagyu Elite Sale Olathe, Colorado

### **OCTOBER**

**TWA Sale**Salado, Texas

# In the News

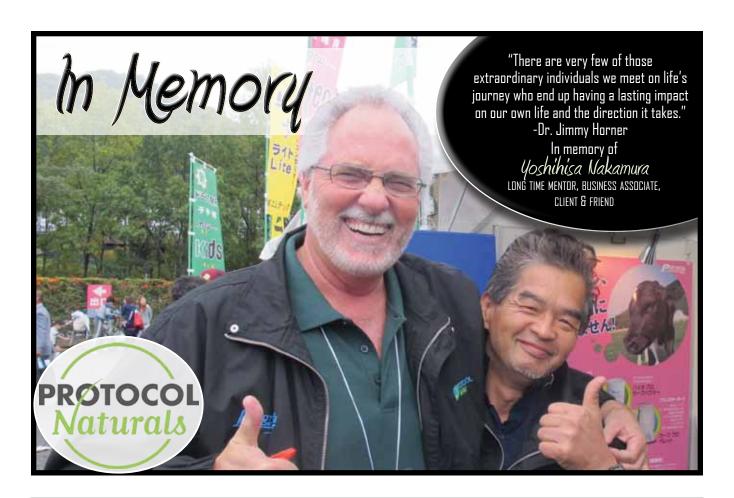
# 2018 NAA International Junior Auctioneer Championship

Cotton Booker, of Colfax, Washington, was crowned winner of the 2018 International Junior Auctioneer Championship, which features competitors ages 12-18 and helps cultivate and promote the next generation of auction professional talent.

Cotton Booker is the son of C.D. "Butch" and Jennifer Booker, Colfax, Washington. Cotton's father is the owner of Kincaid Real Estate in Colfax, Washington. Cotton's family is affiliated with Booker Auction Company in Eltopia, Washington. Butch Booker won the International Auctioneer Championship Men's Division title in 2008. They are the first father/son duo to collectively hold IAC and IJAC titles. (IAC began in 1988, IJAC began in 2007.)

Both the IAC and IJAC were conducted as part of the NAA's 69th Annual International Auctioneers Conference and Show, which took place in Jacksonville this past week. IAC contestants must be 18 years of age or older, a current NAA member, and registered for Conference and Show.







# WAGYU WORLD CONNECTION









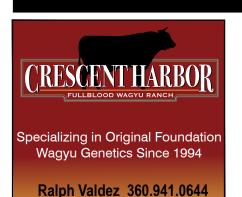
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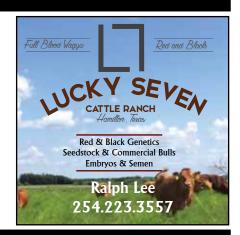
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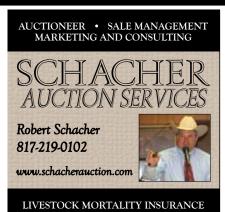


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FB2100 JYP Kikuyasu-400 7 Dtrs & Sons sell

FB2907 Shigeshigetani - 16 Dtrs & Sons sell

FB2289 FB8896 Beijiro

FB7879 Jiro

FB2501 Sanjirou

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FB2101 JVP Fukutsuru-068

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# HOMOZYGOUS POLLED WAGYU SEMEN

BAR R POLLED ZURUTANI D64 DOB 5/15/2016

# <u>EU Exportable</u>

\$60 Straw
Domestic
\$100 Straw
Exportable



BAR R SHIGESHIGETANI 30T	WORLD K'S SHIGESHIGETANI.	WORLD K'S HARUKI 2 WORLD K'S SUZUTANI
BAR R 52Y	BAR R 68P	BAR R MICHISURU 2 K MISS BAR R 18H
BAR R 16T	BAR R 72P	BAR R MICHISURU 2 K MISS BAR R 22G
DAR R 101	MISS BAR R 52L	
LMR ITOZURUDOI 8161U	ITOZURU DOI	ITOKITATSURU YASUHIME
BAR R 57X	CF 500	ITOSHIGENAMI HIKOKURA 1/10
BAR R 16T	BAR R 72P	
	MISS BAR R 52L	JVP FUKUTSURU-068 MISS BAR R 22G

DATA	Marbling	Back Fat	Rib Eye Area	Carcass Weight 9.47 0.05		
EPD	0.16	0.01	1.07			
ACC.	0.04	0.05	0.03			
National Wagyu Sire Summary 2017						

I	ADG	è	RFI - 1.74		AR INDEX		INDEX RANK	
١	2.6				80.3		5	
	Performance Data							
	RIB FAT REA REA/CWT							
	0.14			12.8	1.52			
SCAN DATA								

Bar R Polled Zurutani D64 (Zuru) is a homozygous polled bull with no scurs. He completed a GrowSafe trial with 27 other Wagyu bulls and ranked #3 in residual feed intake—1.74 lbs with an average daily gain of 2.6 lbs. He is sired by the awesome Bar R 52Y (Taz) who has been bred to over 5,000 cows in Australia. Twenty of 52Y's heterozygous sons sold in Australia for an average of \$9,000 in the Fall of 2017. Another homozygous polled son of 52Y sold for \$64,000 and another homozygous polled bull sold in the Bar R Auction of 2018 for \$115,000. Polled Wagyu is the answer for the upcoming generations of the best meat animals the world has to offer.

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