





JMK CATTLE

At the McNeil Ranch in McGregor, TX

BREEDING FOR PERFORMANCE
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DAMS:

KAEDEMARU 3

803 ID

JC MS RUESHAW 122

HOMARE J30E

HB B0445 (DAM-#1 RINGO)

SIRES: •

RUESHAW

RUESHAMARU

HB BIG AL

HONJO

HIKARI

BRADY

HB RED EMPEROR

Contact Jim or Kathy Moore 254-723-2977 or 254-379-5064 info@jmkcattle JMKcattle.com



HOMOZYGOUS POLLED WAGYU SEMEN

BAR R POLLED ZURUTANI D64 DOB 5/15/2016

EU Exportable

\$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	HIKOKURA 1/10
BAR R 16T	BAR R 72P	BAR R MICHISURU 2 K MISS BAR R 22G
DALLIN	MISS BAR R 52L	JVP FUKUTSURU-068 MISS BAR R 22G

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

	ADG	,	RFI		AR INDEX		IND RAI	EX VK
	2.6		- 1.74	80.3			5	
PERI-ORMANCE DAIA								
		F	RIB FAT	F	REA	REA	/CWT	
			0.14		12.8	ı	.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.

BAR **R** CATTLE

Branson Wagyu Contact:

Phone: 817-594-4144 | E-mail: tina7e@gmail.com 4515 North FM 51 Weatherford, TX 76085-9312

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THIS ISSUE

September/October 2018 Volume 4, Number 6

12 RANCH REACH

M6

The state of Texas is hosting this year's AWA convention so what better way to celebrate than to feature the great state this issue. We start with a visit with M6 Ranch. Once a nationally award winning Charolais breeder, this family brings a lot to the table as they now focus on only Wagyu. >> By Jeri Tully

16 MARKET MATTERS

Imperial American Wagyu

Not only a great outlet for Wagyu products but they could be one of the best breed promoters and supporters yet. Learn more about this fantastic operation

>> By Jeri Tully



20 RANCH REACH

Marble Ranch

Another exceptional Wagyu program based in the state of Texas is Marble Ranch. Come with us as we are privileged to get to know the folks behind these amazing genetics and products produced by Marble Ranch Genetics.

>> By Heather Smith-Thomas



2018 Photo Contest Winner: Keiko Nakagawa Location: Nakagawa Cattle Ranches - San Andreas, CA



26 OUT & ABOUT

This issue has the exciting details from the Vermont Wagyu Production Sale. We jump the pond from there to get the low down on the European Wagyu Gala and Sale.

32 HEALTH & HUSBANDRY

Prepping

This issue we feature feeding and managing Wagyu Replacement Heifers. These young gals are the future of your breeding program and should be managed correctly to meet the ultimate potential.

>> By Dr. Jimmy Horner



MARSHALL'S DAILY DISH

Wagyu Shepard's Pie

Throw your sweaters on, bake an apple pie and for dinner, enjoy this great dish from Marshall! No better fall dish than a hearty Shepard's Pie and when you add Wagyu; you have it about as good as you can get.

>> Chef Marshall Johnson



38 CULINARY PERSPECTIVE

My Wagyu Mentor

The personal impact that Shongo Takeda has had on both the Wagyu breed in the US as well as on Pete Eshelman himself. Pete opens up about how Mr Takeda has become his mentor.

>> By Pete Eshelman





EDITOR'S LETTER 8

PUBLISHER'S POST

10 CONTRIBUTORS

40 INDEX

44 CONNECTIONS

42 LIVING PRIME

Maverick Western Wear

What better way to pass the time at convention than shop. That's right, we've done some personal investigating and have nailed down the only place you need to do your shopping during convention. Mavericks is conveniently located within just a few minutes walking distance from the AWA convention and hotels. Don't miss this Fort Worth treasure.



AWKWARD

You know those awkward moments that are so very awkward when they are happening but yet hardly ever discussed? Well, here we go; awkward moments finally pointed out.

- Watching that person pick up every drink at the Starbucks counter to read the label when the barista clearly called out the name
- Watching your child run out to play amongst a group when a mother yells; "Don't spread your sick germs, honey!"
- When you are invited into someone's home and the only one who welcomes you as you arrive is well ... yea still waiting.
- When you are on the phone with someone and you get that silence that you're not sure whether you lost the connection or they're thinking.

I could keep going but these were at the top of the list today. What doesn't top my "awkward" list is every moment I spent in Germany at the European Wagyu Gala; what a fantastic event! It was great to attend an event that not only highlighted Wagyu as it should be but



also elevated it to another level of taste to create a magnificent culinary experience. To top it off, the hosts of the event and all of the Wagyu breeders from all over the world were a pleasure to meet and visit with. One very special moment was being welcomed into a Wagyu breeder's home where we had the enjoyment of amazing treats, coffee and great discussion; thank you again Patrick Balster and family!

As we approach the US big Wagyu event, I hope nobody has any awkward moments. I look forward to seeing everyone there. This issue has an inside look into two Texas Wagyu programs worth visiting while you're there as well as the best shopping tips for Fort Worth in this issue's "Living Prime." Also, many of the folks featured in this issue's articles will be in attendance as well as some of our contributors. Exciting Times!

This issue will help you get through it and keep in mind, don't let things get awkward.



Publisher's Post | WW

On the thirteen hour flight returning to California from attending the European Wagyu Gala in Germany I obviously had a lot of hours of contemplation ahead of me, I found myself reviewing everything I'd seen at the Wagyu Gala and sale and the genuine friendliness of everyone I had the opportunity to meet. The authentic enthusiasm for Wagyu and its future was compelling and contagious; I left this one event being so appreciative about being a part of this breed and the future potential and opportunities that our imminent. I also gained some perception as to how fortunate I am to be a part of something that has the prospect to change the way Americans view the way meat is raised and the not only the exquisite taste but the health advantages that the Wagyu breed imparts.

All if this can happen, and eventually will happen, but can transpire much more quickly if we can get to a place of unity rather than focusing so much energy on people who seem to be working against the very ideals that will take Wagyu to the summit. Ultimately it's going to be those in leadership positions with true knowledge of the breed and solid business backgrounds who will selflessly use their energies and intelligence to take this breed to the level it truly is destined for. The breed is truly gaining ground in every sphere and it's up to all of the breeders to work collectively and individually to keep the momentum revolving.

That is my moment on the soapbox, just one last thing; this breed is solid and holds so much promise it's now up to the breeders, its leaders and those in positions within its associations to move forward with integrity and dedicated foresight to make it materialize. It really is an exciting time for this business, in Vermont in August at Sheila Patinkin's Vermont Wagyu event we had a crowd that overflowed the room and a lot of new buyers just getting into the Wagyu business and a very successful sale. At the European Wagyu Gala I spoke to people from Spain, Lithuania, and Argentina that all have herds of Wagyu and are so enthusiastic about their herds and the breed, and are excited about what is happening here in America, yep it's an illustrious time to be a part of the American Wagyu breed, let's all keep that in mind.

I look forward to seeing a lot of my old friends at the AWA Conference in Ft. Worth, Texas and getting the opportunity to meet new folks as well. The Conference is an opportunity to speak and learn from those who have successfully navigated this breed through the years and know the ropes. It's an occasion to acquire information from the speakers that may pertain to your own program and apply it in the future. One of the most essential things I think the Conference offers is that opening to meet new folks and hear new viewpoints from everything about breeding, marketing, genetics, ranch management and take away what will work for your program. Be sure and visit the trade show and our Wagyu World booth, we'll have information and catalogs on upcoming sales and Wagyu World Magazines. Please make sure you take advantage of attending the M6 Production Sale on Friday evening, they're a great program with an amazing offering.

Sherry Danekas - Publisher



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DISCOVERY

This Issue's Five Contributors Share Themselves With Us.



HEATHER SMITH-THOMAS

Rancher/Writer



Apples, Cinnamon and... cider

My plans for Halloween include... waiting for the grandkids to come trick or treat and show me their crazy costumes. Change of seasons, change of... chores.

change of... chores. Feeding hay instead of moving cows around to different pastures. Draining hoses and breaking ice instead of putting fly wipe on the horses!



JERI TULLEY Writer



Apples, Cinnamon and... butter, and a touch of almond extract simmered in a crockpot all day make my house smell amazing and make my boys' eyes light up as they walk in the door. My plans for Halloween include...avoiding scary people and snuggling up on the couch under a warm blanket eating popcorn with my children while we watch The Beverly Hillbillies. Change of seasons, change of... schedules...my kids are back in school, and we are back to trying to balance homework, extra-curricular activities, church, exercise, and sleep.



PETE ESHELMAN
Wagyu Breeder /

Wagyu Breeder / Entrepreneur



Apples, Cinnamon and... sounds like a harvest hot toddy to me.

My plans for Halloween include...

Howloween. We are introducing our new Wagyu dog food line and inviting the town's dogs for a tasting.

Change of seasons, change of... menu. Oktoberfest at the farm!



MARSHALL JOHNSON

Wagyu Breeder / Chef Restauranteur



Apples, Cinnamon and... chai spice make for a great apple pie!!

My plans for Halloween include... our annual guys

Harley-Davidson motorcycle Ride the Ozarks trip. Change of seasons,

change of ... menu and ingredients.



DR. JIMMY HORNER

Nutritionist / CEO Protocol Technologies



Apples, Cinnamon and... butter. Butter makes everything better!

My plans for Halloween include...

hanging out with the grandchildren and helping them eat their candy....

Change of seasons, change of... energy level. This Texas heat gets harder as I'm getting older...



KR Ms New Level 167

She sells due to Michiyoshi Plus 4 polled sons, 1 polled daughter & 1 Michiyoshi daughter sell!

MATING PHILOSOPHY

- We believe in stacking pedigrees for many generations with highly proven trait leading sires. Dams are half the equation but are limited in the number of offspring which can be evaluated and are usually discovered after they are old or gone. However, we believe in cow families that are proven to get "the job" done more often.
- We believe there are many traits of relative economic importance that EPDs, EBVs and DNA tests have yet to measure. Traits like fertility, eye appeal, structural correctness, good feet, udder quality, temperament and fleshing ability are all traits of economic value.
- We are not excited about breeding to replicate the past. We **DO NOT** breed for the past! We are optimistic that the next generation will be better than the previous one if we have mated our cattle for progress. M6 is using many foundation sires currently because that is where the data is but look forward to discovering younger cattle that are more practical and complete than their ancestors. Who knows? Maybe in 30 years Japanese Wagyu breeders will want to import American Wagyu genetics as an outcross to improve their product.

Call Today for a Catalog 817-822-7109



Kevin & Jessica Moore 2929 Oak Hill Rd Alvarado, TX 76009 Kevin: 817-822-7109 Jessica: 817-822-7402 kevin@m6ranch.com www.m6ranch.com

Good to The Bone PRODUCTION SALE



OCTOBER 5th, 2018

Friday Evening of the AWA convention
6:30pm with a Wagyu beef dinner at the ranch in
Alvarado TX

80 Head Sell!!

FULLBLOOD WAGYU



M6 Shigeshigetani 5173C

7 half brothers and 2 full brothers sell! 8 half sisters and 2 full sisters sell!

Celebrating 47 Years in the seedstock business!



25 Breeding age bulls PLUS 55 Female Lots
ALL BULLS & YEARLING HEIFERS ARE COMPLETELY
TESTED WITH DNA DATA, ULTRASOUND DATA,
PERFORMANCE DATA & GROW SAFE FEED
CONVERSION DATA

HEN YOU DEPEND ON BEEF FOR YOUR BOTTOM LINE!



evin Moore, of M6 Cattle Company, was born in Fort Worth into a family that raised cattle for many generations. His father, Jack, grew up in the Texas panhandle, but given the opportunity, Jack chose to move to the DFW Metroplex area because he loved that there was more grass and more rain and more trees.

Located just South of Interstate 30, M6's hub for ranching is in the small town of Alvarado. The ranch is approximately 1,000 acres of rolling hills with lots of trees and lots of water — mostly stock ponds. At one time in his life, Jack was the Chairman of the Soil and Water Conservation Board. Kevin says, "His love for the land is tremendous. He taught me to leave the land better than we found it." With improved grasses — coastal and Bermuda overseeded with rye grass — M6 is able to run its entire herd on its land.

The only time the cattle are not on the ranch is when they are sent to participate in the GrowSafe program at PX Feeders. Wildlife, such as deer, turkey, rabbits, bobcats, coyotes, and several types of fish in the stock ponds, abounds on the property. Kevin grins, "My hobby in life is cattle. I enjoy the wildlife, but I do not hunt or fish. I just observe." With just one street that separates his house from the ranch, Kevin has the opportunity to observe

any time he chooses.

The Moore family originally raised Charolais cattle in their cow/calf operation. As a child, Kevin participated in 4-H and FFA, and he showed their Charolais cattle on a national level. Kevin felt like "I grew up in a show barn. We won national championships all over the nation and at every state fair. Showing has gotten more costly, and it doesn't add as much value as it did back then compared to the value that data adds now."

After high school, Kevin attended Texas A&M University and earned his bachelor's degree in Animal Science in 1984. While at college, he was a member of the team that won the livestock judging national championship. After graduation, he returned home to work on the ranch full-time. A few years later, he became the ranch's manager of operations.

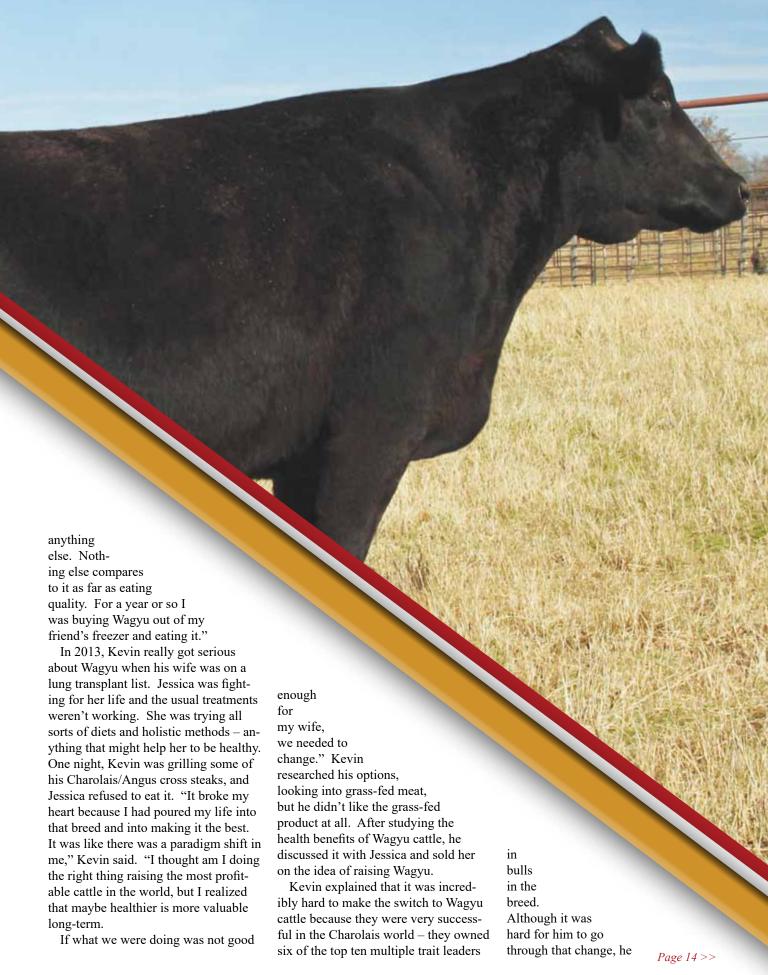
Kevin met his wife of twenty-six years, Jessica, in the Alvarado First Baptist Church Sunday school class. They quickly became best friends. Kevin remembers, "We were dating, and we didn't even know it. We were such good friends. I was single and always hungry. After I got off work I would call her up, and we would go eat a meal together or I would see if her family was making a meal. She teased me that I would show up just as dinner was served and invite myself over —

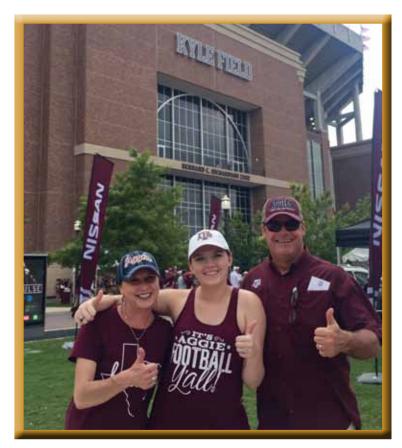
which is exactly what bachelors do sometimes!"

Born with Cystic Fibrosis, a disease that makes the lungs fill up with mucus until a person dies from lack of oxygen, Jessica keeps Kevin grounded, gives him perspective, and helps him celebrate life each day. Kevin says it is because she treasures life more than most folks because she's had to fight for each moment and because she knows how to live in the now.

Their daughter, Emily, was born in 1998. In her childhood years, she also showed cattle and is now at Sam Houston State studying criminal justice and prelaw. Kevin went with her to all of the shows, and, when she retired from showing, so did Kevin. During that time, Kevin managed several sales and judged a few major shows and a lot of small shows.

Kevin was showing cattle at the National Western when he first learned about Wagyu. He saw the carcass contest and was interested that the winning carcass was a Charolais/Wagyu crossed animal. Kevin recognized that he knew the breeder, and he started asking questions. He began researching Wagyu and found another breeder that he knew that was already developing his Wagyu herd in conjunction with his Charolais herd. Kevin recalls, "I started hanging out over at his house and eating Wagyu. Once you eat Wagyu, you don't want





<< Page 13

decided that a healthier and better tasting product was more important than being able to maximize pounds of gain in fewer days in the feedlot.

M6's first purchase of Wagyu cattle was in 2014. Along with cattle, Kevin also bought embryos and semen. In the past four years, M6 has worked under the breeding philosophy that they are not interested in frail, ill-made, poorperforming cattle. Kevin explains, "We are passionate about how we make cattle so that we can make improvements in many traits, not just one trait. Not just marbling, not just growth and milk."

Utilizing past experience that produced success with Charolais, M6 has been stacking Wagyu pedigrees with high accuracy traits to reduce skeletons in the closet and avoid surprises in breeding. Kevin's desire with Wagyu is to embrace the ultimate challenge... to breed cattle that marble, milk, grow, and gain exceptionally well. When he finds a bull that throws prodigy with those traits, he then concentrates on using that bull. Kevin proclaims, "We put a lot of thought into our babies. I

excited about finding young cattle that are curve benders that excel in carcass traits and about identifying them through the data and mass producing them through an AI program. I think that there are some young

am really

cattle in this breed that do things better than some of the high accuracy sires currently used, and we need to identify those cattle so that we can breed those cattle and mass produce those genetics."

M6 will be offering its outstanding genetics to the public in its first production sale, Good to the Bone, on October 5th, 2018, in conjunction with the American Wagyu Association's annual convention in the Fort Worth area. It will be an evening event serving Wagyu tenderloin.

M6 will be providing a significant amount of data on its seventy lots that are for sale. Kevin believes it will quite possibly be the most data ever provided by a breeder as M6 will provide ultrasound data, feed efficiency data through GrowSafe, US national EPDs, Australian national EPDs, and more. Significant thought has been given to accommodate buyers. M6 will be offering a spring finance plan for those folks looking to purchase a bull but not wanting to turn him out until spring. Buyers can pay half down, pay a small fee for feeding the animal, and pay the remainder at pickup in early spring.

These days, a significant portion of farmers and ranchers supplement their income with a day job. The Moore family supports itself solely by agriculture. Kevin points out, "We have no other income. That is why we are so disciplined in how we make and breed cattle. Every decision we make affects our bottom line and literally pays the bills for my family."

Kevin firmly believes that there are many opportunities in this unique breed. It is the only breed that can single-handedly move the quality of beef to a new level with health and taste and tenderness. After experiencing Wagyu, Kevin says, "Wagyu has rejuvenated my creative and entrepreneurial spirit for me."





Lone Mountain Cattle Company



SEMEN LISTING & EXPORTABILITY

Sire Line	SIRE NAME	EXPORT COUNTRY	PRICE/STRAW
Bar R Takazakura 1k		Not exportable	\$50
Itozurudoi TF151	LMR Akahige 8119U	Australia	\$35
Itoshigenami TF148	LMR Aoichi 2468Z	Australia, New Zealand, Canada, most Central and S. America	\$35
WKS Kitaguni Jr	LMR Daisuke 2470Z	Australia, New Zealand, Canada, most Central and S. America	\$35
Kitateruyasudoi ETJ0	003 LMR Harukichi 5106C	Australia, New Zealand, Canada, most Central and S. America	\$35
Kitateruyasudoi ETJ0	003 LMR Harukiro 5340C	Australia, New Zealand, Canada, most Central and S. America	\$35
LMR Kenichi 807T	LMR Hayao 5549C	Australia, New Zealand, Canada, most Central and S. America	\$50
WKS Haruki II	LMR Hiro 0195X	Australia	\$30
BR Takazakura 3612	LMR Hiroshi 766T	Australia	\$25
Bar R Yasufuku 42K	LMR Hiroyuki 3492A	Australia, New Zealand, Canada, most Central and S. America	\$35
WKS Michifuku	LMR Ichiban 810T	Australia	\$35
Bar R Sanjirou 4P	LMR Jiro 711T	Australia, New Zealand, Canada, most Central and S. America	\$35
WKS Kitaguni Jr	LMR Katsuru 4278B	Australia, New Zealand, Canada, most Central and S. America	\$35
WKS Sanjirou	LMR Kazuki 770T	Australia, Canada	\$25
WKS Michifuku	LMR Kenichi 807T	Australia	\$25
WKS Kitaguni Jr	LMR Kitaguni 1441Y	Australia, New Zealand, Canada, most Central and S. America	\$50
Bar R Sanjirou 4P	LMR Kurosawa 5301C	Australia, New Zealand, Canada, most Central and S. America	\$35
WKS Yasufuku Jr	LMR Masahiko 1250Y	Australia, New Zealand, Canada, most Central and S. America	\$35
WKS Haruki II	LMR Michiro 0193X	Canada	\$35
WKS Kitaguni Jr	LMR Mitsuru 2450Z	Australia, New Zealand, Canada, most Central and S. America	\$35
WKS Shigeshigetani	LMR Schihiro 2403Z	Canada	\$35
Itozurudoi TF151	LMR Sensei 817T	Australia	\$25
WKS Sanjirou	LMR Shunichi 5339C	Australia, New Zealand, Canada, most Central and S. America	\$35
LMR Koichi 1409Y	LMR Taisuke 401B	Australia, New Zealand, Canada, most Central and S. America	\$35
TF Kikuhana	LMR Toshiro 1-3 723T	Australia, New Zealand, Canada, most Central and S. America	\$25
WKS Yasufuku Jr	LMR Yasufuku 2416Z	Australia, New Zealand, Canada, most Central and S. America	\$35
WKS Yasufuku Jr	LMR Yasumasa 2428Z	Canada	\$35
Bar R Fukutsuru 36H	I LMR Yojimbo 634S	Australia, New Zealand, Canada, most Central and S. America	\$35
Itoshigenami TF148	LMR Yoshihiro 4335B	Australia, New Zealand, Canada, most Central and S. America	\$35
WKS Kitaguni Jr	LMR Yosuke 5165C	Australia, New Zealand, Canada, most Central and S. America	\$35
	WKS-LMR Michifuku 3500A	EU, most of the world - x: China, Israel and Vietnam	\$50
WKS Michifuku V	WKS-LMR Michitsugu 3489A	EU, most of the world - x: China, Israel and Vietnam	\$50
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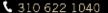
SEMEN AVAILABLE

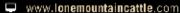
We are proud to partner with ORIgen Beef who are the US based distributors for selling semen on behalf of Lone Mountain Cattle. For information on how to order semen:

- Please visit the ORIgen Beef website to see the latest offering and pricing. www.origenbeef.org
- ☑ for more information you can call email Jenessa Sawyer at ORIgen
- **Call the ORIgen Office** 1-866-867-4436 **or** 406-348-2345



ORIgen







mperial Wagyu Beef has partnered with Rebel, a digital branding agency, to update its brand in order to clarify Imperial's purpose and to tell its story of creating and selling the best American Wagyu beef without compromise. Tami Tibben, President and Partner for Imperial, explained their new tagline Excellence, Elevated as, "We really want to elevate each aspect in our program...elevating the standards that we expect in the cattle we purchase, the bulls that are used, and in our feed yards, elevating standards on safety expected at the plant and the consistency and quality...anything and everything that we can do to create that WOW experience." The Imperial Program starts with the producers elevating their cattle breed,

distributors elevating their beef offerings, chefs elevating their plates, and consumers elevating their taste.

Based in Omaha, Nebraska, Imperial is celebrating its 10th anniversary by hosting an invitation-only "Behind the Scenes" event for their customers, producers, chefs and associates. The event will offer guests a welcome reception, a guided hayrack ride through one of Imperial's original partnering feed yards, and three interactive educational sessions. For the finale, one of Imperial's chef partners has teamed up with a nearby college's culinary division to provide a five-course dinner featuring Imperial Wagyu.

Tami says, "A lot of our ranchers and producers don't get a chance to enjoy our product often, and this gives them an opportunity to taste what they are part of." With the main focus of bringing people together to allow them to see their own role in the program, Imperial wants to give those in its program an in-depth understanding of the supply chain and also an opportunity to connect with each other. Imperial believes that excellence in every step is vital to achieving the elevated, premium product they desire to offer to their consumers.

Besides a new tagline and updating the content on their website and on social media, Imperial updated its logo. After hearing from customers that its old logo was Japanese-toned and possibly misleading to some, Imperial upgraded its image to be cleaner, crisper, and to include the words "American Wagyu Beef." Tami stated, "It is important for us to be transparent with everyone so that we have their trust.







<< Page 16

Some of our first customers are still here today because of that transparency.

I believe it speaks volumes that most of our original, founding customers are still with us today. We hear it over and over again that they appreciate our integrity and commitment to doing things the right way. We have a spectacular product, and I'm proud that it's produced in the United States."

Tami's love and pride for Imperial shows in the excellence she demands for their consumers. As she talks about cattle, her passion for Wagyu shines through as much as her love for Imperial. She spends a large portion of the year out and about instead of behind a desk. Smiling, Tami says, "I enjoy being able to share personal experiences. I like to go back to the feed yards and share how the chefs rave about

the beefy flavor and the uniformity of our ribeye sizes which elevates their plates."

Tami is excited to see more and more people getting into the Wagyu business, and she feels that "the more people that are out there understanding and raising Wagyu cattle, the better. As for the Wagyu beef industry, I believe there is room in the marketplace for all of us. The demand for our product consistently outweighs the supply. And that's why we are always looking for quality partners to join the Imperial Program. The Imperial Program is all about producing the finest American Wagyu beef without compromise. In everything we do, we strive to make it a win/ win for all."

In the past ten years, Imperial has set itself up with a solid foundation. Now, the Imperial owners are focused on growth with many exciting opportunities on the horizon.



DAGAIN Again and AGAIN

2016, 2017 & 2018 GRAND CHAMPION*

The genetics behind the three time steak champion directly decended from original Japanese bloodlines and are registered with the American Wagyu Assoc. These genetics have proven themselves for Diamond T Ranch and they can do the same for you.

*Awarded American Royal Steak Contest Grand Champion in 2016, 2017 & 2018 DIAMOND T RAN

DIAMOND T RANCH

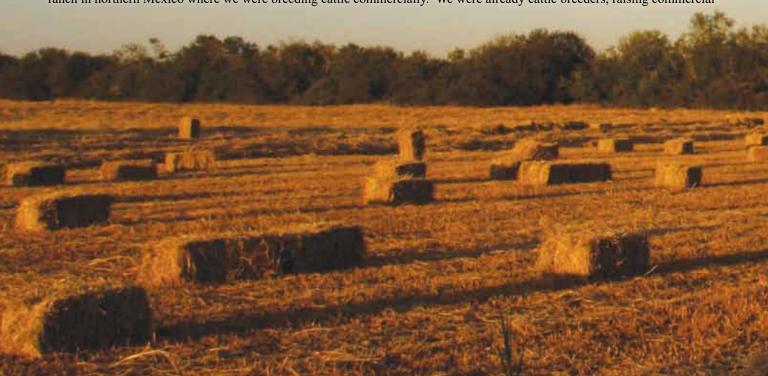
diamondtwagyubeef.com



ocated at Iola, Texas (near College Station), Marble Genetics and Marble Ranch originally began in Mexico. Arturo Mateos Bay, owner and president, grew up in Mexico and first experienced the unique flavor of Wagyu beef when the was on a trip to Japan with his father.

"My father was a tunneling engineer and we went to the city of Kobe to see and purchase a tunneling machine. This is a very specialized machine that was made in Japan--a huge drill to penetrate mountains and create tunnels for various uses—like water lines to bring water to cities, or like the tunnel under the English Channel. This type of drill is 10 meters across. When I went with my father on that trip to see these machines, and we got the deal done, the Japanese executives of the company were so happy and excited that we were going to buy the machine, that they treated us to a Wagyu dinner."

Arturo went to that restaurant in Kobe and tried Wagyu beef for the first time and was very impressed. "My family has a ranch in northern Mexico where we were breeding cattle commercially. We were already cattle breeders, raising commercial



cattle with Charolais and Beefmaster influence. When my father and I tasted the Wagyu beef, we looked at each other, and we were both not quite believing this experience! It was totally different and we were totally blown away by the taste and tenderness of that beef," Arturo says.

"That's when I started wondering what the Japanese people were doing differently from us, to get this kind of quality. That was back in 1998, but the seed of an idea had been planted in my mind. Then my father was diagnosed with bone marrow cancer in 2001. He had two main businesses—the cattle ranch and the civil engineering tunneling company. He was lacking in energy at that time, and decided to focus on the tunneling company and asked me to help him with the ranch. That was actually what I preferred to do; I was more interested in the cattle.

So I agreed to take care of the ranch," he says.

In 2001 Arturo started researching and learning more about the Wagyu cattle. "I told my father that if he wanted me to take over our cattle company I wanted to try breeding Wagyu. I asked him if he remembered the beef we ate in Japan, and he said it was unforgettable. I wanted to import some of those cattle into Mexico. He said, 'Ok, do your research and present a business plan and we'll go from there.' So I visited Japan again and tried to make contact with Japanese breeders, but found out that it wasn't possible to bring Wagyu genetics directly from Japan," says Arturo.

"So that's when I started visiting breeders in Chile, Australia, and the U.S. Finally in 2007 we imported our first 100 embryos, introducing the Wagyu breed to Mexico. This is how our program started, with 100 embryos and 200 doses of semen. We started an F1 program and a Fullblood program and our first calves were born in Mexico in 2008," he says.

Then the situation in that part of northeastern Mexico became dangerous due to drug wars. "It was not safe to keep living there or visiting the ranch. That's when I had the opportunity, by luck or fate, to come to the U.S. I received an e-mail from Rick Perry, who was at that time the Governor of Texas. He was organizing a conference called Texas Wide Open for Business. It was not a personal e-mail; he simply contacted me and other Mexican investors who were open to investing in Texas. We were invited to this conference, organized by his office," says Arturo.

"There were probably about 1000 people at that conference. I was very interested in the opportunities and plans that were offered there. It was too difficult and risky to go back to the ranch in Mexico so I started looking for a piece of land here in Texas. We found this 327-acre place in Iola and by June 2011 we started bringing our cattle from Mexico up to Texas."

There were some difficulties and delays but everything worked out in the end and now every Fullblood female that was born in Mexico has been moved to the Texas ranch. "We are continuing our Wagyu breeding program here in Texas," he says.

Page 22 >>





THE RANCH TODAY

The Marble ranch now has about 350 breeding females, according to Kyle Jurney, the ranch manager. "Between what was raised here and what was produced in Mexico, this is what we have now. Because of the growth in cattle numbers we added another place, just outside of Dublin, Texas. That place is 280 acres and a working farm--with hay, grazing pastures and farm ground," says Jurney.

"We try to grow as much hay as we can, depending on the weather. This year we are probably going to have to buy all our hay because of the drought, but whenever possible we try to grow our own hay. We don't have the resources to grow all of our feed, however, for finishing the cattle," he says.

There are three other fulltime employees on the ranch, and another person who markets the beef in Houston. "We have been finishing our own steers in house ever since we started in Mexico, and transitioned up here for finishing because the feed is cheaper in Texas than it is in Mexico," says Jurney.

"In 2014 we completed our beef facility here on the ranch. It is comprised of 2 barns and 40 pens. There are 20 pens with each barn; the barn covers about half the area of each pen so the cattle have shelter and some outdoor access in each pen. The total pen capacity is about 300 head on feed. We could squeeze more in and go up to 400 but 300 is a comfortable number," he says.

The pens are small, so there are not very many cattle in each pen. "We try not to put any more than 10 or 12 weaned calves to a pen, or no more than 5 or 6 of the bigger steers in a pen. Housing them this way gives the cattle plenty of room and this benefits their overall health, well-being and performance. We have data on cattle harvested before we opened the barns and data on the cattle after we opened the barns and the results between the two situations are dramatic," he explains.

"In addition to our normal ranching operation, we operate a full service reproductive clinic with our embryo service provider Charles Looney, PhD and his company OvaGenix. We offer conventional flushes, IVF aspirations and embryo transfers along with donor housing, recipient housing and AI Services. We average about 40 to 50 outside cows here at the clinic year round, which supplements our overall business nicely," says Jurney.

Page 23 >>



<< *Page 22* THE CATTLE

The calves are weaned at 6 months and go right on feed. The heifers are developed right alongside their steer mates until they are about a year old, and then they go out on grass for 60 to 90 days until it's time to start breeding them.

"This has worked well for us; this program enables us to get the proper nutrition in those young cattle fairly easily. On the ones that we harvest, we feed them from 6 months to 30 months. We use Frontier Meats in Fort Worth, to harvest them, and the majority of our product goes to Houston. We work with about 20 restaurants there that we service. Most of our meat goes direct to restaurants but we also work with a distributer in California who takes some of the product that we don't have a market for here," he says.

"That same group of companies also recently purchased a group of cattle from us to export to Taiwan and Singapore. This was a test run, sending our product that direction. Going forward I think we will try to expand that market. We are also looking at getting our feeding facility NHTC approved so we can export meat into Europe," says Jurney.

"On the carcass and genetic marketing side, in 2013 we purchased a Japanese carcass camera. Since then, between the cattle in Mexico and the cattle we've harvested here, we have

evaluated at least 600 Fullblood and Wagyu-influenced carcasses," he says. Genetic progress can be readily measured by this Carcass Camera system that is standard in Japan. It creates a digital image of the carcass that assists breeders in evaluating and assessing a high quality product, but it is also the most important tool to grade and price the beef accurately and fairly. "The Japanese carcass camera and software we use is designed specifically for Wagyu cattle and objectively delivers the greatest degree of accuracy and precision available when evaluating Wagyu carcasses," he says.

"Initially we had a lot of half-bloods and three-quarter-blood cattle but in 2017 we finally got to the point where we were just feeding Fullbloods. This is how we will continue, going forward. The half-bloods and three-quarterbloods were the offshoot from the commercial herd we had in Mexico. We started out by putting embryos in those cows and then cleaned up with Wagyu bulls. We'd feed the steers and keep the F1 heifers and breed them to Wagyu to get the three-quarter-blood cattle. As we grew the Fullblood base we reduced the commercial cow base, but it took a few years to get this accomplished. We were able to make the complete transition in 2017," he says.

"Regarding our breeding stock and genetics, we've only sold a handful of

cows so far. Our biggest market at this point has been embryos, to export. We have sold more than 1000 embryos that have gone to Mexico, Ecuador, Canada and Thailand. We plan to continue selling embryos, and may have a bull or two coming up that we might collect semen on, but we haven't done that yet," Jurney says.

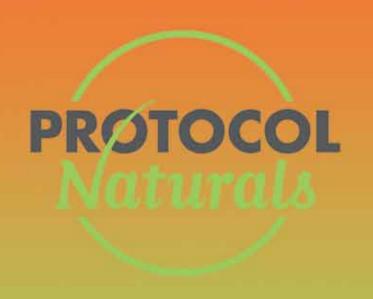
The original purchases of embryos, to start the program, were from Ralph Valdez and Takeda Farms. Initial purchases of live cattle consisted of 10 cows from Bruce Hemmingsen plus 35 females from Yamamoto's dispersal. "We loosely follow rotational breeding but my philosophy is to mate the cows to what fits and complements them best—both physically and the carcass merit. It has taken awhile to learn what works best with certain cows. The plan is to stay in that general route, but to understand what the individual animals do and the matings that fit the best," he says.

"We have a pretty good marbling base built into these cows with all the Tajima genetics available on the market. Over the last 2 years we have pivoted a bit and have started seeking out younger bulls that have a blend of marbling and growth genetics behind them. I think these younger, more balanced bulls will enhance and expand the base we already have. It's our opinion that genetic progression as individual breeders and for the breed as a whole is one of the greatest responsibilities we have to the breed, the beef industry, our clients and each other," says Jurney. It's always a work in progress.

FIRST PRODUCTION SALE

The Marble Ranch's first annual sale will be December 8, 2018. They will be offering approximately 100 lots--mostly cows, a few bulls, and some heifers, and also some embryos. The sale will be December 8, 2018, in the little town of Anderson, just south of the ranch. "We would like to extend a warm invitation to the ranch for anyone wanting to view cattle and learn more about our program prior to the sale," says Jurney. For those attending the sale, the cattle will be available for viewing at the sale facility on Friday, December 7. <





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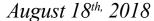
Wagyu Sales, Shows, and Other Happenings

Sales

Vermont Wagyu Production Sale

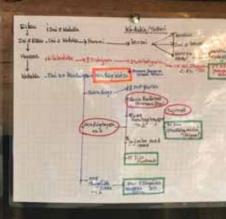














>> The Results

Vermont Wagyu Production Sale

August 18th, 2018 Springfield, Vermont

<u>Averages</u>

Females \$6,209.00 **Bulls** \$19,000.00 **Pregnancies** \$9,266.00 Pick of the Calf Crop \$9,750.00

Tops

BULLS:

LOT 16: VT F09, 04/22/2018 SIRED TF YASUTANI 1012; \$40,000 TO BOWMAN FARMS, ROARING RIVER, NC. LOT 4: VT YASUZURU DOI, 07/19/2010 SIRED BY ITOZURU DOI; \$13,000 TO WILLIAM NEAL, SEYMOUR, MO.

FEMALES:

LOT 5: VT MS YASUNAKITA X06, 07/14/2010 SIRED BY CHR YASUFUKU 246T; \$16,000 TO ALEXANDRE VIN-CENT, ACTON VALE, QC, CANADA.

LOT 18: VT MS BEISANTAYASU B17, 07/11/2014 SIRED BY WORLD K'S BEIJIROU; \$13,000 TO HUGH GEIGER, BOSTON, MA.

LOT 38: VT MS KIKUNAHANA W02, 06/29/2009 SIRED BY TF TERUTANI; \$11,000 TO BOWMAN FARMS, ROAR-ING RIVER, NC.

LOT 3B: CHR MS ITOZURU 379, 08/13/2008 SIRED BY ITOZURU DOI; \$9250 TO G\$, TUTTLE, OK.

LOT 51: YOJIMBO 303A, 09/06/2013 SIRED BY HIRASHIGETAYASU J2351; \$9,000 TO ALEXANDRE VINCENT, ACTON VALE, QC, CANADA.

LOT 55: VT MS ITOMORI E13, 06/04/2017 SIRED BY EF ITOMICHIKAN; \$8,250 TO BRIAN PARKER, JUPITER, FL. LOT 40: BAR R E16, 06/16/2016 SIRED BY WORLD K'S HARUKI 2; \$8,000 TO COLLEEN CUTTING, ONEONTA, NY.

PREGNANCY:

LOT 23: KOTOFUKU X ZEN 10 MS YOUSUENAMI 363C PREGNANCY; \$7,800 TO BRIAN PARKER, JUPITER, FL. LOT 1: SANJIRO 3 X CHR MS ITOZURU DOI 367 PREGNANCY; \$6,500 TO BOWMAN FARMS, ROARING RIVER, NC.

PICK OF THE CALF CROP:

LOT 2: PICK OF THE 2018 CALF CROP, \$9,750 TO BRIAN PARKER, JUPITER, FL.

Beautiful Vermont was the setting for the 2018 Vermont Wagyu Production Sale. Vermont Wagyu at Spring Rock farm was dressed for the occasion with the most lovely blooms and enchanting views. The auction was held at a historic hotel nearby where the room was packed with over 100 people from across the country. Along with the 100+ people in attendance, the sale also had over 100 viewers online. In the end, the sale made history selling the highest fullblood Wagyu bull to date in a public auction and animals sold to 12 different states, including Canada and South Africa.

Sale Manager: James Danekas & Associates, Inc

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

2018 European Wagyu Gala



















>> The Results

European Wagyu Gala

September 8th & 9th, 2018 Münster, Germany

AUCTION STATISTICS:

37 live animals sold for an average price of 8.132,-€.

14 embryo packages with a total of 59 embryos brought an average of **992,-€ per embryo**, with a range from 550,-€ to 3.500,-€.

Top price was for embryos from **Crescent Harbor Ranch** with the pedigree Itozuru Doi out of Ms Kikuyasu 758D, a daughter of Kikuyasu 400. They were sold by online bid to a Wagyu breeder in England.

Almost 30% of the lots were purchased by foreign buyers from Belgium, England, Luxemburg, Switzerland and Spain.

Lot No 25, Mr Kiku Star, a Kikuyasu 400 son from the Sanjirou daughter CHR Ms Sanjirou 390, bred by Ralph Valdez in USA, and perfectly tested in all different traits, had already been discussed highly before the sale. He was finally sold for a new European record price of 43.200,-€ to IKL Kirchner & Lindinger Agrar GbR in Munich.

FURTHER TOP PRICES:

Lot 1 Ms Jennifer 924 DE 03.60152924 21.000,-€

Seller: Wagyu DE, Altenberge

Buyer: **England**

Lot 23 Ms Nakagishiro 145 DE 03.58808145 12.800,-€

Seller: Wagyu DE, Altenberge

Buyer: **Germany**

Lot 37 Ms Kiku 11.700,-€ Seller: Wagyu DE, Altenberge

Buyer: England

Lot 4 Geisha DE 06.66976581 10.400,-€

Seller: **Höhler**, Niederbrechen

Buver: **Germanv**

Lot 11 Ms Rouge 148E DE 03.59856148 10.000,-€

Seller: **Wagyu DE**, Altenberge

Buyer: **Germany**

For the fourth time the EUROPEAN WAGYU GALA 2018 took place last weekend (Sptember 08 and 09) in Münster-Albachten on the farm of family Holtmann. This event, organized always in September by Wagyu DE and Wagyu Münsterland, is the yearly highlight for Wagyu breeders from all of Europe.

On the evening before the sale there was for the first time a "Country Night with Wagyu-Beefstreet", during which master chefs Lucki Maurer and Xiao Wang offered a culinary journey through different continents. The Countryband "Mavericks" set the good tone for the evening. This evening on the Holtmann farm was exciting for everyone and will definitely be repeated again.

On Sunday the Top-Genetic-Auction took place, and it attracted a large crowd, with visitors national as well as international. The auction started at 1.30 pm, right after the symposium with Wagyu expert Mercedes Danekas-Lohse from California, USA. Andreas Aebi from Switzerland was the auctioneer and Mercedes Danekas-Lohse and Hubertus Diers were in charge of the pedigree reading.

Our thanks go to all consignors, buyers and helpers of the Wagyu Gala 2018, further to all sponsors, especially to ST Genetics USA as main sponsor. We look forward to the next European Wagyu Gala on September 7 and 8, 2019!

Upcoming Events

2018

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

NOVEMBER

12 - 14 NAILE Wagyu Show Louisville, Kentucky

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
- **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 CMC Livestock's Western Wagyu Elite Sale Olathe, Colorado

OCTOBER

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

In the News



Bill and his wife Kay at the 2015 AWA Convention in Ocala, Florida

WILLIAM C. DENNIS, JR. 1943 - 2018 Clear Creek Farm Wagyu

William C. Dennis, Jr., Business Executive and Entrepreneur, dies at 74.

Bill Dennis was born in Miami Beach, Florida, on November 4, 1943. His parents were raised in the Texas panhandle and he spent most of his childhood in Lubbock, Texas, home to one of his favorite musician, Buddy Holly. Bill received his undergraduate degree from Texas Tech University. He married Katharine Finley on May 28, 1966, and soon after they headed to Thunderbird School of Global Management in Phoenix, AZ, where he completed a graduate degree in business. Despite having grown up in a small town, his curiosity and adventurous nature led him to travel and explore many other countries and cultures. His passion to explore the world led him to travel the globe and live in El Salvador,

Brazil, and Argentina to name just a few. Bill could tell a joke in Spanish or Portuguese as easily as he could in his native Texas drawl. Some of his proudest achievements came later in his career. From 2001 through 2015, Bill was the CEO of Latin American Operations for Laureate Education. During his tenure at Laureate, he and his colleagues acquired Universities and built higher learning centers to benefit communities throughout the Americas.

When he retired, Laureate was the largest for-profit Education company in the world, due largely to their success in Latin America. In order to acknowledge Bill's impact on global education, Laureate established The William C. Dennis, Jr. Scholarship for International Studies in his honor. Bill's passion and energy was undeniable, and retirement was never an option. After Laureate, Bill decided to return to his family heritage in cattle farming. He began raising Wagyu cattle in 2013 and expanded into olives and olive oil in 2015. He was passionate about music and art and was involved in establishing the Reilly Arts Center, a new flagship for arts and culture, in downtown Ocala. Whether it was his businesses, his travel, his love of the arts or his family, Bill did everything with passion and with a plan to always makes things better. He left an indelible impression on all who knew him and his accomplishments and generosity will never be forgotten.

Bill passed away on the morning of July 28, 2018 surrounded by his loved ones.

He is survived by his wife of 53 years, Katharine Finley Dennis; his daughter, Jessica Hope Dennis-Capiraso; his son; William Chowning Dennis, III; his son-in-law, Michael Capiraso; daughter-in-law, Megan Dennis; his three granddaughters, Gwynne and Grace Capiraso and Piper Dennis; and his sister, Susan Dennis Skipper.

A Celebration of Life was held on Saturday, August 4, 2018 at 2:00pm in the Reilly Arts Center. Arrangements are under the care of Roberts of Ocala Downtown Chapel, 606 SW 2nd Ave, Ocala, FL 34471 (352)537-8111. Please sign Bill's online guestbook at:

www.robertsfunerals.com



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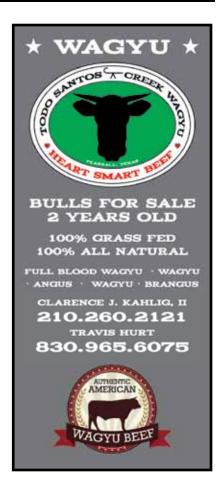


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PREPPING

FEEDING & MANAGING WAGYU REPLACEMENT HEIFERS

By Dr. Jimmy Horner

ne of the major challenges on many Wagyu farms is the successful development of replacement heifers with adequate size and acceptable milk yield potential. Though there is an abundance of information from a variety of sources regarding nutritional management of heifers for many beef and dairy breeds, there is very limited information on this subject available for Wagyu producers.

I arrived at the conclusion years ago that a Wagyu heifer and her physiological needs are unlike most any other beef breed and are much more comparable to those of a dairy heifer. Thankfully, this revelation dove-tailed into my own personal experience with feeding dairy heifers since the ripe old age of ten.

Exactly what makes a Wagyu heifer so different from other beef heifers? For starters they: 1) are phenotypically different being smaller and more feminine with a finer-boned, sharper, and more angular appearance (see photo comparison below); 2) usually attain sexual maturity at an earlier age; 3) are a breed known for easy calving; and 4) are a breed with room for improvement in maternal traits, especially milking ability. Wagyu producers can benefit by incorporating these unique aspects into designing their replacement heifer programs and setting growth targets, etc. If this is done, most of the general



Japanese Black Wagyu Heifer Photo Courtesy of Lone Mountain Wagyu



Angus Heifer Photo Courtesy of Coyote Acres Ranch

guidelines for other breeds and for commercial beef heifers are of limited value.

In general, Wagyu heifers should be bred by 14-15 months at a breeding weight of 650-750 lbs or at 65-70% of their expected mature weight. Some are now promoting that beef heifers be bred at 55% of their expected mature weight, and while most Wagyu heifers could certainly be candidates for this approach from their attaining puberty at such a young age and being a breed known for small calves, the 65% mature weight guideline at breeding is

still recommended due to the need for maximum milk yield potential after calving.

We are also aware of some producers choosing to delay breeding Wagyu heifers until 30 months of age and sometimes even as old as three years of age. However, this delayed approach to breeding virgin heifers is not only expensive but also significantly shortens their lifetime productivity resulting in up to one less calf. I do understand this approach in attempting to maximize milk yield and calf size and health, but I would rather see an emphasis on genetic potential for milk in a producer's breeding program combined with a high plane of nutrition for both dam and calf post-calving instead.

Though sexual maturity of heifers is highly related to interactions between age, weight, and breed type; plane of nutrition remains the single largest determinant of the age at onset of puberty. Wagyu are inherently an early-maturing breed compared to most other beef breeds with an average age at puberty of 9-10 months and some females beginning to cycle as early as 6 months of age. Though plane of nutrition is the major determinant of when a heifer begins cycling, care must be taken in not overfeeding heifers prior to puberty.

Excessive energy intake beyond needs for structural growth in heifers may limit mammary development. This is due to the infiltration of fat cells

Peak and Average Milk Production for Common Beef Breeds

Breed	Peak milk lbs/day	Average milk lbs/day	
Angus	20.7	14.9	
Charolais	21.6	15.1	
Hereford	18.7	12.5	
Limousin	20.9	14.1	
Simmental	24.1	16.8	
Avg.	21.2	14.7	
Source: Meat Animal Research C	Center.		
Wagyu Cows	15.5	10.7	

<< Page 32

into the udder instead of milk-secreting cells thereby limiting future milk production. Moderate condition and weight gain targets of 1.5-1.75 lbs per head daily prior to puberty are preferred in Wagyu replacement heifers in order to attain desired weights at breeding with adequate frames yet avoiding the potential for impeding future milk yield. The amount of energy fed to heifers along with weight gain targets may be increased after puberty while still avoiding overly-conditioned heifers and the array of issues associated with over conditioning.

Source: Shingu, H. et.al., 2002; Shimada, K. et. al. 1988.

While over conditioning heifers must be avoided, nothing can overcome the negative effects of poor nutrition either. More and more research is teaching us that how well a heifer is fed not only affects her but also her developing embryo and calf. Now we also know that a heifer's nutrition status can even affect her offspring's future productivity as a parent for up to at least two generations as well. Bottom line is nothing can take the place of good nutrition in a replacement heifer program, but Wagyu producers must exercise some degree of restraint on the amount of energy fed and the associated weight gain targets prior to puberty to ensure optimal milk yield potential in cows.

I mentioned earlier that Wagyu heifers feed much more similarly to dairy heifers than beef heifers. This is one of the first revelations I arrived at while learning about this wonderful breed. Wagyu calves and heifers actually feed very much like Jersey heifers

with comparable nutritional requirements. This means Wagyu heifers require more dietary protein than indicated in standard National Research Council (NRC) beef heifer nutritional requirement guidelines and levels found in most commercial beef feeds. So, if a Wagyu producer is

shopping around for a calf starter (preweaned) or a grower (post-weaned) in their local area, a high protein (18-22% CP) dairy calf starter or 14-16% CP heifer grower is much preferred over a lower protein beef feed.

Over the years we have also discovered that the Wagyu breed closely parallels the Jersery breed in the manner in which trace mineral and fat-soluble vitamins are metabolized. Minimum

requirements

 Colostrum-1st 12 hours critical, <u>provide all calves from fullblood or high</u> <u>percentage 1st calf heifers with colostrum replacer</u>, vaccinate dam for E. coli pre-calving

- <u>Calories</u>-focus on milk yield of dam via both genetics & nutrition, offer high quality creep/starter within 1st 3 days, early weaning = higher quality & heavier marbled carcasses
- <u>Cleanliness</u>-clean, comfortable & dry calving conditions, good sanitation, fresh feed & water
- <u>Comfort</u>-stress impacts efficiency, growth, reproduction & carcass
 quality more than any other single factor. Post-weaning stress must be
 minimized. Wagyu more sensitive to stress than European breeds.
- <u>Consistency</u>-Most challenging of the 5 C's. Japanese farms tend to be more uniform and consistent than U.S. farms. Best U.S farms more consistent than other operations.

for these nutrients tend to be as much as 25-50% higher in Wagyu cattle than those needed in conventional beef rations. Researchers have documented that the Jersey breed is inherently less efficient than other cattle breeds in being able to mobilize several trace minerals from their livers such as copper, zinc, and manganese when needed. Wagyu cattle appear to struggle with this same issue. As a result, it is a good practice to increase these compounds in Wagyu diets incorporating highly bioavailable sources such as chelated trace minerals in formulations.

Monitoring growth with periodic

a healthy start---- Colostrum, Calories,

weighing is a must to ensure heifers are growing properly. Every herd

should consider establishing a plan

with growth targets for their heifers

as well. We typically suggest a calf's

birth weight should be doubled by two

months of age with heifers at 55-60%

of mature weight at onset of puberty,

65-70% of mature weight at breeding, and 85% of mature weight at calving.

Obviously, mature weights may vary among herds depending on genetics

and feeding programs. Weighing a rep-

resentative group of cows in moderate

body condition that have had three or

more calves can be used to determine

the average mature weight in your herd.

Though immediate and short-term

effects on calf health have been known

for some time, longer-term effects on

growth, reproductive efficiency, milk

forefront in recent years. The 5 C's of

production, etc. have come to the

a healthy start---- Colostrum, Calories, Cleanliness, Comfort, and Consistency cannot be emphasized enough.

Everything that is done in a successful Wagyu replacement heifer program should lead to the ultimate goal of a well-grown, healthy herd replacement ready to calve at an optimum age and size to maximize her productive life. Undoubtedly, it takes a considerable investment of time and capital to raise Wagyu replacement heifers, but fortunately, we're involved with a breed that has an innate potential ability to return that investment to owners several times

over. 🗘



Production Sale

AUGUST 18^{TH,} Springfield, 2018 VERMONT

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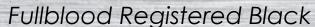
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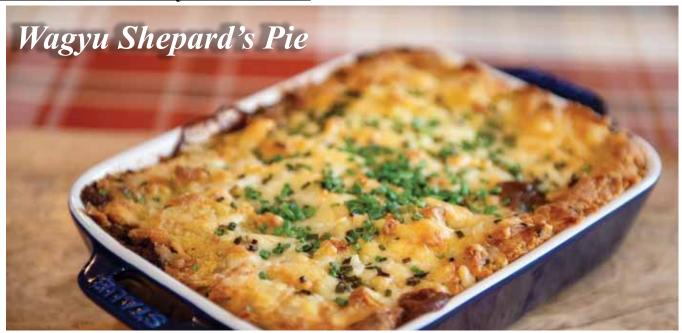
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JANUARY 23RD, 2019



Marshall's Daily Dish | WW



We used 100% fullblood Japanese black Wagyu Denver steak from Diamond T Ranch. This dish can also be prepared as Wagyu beef Pot Pie by substituting the mashed potatoes with your favorite homemade pie crust recipe.

BEEF FILLING

- 2 tbsp olive oil
- 2 lbs Wagyu Denver steak or Wagyu chuck roast.
- 3 cups diced yellow onion
- 1 1/2 cups carrots small dice
- 1/2 lb thin sliced Cremini mushrooms
- 1 tbsp plus 1 tsp chopped fresh thyme
- 3 tbsp minced Italian parsley
- 1 tbsp double concentrated tomato paste
- 1/2 tsp cinnamon
- 2 tsp cocoa powder
- 1.5 tbsp flour
- 1 cup Cabernet wine
- 1.5 cups beef stock

Salt and black pepper to taste

Mashed Potatoes

3 lbs Yukon gold potatoes peeled or with skin on

6 tbsp butter

1/4 cup cream

Salt and pepper to taste

1 cup chives

2.5 cups shredded white cheddar

DIRECTIONS

- Add potatoes to a pot of cold salted water. Bring to a boil and cook until fork tender
- Heat a pot with butter and cream just until heated. Do not boil. Set aside
- Add finished potatoes to the mixing bowl of a mixer with paddle attachment add butter cream salt and pepper to taste mix on medium low speed to mash potatoes.
- Add 1.5 cups shredded white cheddar and 1 cup chives And Mix well to combine and set aside.
- Heat olive oil on medium high heat in a heavy Dutch oven or heavy duty pot.
- Add diced beef that is seasoned with salt and pepper to pot and cook until nicely browned on edges of meat getting a nice crust on bottom of pot. Remove with slotted spoon.
- Add onions sauté 3-4 minutes until soft and starting to brown a little.
- Add carrots and cook 4-5 minutes.
- Add mushrooms, thyme, parsley, tomato paste, cinnamon, cocoa powder, and mix well sauté 2-3 minutes
- Add flour stir well to combine.
- Add red wine and deglaze scraping the browned bits on bottom of pot.
- Add beef stock and bring to a simmer over medium high heat.
- Cover and turn down to low and simmer 30-40 min stirring every 15 min.
- Place in a 9 x 13 inch baking dish. Top with other 1 cup of shredded white cheddar.
- Bake 30-35 until mashed potatoes and cheese are golden brown.
- Serve hot with dollop of horseradish sauce and garnish with fresh chives.



Photography by Hillary Johnson

Recipe courtesy of Marshall Johnson

My Wagyu Mentor

Shogo Takeda

By Pete Eshelman

have been fortunate in my life to have had several mentors who have influenced me greatly. At first it was my Mom and Dad who I looked up to and still do. Being involved in sports, my coaches not only taught me how to compete but more importantly, taught me to believe in myself.

When living in Miami before spring training, I worked as a chauffeur for the man who invented the Yellow Pages; Mr. Berry taught me about the power of the American dream. Then after a shoulder injury ended my professional sports career, I worked for the owner of the New York Yankees where George Steinbrenner taught me how to win in the big-league world of business. Years later, at age 50, I met Shogo Takeda, master of Wagyu, who taught me and mentored me as I entered the world of Wagyu.

Like many people who get into the Wagyu business, it all started with the first bite! Almost fifteen years ago one of my Chefs featured Wagyu on our restaurant's menu as a special and WOW, we became obsessed. How was this beef created? Why didn't beef in America taste this good? How could something that tasted that good actually be good for you? We had so many questions for our Chef and food distributor that we wore them out.

They gave us the contact number of the ranch in Texas where the Wagyu was raised, owned by professional bass celebrity fisherman Gary Yamamoto. He invited us to visit his ranch and he gave us a PhD crash course in Wagyu. Over the course of two days, Gary kept mentioning the name Shogo Takeda, always with reverence and respect. It was obvious to me that Shogo Takeda was very important in the Wagyu business.

When we headed back to Indiana, we made the deci-

Page 39 >>



<< Page 38

sion to feature Gary's Wagyu on our menu as a regular item. I also purchased twenty pregnant Angus cows carrying Wagyu babies as a gift for my wife's 50th birthday. How about that for being a romantic kind of guy! Gary introduced me to Alan Zellmer, owner of A-Z Feeders in Atlantic, Iowa. When I visited his feedlot, he also frequently mentioned the name Shogo Takeda with the same dignity and respect as I witnessed with Gary. It was then I realized Mr. Takeda was a living legend I had to meet.

Alan introduced me to Mr. Takeda's US representative, Ted Naruke. Ted came to Indiana to see our operation and he also spoke about Mr. Takeda with the same absolute reverence which further elevated my desire to meet Mr. Takeda. While meeting with Ted, I almost felt as though he was interviewing me to see if I was the kind of person that Mr. Takeda would want to do business with. After several months of discussion with Ted, we were honored to be invited by Mr. Takeda to meet him in Japan.

My brother and I traveled to Japan; we had never been there before. The first five days while Ted gave us a great tour of Japan, I kept wondering when were we going to see Mr. Takeda. What I didn't realize at the time was that Mr. Takeda wanted us to learn about and gain respect for the Japanese culture before we visited his farm in Hokkaido. Not surprisingly, it worked! By the time we visited him in Hokkaido, we were fully immersed in the Japanese culture. When we met Mr. Takeda at his farm, it was the experience of meeting a great man. It was the same kind of feeling I had when I met Joe DiMaggio at the

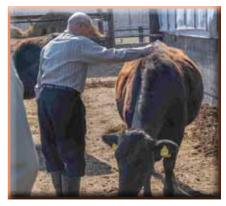


Yankee stadium decades before.

We met in Mr. Takeda's living room and the living room walls and shelves were adorned with an enormous collection of trophies and awards he had received in Wagyu competitions. I felt like we were in the Wagyu Hall of Fame. Mr. Takeda spoke quietly and with authority, kind of like the old EF Hutton commercial, "when he speaks, you listen". We went to his Yakiniku restaurant and experienced his Wagyu grilled on an open fire. His Wagyu was astonishingly marbled and its taste was out of this world. At the dinner, I told Mr. Takeda that I wanted to raise Wagyu and create meat exactly like his on my farm in Indiana to serve at my restaurant and asked him if he would help me do that. He generously accepted my request.

During our trip, we purchased our first Fullblood Wagyu bulls and cows and began the journey of following in Takeda's footsteps in Indiana. Mr. Takeda advised us on genetics, breeding, diet, husbandry practices; he helped us design our pens and finishing barn and I tell people who tour our farm: "If you close your eyes, you could be in Hokkaido, Japan, not Roanoke, Indiana."

Since that time, our restaurant and Wagyu operation have grown significantly. Wagyu represents 80% of our entrée sales and Wagyu has given our restaurant national and international distinction. There is not a day that goes by that I do not thank God for introducing me to Mr. Takeda. His act of kindness to my family and his gift of Wagyu have changed our lives forever. As we have met many Wagyu producers around the world, I have come to



realize that our story is just one of many where Mr. Takeda has positively influenced lives through his Wagyu. Think about his achievements:

- he has dedicated over 70 years of his life perfecting Wagyu, a lifetime commitment
- He achieved perfection without the use of modern day genetic tools and EPDs, a testament to genius in action
- His vision was and still is to share Wagyu with the world so the world could enjoy this delicious meat, a true pioneer
- His Wagyu genetics are in many countries around the world. He is a unique man able to take vision and turn it into reality
- While his vision to introduce Wagyu to the world was not popular, he had the courage to stick to his vision and beliefs
- While many people believe in trade secrets, Mr. Takeda has been an open book teaching the world his secrets for success
- Mr. Takeda is definitely one of the most important individuals in provid ing the highest quality Japanese Wagyu genetics to America In physical stature Mr. Takeda is a small man but in spirit he is a giant with a big heart and bold vision to share Wagyu with the world and making the world a better place for humanity.

Mr. Takeda is well deserving of the Lifetime Achievement Award he will received at the AWA's Annual Meeting in Fort Worth.

Thank you, Mr. Takeda, on behalf of the Eshelman family and the millions of lives around the world you have positively touched.

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Callicrate Banders45	Marble Ranch
	Mile High36
Colorado Genetics31	Morris Stock Farm31
Crescent Harbor 41, 44	Pacific Rogue Wagyu45
Dar J EZ Weigh45	Pinkerton Wagyu45
Diamond T Ranch19	Protocol Technologies
Drury Cattle Ranch35	
Heartbrand	Schacher Auction Services45
Herd Word44	
JDA Party24	Todo Santos Creek31
IW Wagyu 4. 5	Vermont Wagyıı 34, 44



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The store, located in the historic Maverick Hotel building established in 1905, prides itself in sticking to its historic Cowtown roots. "Patrons of the Maverick can 'belly up' to the bar, relax and have a cold beer while in the Stockyards; just like they did in the days of the big cattle drives."

Some of the most sought after brands that we carry are Double D Ranchwear, Tasha Polizzi Designs, Johnny Was, Old Gringo Boots, Liberty Black Boots, Black Jack Boots, Aratta, Robert Graham, Ryan Michael, Totem Salvaged, Jan Barboglio, and those are just a few!

Since it's founding in 1987, the Maverick has served celebrity clients such as Kacey Musgraves, Loretta Lynn, Trace Atkins, Eric Clapton, Hootie and the Blowfish, and Pat Green. Although the store is a popular tourist destination, the most interesting visitors are the Stockyard regulars. For those regulars who reach a certain level of annual spending, we have a loyalty program called the "High Stakes Club."

>> visit www.maverickwesternwear.com





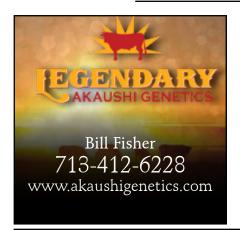








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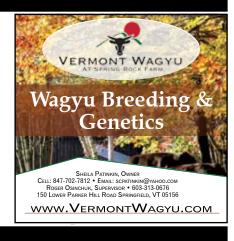


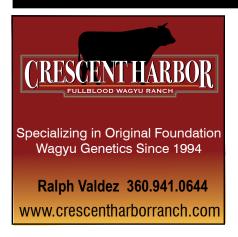




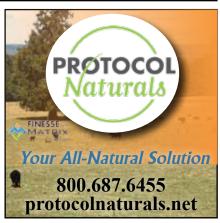
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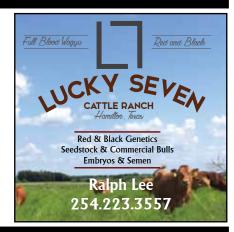






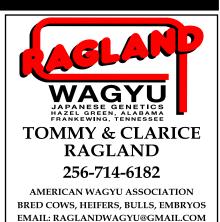
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