

WAGYU WORLD

November/December 2018

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Abundantly
Blessed
Holiday
Season!!*

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And the
Cows!!*



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MARCH 23, 2019

INAGURAL PRODUCTION SALE
AT THE RANCH - JACKSONVILLE, TEXAS

diamondtwagyubeef.com

November/December 2018

Volume 5, Number 1

10 RANCH REACH

Bowman Farms

Nestled amongst the beauty of North Carolina lies a farm that is the home of some of the most sought after Wagyu females in the industry. Beyond superb genetics, Bowman Farms is also home to the Bowman family and this team of 5 that are working hard to not just grow their program but to also elevate it as well.

>> *By Heather Smith-Thomas*



16 OUT & ABOUT

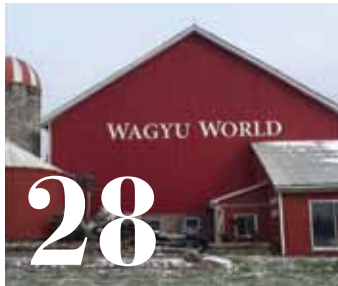
If you didn't make it to convention, don't worry, we have the details here! Plus, the last two auction results, a new registry, industry latest and greatest and of course, the complete listing of upcoming Wagyu events.

>> *By Jeri Tully*



COVER>>

*Courtesy of: Hillary Johnson
Location: Arkansas*



28 MARKET MATTERS

Farmer's Market Scene

Canadian based Wagyu legend, Wagyu Sekai, not only has excelled in the genetics end of the breed, they also are a huge success on the meat side. One angle they have incorporated is the farmer's market when it comes to marketing.

>> *By Jeri Tully*



32 MARSHALL'S DAILY DISH

Wagyu Beef Barbacoa Street Tacos

Well, if you weren't hungry you will be. Chef Marshall brings us yet another exciting version to highlight Wagyu. This recipe in particular will not only satisfy, it will also bring a party to the taste buds.

>> *Chef Marshall Johnson*



34 HEALTH & HUSBANDRY

Wintering Wagyu Calves

It's that time of year when you break out the coat to stay warm. When it comes to your calves, are you prepared to get them through the cold months.

>> *By Heather Smith-Thomas*



38 CULINARY PERSPECTIVE

Restaurant Rewards

We get a first hand look into owning a restaurant and the cherished experiences that this opportunity can bring.

>> *By Pete Eshelman*

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HEAVY HEART



The last few months has been pretty devastating on the state of California, the place I call home. In such terrible times, it has been amazing to see the local communities, the entire state and country pull together in a time of such need. I want to encourage continuous prayer for further recovery and healing for all those that have been affected by the horrific events that have plagued our state. The "Camp Fire" in Butte County is right in our backyard and if you feel like you would personally would like to help out, I encourage

you to
direct
your
ef-
forts to
the Butte

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riculture Founda-
tion Inc., Camp Fire Animal
Agriculture Assistance Fund - <https://donorbox.org/camp-fire-animal-agriculture-assistance-fund>

California
Strong



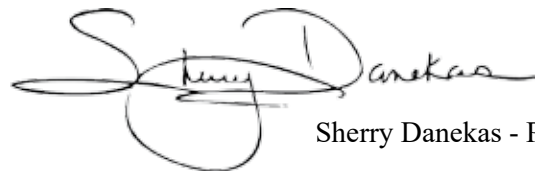
Mercedes

I hope this finds everyone getting into the holiday spirit that November and December bring to the table. We entered Thanksgiving week under a heavy cloud of smoke from The Camp Fire that erupted earlier in the month just one hour north of our ranch, but by Thanksgiving Day the smoke was pushed out by our first storm of the season. The day the Camp Fire exploded we had one of the strongest North winds blowing through with gusts over 50 to 60 miles per hour from our offices we began seeing the smoke beginning to spread and it would just be a few hours later that we would learn the gravity of what hit the town of Paradise. The stories of survival as thousands tried to evacuate on the one road leading out of town were distressing and they were on Facebook and all over the news, but those early days didn't even foretell the real devastation and the loss of life that had taken place.

I'm not relaying this narrative to depress, because the other side of this story is what the surrounding communities and the country have done to step up and help a small town that a fire wiped out. Watching the animal rescues and the people whose vocation is agriculture from all over the state and country who have donated thousands of tons of hay, grain and pet supplies by the semi loads is astounding. Then the small towns around us that have taken in hundreds of animals from Lamas, horses, cattle, goats, tortoises, and so many dogs and cats into their county fairgrounds and seeing the FFA and 4-Hers there every day caring for so many animals is what restores my faith in humanity. I cry at every story of those folks who find their beloved animals, I cry at just how good we as people can be when I see the 100 of stories taking place.

My faith has been restored in people, I'm looking at the holidays in a different light and searching for ways that we as a family can help those that lost so much. Sometimes the holidays end up stressful as we race to try and make them extraordinary, acquiring the perfect gift, preparing a special meal, when all along just having one another, a roof over our heads, and food on the table is something to be truly thankful for.

As we rush into 2019, I want to wish you all a very Merry Christmas and a Happy New Year. Never forget to tell your family and friends that you love them each and every day. Look forward to seeing many of you at the National Western Wagyu show and the many Wagyu events in 2019.



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DISCOVERY

This Issue's Four Contributors Share Themselves With Us.



**HEATHER
SMITH-THOMAS**
Rancher/Writer



My top three weirdest Christmas gifts I have ever received are... drawings of things my husband would have bought for me if we'd had any money (the first Christmas after we were married, as struggling young ranchers, when we just drew pictures of what we wanted to give each other for Christmas)—and I suspect there were at least 3 of those “fake gifts”--- but it's the thought that counts, right?

The holiday desert that describes me best is... None — I'm the only one in the family that doesn't eat desserts anymore (sugar gives me a headache)

When it comes to Black Friday shopping, etc.; I'm the type of person to do all my Christmas shopping... I don't shop. I don't even want to ever go to town! I prefer to stay home and take care of my horses and cattle and get my work done (writing lots of articles). If I need anything from town, I send a list with my husband. He's a great shopper! (except when he deviates from the list and buys extra stuff.....)



**JERI
TULLEY**
Writer



My top three weirdest Christmas gifts I have ever received are... a wet blanket, a Belly Dancing for Wimps DVD, and the actual cactus that I accidentally sat on at summer camp during chapel. It was the longest service I have ever sat (well, squatted) through.

The holiday desert that describes me best is... is a cheesecake because I'm usually sweet, and I prefer being classic over being trendy

When it comes to Black Friday shopping, etc.; I'm the type of person to do all my Christmas shopping... at a time when I hope everyone else is not shopping. Sales of any kind are not worth fighting holiday crowds.



PETE ESHELMAN
Wagyu Breeder / Entrepreneur



My top three weirdest Christmas gifts I have ever received are... Wifebeater T-shirts from my wife and Grinch pajamas with Spongebob slippers from my kids. My kids like to make me look silly.

The holiday desert that describes me best is... old family recipe: orange pudding. Sweet and sassy!
When it comes to Black Friday shopping, etc.; I'm the type of person to do all my Christmas shopping...

Never. My wife has done my Christmas shopping for me for 40 years. I am not a patient shopper.



MARSHALL JOHNSON
Wagyu Breeder / Chef Restaurateur



My top three weirdest Christmas gifts I have ever received are... One weird gift I received when younger for a few years in a row was a shaving kit that I could not use as I was too young to shave .. lol

The holiday desert that describes me best is... My lovely wife's salty caramel chocolate peanut bars .. sweet and salty!!

When it comes to Black Friday shopping, etc.; I'm the type of person to do all my Christmas shopping... last minute shopper the day before!



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CADE D. NICHOLS
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Philip Bowman fell in love with the Wagyu breed a few years ago. Creating the best Wagyu genetics possible became his passion. Bowman Farms LLC in Roaring River, North Carolina is now producing 100% fullblood Wagyu, the top classification of what many people say is the best-tasting beef.

Bowman is president and owner of an independent firm that sells and distributes orthopedic medical devices for one of top orthopedic medical device manufacturers in the industry. While living in Norman, North Carolina, near Charlotte, he and his wife Beth were seeking 20 to 30 acres as an investment and getaway place for themselves and their three daughters, Ella, Brooke and Katie, when they came upon 500 acres for sale between Old Highway 60 East and the Yadkin River.

They bought the forested property in 2012 and then sold about 100 acres

of it to a nearby farmer, then sold the timber on nearly 275 acres of the rest. "We were trying to find a way to make the farm viable and also create more pasture," says Bowman.

"I always said that if I could afford to be a farmer I would, because if you're not born into farming, it is extremely hard to get started from the ground up." He developed a passion and respect for farming while growing up in rural Orangeburg County, in South Carolina. He worked on a hog and row crop farm starting at age 12 and ran summer operations for a large hay farm through his teen years, until he left for college.

After he and his wife bought the North Carolina property and sold the timber on it, Bowman decided to raise commercial Angus cattle. At first he tried to find contractors to harvest the timber and clear the land, but ended up buying and leasing his own equipment to do the job and put the land into pasture. "Over time, this land grew on us and we decided that if we did move

to the farm we had to make it into a sustainable operation," he says.

With hired help, the Bowmans began establishing pasture and put up about 7 miles of fencing and built some feeding facilities. He soon transitioned from commercial to registered Angus with the purchase of a registered Angus bull and some cows.

"We happened to buy cattle when prices were at a low point and we made an initial profit on our first commercial herd. We soon found out that it takes many years in the industry and more experience than we had--to develop a consistently profitable and competitive end-product in the larger registered breeds," Bowman says.

The game plan changed when Bowman tasted a Wagyu steak at a Japanese restaurant on a business trip to Las Vegas in 2013. "I had never tasted anything like it and thought this would be a product that would sell itself." Bowman researched the breed and soon became committed to raising 100%

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Philip, Brooke, Katie, Ella, and Beth



By Heather Smith-Thomas

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“fullblood” Wagyu cattle, which have genetically-proven Wagyu lineage from Japan and no crossbreeding. He began by buying some Wagyu embryos. “I kept my registered Angus cows to use for recipients, and then bought some more recip cows. I also bought a starter herd—four bred Wagyu cows and a bull—from Diamond T in Texas. We had our first Wagyu calves three years ago,” he says.

Today Bowman Farms is striving for excellence in the cattle operation, including having cattle with excellent genetics, using best practices in day-to-day care and dietary programs, and tracking data to build on specific desirable traits.

“The most important aspect is hiring a quality team of people who believe in our mission, working closely with industry experts,” says Bowman. Dr. Jimmy Horner (PHD) and Dr. Sam Galphin (DVM) serve as consultants for the operation, Cory Williams is senior herdsman and Michael Williams is assistant herdsman. Beth Bowman runs the day-to-day coordination of animal registration, finances, tracking data and continually updating the farm’s website.

Bowman Farms now has many of the top-selling registered fullblood Wagyu females and bulls in the nation, purchased for \$7,000 to \$59,000 apiece. The farm has approximately 170 full-blood Wagyu bulls and cows. Bowman is committed to the breed and has put in hydraulic cattle chutes, easy-to-clean finishing barn, efficient cattle pasture feeding options, hay grinders, feed dispensers that weigh each pound of feed (tracked daily), semen and embryo containment on-site, semen and embryo shipping containers, maternity pastures to monitor calf production. The goal is continual investment in up-and-coming Wagyu genetics. The next step will be to build a rated collection lab to ship embryos and semen internationally and help other breeders do the same.

Aggressive Growth

The Bowmans bought their first registered 100% fullblood Wagyu from the Diamond T Ranch in East Texas three years ago. Since then, they have

been aggressively growing the herd through animal acquisition, embryo transfer, artificial insemination and natural breeding. They also have an agreement to lease a herd of commercial cattle to implant fullblood Wagyu embryos in them in December to speed up growth of the herd over the next three years.

In addition to beef from Wagyu steers, Bowman Farms is selling Wagyu bulls, cows, heifers, calves

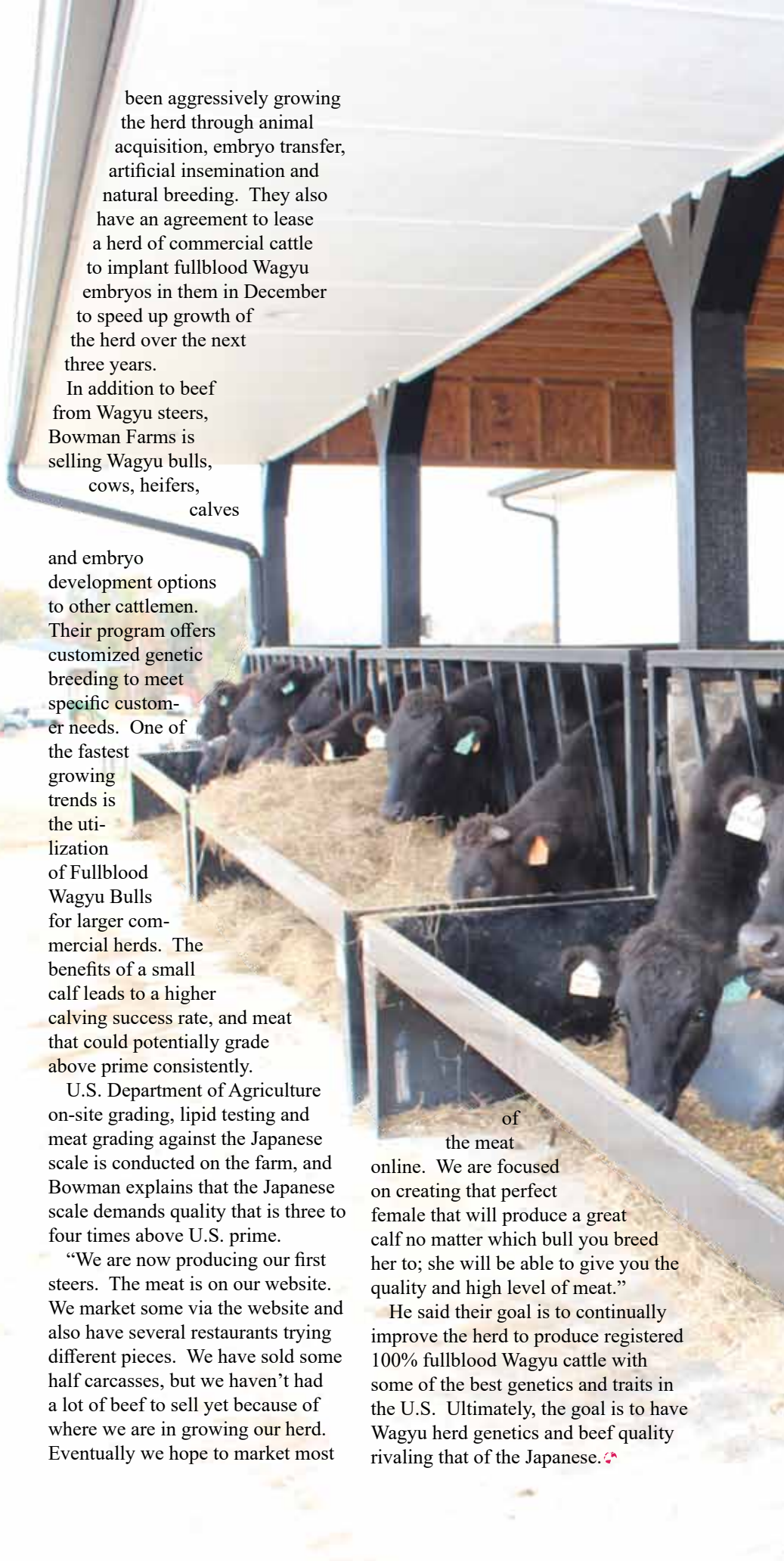
and embryo development options to other cattlemen. Their program offers customized genetic breeding to meet specific customer needs. One of the fastest growing trends is the utilization of Fullblood Wagyu Bulls for larger commercial herds. The benefits of a small calf leads to a higher calving success rate, and meat that could potentially grade above prime consistently.

U.S. Department of Agriculture on-site grading, lipid testing and meat grading against the Japanese scale is conducted on the farm, and Bowman explains that the Japanese scale demands quality that is three to four times above U.S. prime.

“We are now producing our first steers. The meat is on our website. We market some via the website and also have several restaurants trying different pieces. We have sold some half carcasses, but we haven’t had a lot of beef to sell yet because of where we are in growing our herd. Eventually we hope to market most

of the meat online. We are focused on creating that perfect female that will produce a great calf no matter which bull you breed her to; she will be able to give you the quality and high level of meat.”

He said their goal is to continually improve the herd to produce registered 100% fullblood Wagyu cattle with some of the best genetics and traits in the U.S. Ultimately, the goal is to have Wagyu herd genetics and beef quality rivaling that of the Japanese. 🍖





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OUT & ABOUT

Wagyu Sales, Shows, and Other Happenings

Convention

2018 American Wagyu Association Convention



*October 4-6th, 2018
Fort Worth, Texas*



>>The Details

By Jeri Tulley

The 2018 American Wagyu Association's annual convention was held at River Ranch at the Fort Worth Stockyards October 4th-6th, with approximately 300 people in attendance. On Thursday, the AWA office and Executive Director update followed conference registration. The day ended with a meet-and-greet reception.

On Friday morning, presentation topics included an IGS/BOLT update given by Chip Kemp, Director of ASA and IGS Commercial and Industry Operations, a talk about Breeding Programs, EPD's, and Indexes by Dr. Darrah Bullock from the University of Kentucky, and an explanation of Allflex and its products by Andrew Dorn.

After a Wagyu hamburger lunch, the AWA annual general meeting (AGM) commenced. President Weldon Mahan called the meeting to order, and the minutes from the 2017 AGM were approved. In the presidential report, delivered by pre-recorded video, Mahan said he believes that a distinction between percentages is necessary and that each should have different price points. He admitted that the AWA has had customer service issues this year centering on a rushed rollout of Digital Beef and the CAR system. From this, the AWA learned valuable lessons it will use to improve customer service in the future. In addition, the AWA has implemented a member grievance system that should also smooth out any future member issues that might arise.

Janell Henschel, AWA Treasurer, presented the Treasurer's report for the fiscal year ending June 30, 2018. The AWA's total assets were \$558,414.42 with income up 57.6% from last year. The AWA's expenses also rose by 39.2%. Some of those expenses included legal fees of \$128,270.00 for changes in the rulebook, USDA full-blood GL discussions, member griev-

ance resolutions, and a non-disclosure DNA agreement. The 2018 financial report can be found on the AWA's website in the members' only area.

Executive Director George Owen introduced the office staff and explained the AWA's mission, organizational structure, and registration procedures. Owen said that Digital Beef has taken the place of the ABRI/ILR2 program and that CAR is a total herd data collection registry program. With more data collection, he believes that the breed can create better cattle and help breeders provide more information to their customers. Owen's goals for this coming year include increasing show

who "think big" to join the committee "so that we can all make a lot of money and have fun with it." At the current time, the AWA does not have a marketing budget. Pete is recommending that the AWA change that for

next year's budget, as promoting the Wagyu breed is a major tenet of the AWA's mission.

The possibility of a new 100% fullblood Wagyu GL was introduced with many people having varied opinions. The AWA requested that if any of the members have a strong opinion about this matter that they please send their comments to George Owen by e-mail. An unofficial poll of the membership to see what the membership recommended

to the board of directors revealed that forty were for the new GL and fifty-five were against it.

It was proposed that the current confidentiality agreement required of the board of directors should be done away with and that the board members should be allowed to talk to any member about anything besides employee issues and personal account issues.

After several minutes of discussion, the

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presence, holding the steak competition at the NAILE, getting the Jr. association competition off and running, and working on the carcass program with Geneseek.

Dennis Kuempel Jr. gave an election system report stating that the board of directors had voted to have the board of directors' election managed electronically by an independent 3rd party and that all members in good standing should expect to receive an e-mail with voting instructions sent to the e-mail address on file with the AWA.

Member at Large Julie Barnes let the membership know that over the past year the AWA dealt with four member disputes. One resulted in suspension, and one resulted in expulsion.

Pete Eshelman gave the strategic planning and marketing report inviting all members





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membership decidedly voted that the board of directors should approve this proposal.

One member asked for a credit from the prior and future CAR fees since the AWA is not actually receiving services from IGS yet. After much debate, George Owen concluded the conversation by pointing out that IGS does not charge by the head, and that he felt the AWA needed that income to fund the data dump that will be needed in the future which will cost \$20,000 per year. No vote was taken, and the board will consider this issue.

The matter of ownership of submitted DNA was the next topic of discussion. Several members believe that they should have co-ownership of their own cattle's DNA like the Australians do. The position of the board is that to protect the integrity of the breed, the AWA is the sole owner of the DNA. After taking another poll of the membership,

forty-five were for having ownership of their DNA, and seventeen were against giving members ownership.

Janell Henschel explained the process for nominating persons for the board of directors, announced that three positions were being vacated by Weldon Mahan, Julie Barnes, and Eldon Clawson, and opened the nominations by reading the names of nominees submitted prior to the convention. Nominations were then taken from the floor and each nominee was given five minutes to speak. Nominees for the board (and the state they hail from) included Jenny Tweedy (CO), Leon Leishman (NE), Philip Bowman (NC), John Hall (TX), Clem Kuns (IN), Wade Small (ID), Desi Cicale (AL), Kyle Journey (TX), Kevin Moore (TX), and Tami Tibben (NE).

After five and a half hours of meeting, the AGM was blessedly dismissed and members had an evening to themselves

to explore the Fort Worth stockyards or attend the M-6 production sale.

Saturday was filled with presentations entitled Sustainability in the Cattle Industry, Digital Beef Workshop, History of Working with Wagyu, Marketing in the Cattle Industry, Genetic Technology in the Industry, and What it Means to be a Seedstock Producer.

That evening, the gala dinner included mouthwatering tenderloin and NY striploin steaks with cheese grits, green beans topped with fried onions, fresh bread, salad with homemade dressings, and a spicy corn salad. At the banquet, Shogo Takeda was presented with the Lifetime Achievement Award for his outstanding contributions to the advancement of the Wagyu breed. The evening concluded successfully with a lively fundraising auction benefitting the AWA and the newly formed junior division of the AWA. 🌱



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>> *The W.B.A.*

By Jeri Tulley

Chris Fischer organized and led a meeting of the Wagyu Breeders of America (WBA), a new Wagyu breed registration organization, to coincide with the American Wagyu Association's annual convention at a nearby location. Fischer began the meeting by openly admitting that he had issues with the AWA and was expelled. He invited anyone who wanted to discuss the details of what had happened to visit with him after the meeting.

The stated purposes for organizing the WBA were threefold: to promote transparency and honesty within the breed, to provide breeders with a registry that works for the best interest of its members, and to vigorously promote Wagyu as the elite beef product. The breed registry will have a self-perpetuating board made up of business people. The WBA founders believe that CAR fees charged by the AWA are a money grab and that the cost to members of registry services should be closer to the actual cost of what is being provided. With its sole focus on registering animals, the WBA believes that it will be able to get information back to breeders in a timely manner.

Fischer also claimed that the WBA is going to pursue legal action to challenge the AWA's ruling that members do not have DNA ownership. The WBA believes that members who submit DNA for testing are the sole owners of the sample submitted, as well as the resulting raw data. WBA members can, at any time, request the release of their raw data. Currently, the WBA is in conversations with the Australians to be able to share data.

Fischer stated, "We want to run things efficiently, use the money wisely, and give stuff back to you that will really help you. I had someone ask me what we were going to offer at the meeting. I told him, 'We are gonna give coffee, man.' We want to focus on the mission of Wagyu and spend the money wisely." ☕

Sales

M6 & Friends “Good to the Bone” Production Sale



October 5th, 2018



>> *The Results*

M6 & Friends Good to the Bone Production Sale

October 5th, 2018

Alvordado, Texas

Averages

16 Open Heifers	\$5,234
3 Bred Heifers	\$4,083
13 Bred Cows	\$7,538
5 Open Cows	\$6,200
5 Pairs	\$6,050
25 Yearling Bulls	\$3,812

Tops

LOT 21: M6 Ms MICHİYOSHI 617D, DUE TO M6 SHIGESHİGETANI 595; \$14,000 TO BRANSON WAGYU, TX.

LOT 20: KR Ms NEW LEVEL 167, DUE TO MFC MICHİYOSHI 522C; \$14,000 TO PRIMELINE BEEF, TX.

LOT 4: M6 Ms ARIMURA 778E; \$13,000 TO BRIAN ANGUS, SOUTH AFRICA.

LOT 40: CHR Ms ITOZURA DOI 365; \$12,000 TO BRIAN STAMPS. OK.

LOT 43: 3/4 INTEREST BULL, M6 GROW + GRADE 710E; \$10,000 TO RHONDA HESKETT, OK.

LOT 30: L7 Ms YASU 170X, DUE TO BAR R SHIGESSHİGETANI 30T; \$10,000 TO WAGYU FARMS, LA.

LOT 1: M6 Ms SHIGESHİGETANI 7118E; \$10,000 TO KERR TAYLER, TX.

LOT 22: ESF TAYASU Z 0278-625-141, DUE TO MFC MICHİYOSHI 522C; \$8,750 TO JOSH WOOTEN, TX.

Auctioneer: Greg Clifton

Internet Venue: LiveAuctions.tv





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Sales

JW Wagyu Dispersion



October 20th, 2018



>> *The Results*

JW Wagyu Dispersion

October 20th, 2018

Woodland, California

Averages

17 Cow/Calf Pairs	\$7,000
2 Herd Sires Prospects	\$8,250
44 Cows	\$3,116
10 2018 Born Heifers	\$3,050
17 Yearling Heifers	\$3,421
5 Steers	\$2,300

Tops

LOT 5: WEBBCO HIRA REBECCA 133C, 11-15-15 Sired HIRASHIGETAYASU J2351, WITH BULL CALF AT SIDE; **\$30,000** TO MARVIN GARRETT, RICHARDSON, TX.

LOT 17: WEBBCO BEJIROU MILLIE 150D, 01-14-16 Sired BY WORLD K's BEJIROU, WITH HEIFER CALF AT SIDE; **\$19,000** TO MARVIN GARRETT, RICHARDSON, TX.

LOT 73: WEBBCO MICHIFUKU BAB, 04-23-16 Sired BY WORLD K's MICHIFUKU, WITH BULL CALF AT SIDE; **\$9,000** TO STEVEN BRIGHT, TRUSSVILLE, AL.

LOT 75: JWW MACJIRO 317F AI, 04-13-18 Sired BY BAR R JIRO 22T; **\$9,000** TO COSTA VIEW FARMS, MADERA, CA.

LOT 24: JWW KIKUHIRA 295E ET, 09-12-17 Sired BY KIKUMICHI; **\$8,500** TO COSTA VIEW FARMS, MADERA, CA.

LOT 6A BULL: JWW OKUHIRA 293E ET, 09-02-17 Sired WSI OKUKANEMICHI; **\$8,250** TO AUSTIN TILLEMA, BAKERSFIELD, CA.

LOT 6B BULL: JWW OKUHIRA 293E ET, 09-02-17 Sired WSI OKUKANEMICHI; **\$8,250** TO MARVIN GARRETT, RICHARDSON, TX.

LOT 1: WEBBCO ITO 500Y, 10-01-11 Sired TF ITOMICHI 1/2; **\$8,000** TO MARK JOLLY, FT LAUDERDALE, FL.

LOT 23: WEBBCO HIRA RACHEL 131C, 11-11-15 Sired BY HIRASHIGETAYASU J2351; **\$7,750** TO STEVEN BRIGHT, TRUSSVILLE, AL.

When the dust finally settled on the hot fall Saturday of the JW Wagyu dispersion, the JW Wagyu program influence was dispersed to 7 different states across the US. The event itself brought in a good crowd which included numerous new breeders and first time Wagyu investors. The crowd online was out of this world and together; people on the seats, online and on the phones helped everyone to have a speedy auction and bring an end to a long time Wagyu program.

Sale Manager: James Danekas & Associates, Inc

Auctioneer: C.D. "Butch" Booker

Internet Venue: LiveAuctions.tv

Save the Date **Upcoming Events**

2018

DECEMBER

- 8 **Marble Ranch Genetics "Taste of Texas"**
Inaugural Wagyu Production Sale
Navasota, Texas

2019

JANUARY

- 13 **National Western Stock Show Wagyu Show**
Denver, Colorado

MARCH

- 4-6 **Houston Stock Show & Rodeo**
Houston, Texas
- 23 **Diamond T Ranch Production Sale**
Jacksonville, Texas
- 30 **TWA Annual Meeting & Steaks Are High Sale**
Salado, Texas

May

- 18 **Celina Cattle Company Production Sale**
Fort Worth, Texas

JULY

- 20 **Joseph Decuis Inaugural Fullblood Wagyu Culinary Event & Production Sale**
Roanoke, Indiana

SEPTEMBER

- 14 **Emma Farms CMC Wagyu Western Wagyu Elite Sale**
Olathe, Colorado

OCTOBER

- 19 **2nd Annual M6 & Friends "Good to the Bone" Bull & Female Sale**
Alvarado, Texas
- 26 **TWA Fall Bull & Female Sale**
Salado, Texas

In the News

American Royal Steak Competition

The 7th Annual American Royal Steak Competition gives beef producers the opportunity to put their best steak forward in two categories; Grass Finished and Grain Finished. The 2018 winners include some fellow Wagyu breeders:

2018 Grass Fed

Grand Champion: Beefalo Meats

Reserve Grand Champion: FM Meat Products

2018 Grain Fed

Grand Champion: Diamond T Ranch

Reserve Grand Champion: Diamond T Ranch

Triple Crown Steak Challenge Results

Steaks were divided into two Groups; Fullblood/Purebred and Percentage

Submitted steaks were judged in four Categories:

1. Japanese Carcass Camera which measured the REA, %IMF and Marbling Fines
2. Taste, which consisted of Tenderness, Juiciness and Beef Flavor
3. Fatty Acid Profile, which measure the Poly, Mono and Omega 3/6 levels
4. Warner Bratzler Shear Force test.

Japanese Carcass Camera Category Results:

Fullblood	Percentage
1. Emma Farms CMC Wagyu	1. Midland Meat co
2. Joseph Decuis	2. Imperial Beef
3. Diamond T	3. Sakura Wagyu

Taste Panel Category Results:

Fullblood	Percentage
1. Vermont Wagyu	1. Midland Meats
2. Mason Hill	2. Midland Meats
3. Joseph Decuis	3. Goodsell Land and Cattle

Warner Bratzler Shear Force Test Category Results:

Fullblood	Percentage
1. Diamond T Ranch	1. Rockin R Ranch
2. Vermont Wagyu	2. Jackman Wagyu
3. Joseph Decuis	3. Midland Meats

Fatty Acid Profile Category Results:

Fullblood	Percentage
1. Ohio Beef tie with Mason Hill	1. Mogo Gyulais Wagyu
2. Vermont Wagyu	2. Imperial Beef
3. Vermont Wagyu	3. Goodsell Land and Cattle

Overall Group Winners:

Fullblood	Percentage
1. Mason Hill	1. Midland Meats
2. Vermont Wagyu	2. Imperial Beef
3. Joseph Decuis	3. Sakura Wagyu

American Wagyu Association Board of Directors

The American Wagyu Association has elected three new individuals to its Board of Directors. The newly elected three are:

Klem Kuns – Indiana

Jenny Tweedy – Colorado

John Hall – Texas

The three members to the Board of Directors departing are:

Julie Barnes – Oregon

Eldon Clawson – Idaho

Weldon Mahan - Texas

the **STEAKS**
are high



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WAGYU WORLD

Farmers Market

By Jeri Tulley



Established in 1994, Wagyu Sekai, which means Wagyu World in Japanese, has the goal of making the best beef available outside of Japan with a laser-like focus on genetics to improve its meat quality. By processing two animals every month, Wagyu Sekai monitors its genetic pool and can see which exact combination of genetics is creating the meat quality results owner and founder, Ken Kurosawatsu, desires. After processing the animals, Wagyu Sekai sells its primal cuts to high-end area restaurants and then sells the remaining cuts at the local Aberfoyle farmers' market.

In an article in Wagyu World magazine's July/August 2015 issue written by Heather Smith-Thomas, Ken says, "Our operation sells live animals, embryos, etc. to different parts of the world, but the other important part of our program is producing and feeding true Wagyu beef for our local markets. In this breed the only way you can actually determine the success of your breeding program and the quality of your Wagyu genetics is to know how your beef is turning out. As-

sessing the finished beef, in my opinion, is the only way to gauge what your genetics are doing. It is the only way to know if your breeding program is progressing the way you want it to go."

Ken continues on to say, "We feed our beef animals – the ones that are destined to become beef with the typical Japanese feeding program. This is the program I learned when I was working on

Wagyu meat. Kevin grew up around dairy farming and also worked for a pig farm during his teen years. After he finished his schooling, Kevin started working with Ken Kurosawatsu, who founded Wagyu Sekai in Puslinch, Ontario, Canada.

The market has been open for six years, and Wagyu Sekai has been selling there for five. Hayden,

who is on the board of directors for the market, believes that the market – and specifically the opportunity to purchase Wagyu – is a huge positive influence for the community, drawing customers from over 100 kilometers away.

Hayden says, "The nice thing about selling at the farmers' market is that you get to see what people want, and you always have a home for your beef." According to Kevin, it only takes about five minutes to set up the table, banner, and beer coolers

full of meat. He sells out almost every Saturday.

Wagyu Sekai uses only one processing plant to process its meat for several reasons. Kevin says, "There are always hiccups along the way in any business relationship. We want to work with one packing plant to get the right product out the right way. It is difficult for a processing



a farm in Japan for five years." Ken and his wife, Rie, do all of the daily care and feeding of the cattle, and Ken makes all of the breeding decisions that affect Wagyu Sekai's genetic quality.

"Food You Love...Farmers You Know" is the slogan of the farmers' market in Aberfoyle, Ontario, at which Kevin Hayden, employee of Wagyu Sekai, sells

plant to stop the whole production line to process one animal at a time. We are very specific about the cuts and that we want them processed a certain way. Stuff that the processors usually grind, we want, because it is Wagyu, and it has value to us.”

The first two weekends after a kill, he sells fresh meat. The next two weekends he sells frozen, with the fourth weekend being pretty scant on choices, just waiting for the next kill. Kevin says, “The key is to train your customers so that they know to come early for the fresh meat that they want.

We usually sell out of sirloins in the first twenty minutes we are there.”

With the market adjacent to a soccer complex, the market draws in customers by offering a free soccer snack and a bottle of water to each player after a game. This marketing strategy brings lots of customers, because as Kevin points out, “With every child, comes a parent with a wallet.” His main clientele at the market is women in their early thirties pushing strollers. “They don’t care about the price of stuff; they just want the quality,” claims Kevin. Wagyu Sekai’s customers appreciate that it is a local farm and that the product has no hormones in it. With cryovac packing, Wagyu Sekai’s quality and internal marbling is on full display. “People like to see the product that they are

getting.” Kevin says, “Although every animal is traceable, we don’t have to worry about labeling, because the bottom line is if you don’t sell a quality product to people, they won’t come back a second time.”

Canada has very strict health regulations that make it not worth the effort to provide samples to the market-goers. Kevin chuckles and says that the best advertising he does is to sit there and eat his own product. One ma- jor

and ground beef for \$7. Kevin says that the main key to make money is to take the off cuts and add value to it somehow, either by smoking it or turning it into jerky. He is able to roll through a lot of his inventory if he turns it into cured meats. One of his best sellers is a pepperette – a small peppered meat stick. To make it easy on himself, he is a cash-only business. To make it easy on the customer, he keeps all purchases in round dollars – what he terms “fast cash.” \$5 or \$10 purchases are the easiest

and quickest for the customer to buy what they want and move on to the next booth.

Going to the farmers’ market every Saturday morning May

through November is

a family affair for Kevin and his wife, Lorie, and their two children, Charlie, age nine, and Ellie, age five. With a handful of Wagyu cattle at their house, the kids are learning farming practices and responsibility with their chores, and by tagging along and helping at the farmers’ market, they are also learning marketing and how to take care of the business end of things. One of Kevin and Lorie’s main goals in raising their children is to teach them to be up-and-coming farmers.

At the house, the kids also have a vegetable stand where they sell sweet corn, pumpkins,



fundamental to marketing at the farmers’ market is speaking to the customers as they walk by. Kevin will say, “Hey, are you bbqing today?” or “Do you want to purchase some steaks?” or he’ll call out to kids and tell them that you look like you need a pepperette...he says that nine times out of ten, the mom will buy it for the child just to shut them up.

Talking about the lower-end cuts, Hayden claims that you can get very good money for what it is. He sells 200 grams of jerky for \$10, Wagyu bacon for \$10,

and gourds. The stand has a moneybox that relies on the honor system while the kids are at school, but Charlie and Ellie man the stand for two hours every day after they get home from school. The kids also pick the vegetables and wash them. Kevin says, "The vegetable business teaches them how to make change, where money comes from, and how to show up and work. It is a real good learning curve for them."

In months when the farmers' market is not open, the Hayden family sells meat out of a storefront in their house garage. With three chest freezers and a full-size refrigerator to hold the fresh meat, they sell to customers from as far away as Toronto. The hours the storefront is open are flexible and depend on the Haydens' schedule.

Although Wagyu Sekai's primary business is Wagyu genetics, Hayden believes that selling their meat at the farmers' market dovetails nicely with it. Hayden claims, "The meat business allows us to see where our genetics are good, and it helps us to bring our local community together." Kurosawatsu agrees, "Today there is a lot of emphasis on local foods. We are grateful for our Canadian customers who buy the product and support us very well. It makes sense for us to participate in our local farmers' market to educate our customers about what we do and how we do it." 🌱





Wagyu Beef Barbacoa Street Tacos

USING DIAMOND T RANCH 100% FULLBLOOD JAPANESE BLACK WAGYU.

Ingredients

2 - Wagyu beef cheeks cleaned of excess fat (4-5lbs total) can substitute brisket and even chuck roast.

3 - 4 tbs - chipotle purée (chipotles in adobo sauce) 4tbs for more heat

3 tbs - avocado oil

1 1/4 cup - beef stock

1 1/2 tsp - kosher salt

3/4 tsp - black pepper

1 1/2 tbs - cumin

2 - bay leaves

1 tbs - Mexican oregano or dry oregano

4 to 5 - cloves garlic minced

1/4 tsp - ground clove

1/4 cup - fresh lime juice

• Purée all ingredients in blender except beef cheeks.

Place beef cheeks fat side up in crock pot pour mixture over meat and marinate 8 hrs over night covered with lid.

Pickled red onion

1 - large red onion thin sliced

2 tbs - sugar

2 tbs - organic apple cider vinegar

1/2 tsp - salt

Fresh radish with lime

2-3 - radish shaved thin

Fresh lime juice to taste

Let set for 20-30 min before use

Directions

• To cook start crock pot on low temperature cook 10-12 hours. It will become fall apart tender when done. If you don't have crock pot use Dutch oven or pan covered with foil cook covered in oven at 200- 225 degrees 10 to 12 hours until fall apart tender.

• Remove meat and place in bowl. Strain the left over juice. Skim the fat layer. Then pull the beef cheek meat until Shredded. Then add some left over jus that has been strained of some of the fat layer back to meat mixture

To build Pickled red onion

• Toss lightly with hands and mix well getting onions well coated with sugar salt vinegar mixture until onions start releasing moisture.

• Set aside at room temp 30-45 min before use. Toss lightly a few times during this process.

To build tacos

• Grill corn tortillas in cast iron with avocado oil to make soft. We like the mini street taco size but you can use any size.

• Place pulled Wagyu Beef barbacoa cheek meat in tortilla top with pickled red onion lime radish cotija cheese and fresh cilantro serve with sour cream, lime wedges, and favorite Mexican side dishes.

• To spice it up use fresh jalapeño slices.

Recipe courtesy of Chef Marshall Johnson



Photography by Hillary Johnson


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A healthy calf crop is your goal—for raising the best Wagyu beef possible, and for future seedstock—and your future herd sustainability if you are keeping heifers. Winter can be a hard time for calves, especially if your climate includes inclement weather, so you want to make sure to make your calves' environment and situation as stress-free as possible. A good management program through winter can minimize losses and help assure that calves stay healthy and don't suffer setbacks that impact their future growth.

Depending on what time of year you calve, winter may arrive at different stages of the calves' lives. Fall-born calves need to get off to a good start before cold or wet weather hits. Summer-born calves will be a little older and not as vulnerable to weather stress if you have a good feeding program and available shelter. Spring-born calves will probably be weaned or in the weaning process, and care must be taken to be sure that weaning is not a set-back and a stress as they go into winter.

BABY CALVES

Make sure all calves have colostrum soon after birth, even if you have to milk the cow and feed the new calf (tube feeding if necessary). Colostrum not only contains crucial antibodies against disease (giving calves temporary protection from the disease pathogens they will soon encounter), but also has more fat than regular milk; it provides the energy calves need for producing body heat to keep warm. A calf that has nursed soon after birth will not become as chilled, if weather is cold. If for some reason a calf can't obtain mom's colostrum, a commercial substitute should be provided.

Castrating and disbudding should be done very soon (in the first 3 weeks of life if possible) so pain and stress is minimized, and before winter's coldest weather. You don't want to compound the stress of winter weather with the stress of castration and disbudding. Banding is easier than knife castration in some ways, but calves experience some discomfort and will often lie around for part of a day after a band is applied, and may chill.

keeping warm in cold weather, beyond their requirements for growth.

Shelter is crucial, especially for baby calves. If they are out at pasture with their mothers you need to provide some calf shelters that the calves can go into when it's windy or cold, or raining or snowing. Calves can handle quite a bit of cold if they can stay dry and out of the wind. You will need multiple

Wintering Wagyu Calves

By Heather Smith Thomas

Most calves graze with mom (or will be with her in a winter feed-program) for the first few months of life and then they can learn to eat a starter ration if you plan for early weaning and a grain-based diet. You want to make sure they are on a high plane of nutrition and if mom's milk is inadequate or starting to get past peak production you will need to supplement the calves with creep feed. They need extra calories for

shelters if you have very many pairs in a field, so that calves won't be overcrowded in their little houses. It's important to keep adequate clean bedding in these calf shelters, and if the area around them starts to get dirty they should be moved to new locations. If you are using a larger shed where cows and calves can all get out of the weather, it helps if you can segment off part of that shelter that the cows can't get into. Then the calves can go into their own special area where there

is clean, dry bedding and some high-quality hay and/or creep feed if needed for those babies.

Sanitation to prevent disease is always important, but especially in winter because cattle tend to congregate more in winter, with higher levels of contamination and risks for spread of disease. In summer the cattle can be spread out on pasture, but in winter they are often grouped

winter arrives, make sure mom and baby have good feed. If weather is cold or the cows are starting to drop off in milk production, you may want to creep-feed the calves during winter up until weaning. If they are already accustomed to eating a supplemental feed, it will make weaning much easier on them because they know how to eat the food they'll be given at weaning time and won't have the set-back of having to learn to eat a new feed.

Summer-born calves will be old enough to be able to mount good immunity to disease if you vaccinate them before winter.

The antibodies (and temporary protection) they had from colostrum will be diminishing and they need to develop their own immunities before the stress of winter weather, since stress can hinder the immune system

antibodies (gained via colostrum) tend to interfere with mounting their own immunity because the immune system sees no need to respond.

WEANING-AGE CALVES

If calves will be weaned in late fall or early winter, use the least stressful weaning methods you can accomplish. The last thing you want to do is combine weaning stress with weather stress.

Creep feed before weaning so the calves are accustomed to the feed they'll get at weaning time and then feed them a grower ration and good hay—with enough roughage to help the rumen develop. You don't want the diet to be too high in concentrates or the rumen won't develop adequately for future capacity and function.

Early weaning is often best for many herds because many Wagyu cows don't milk as much as

other beef cattle, but the calves need adequate forage along with concentrates to develop the rumen for later feed consumption capacity as young adults.

Vaccination is crucial at this time of their life. They should receive their first round of vaccination before weaning if they weren't vaccinated as young calves, and a booster at weaning if they were vaccinated earlier. Your veterinarian can help you figure out the best vaccine protocol for your own herd and situation, and advise you regarding which vaccines to use and when. Disease prevention

also entails biosecurity (not bringing in new animals or mixing groups) and management of the environment, so calves won't come into contact with a lot of pathogens, especially if they are stressed during winter and at weaning.

more closely for shelter and feeding. This can be a serious disease risk for baby calves, so you need to find innovative ways to keep their environment cleaner (moving the feeding area frequently, moving the calf shelters, utilizing clean bedding, making sure feed and water sources stay clean, etc.)

SUMMER-BORN CALVES

If the calves are still with mom when

and make them more vulnerable to disease. Also, once the passive immunity from colostrum has dropped, they can more readily benefit from vaccination. Maternal

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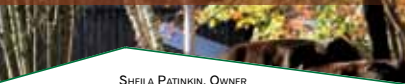
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This month, I am shifting gears from the technical culinary side of Wagyu to share some of the uplifting experiences Alice and I have had owning a restaurant; sharing a happy side of the business, appropriate for this holiday season.

People often ask us, "Why do you own a restaurant?" And they typically go on to question the long, grueling hours and point out that restaurants are seldom successful long term. Well, we feel that when you love what you do (and anyone that excels in life is, to some degree, a workaholic and fanatical about excellence) the hours are not grueling. And as far as longevity is concerned, our restaurant Joseph Decuis will be celebrating its 20th year in 2019. We have not only survived and thrived, but we have become an institution for fine dining and honest food in the heartland of America. But, we have a secret weapon and it's called Wagyu.

Wagyu has been the star at Joseph Decuis ever since we first introduced it on the menu. Fourteen years ago, I bought Alice 20 pregnant heifers (they arrived on her birthday so they became her gift) and we began raising this culinary treasure on our farm. What I want to share with you are treasured personal experiences we have had owning our restaurant.

For over 30 years, I sold sports and entertainment insurance. Insurance is a negative sell. Insurance is needed when bad things happen. I had to convince team owners that a multi-million dollar player could become hurt or a terrorist could blow up a stadium. Now, the restaurant business is selling a positive. As restaurateurs, we provide a hospitable environment, great food and a culinary experience where people can celebrate life. Wagyu enriches lives. I like selling a positive.

These are some of our cherished experiences.

CHEF LEAH CHASE

Just before we started Joseph Decuis, we met "Miz Chase." When we saw her this summer she boasted, "I'm 95 and a ½ and still steppin'!" and she will turn 96 in January. Leah still actively cooks at her restaurant Dooky Chase in New Orleans. Today, she is a celebrity. In the 50's, she defied convention and served her food on white tablecloths and her elegance and food attracted both blacks and whites though by law, they could not dine together. She broke that law, and the dining experience she offered helped break down the barriers of racial discrimination in New Orleans. Leah

taught the world that food is a powerful social force for good.

Leah has graced us with her presence at Joseph Decuis several times and this summer we visited with her in her kitchen. We have a beautiful video of her on our Youtube channel. Restaurants can set the stage for social good and we are following in Leah's footsteps.

WILLIAM WREN

Now deceased, William was a local hairdresser in Roanoke who attracted customers from around the country but he was also the town drunk. One Saturday afternoon he was kicked out of a local tavern because of a fight with the "rednecks" (as he called them) at the bar. Outside, he sat down on a bench and struck up a conversation with me. At the time, we were building the stage for our annual Patriotic Pops Concert on Main Street in Roanoke where for 20 years, we honored Veterans. William surprised me. He thanked me for honoring veterans and he proceeded to tell me his story. William was a Korean War veteran.

He was one of only three men out of a company of over 200 to survive a battle and the cold in freezing North Korea. He told me that he always questioned why God chose him to live. I thanked him for his service and invited him to the restaurant where we served him a Wagyu F1 ribeye steak. He devoured it. I told him that he was welcome at Joseph Decuis anytime.

We even featured his favorite drink, the "William Wren Perfect Martini" (a gin martini with just a breeze of vermouth and 3 black olives.) He was honored! He then came to the restaurant almost weekly and always ordered the same thing - a Wagyu steak and his signature martini. Within months, he stopped drinking excessively and pulled his life together. One day he told me, "Pete, Joseph Decuis has brought dignity back to my life and I thank you for that." Great food and a Wagyu steak are indeed, a great gesture of friendship.

SHOGO TAKEDA

At Mr. Takeda's first visit to our farm, we were excited to entertain him, his U.S. representative, Ted Naruke and two other Japanese Wagyu producers.

I served him a tasting of our F1 Wagyu: sliders, ribeye, and striploin. When the sliders were served, Mr. Takeda requested they be sent back to the kitchen. We were horrified! He said they were overcooked and he did not want a bun or condiments. Ted translated, "Mr. Takeda wants to experience the pure taste of your Wagyu." Thus, when the sliders were recooked and presented on

a plain white plate, he studied the aroma and the texture and took a taste and said nothing.

Alice and I were nervous. Speaking in Japanese, he told Ted, to serve the ribeye and striploin. He tasted these side by side on a white plate with no sides, served cut on the bias. We were all served Wagyu this way - naked on a white plate. It had to stand on its own. Mr. Takeda again studied the aroma and the texture, took a taste and smiled. He spoke... Ted translated, "Good, but I can help you make it great. You need to change the diet." We took this sagely advice. Since that time, the servers at our restaurant recommend that Wagyu be served Takeda style, separate from the sides and cut on the bias. Wagyu stands on its own, no need to mask it. A life lesson.

YOUNG COUPLE

One evening, a young couple, dressed to the nines were dining together in our Club room. The young man had a military haircut (we found out he was a Marine) and they told Nancy, their server, they had been married the week before; that he was being deployed the next day for active duty in Iraq. They knew the restaurant was expensive for them but they wanted their last night together to be special, so they were splurging. They ordered the Fullblood Wagyu tenderloin, our most expensive entree, \$85 for a 5 oz. serving and they loved it. When their dinner concluded they asked for the check and following our instruction, Nancy told them it had been taken care of.

They insisted on wanting to know who had paid for it, but Nancy started crying and said, "I am not allowed to tell you." The young lady started crying and said, "This is my husband's last day home and I wanted to give him the best meal of his life. Thank you!" What happened next? Two other servers started crying, our bartender Maria started crying and Alice started crying. The whole place was crying. Sometimes a great restaurant serving Wagyu can bring happy tears.

CONGRESSMAN JIM BANKS

We have many celebrities and political figures who dine at Joseph Decuis; we are kind of a hot spot. One of our favorite guests is Congressman Jim Banks and his wife Amanda. (Keep your eyes on Jim Banks, we think he's going places.) He was just re-elected to his second term in Congress and will be a great leader for our nation. Jim was appointed by President Obama to a commission in the Navy and his last dinner before being deployed to Af-

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Restaurant Rewards



ghanistan was at Joseph Decuis - he loves Wagyu. During his deployment, he lost 30 pounds on military food. When he returned, his first dinner was at Joseph Decuis with Amanda enjoying a Wagyu steak. Some politicians have great taste.

APACHE COMPANY

The Apache Company Marines were deployed to Iraq for combat duty early after the invasion of Iraq. One of the Marines was the son of my receptionist. My insurance company decided to provide these brave men with monthly packages loaded with goodies: canned goods, toiletries, chocolates and Wagyu jerky. After several months, we received many letters of gratitude but there were several letters specifically thanking us for the Wagyu jerky. One of my favorite letters was from a Marine who wrote, "Mr. Eshelman, we really appreciate all of the stuff you send us but the Wagyu jerky is the best. I was in a gun fight yesterday for 8 hours and all I had to eat was the jerky which I had stashed in my flap jacket and it's awesome. So, please send more Wagyu jerky, we all love it here. Whatever it costs, my Dad will pay for it. And, we won the gun fight." As a result, our goodie boxes became filled with Wagyu jerky. How gratifying!

THE KARRS

Many of you have met or spoken with Tatjana Karr. She works for Joseph Decuis on special projects and helps me with AWA Board projects. What you probably don't know is her background and the story of how she came to join Joseph Decuis. Tatjana is from Croatia and her husband, McLean, is from Fort Wayne, Indiana.

After graduation from an elite local high school, McLean was fortunate to attend the U.S. Air Force Academy and then serve in the Air Force. He then, much to his parents' chagrin, became a professional poker player. During this time, he met and became housemates with Michael Phelps of all people.

McLean, winning and doing well with poker tournaments met Tatjana, the TV host for CBS Sports covering poker, during an interview. It was love. Though they were married in Croatia, McLean and Tatjana had a beautiful wedding reception at the Joseph Decuis Farm, where her international guests enjoyed a Wagyu barbecue. Tatjana was 'sold' - she started vying for a job with JD.

She contacted Alice and told her that she fell in love with the farm, our Wagyu, our values and wanted to be a part of Joseph Decuis. We had no openings at the time, but she was so persistent, and awesome, we

ultimately hired her. Now she is a member of our management team. Wagyu is great for recruiting and attracting top notch talent.

VETERANS DINNER


Most recently on November 8, Joseph Decuis hosted a Wagyu dinner for Veterans at our local VA hospital. The Veterans that attended were chosen by the VA because in the past year they were "food insecure," meaning they did not know where their next meal would come from. Hard to believe this happens in America for our Vets. Our goal was that we wanted these men and women to have the best meal of their lives. Our staff beautifully decorated the VA dining room in a Thanksgiving theme.

Speeches and presentations were made, prominent politicians and media attended and the Vets were served our farm foods including 100% Fullblood Wagyu braised chuck. At the end of the meal, Alice and I felt like rock stars as the Vets showered us with compliments, handshakes, hugs and pictures. They made comments like: "This was the best meal of my life," "I have never tasted meat like this," "It was so good," "I would have stayed in the military longer if they served this kind of food!," "Where can I buy this beef?," "Thank you, for sharing your food and for your respect!" Mission accomplished! The best meal of their lives. 🍷

We love to share our Wagyu, it brings great joy and happiness. We call this experience "culinary diplomacy".

Happy Holidays, Pete and Alice

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2019 WAGYU PHOTO CONTEST

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CONTEST RULES

1. Contestants must be paid subscribers to the Wagyu World magazine.
2. Photos are to be 8 x 10-inch color or black and white prints, mounted on 11 x 14- inch black poster board. Photos not securely mounted will be disqualified. Make certain your name, address, and phone numbers are attached to the back.
3. Photo must include everything and anything Wagyu. Photos can't be altered or image- enhanced in any way.
4. Categories will be divided up after all of the entries have been received.
5. Junior category is for shutterbugs 15 years of age and younger.
6. A maximum of 25 photos per contestant can be entered. Entries cannot have appeared in any other contest.
7. Photos become the property of the Wagyu World for use in the publications and promotions.
8. Winning entries will be published in the July/August 2019 issue.
9. Awards will be given to first place winners. Photo chosen as the "Editor's Choice" will appear on an upcoming Wagyu World magazine cover.

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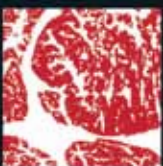
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