

WAGYU WORLD

March/April 2018



Lot 7
FB11844

STONYRUN ID 151 SUZITO 3
sire: ITOZURU DOI
dam: SUZUTAKA 2



Lot 5
FB8101

BPF MS MICH 109
sire: WK'S MICHIFUKU
dam: SUZUTAKA 2



Lot 1
FB7637

SARA P
sire: CHR TAKAZAKURA 101L
dam: SARASON



Lot 19
FB18908

STONYRUN SHIG HIKOKURA 15
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dam: LMR MS ITOZURUDO1 8164U



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March/April 2018
Volume 4, Number 3



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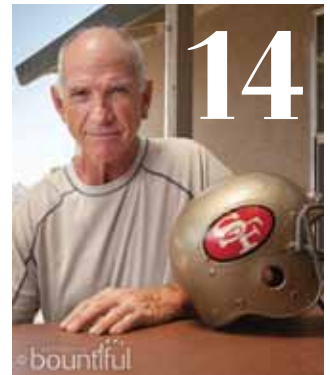
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*Courtesy of: JW Wagyu
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TOO CLEAR

I have a fascination with old farm houses and pretty much anything that has character, looks old and if it has rust; I'm in love. When we found the old farm house that we currently reside in, it was the house of my dreams, it had been updated inside to function but, still had a lot of the original charm which is a realtor's way of saying, "old things that don't work." In our house, this included the windows. Heck, some were the original wood frame with weights. After living in the house for a year and feeling the wind blow through the glass, not be able to open and sometimes close certain windows while the heating and air bills climbed, we decided that we had to replace the windows. Long story short, we did, they work great and the house has stayed much warmer this winter.

No one ever talks about the disadvantages to new windows. Not sure how to put this, but it's been a crime scene around our house. No matter what direction the windows face, each one at this point could be convicted of at least one, if not many murders. Ever since the new windows were installed, we have a minimum of three bird deaths a day per side of the house. I kid you not, it's like the windows suck the birds in. Daily, we are picking up carcasses and I've wiped evidence of beak marks off of many of the windows within reach. I know this happens all the time but it seems to me that this surpasses the statistics; frightening! If you are thinking to yourself, "that's not out of the ordinary," then listen to this: Just last night there was a pounding at the window beside my bed. I thought someone was breaking in until I realized – we're on the second floor. Then when my eyes focused, I saw a huge owl being lured in by the window's evil, but luckily, it managed to fly away. When I thought the drama was over and was about to fall back asleep – it happened again. Now, the owl was lucky but I have to tell you; these windows are evil and have a thing against birds.

On an entirely different note, I am so happy to finally be entering spring. Winter and especially the month of February are difficult to face since I lost my father three years ago. February is also the month that I started my family when I married my husband and on our first anniversary, we laid my father to rest. To say the least; February holds mixed emotions for me so I am grateful that it is the shortest month of the year. Many of you that had the opportunity to know my father also know that this magazine and everything we do is because of him; we are a family business and know nothing else but working together. He is missed daily but as we move forward, I know he is there. When the sky opens up in a storm, when the sun hits the mountains just right, when the morning light is mystical and when the warmth of the sun's rays feels like a big hug, my dad is there. There are certain beauties now in life that leave a feeling of my dad's presence, a feeling in my heart that I cannot explain and that I never have had before he left.

The new windows sure allow me to see some of this beauty much clearer, unless of course there's a beak mark. As the birds start to make their nests and lay their eggs for spring, I think I may move all the bird feeders to the other side of the property, away from the house. Happy Easter and spring to you and your families!

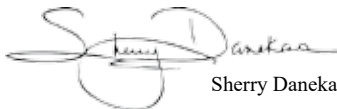
Mercedes



I was trying to decide the other day if life as we know it has been altered by the fact that there are just too few "good" surprises left since the inception of computers and smart phones. Here is a for instance, at Christmas time everything that I looked into purchasing for my family as gifts would just start appearing on my Facebook feed. As it turns out not only were my gifts being outed so were the rest of the family's. Facebook wasn't the only place this occurred, any news feed I would open; there were my parade of gifts and unknowingly everything else our family members either looked at or purchased. So now when I keep seeing the same thing over and over near a gift giving kind of day, I just wait for its arrival. This isn't the only place that those sweet surprises in life are lost, just look at the number of times you learned that someone was pregnant, in a "new" relationship long before you ever got the chance to receive a personal call delivering the special news. Even the most dreaded "surprises" are forced upon us by newsfeeds and Facebook.

What Facebook and the rest of the social media structure has taught me is that I'm not that accomplished at sharing. I'm always surprised at what some folks are capable of posting about their lives on any social network, let's just say the "cringe worthy" occur far more often than not and there are just some of those folks you can depend on weekly to make you ask "what the hell were they thinking". Then you have those individuals that have some very strange agendas, I'm aware of one family that everyone knows the "real truth" about that posts incessantly about their amazing family life, and the number of holier than thou things they do on a daily basis, that's leaves the rest of guessing as to who and the heck there trying to impress. Here's the thing if you're inclined to share, it's important to keep it real and relatable. If you can do it with a sense of humor better yet, I have to say that the Wagyu Breeder page is one of my favorites. Besides the number of pictures of meat that appear daily, there are a number of our Wagyu comrades that have seriously amazing sense of humors and breeders who are genuinely concerned about the issues. For the most part they keep it real even when they get snarky.

I guess like everything in life change is inevitable, and surprises might be a thing of the past or just something that is going to require me to step away from my computer and shop with cash to avoid seeing my thoughts pop-up throughout social media. So the surprise will be that I was surprised. What I will be is happy to see old Wagyu friends and meet new ones as our travels find us on the east coast next month, be sure and join us at the Synergy event where some truly amazing genetics can be found.



Sherry Danekas - Publisher



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DISCOVERY

This Issue's Four Contributors Share Themselves With Us.



KINDRA GORDON
Rancher/Writer



Spring is in the air and my favorite part is... seeing green - green grass sprouting, green buds on the trees. It's always refreshing as things come back to life after a long cold winter in South Dakota.
When traveling, I must always carry... magazines to read. I consider it my catch up time to read the stack of magazines that accumulate on my desk.
When I turn on my computer, the first thing I open on the Internet is... e-mail. If I'm on my computer, I'm usually pretty focused on getting to my work projects, which starts with email and who has requests for assignments.



JERI TULLEY
Writer



Spring is in the air and my favorite part is... hiking through the state parks with my boys and their Scout troop on our weekend-long campouts.
When traveling, I must always carry... a real honest-to-goodness book. I like the feel of it in my hands as I read it, and I like that it does not require wifi to download or a charged battery to operate.
When I turn on my computer, the first thing I open on the Internet is... is Google. I am always looking up answers to my questions.



HEATHER SMITH-THOMAS
Rancher/Writer



Spring is in the air and my favorite part is... new baby calves, and getting our horses ready for their spring and summer work.
When traveling, I must always carry... I don't travel. I'm a stay at home hermit, taking care of my cattle and horses, writing articles, enjoying the peace and quiet of our ranch and riding with my grandkids.
When I turn on my computer, the first thing I open on the Internet is... to check my e-mail to see what my various editors want me to do next, and whether the people I've interviewed have sent back their edits and changes to the rough drafts I've sent them to check over. I guess I'm a workaholic and work comes first!



PETE ESHELMAN
Wagyu Breeder / Entrepreneur



Spring is in the air and my favorite part is... the peepers chirping with their distinctive song celebrating spring and newborn calves kicking up their heels in delight.
When traveling, I must always carry... a yellow pad to write down things I learn about and inspirational thoughts.
When I turn on my computer, the first thing I open on the Internet is... the morning World news.

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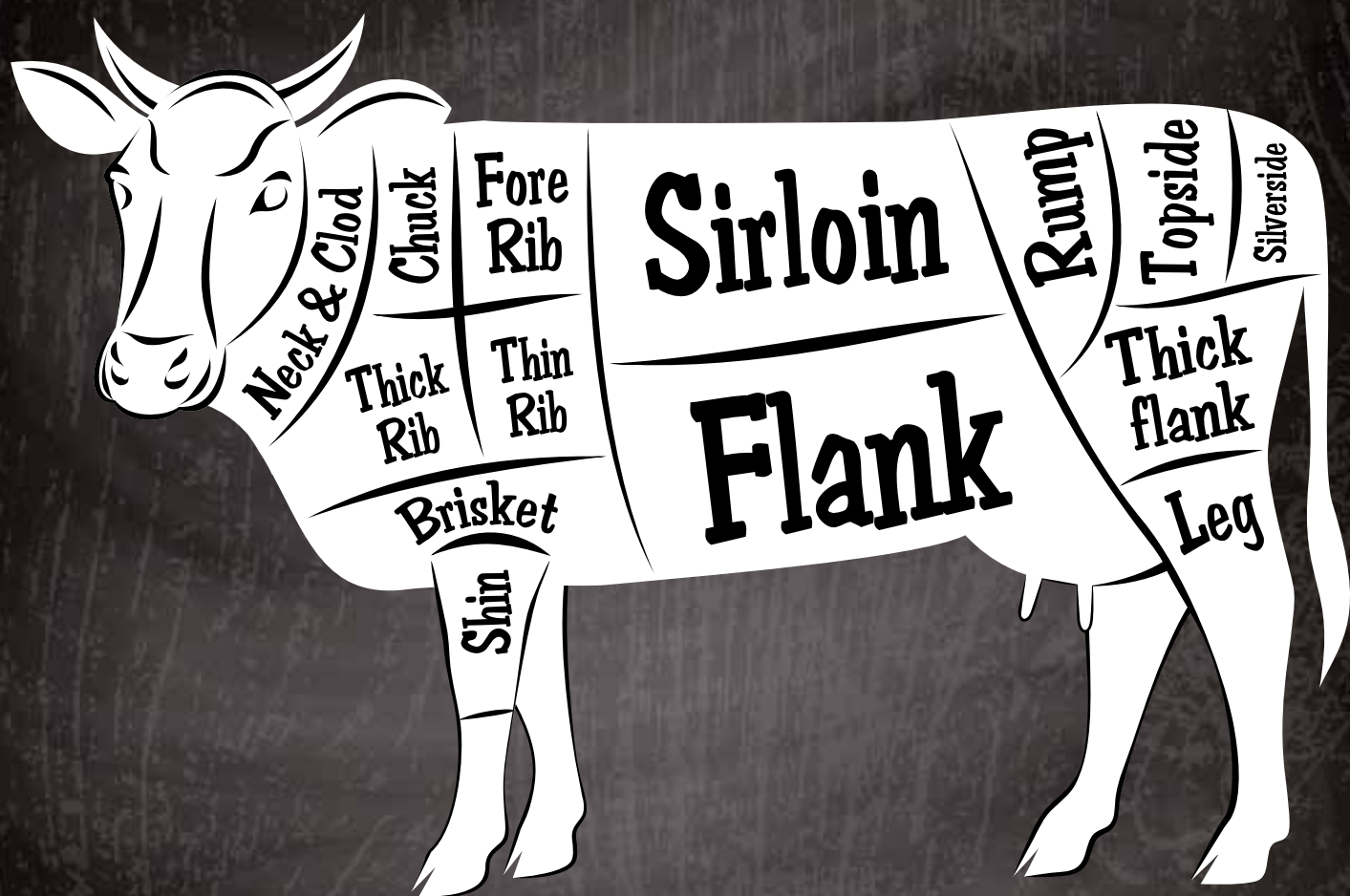
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HANDLING YOUR



MEAT

By Kindra Gordon

Whether you are adept at cooking beef or a novice – there’s always plenty to learn by sharing culinary experiences. So, here’s a quick review of some beef basics in the kitchen, along with advice from chef Dave Zino, with the National Cattlemen’s Beef Association.

Zino notes, “All beef can be tender if it is cooked properly.” He gives the example that short ribs are tough if cooked on the grill, but tender if braised.

Zino suggests the recently redesigned BEEF.It’sWhat’sForDinner.com website offers a one-stop-website for all things beef, with tabs devoted to recipes, cooking, nutrition, and information on the specific cuts from primal to retail. Instructional videos are also offered.

By using the information provided, Zino says consumers don’t need to be afraid when it comes to cooking beef. “If you do it the right way, your beef meal will be that great celebratory experience.”

That said, Zino says his top tool when cooking beef is an instant-read or oven proof thermometer to determine doneness. He adds, “Especially with well-marbled beef like Wagyu, you do not want to overcook it.” Zino’s preference for beef is medium rare (145°F); at that temperature he says, “The flavor really comes out. The longer you cook meat the tougher and dryer it can become.”

Regarding favorite cut of beef, Zino says his is the ribeye – from any breed of cattle, but he says, “A Wagyu ribeye is as good as it gets.”

Zino adds, “I’ve had Wagyu several times and it’s a delicious eating experience; it’s a treat.” He says he enjoys a Wagyu flatiron steak and Wagyu burgers, which he orders online for home cooking.

As the summer grilling season approaches, Zino encourages consumers to plug into the BEEF.It’sWhat’sForDinner.com website. “It’s a great tool,” he says, noting that this is also the 25th anniversary of the “BEEF.It’s what’s for dinner promotional campaign. He concludes, “Eat beef. It’s healthy and it’s America’s favorite protein.”

Following are some additional beef handling and cooking suggestions from the website and Zino.

STEP 1: HANDLING

Proper handling of raw red meat (most raw meats) is probably one of the areas where people make the most slip-ups. To ensure food safety, consider these proper handling steps:

1. At the store, pick up beef just prior to checking out, so it stays cold. If it will be longer than 30 minutes before you can refrigerate (or freeze) the beef, plan to store it in a cooler.
2. Store raw meat packages on the lowest shelf in your refrigerator on a plate or tray to catch any juices.
3. Plan to use refrigerated ground beef within 1 to 2 days of purchase. It is more perishable than roasts and steaks.
4. If freezing purchased beef, it can be frozen in original packaging for up to two weeks. If you intend to keep it frozen longer, wrap the package in heavy-duty aluminum foil or place it in plastic freezer bags removing as much air as possible. (Labeling the package with the date and contents is also a good idea.)

STEP 2: FOOD SAFETY

To reduce the risk of foodborne illness, it is critical to keep raw meat and meat juices away from other foods at all times.

1. Wash hands in hot, soapy water before and after handling raw meat and other fresh foods.
2. Wash all utensils, cutting surfaces and counters with hot, soapy water after contact with raw meat.
3. Keep cutting boards for meat preparation separate from other food preparation areas and serving platters.

STEP 3: MEAL PREP

Now, you’re ready to get that beef sizzling! Here are some clever, chef-tested tricks to keep in mind:

1. Be gentle and don’t overmix ground beef. Otherwise, your burgers, meatballs or meatloaves will have a firm, compact texture.
2. Patting steaks and roasts dry with paper towels will result in better browning.
3. If you plan to stir fry, partially freeze steaks for about 30 minutes for easier slicing.
4. When roasting or broiling, place steaks or roasts on a rack in a roasting or broiler pan to allow fat to drip away during cooking.
5. Regarding cookware, use the pan size specified in the recipe. If the pan is

too small, the beef will be crowded and browning will be inhibited. If the pan is too large, overcooking may result.

6. Many chefs suggest non-stick pans are easier to clean and allow for cooking with little or no added fat. Best results are achieved over medium heat with nonstick pans. Also note, that when cooking with acidic ingredients, such as tomatoes, citrus juices or wine, using pans with a nonreactive interior surface (such as nonstick, anodized aluminum or stainless steel) are less likely to affect the taste (and possibly color) compared to aluminum and cast iron.

STEP 4: DO’S AND DON’TS

In case you’ve heard varying advice, BEEF.It’sWhat’sForDinner.com specifies these rules:

1. You don’t need to bring beef to room temperature before cooking—straight from the refrigerator works effectively. Zino explains, “Bacteria love room temperature as well, so we recommend going straight from the refrigerator to cooking.”
2. Don’t use a fork to turn steaks and roasts, instead opt for tongs. Using a fork can pierce the beef and result in the loss of flavorful juices.
3. Do turn ground beef patties with a spatula, but don’t press down on the patty, or flavorful juices will be lost, resulting in a dry burger.
4. Don’t salt beef until after cooking or browning. Salting beef before cooking draws out moisture and restricts the flavor that browning imparts.
5. Do cut beef against the grain for a better eating experience.
6. After cooking, do let steaks and roasts rest before serving.
7. If you plan to marinate, do it in the refrigerator as opposed to room temperature. Also, if a marinade is to be used for basting or as a sauce, reserve a portion of it before adding to the beef. Marinade that has been in contact with uncooked meat must be brought to a full rolling boil for at least one minute before it can be used for basting or as a sauce.
8. Do refrigerate leftovers within 2 hours after cooking.

The BEEF.It’sWhat’sForDinner.com website is funded with beef checkoff dollars from America’s farmers and ranchers. 🇺🇸



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"He went on to play six seasons with the 49ers and one with the San Diego Chargers."



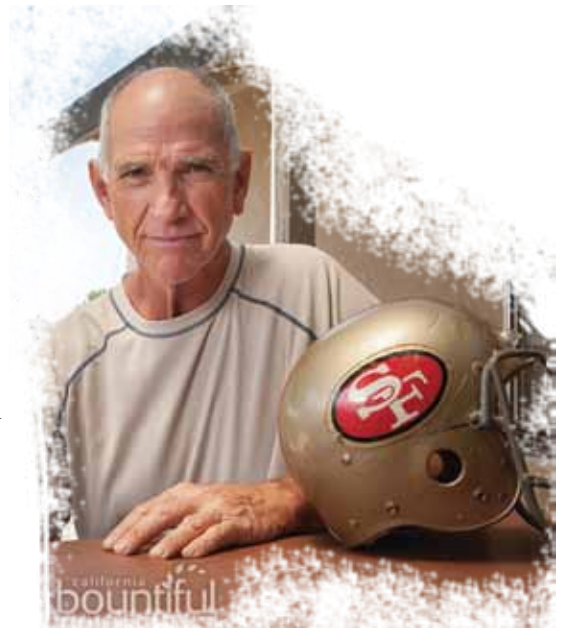
Dr. Jimmy Webb of JW Wagyu out of Turlock, California, was born and raised with three older brothers on a small dairy farm in Central Mississippi. Living on a farm, participating in 4-H club, and playing Friday night football, Jimmy grew up dreaming two dreams for his life – he wanted to play professional football, and he wanted to become a veterinarian. Upon graduating from high school, Jimmy went to Mississippi State University to pursue those goals, not imagining that at one point in his life he would be able to accomplish both.

Recruited to be a Bulldog, Jimmy successfully played college ball for Mississippi State before he was named as a first team All American Defensive Lineman and was selected in the first round of the 1975 NFL Draft with the 10th overall pick



JW WAGYU

For the next several years, Jimmy and his wife, Cindy, whom he met at Mississippi State, bounced back and forth between California and Mississippi while Jimmy played football July through December and studied to obtain his degree in Dairy Science and Pre-Veterinary Medicine the rest of the year. “It was my opportunity,” Jimmy reflects of his busy schedule. “I was very interested in cattle reproduction.” Jimmy completed his doctorate in veterinary medicine between football seasons in 1982. Dr. Webb is one of only two people who have been both an active player in the NFL and a licensed veterinarian.



By Jeri Tulley

by the San Francisco 49ers. He went on to play six seasons with the 49ers and one with the San Diego Chargers. After his second season in the NFL, he was accepted into the first class of the Mississippi State Veterinary School.

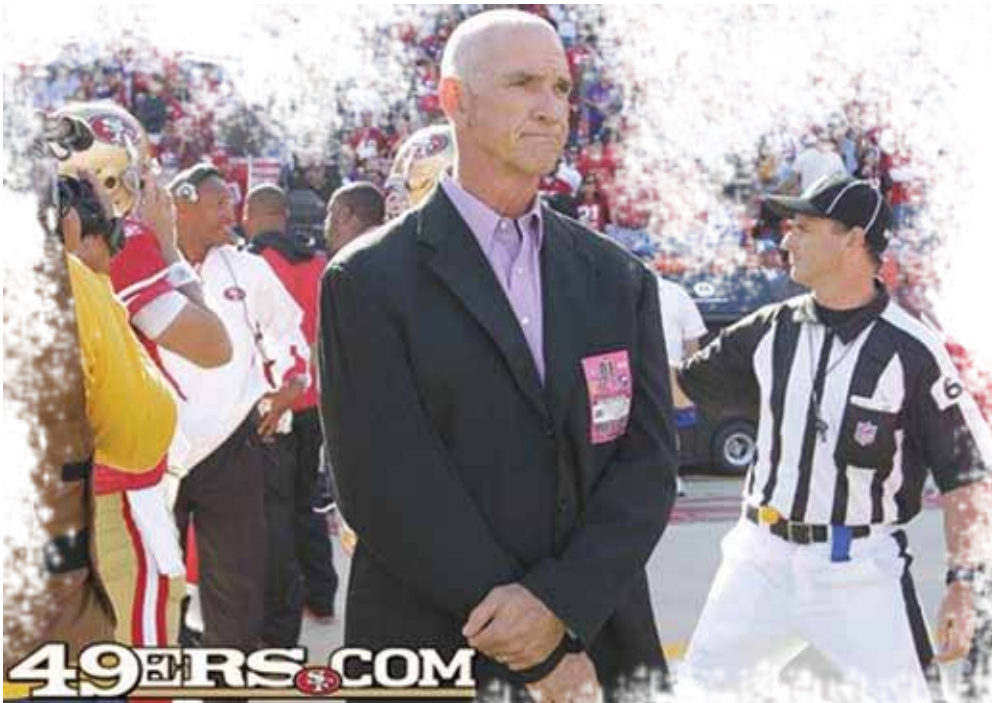
After completing his football career, Dr. Webb has spent the last thirty years working with cattlemen throughout the United States to improve the performance of their herds through genetics. He has been an active member of the

American Embryo Transfer Association for thirty-plus years and served as president of the AETA from 1991 to 1992. He remains an active embryo transfer practitioner in Central California.

The idea that the process of embryology can enable a cow to reproduce several times over her natural breeding cycle has always fascinated Jimmy. When applied to Wagyu cattle, Jimmy sees it as a way to speed up Wagyu breed numbers in the US and a way to advance highly desirable genetics. “Through embryo transfer, that genetically superior cow can be the genetic mother of dozens of offspring in a year’s time, certainly over a lifetime,” Webb explained. “I think that is one of the closest things that God made to perpetual motion. If you take good care of cattle, they will treat you well.”

Cindy, Jimmy’s wife of forty-two years, assists with his veterinarian practice and was the one who suggested getting into Wagyu

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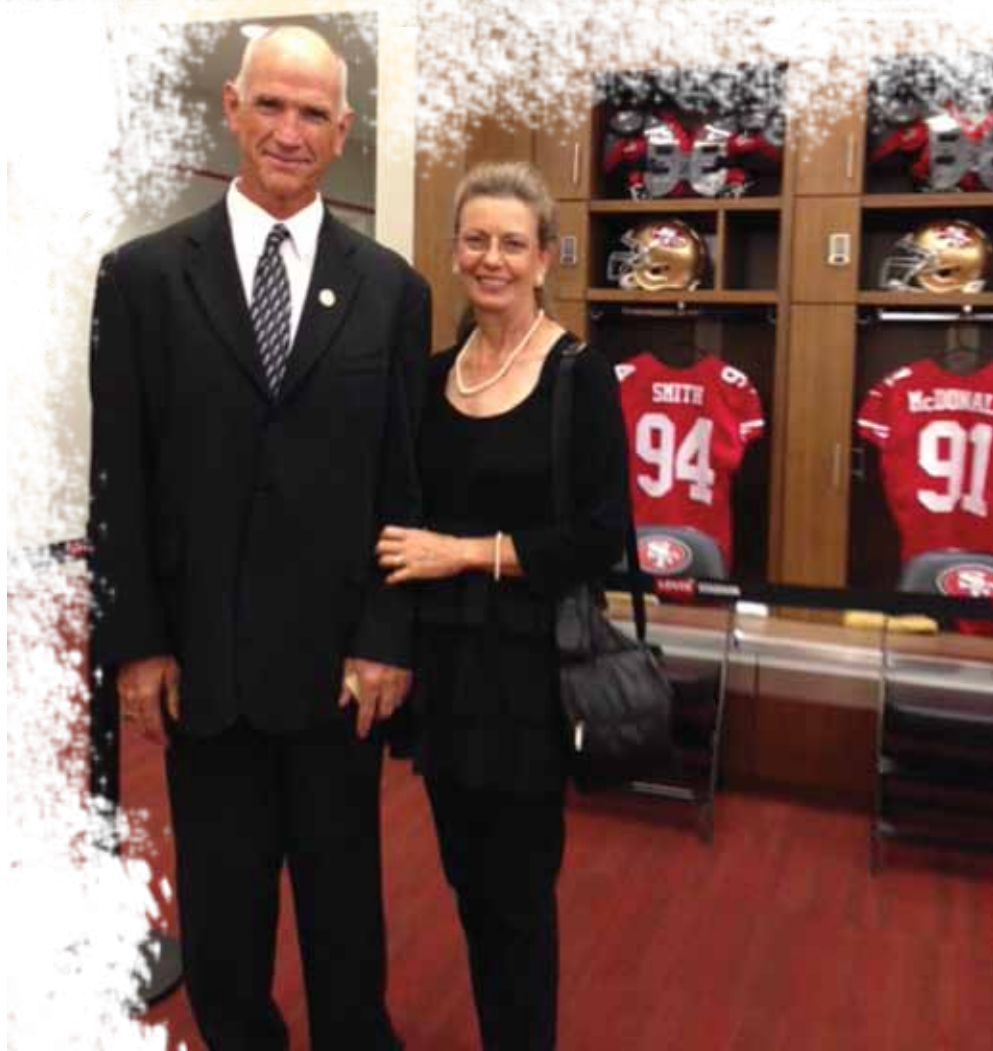


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as a way to supplement their retirement income. At that time, cattle were going through tougher times economically in the cattle cycle, and the Webbs were in their mid sixties. In 2009, feeling it was time to make some changes and slow down a bit in their careers, they were looking for other opportunities. Jimmy recalls, “I read something about Wagyu cattle, and we decided to go to the American Wagyu Association convention in Reno.” There they met and made connections with several prominent Wagyu breeders and purchased their first Wagyu embryos.

“The thing about Wagyu that got my attention is the quality of the meat and the scarcity and the value of the animal at the time.” With their small three-acre ranchette in Turlock, Jimmy’s love of cattle, his previous dairy cattle contacts, and his veterinarian and embryology skills, working with Wagyu proved an excellent fit as a way to supplement their income.

They got four or five calves the first year and continued to buy more embryos to increase their herd. Looking back, Jimmy remembered, “We began to run out of space.” In 2014,



when someone left the gate unchained and they came home from performing a flush job 100 miles away to find their Wagyu cattle had gotten out, the Webbs realized they either needed some help or they needed to sell the animals.

Jimmy describes their current business plan and how they raise Wagyu as renting a Holstein uterus. Partnering with a long-time dairy contact, Costa View Farms, Jimmy inserts full-blood embryos into Holstein recipis. It is a beneficial situation for both parties, as the dairy needs a pregnancy for the cow to continue to provide milk, and the Webbs receive a live full-blood Wagyu calf.

Cindy and Jimmy eat Wagyu beef five or more times a week. Every Friday night they have Wagyu sliders, and, on Saturday night at the Webb household, it is steak night. Each Saturday Jimmy'll ask, "What do you want me to pull out of the freezer?" Cindy's reply is always, "You just pull out a good one." Jimmy usually gets a Ribeye or

a New York Strip, and after they are finished eating, Cindy will laugh and say, "Man, that was a good one!" Prior to raising and eating Wagyu, Jimmy always had borderline high cholesterol and blood pressure. After eating Wagyu regularly for several years and riding his bicycle on a consistent basis, his cholesterol and blood pressure numbers have gotten more into the normal range and his doctor is pleased with his overall general health. Jimmy states, "The combination of activity and healthy food is a good combination."

In their retirement timeline, the Webbs targeted a dispersal sale for 2018. It will be held October 20, 2018, at Pheasant Trek Ranch in Woodland, California, in conjunction with a JDA customer appreciation event. About the sale Jimmy says, "This will be the climax of the projects that we have done with the Costa family over the years. We love the meat, and we are certainly going to have a few animals around here, but we need to slow down."



Jimmy's thoughts on Wagyu in general are that they are amazing beasts and that they are different from other cattle when you work with them in that the cows have personality. Even though Jimmy's love for the cattle shines through in everything he does, the thing that he has enjoyed the most about Wagyu is the people. He says, "It's not so much about the cattle; it has been getting to know the people behind the cattle. The people have been kind and good to us." 🌱



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CALVES



THE FIRST 4 MONTHS

By Heather Smith-Thomas

Care and management during the first months of life are crucial, to get calves off to a healthy start. Jerry Reeves, PhD (retired from Washington State University, Animal Sciences Department), raises Wagyu and says each breeder needs to figure out the best calving season for their own situation and climate. It's more challenging to have calves born in severely cold weather.

NEWBORNS

Wagyu cows (and recip's carrying Wagyu calves) tend to calve easily and rarely need assistance but it is still important to monitor calving if possible, and make sure each calf is up and sucking in a timely manner. Colostrum provides quick energy for the newborn calf and the fuel to keep warm if weather is cold.

It also provides a lot of disease protection. "For that reason we vaccinate our cows, especially the heifers, before calving—so they'll have protective antibodies in their colostrum. We vaccinate with ScourGuard, but you should talk with your local vet or Extension Agent to find out what's best to vaccinate with in your area. Different regions (and different farms) often have different pathogens," Reeves explains.

If for some reason a calf is unable to nurse or the cow doesn't let it nurse or doesn't have enough milk, colostrum should be provided, using colostrum from another cow, frozen stored colostrum (thawed and warmed to body temperature) or commercial colostrum replacer. Feeding by bottle is ideal, but if the calf is unable to suck, colostrum can be administered directly into the stomach via esophageal feeder probe or nasogastric tube. It's a good idea to know how to use one of these tools, in case of emergency with a newborn, or to administer fluid to a sick calf. Your veterinarian can show you how to use it safely.

After a calf has nursed, dried off, and bonded with mom, this is a good time to get hands on for tagging, weighing, or administering any medication that might be necessary. For instance, some producers give injections of selenium or Multimin, or certain scour vac-

cines or medications as part of their herd health program. This should be discussed with your veterinarian, to address specific health concerns on your farm.

FIRST MONTHS OF AGE: HEALTH CONCERNS

It's important to keep calves in a clean environment to avoid scours and other diseases. It's best if you can put the calved-out pairs in a clean pasture—not where you've been feeding the cows all winter. Many pathogens are spread via manure, and if the young calves are in a clean place they are less apt to pick up disease organisms.

Calving on green pasture is ideal but if cows are still being fed, the hay should be fed in a different place each day, if possible, and spread out so there's more room for calves to lie down on it and not be at risk of being stepped on or laid on. Bale feeders are not a good idea because they congregate the cows and there's often a lot of manure buildup around them.

Fresh, clean water is important. You don't want calves drinking from puddles contaminated with manure. If water is supplied in tanks or troughs they should be low enough the calves can reach the water.

If a calf gets sick with scours or respiratory disease it should be treated as soon as possible. This means having a way to get your hands on the calf. "If you don't have a way to catch them, you will lose some calves," says Reeves. In a big pasture you need a pen where you can get mama and baby into a smaller area where you can catch the calf, or be able to corner a calf in the creep feeding area.

"The nice thing about a creep feeder is that you can catch a calf in there if you have a way to block the entrance/exit. Calves become comfortable with people if you are going in every day to put bedding and feed in for them," he says. They are not very wild, and it's easier to catch one if necessary.

If a calf gets scours, Reeves gives a sulfa bolus, Draxxin injection, and might also give an injection of Multimin while he has them caught. If the calf is dehydrated it will need fluid and

electrolytes. "Whether calves get sick generally depends on weather. Every year is a little different," he says. Wet weather not only creates more stress for young calves but also more ideal conditions for scour pathogens to thrive and spread.

If one calf gets sick, this exposes all the other calves in that pasture. Pathogens multiply exponentially as they go through the calves' digestive tract; feces of a scouring calf will spread the disease to other calves. It's wise to bring the scouring calf and mom out of that pasture into a separate area, if possible, while treating the calf (which may take a few days for full recovery), to limit contamination and keep the other calves from being exposed.

Fly control is also important in summer. Horn flies are often a problem, and can usually be controlled using insecticide ear tags (in both the cows and calves) dusters and rubbers in strategic locations (such as the entrance to the creep feeder, etc.) as long as you use products the flies have not yet developed resistance to.

FEEDING PRE-WEANING

Many Wagyu breeders start calves on creep feed as soon as they are old enough to nibble hay and grain. The creep feed should be very palatable and easy to eat. Green pasture is the best forage but if cows are still on hay you can put some high-quality alfalfa hay in the creep area for the calves. Reeves' spring-born calves have green pasture to augment mama's milk.

"Our fall calves are on a creep feed containing good quality protein with some salt in it. The salt limits the amount they eat—so they don't consume more than 2 pounds per day. But they need protein because at that time of year our cows are fed low-quality hay and there's no green grass for calves to eat," says Reeves.

"We give the fall calves alfalfa hay and a grain mix in the creep area. We also provide a salt-mineral mix. In our area soils are deficient in copper and selenium. We use loose salt/mineral with maximum selenium rate, and also put a

Page 24 >>

coccidiostat in the calves' salt." Loose salt/mineral is easier for calves to consume than a block, and easier to mix in any medication. Sometimes conditions are wet and muddy and Reeves' fall calves are exposed to coccidiosis. This can be a major problem some years and he provides a coccidiostat for the fall calves but doesn't have to do that for spring calves.

VACCINATION AND DEHORNING

In some situations calves must be given certain vaccines at birth if there's a specific problem on a farm (*E. coli* scours in newborns, for example, or in some instances vaccination against *Clostridium perfringens*) but in most situations calves don't need to be vaccinated until 2 to 3 months of age.

Talk with your vet to see what you should be using, but every calf needs a clostridial vaccine.

"We usually vaccinate when we brand and dehorn them, at about 3 months of age," says Reeves. "We like to vaccinate at that age and then again a couple weeks before weaning." The second vaccination is a booster, giving calves full protection before they go through the stress of weaning.

Dehorning should always be done at a young age. It's much easier on calves when the horns are small and doesn't set them back as much. They won't be as miserable and off feed for so long. Dehorning and castrating are two things that are always easier on the calves the younger you do it.

"If we wait until weaning, the horns

back. We have trouble with Wagyu cattle if they are not diligently dehorned; some horns grow back. We burn around the entire rim after the bud is scooped out and this generally kills any remaining horn tissue," he says.

WEANING

Some Wagyu calves are weaned at 3 to 4 months but many breeders like to keep them on the cows a little longer, providing creep feed to augment mama's milk. Recip cows often milk better and there is no need to wean those embryo calves young. Regardless of what age you wean, it is important to do it in a low-stress manner, to be easier on the calves and prevent illness.

Use of nose-flaps, and fence-line weaning, are ways to help the calves



At that time they need a 7-way or 8-way clostridial vaccine to protect against blackleg, malignant edema and the other deadly clostridial diseases of cattle. In some situations calve may also need a modified live virus vaccination to prevent summer pneumonia.

are almost too big," says Reeves. "We started using lidocaine to deaden the horn area, take them out with a scoop, and then burn/cauterize the area with a dehorn burner. It's still a gruesome task, but this stops any bleeding and kills the buds so the horns don't come

transition and adjust to no longer having access to mama's milk while still having her presence for comfort and security. If calves are already used to eating creep feed they also make this adjustment easily. 🍕

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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 2018 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.

submission deadline - June 15th, 2018



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Sunday, October 7th, 2018
following the A.W.A. convention



Dear Wagyu Enthusiasts -

I think all of us can appreciate "Good to the Bone" genetics. Genetics that when evaluated "on the plate" or "on the hoof, are "Good to the Bone". It is time for us to share the genetics that us at the M6 Ranch have invested in and worked hard to put together. It has been an exciting time for us at M6 the last few years as we have traveled many miles, frequented many operations and auctions. It is really fun for us to search and study to identify the best beef cattle in the Wagyu breed. We have been very disciplined in making selections for our foundation and hope you value the traits we believe are important. All of us at M6 are so proud of what we are building and want to share it with you. At M6 we have one prevailing slogan that appears on the wall next to our sale ring that says, "When you depend on beef for your bottom line". We have adhered to that slogan for 47 years in the seed stock business. The cattle and beef business is our only business and 100% of our income comes from cows. That being said it is essential that we pay close attention to the genetic decisions we make because they are responsible for paying the bills around here. It is important that our customers meet their goals form the decisions we make in terms of every mating. On behalf of my wife Jessica, daughter Emily and the M6 Ranch staff, we intend to earn your business and would really appreciate your support.

Kevin, Jessica & Emily Moore

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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.

First of all, we are passionate about mating cattle in order to ensure that the next generation is better than the previous one. At M6 we believe in **MULTIPLE TRAIT SELECTION** while understanding **MARBLING** is of the utmost importance in Wagyu. Why would you single trait select when the opportunity to make progress in many traits is available?

EMBRYOS

Embryo packages sell First Come, First Served! All of the M6 embryos were harvested with the conventional method which increases their conception rates. Also, M6 guarantees a minimum 50% conception rate up to 80 days if transferred by a licensed embryologist in good standing. After 80 days from transfer, M6 is not responsible for the pregnancy. Upon full payment, the embryos will be released into the buyers name at Elgin Breeding Services. Contact Elgin Breeding Services for shipping instructions: Elgin Breeding Services Inc. 875 Central Ave, Elgin, Texas 78621 – 512/285/2019



07/07/2009 FB10752 Fullblood Cow Tattoo: 9334W

TF KIKUHANA.....	ITOHANA
LMR TOSHIRO 1/3	NAYORI 1
WORLD K'S REIKO.....	KITAGUNI 7/8
	WORLD K'S OKAHANA
BAR R SANJIROU 4P.....	WORLD K'S SANJIROU
LMR MS SANJIROU 4P 704T	BAR R MISS FUKUTSURU 47K
BR MS TAKAZAKURA 0652.....	WORLD K'S TAKAZAKURA
	JVP MS FUKUKANE 05E

SCD	Jan 2018	BW	200 Day	400 Day	600 Day	Milk	Carcass	Eye	Retail	Marble	Marble
VA		WT	WT	WT	WT	WT	WT	Muscle Area	Beef Yield	Score	Fineness
Tenderness	EBV'S	1.6	12	30	33	5	31	-0.2	-0.2	0.6	0.11
5	Rank (Top %)	75%	30%	5%	10%	10%	1%	75%	55%	30%	55%

LMR Ms TOSHIRO 1/3 9334W

She sells in October! **9334W** is due 8/20/18 to **MFC Michiyoshi 522C** (FB21095). **522C** tested SCD: AA/ Tenderness: 10 and his sire, **Michiyoshi** also has the ideal BC result when tested for the marbling Exon 5 gene. **9334W** is a rare and unique individual both phenotypically and genotypically. She is as powerful as they come! Her wide base, extra bold and deep rib in addition to her long hip, big foot, extra muscle shape and "easy keeping" genetics really set her apart. Her genetic measurements from EBVs rank her in the top 1-10% for 400 day weight, 600 day weight, milk and carcass weight. **9334W** is a blend of carcass, growth and maternal trait leaders. Her **30T** son is the M6 primary walking herdsire and his offspring are stout. M6 is also selling two **30T** daughters in October! M6 is only offering this rare and unique cow because of our desire to be known as a source of the really good ones. **FREE OF ALL GENETIC DEFECTS.**

EMBRYO PACKAGES AVAILABLE - \$1200 PER EMBRYO

- 4 FROZEN EMBRYOS Sired BAR R SHIGESHIGETANI 30T (FB8177)

30T is the #8 Marbling, #1 REA and #1 Carcass Weight sire in the 2014 National Wagyu Sire Summary.

- 4 FROZEN EMBRYOS Sired BY KITATERUYASUDO J2810 (FB686)

J2810 is a SCD:AA/Tenderness: 4 and F11C sire who is a High Accuracy Multiple Trait Leader for BW, Marble Fineness, Retail Yield, Marble Score and Eye Muscle Area in the Australian BreedPlan.

KR Ms NEXT LEVEL 167



She sells in October and due to **MFC Michiyoshi 522C** (FB21095)! **522C** is a very popular AA/10 **Michiyoshi** son! Phenotypically, **167** is a larger framed special cow. In fact, she is "sexy" with her long elegant neck and angular front end and yet possesses lots of fore rib and huge body capacity with an extra-long hip. Her skeletal structure is impressive with her wide base, strong spine and attractive hind leg. Bubba Kay says her dam may be the heaviest milking female in his herd. **167** looks like a movie star but she is loaded with breed leading marbling sires like **Kitateruyasudo**, **JVP Fukutsuru 068** and **World K's Kitaguni Jr.** in her recent pedigree. Her sire also has a SCD: AA/ Tenderness: 7 carcass credentials and consistently sires the "type and kind" that is appealing on the rail, on paper and on the hoof. **167** combines good EBV numbers for Marbling, Milk and Growth traits. **167** SCD results maybe pending but M6 believes she is an AA because all 6 daughters tested were found to be SCD: AA. M6 is also selling a **Michiyoshi** daughter and a smooth polled **Bar R Arimura 30B** daughter in October! **FREE OF ALL GENETIC DEFECTS.**

01/12/2014 FB17802 Fullblood Cow Tattoo: 167

HIRASHIGETAYASU J2351..... DAI 20 HIRASHIGE 287
KR FRONT LINE 115..... DAI 5 YURUHIME
 RSC MS KIRASURU Y-3..... KITATERUYASUDO J2810
 BR MS FUKUTSURU 0629
 ITOMICHI
 TF ITOMICHI 1/2..... DAI 2 KINTOU
KR MS NEW LEVEL 122..... CHR KITAGUNI 07K
 KR KIKU 092..... HR MS KIKUHANA 13

SCD	Jan 2018 Ponderal EBV's	BW	200 Day WT	400 Day WT	600 Day WT	Milk	Carcass WT	Eye Muscle Area	Retail Beef Yield	Marble Score	Marble Fineness
N/A		1.5	11	18	21	5	17	-1.3	-0.5	0.5	0.18
Tenderness	EBV'S										
N/A	Rank (Top %)	75%	35%	35%	40%	10%	20%	90%	75%	40%	30%

EMBRYO PACKAGES AVAILABLE - \$1000 PER EMBRYO

- 6 FROZEN EMBRYOS Sired by **BAR R ARIMURA 30B (PB17438)**
 - 4 FROZEN EMBRYOS Sired by **BAR R ARIMURA 30B (PB17438)**
 - 4 FROZEN EMBRYOS Sired by **BAR R ARIMURA 30B (PB17438)**
- 30B is the first DNA verified Homozygous Polled Purebred Wagyu bull to be registered by Bar R Cattle Co. and he also tested free of any known genetic defects.*

KR Ms HIRASHIGE 205



Pictured here as a two year old, first calf heifer and we can all appreciate her strong top, angular shoulder design and beautiful refined udder quality. **205's** pedigree is stacked with Wagyu Trait Leading Icons...**Hirashigetayasu**, **Kitateruyasudo**, **JVP Fukutsuru-068**, **Itoshigefuji** and **TF Kikuhana**. She is the perfect blend of carcass, maternal and growth genetics from High Accuracy sires. Her AA/9 DNA results only add to this young beauty's carcass credentials. **FREE OF ALL GENETIC DEFECTS.**

01/18/2015 FB23207 Fullblood Cow Tattoo: 205

HIRASHIGETAYASU J2351..... DAI 20 HIRASHIGE 287
KR FRONT LINE 115..... DAI 5 YURUHIME
 RSC MS KIRASURU Y-3..... KITATERUYASUDO J2810
 BR MS FUKUTSURU 0629
 ITOFUJI 483
 ITOSHIGEFUJI..... DAI 30 NOBORU J920752
KR MS ITOSHIGEFUJI 114..... JVP FUKUTSURU-068
 HR KOKO 007..... HOSHI

EMBRYO PACKAGES AVAILABLE - \$1000 PER EMBRYO

- 4 FROZEN EMBRYOS Sired by **MFC MICHIOYOSHI 522C (FB21095)**
- 522C is an AA/10 bull whose sire, Michiyoshi, tested BC for the Exon 5 marbling gene. M6 was even more "Wowed" by 522C after evaluating his dam at the Muddy Flats Dispersion. MFC Ms Itoshigefuji 2-9, the dam of 522C is a powerful yet elegant matron who has eye appeal to spare. M6 took her home for \$24,000 and a maternal brother brought \$25,000.*

SCD	Jan 2018 Ponderal EBV's	BW	200 Day WT	400 Day WT	600 Day WT	Milk	Carcass WT	Eye Muscle Area	Retail Beef Yield	Marble Score	Marble Fineness
AA		1.6	12	19	24	6	17	-1.7	-0.5	0.1	0.07
Tenderness	EBV'S										
9	Rank (Top %)	75%	30%	30%	30%	5%	25%	95%	75%	85%	70%

MFC Ms ITOSHIGENAMI 0-10



She sells in October and is due this April! After she calves, M6 plans to collect embryos before offering her this fall. Embryos should be available in late May or June. **0-10** is a very unique female because she has more size than expected from having a stacked pedigree of High Accuracy extreme marbling genetics. She is a very attractive cow with her angular front end, long hip and extra bold, deep rib shape. Her sire, **Itoshigenami**, and maternal grand sire, **Kitateruyasudo** are arguably the best High Accuracy proven genetics for Marbling and Marble Fineness in this breed outside of Japan. **FREE OF ALL GENETIC DEFECTS.**

04/17/2010 FB11577 Fullblood Cow Tattoo: MFC 0-10

SHIGESHIGENAMI 10632..... SHIGEKANENAMI
ITOSHIGENAMI..... SHIGEMITSU
 FUKUYUKI..... FUKUMASA
 YUKIZAKURA
 TERUNAGADOI
 KITATERUYASUDO J2810..... YOSHIM3
CHR MS KITATERU 59J..... TF KIKUHANA
 CHR KIKUHANA HIME..... TF HIKOHIME 3/2

EMBRYO PACKAGES AVAILABLE - \$1000 PER EMBRYO

- FROZEN EMBRYOS Sired by **HIRASHIGETAYASU J2351 (FB670)**
- J2351 is a High Accuracy Trait Leader for 200 Day Weight, 400 Day Weight, 600 Day Weight and Milk who also tested AA for SCD.*
- AVAILABLE IN JUNE

SCD	Jan 2018 Ponderal EBV's	BW	200 Day WT	400 Day WT	600 Day WT	Milk	Carcass WT	Eye Muscle Area	Retail Beef Yield	Marble Score	Marble Fineness
VV		-0.4	5	6	5	-3	6	0.1	-0.3	1.1	0.21
Tenderness	EBV'S										
9	Rank (Top %)	15%	85%	85%	95%	85%	75%	70%	65%	5%	20%

LMR Ms KITATERUYASUDOI 5105C



5105C is a well-balanced **KitateruyasudoI** daughter with more depth of flank and rib shape. She also exhibits extra muscle shape down her strong top, through her hip and lower quarter. Phenotypically, **5105C** is a high value young first calf heifer who genetically possesses the High Accuracy Carcass Traits of her sire. Her BW, EMA, Retail Yield, Marble Score and Marble Fineness EBVs all rank in the top 10-30% of the breed. **FREE OF ALL GENETIC DEFECTS.**

EMBRYO PACKAGES AVAILABLE - \$1000 PER EMBRYO

- **4 FROZEN EMBRYOS Sired by TF ITOMICHI 1/2 (FB2126)**
Itomichi 1/2 is a High Accuracy Trait Leader for Milk and Carcass Weight while ranking in the top 25%-40% for Growth and Marbling Score traits in the Australian Wagyu BreedPlan.
- **6 FROZEN EMBRYOS Sired by HIRASHIGETAYASU J2351 (FB670)**
J2351 is a BreedPlan High Accuracy Trait Leader for 200 Day Weight, 400 Day Weight, 600 Day Weight, Milk and Carcass Weight with a top 20% Marble Fineness and an AA SCD genotype.

03/23/2015 FB20876 Fullblood Cow Tattoo: 5105C
 TERUNAGADOI..... KIKUTERU DOI
KITATERUYASUDOI J2810..... TERUNAOH
 YOSHIMI3..... YASUTANI DOI
 YOSIMI
 WORLD K'S SHIGESHIGETANI WORLD K'S HARUKI 2
LMR MS SHIGESHIGETANI 92..... WORLD K'S SUZUTANI
 BR MS MICH1-8614 2660..... BR MICHIFUKU 8614
 BR MS TAKAZAKURA 9640

SCD	Jan 2018	BW	200 Day WT	400 Day WT	600 Day WT	Milk	Carcass WT	Eye Muscle Area	Retail Beef Yield	Marble Score	Marble Fineness
AA											
Tenderness	EBV'S	-0.6	4	5	6	-5	0	1.5	0.5	0.6	0.24
5	Rank (Top %)	10%	95%	90%	90%	99%	95%	30%	15%	30%	15%

LMR Ms ITOMICHI 1/2 1292Y



1292Y was the M6 Ranch pick of all the females offered at the last Lone Mountain Sale and for good reason. This \$20,000 cow is a "real" beef cow! She is angular yet deep bodied, strong topped and has a beautifully designed perfect udder. Her sire, **TF Itomichi 1/2**, is a High Accuracy Milk Trait Leaders in the Australian BreedPlan with its top valued number and the #2 Dam Sire for REA in the 2017 Lone Mountain Sire Summary. **1292Y** has a stacked pedigree of High Accuracy Trait Leaders with none more famous for Carcass quality than her maternal sire, **World K's Michifuku**. **1292Y** ranks in the top 1% for Milk, top 20-25% for Growth and Carcass Weight and the top 35% for Marble Fineness. **FREE OF ALL GENETIC DEFECTS.**

EMBRYO PACKAGES AVAILABLE - \$1000 PER EMBRYO

- **4 FROZEN EMBRYOS Sired by LMR TOSHIRO 1/3 (FB7475)**
Toshiro 1/3 is a rising star in the Wagyu world because of his leading genetics for Milk, Growth, CW and Yield traits.

06/20/2011 FB13112 Fullblood Cow Tattoo: LMR 1292Y
 ITOMICHI..... DAI 7 ITOZAKURA
TF ITOMICHI 1/2..... TOMISAKAE 2/1
 DAI 2 KINTOU..... DAI 3 KIYOHIME
 EZOKINTOU 1A
 MONJIRO 11550
 WORLD K'S MICHIFUKU MICHIKO 655635
LMR MS MICHIFUKU 628S..... HIRASHIGETAYASU J2351
 CHR MS HIRASHIGE 055J..... CHR KIKUHANAHIME

SCD	Jan 2018	BW	200 Day WT	400 Day WT	600 Day WT	Milk	Carcass WT	Eye Muscle Area	Retail Beef Yield	Marble Score	Marble Fineness
VA											
Tenderness	EBV'S	2.3	14	22	26	8	18	-1.4	-1.0	0.2	0.16
6	Rank (Top %)	90%	20%	20%	25%	1%	25%	95%	95%	75%	35%

L7 Ms YASU 170X



She sells in October and due to **Bar R Shigeshigetani 30T!** **170X** is a very unique 100% Tajima cow. She has a beautiful udder with extra milk flow. She is a very well-balanced female with her deep flank, huge bold spring of rib, strong top and extra muscle shape throughout. M6 expects her to also test SCD: AA because all of her sires for 3 generations are SCD: AA. You cannot write a better pedigree that is more stacked with High Accuracy carcass quality sires. **Michifuku**, **Yasufuku Jr.**, **Fukutsuru 068**, and **Kitaguni Jr.** all in 4 generations loads her with extreme Marbling genetics. **170X's** EBVs reflect her carcass merit. She ranks in the top 1% for EMA, top 10% for Marble Score and the top 5% for Marble Fineness. **FREE OF ALL GENETIC DEFECTS.**

EMBRYO PACKAGES AVAILABLE - \$1000 PER EMBRYO

- **2 FROZEN EMBRYOS Sired by HIRASHIGETAYASU J2351 (FB670)**
J2351 is a High Accuracy Trait Leader for 200 Day Weight, 400 Day Weight, 600 Day Weight and Milk who also tested AA for SCD.
- **2 FROZEN EMBRYOS Sired by LMR TOSHIRO 1/3 (FB7475)**
Toshiro 1/3 is a rising star in the Wagyu world because of his leading genetics for Milk, Growth, CW and Yield traits.

01/17/2010 FB13040 Fullblood Cow Tattoo: 170X
 MONJIRO 11550..... YASUMI DOI
WORLD K'S MICHIFUKU..... HARUMI 1086409
 MICHIKO 655635..... TANISHIGE 1526
 MICHIFUKU 494290
 YASUFUKU 930
 WORLD K'S YASUFUKU JR KANEKO 5
CHR MS YASUFUKU 130..... JVP FUKUTSURU-068
 MJB MS KITAFUKU 05K..... CHR MS KITAGUNI 037H

SCD	Jan 2018	BW	200 Day WT	400 Day WT	600 Day WT	Milk	Carcass WT	Eye Muscle Area	Retail Beef Yield	Marble Score	Marble Fineness
N/A											
Tenderness	EBV'S	-1.1	-2	-4	-8	-9	-4	4.1	-0.1	1.0	0.35
N/A	Rank (Top %)	5%	99%	99%	100%	99%	99%	1%	50%	10%	5%

LMR Ms HIRASHIGETAYASU 2455Z



She sells in October and due to **MFC Michiyoshi 522C! 2455Z** is stout and well proportioned. She certainly is strong topped, deep bodied and has lots of muscle shape. **2455Z** is a beautiful blend of marbling and growth with her stacked pedigree of High Accuracy Multiple Trait Leaders. Her sire, **Hirashigetayasu**, ranks in the top 1% for 200 Day Weight, 400 Day Weight, 600 Day Weight, Milk and CW according to BreedPlan. Additionally, he is AA for SCD and ranks in the top 20% for Marble Fineness. **2455Z's** maternal sire, **World K's Sanjiro** is 100% Tajima and is well thought of for carcass traits. He is a AA/7 bull whose sire, **Michifuku**, and dam,

Suzutani, are synonymous for extreme fine textured marbling. **2455Z's** EBVs are very impressive for growth, muscle and marbling. It cannot hurt that her dam, **713T** was the high selling pick of the sale for \$27,500 at the Lone Mountain Ranch 2014 "Million Dollar" event. **FREE OF ALL GENETIC DEFECTS.**

11/27/2012 FB14957 Fullblood Cow Tattoo: 2455Z

DAI 20 HIRASHIGE 287 KEDAKA 7212
HIRASHIGETAYASU J2351 DAI 13 HIRASHIGE
 DAI 5 YURUHIME..... TAYASUHUKU
 YURIKO 795455
 WORLD K'S SANJIROU..... WORLD K'S MICHIFUKU
LMR MS SANJIROU 713T WORLD K'S SUZUTANI
 BR MS TAKAZAKURA 0652 WORLD K'S TAKAZAKURA
 JVP MS FUKUKANE 05E

SCD	Jan 2018	BW	200 Day WT	400 Day WT	600 Day WT	Milk	Carcass WT	Eye Muscle Area	Retail Beef Yield	Marble Score	Marble Fineness
AA											
Tenderness	EBV'S	1.8	17	27	32	0	23	2.0	1.6	0.5	0.16
7	Rank (Top %)	80%	10%	10%	15%	60%	10%	20%	1%	40%	35%

LMR Ms HIRASHIGETAYASU 4232B



4232B is a very balanced and well-made cow. She is strong topped, long hiped and deep sided. **4232B** is an attractive combination of Marbling and Growth genetics. Her sire and maternal grand sire are both High Accuracy Multiple Trait Leaders.

Hirashigetayasu ranks in the top 1% for 200 Day Weight, 400 Day Weight, 600 Day Weight, Milk and Carcass Weight in the Australian BreedPlan. **Michifuku** also offers top 1% genetics for EMA, Marble Score and Marble Fineness as well as top 5% genetics for Retail Yield according to his EBVs. **4232B** is an SCD: AA/Tenderness: 7 female who has great EBVs for every Growth, Yield and Marbling trait while offering the value added eye appeal trait. **FREE OF ALL GENETIC DEFECTS.**

03/25/2014 FB22500 Fullblood Cow Tattoo: 4232B

DAI 20 HIRASHIGE 287 KEDAKA 7212
HIRASHIGETAYASU J2351 DAI 13 HIRASHIGE
 DAI 5 YURUHIME..... TAYASUHUKU
 YURIKO 795455
 WORLD K'S MICHIFUKU..... MONJIRO 11550
LMR MS MICHIFUKU 629S MICHIKO 655635
 BR MS TAKAZAKURA 0652 WORLD K'S TAKAZAKURA
 JVP MS FUKUKANE 05E

EMBRYO PACKAGES AVAILABLE - \$1000 PER EMBRYO

● **2 FROZEN EMBRYOS Sired by KITATERUYASUDOJ J2810 (FB686)**

J2810 is a SCD: AA/Tenderness: 4 and F11C sire who is a High Accuracy Multiple Trait Leader for BW, Marble Fineness, Retail Yield, Marble Score and Eye Muscle Area in the Australian BreedPlan.

SCD	Jan 2018	BW	200 Day WT	400 Day WT	600 Day WT	Milk	Carcass WT	Eye Muscle Area	Retail Beef Yield	Marble Score	Marble Fineness
AA											
Tenderness	EBV'S	2.8	18	26	33	-1	24	0.2	0.6	0.6	0.30
7	Rank (Top %)	95%	5%	10%	10%	70%	10%	70%	15%	30%	5%

ESF TAYASU Z0278-625-141



She sells in October and is due to **MFC Michiyoshi 522C! 141** is a mouthwatering tank of Wagyu excellence! The first time this powerful matron entered a sale ring, she was the second high-seller for \$18,000 at the Empire State Farms dispersion in 2013. Paint her any color and she is still an impressive beef cow. She has tremendous depth and spring of rib with extra muscle shape throughout and a powerful long hip. **141** combines High Accuracy Trait Leading Carcass quality, Growth and Milk Traits. Her dam's sire, the world renowned **Michifuku**, ranks in the top 1% for EMA, Marble Fineness and Marble Score in the Australian BreedPlan. **141's** sire, **Westholme**

Hirashigetayasu Z278 and her maternal great grand sire, **TF Kikuhana**, are also well documented Trait Leaders for every Growth trait as well as Milk. **141** is a definite sale feature and a unique instrument for advancing the Wagyu breed. **FREE OF ALL GENETIC DEFECTS.**

01/01/2010 FB10594 Fullblood Cow Tattoo: 141

HIRASHIGETAYASU J2351..... DAI 20 HIRASHIGE 287
WESTHOLME HIRASHIGETAYASU Z278 DAI 5 YURUHIME
 WESTHOLME OHYURIHIME X106 KITATERUYASUDOJ J2810
 WESTHOLME MORITAKE U38
 MONJIRO 11550
 WORLD K'S MICHIFUKU..... MICHIKO 655635
BR MS MICHIFUKU 0625 TF KIKUHANA
 BR MS KIKUHANA 8620..... JVP MS KIKUCHISA 19E

SCD	Jan 2018	BW	200 Day WT	400 Day WT	600 Day WT	Milk	Carcass WT	Eye Muscle Area	Retail Beef Yield	Marble Score	Marble Fineness
N/A											
Tenderness	EBV'S	2.5	15	21	27	1	20	1.9	1.4	0.3	0.14
N/A	Rank (Top %)	95%	15%	20%	25%	50%	15%	20%	1%	60%	45%

CC Ms HIRAMICHIBAR 1 2719



2719 is a beautiful yet powerful beef cow! She is very well balanced with her deep flank as well as being stout from end to end. She is a capacious, strong topped cow with ideal udder quality. **2719** combines the Growth and Milk traits of **Hirashigetayasu** with the Marbling traits of **Michifuku** and **Bar R Takasuru 1K**. The **Bar R 12P** herdsire is very intriguing in the fact that he is line bred **JVP Fukutsuru 068** and heavy Tajima but it appears he has tremendous influence in breeding extremely eye appealing cattle. Carcass quality is of the utmost importance with Wagyu but adding phenotypic eye appeal can only add value. M6 is also selling a **Kouyson** (FB19540) daughter in October! **FREE OF ALL GENETIC DEFECTS.**

01/10/2012 FB15085 Fullblood Cow Tattoo: CC2719

DAI 20 HIRASHIGE 287 KEDAKA 7212
HIRASHIGETAYASU J2351 DAI 13 HIRASHIGE
 DAI 5 YURUHIME TAYASUHUUKU
 YURIKO 795455
 BAR R 12P BAR R TAKASURU 1 K
TBR TOMIKO 4 7041T JVP MS FUKUSHIGE T10E
 BAR R MISS 24H WORLD K'S MICHIFUKU
 JVP MS KIKUCHISA 19E

SCD	Jan 2018	BW	200 Day	400 Day	600 Day	Milk	Carcass	Eye	Retail	Marble	Marble
VA		WT	WT	WT	WT	WT	WT	Muscle	Beef	Score	Fineness
Tenderness	EBV'S	3.4	18	24	31	4	4	0.2	0.2	0.0	0.13
9	Rank (Top %)	100%	5%	15%	15%	15%	40%	10%	30%	90%	50%

PREGNANT RECIPIENTS AVAILABLE - \$3000 PER RECIPIENT

● **RECIPS ARE DUE 12/03/2018 PREGNANCIES Sired BY MFC MICHIOYOSHI 522C (FB21095)**

522C is an AA/10 bull whose sire, Michiyoshi, tested BC for the Exon 5 marbling gene.

LMR Ms HIRO 3442A



She sells in October and due 9-10-18 to **MFC Michiyoshi 522C!** **522C** is an exciting SCD: AA/Tenderness: 10 bull whose sire tested the ideal, BC for the Exon 5 marbling gene. **Michiyoshi** also proved himself in the 2014 National Wagyu Sire Summary with his #5 marbling #4 ribeye area EPDs. Phenotypically, **3442A** is very well balanced, strong topped young cow who shows more muscle shape throughout. She is the over achieving kind! Her calves wean heavy and her EBV's are outstanding for both carcass and growth traits. **3442A** is line bred **Monjiro** and **Michifuku** with a Marble Fineness shot of **Itozurudo**. No question that it is a loaded carcass pedigree. M6 hesitates to offer **3442A**, we paid \$16,500 for her at the last LMR sale and **3442A** is the type that will succeed in both the carcass and cattle business. Again M6 wants to earn your respect and be known as a source where the good ones are sold. **FREE OF ALL GENETIC DEFECTS.**

05/24/2013 FB17553 Fullblood Cow Tattoo: 3442A

WORLD K'S HARUKI 2 MONJIRO 11550
LMR HIRO 0195X SAKURA 2 741638
 BR MS SANJIRO 0656 WORLD K'S SANJIROU
 MISS BAR R 301H
 LMR ITOZURUDO 8162U ITOZURU DOI
LMR MS SHINTARO 0204X TF600
 LMR MS MICHIFUKU 1604 64 BLUE ROCK MICHIFUKU
 BR MS TAKAZAKURA 0652

SCD	Jan 2018	BW	200 Day	400 Day	600 Day	Milk	Carcass	Eye	Retail	Marble	Marble
VA		WT	WT	WT	WT	WT	WT	Muscle	Beef	Score	Fineness
Tenderness	EBV'S	0.7	11	22	28	0	25	2.1	0.8	0.6	0.18
5	Rank (Top %)	45%	35%	20%	20%	60%	5%	15%	10%	30%	30%

LMR Ms SENSEI 2332Z



She sells in October and due in June to **M6 Shigesigetani 5162** (FB25288)! **5162** is a powerful SCD: VA/Tenderness: 8 individual who combines two of the carcass standouts in the 2014 National Wagyu Sire Summary. His sire, **Bar R Shigishigani 30T** was #8 for marbling, #1 for REA, and #1 for carcass weight. 5162's maternal sire is **Bar R Takasuru 1K** who tied **30T** with a 0.35 marbling EPD and also was #4 for Carcass Weight. **2332Z** is a strong topped, long hipped and big ribbed young cow. In putting the foundation Wagyu females together for the M6 program, there is no question M6 has selected for individuals with a productive and attractive phenotype without sacrificing any marbling and carcass traits. **2332Z** represents those objectives well. Her EBVs rank breed average or better for almost every single trait. **FREE OF ALL GENETIC DEFECTS.**

04/04/2012 FB13698 Fullblood Cow Tattoo: 2332Z

ITOZURU DOI ITOKITATSURU
LMR SENSEI 817T YASUHIME
 CF 503 ITOSHIGENAMI
 HIRASHIGETAYASU J2351 HIKOKURA 1/10
LMR MS HIRASHIGETAYASU 9318W DAI 20 HIRASHIGE 287
 BR MS TAK-0606 4622 DAI 5 YURUHIME
 BR TAKAZAKURA 0606
 BR MS BR MICHIFUKU7602 1

SCD	Jan 2018	BW	200 Day	400 Day	600 Day	Milk	Carcass	Eye	Retail	Marble	Marble
VA		WT	WT	WT	WT	WT	WT	Muscle	Beef	Score	Fineness
Tenderness	EBV'S	0.9	9	17	22	4	16	0.9	-0.1	0.3	0.21
5	Rank (Top %)	55%	50%	35%	35%	15%	30%	45%	50%	60%	20%

EMBRYO PACKAGES AVAILABLE - \$800 PER EMBRYO

● **2 FROZEN EMBRYOS Sired BY WORLD K'S SANJIROU (FB2501)** Sanjiro is SCD: AA/Tenderness: 7 who has the potential to be one of the most influential Tajima sires in this breed. His sire, Michifuku, and dam, Suzutani, are highly proven legends for high quality marbling, yield and REA.

LMR Ms ITOSHIGENAMI 5159C

She sells in October and due to **KR Front Line 115** (FB12865)! **115** is a SCD: AA/ Tenderness: 7 son of **Hirashigetayasu** son who provides more carcass punch with **Kitakeruyasudoi** and **JVP Fukutsuru 068** genetics. Why do we sometimes use below breed average growth genetics? Because they are **Itoshigenami**! He has a highly proven 1.6 Marbling Score EBV and that makes the Wagyu meat business roll! Phenotypically, **5159C** is a well-made and attractive **Itoshigenami** young cow due with her second calf. Her first calf weaned as one of the heaviest in her contemporary group so rest assure **5159C** is an outstanding calf raiser. A mating of **30T** with a beautifully designed **Itoshigenami** provides the best of both marbling and growth performance. **FREE OF ALL GENETIC DEFECTS.**

04/06/2015 FB20907 Fullblood Cow Tattoo: 5159C

SHIGESHIGENAMI 10632 SHIGEKANENAMI
ITOSHIGENAMI SHIGEMITSU
 FUKUYUKI FUKUMASA
 YUKIZAKURA
 ITOSHIGEFUJI ITOFUJI 483
LMR MS ITOSHIGEFUJI 9200 DAI 30 NOBORU J920752
 BR MS MICHII-8614 2660 BR MICHIFUKU 8614
 BR MS TAKAZAKURA 9640

SCD	Jan 2018	BW	200 Day	400 Day	600 Day	Milk	Carcass	Eye	Retail	Marble	Marble
VA		WT	WT	WT	WT	WT	WT	Muscle Area	Beef Yield	Score	Fineness
Tenderness	EBV'S	-0.8	4	5	4	-4	4	-2.3	-1.2	0.5	0.01
8	Rank (Top %)	10%	90%	90%	95%	90%	85%	99%	99%	40%	85%

EMBRYO PACKAGES AVAILABLE - \$600 PER EMBRYO

- 4 FROZEN EMBRYOS Sired by **Bar R Shigeshigetani 30T** (FB8177)
 - 4 FROZEN EMBRYOS Sired by **Bar R Shigeshigetani 30T** (FB8177)
- 30T was the #8 Marbling, #1 REA and #1 Carcass Weight sire in the 2014 National Wagyu Sire Summary.



03/19/2014 FB17727 Fullblood Cow Tattoo: 4217B

TERUNAGADOI KIKUTERU DOI
KITATERUYASUDOI J2810 TERUNAHO
 YOSHIMI3 YASUTANI DOI
 YOSIMI
 BAR R 12P BAR R TAKASURU 1 K
LMR MS TAK 12P 822T JVP MS FUKUSHIGE T10E
 BAR R MISS 24H WORLD K'S MICHIFUKU
 JVP MS KIKUCHISA 19E



11/25/2011 FB13481 Fullblood Cow Tattoo: LMR 1439Y

ITOHIRASHIGE ITOKITATSURU
ITOMORITAKA J2703 HIRASHIGEKIYOSHI
 DAI 6 OEFUJII J565554-KURO KOH KEDAKAFUJI
 OOE
 SHIGESHIGENAMI 10632
 ITOSHIGENAMI FUKUYUKI
LMR MS ITOSHIGENAMI 8107 BLUE ROCK MICHIFUKU
 BR MS MICHIFUKU T4E 8605 JVP MS KIKUSHIGE 09E

SCD	Jan 2018	BW	200 Day	400 Day	600 Day	Milk	Carcass	Eye	Retail	Marble	Marble
AA		WT	WT	WT	WT	WT	WT	Muscle Area	Beef Yield	Score	Fineness
Tenderness	EBV'S	2.4	15	28	35	4	18	3.7	1.3	0.2	0.22
4	Rank (Top %)	90%	15%	10%	10%	15%	25%	5%	15%	75%	20%

LMR Ms KITATERUYASUDOI 4217B

4217B is a larger framed **Kitateruyasudoi** daughter with a long elegant neck, extra rib shape, long hip and a beautiful udder. **J2810** is a High Accuracy Sire that ranks in the top 1% for Marbling Fineness and Retail Yield, top 5% for Marble Score, and top 15% for EMA according to BreedPlan. **4217B** combines the elite marbling genetics of **Kitateruyasudoi** with the carcass and eye appeal traits of **Bar R 12P** and **Michifuku** to solidify her carcass credentials. She also weaned an outstanding heavy bull calf. Her calf raising ability is without question. **FREE OF ALL GENETIC DEFECTS.**

EMBRYO PACKAGES AVAILABLE - \$1000 PER EMBRYO

- 2 FROZEN EMBRYOS Sired by **Hirashigetayasu J2351** (FB610)
- J2351 is a High Accuracy Trait Leader for 200 Day Weight, 400 Day Weight, 600 Day Weight and Milk who also tested AA for SCD.

SCD	Jan 2018	BW	200 Day	400 Day	600 Day	Milk	Carcass	Eye	Retail	Marble	Marble
VA		WT	WT	WT	WT	WT	WT	Muscle Area	Beef Yield	Score	Fineness
Tenderness	EBV'S	-0.1	5	5	4	-1	-5	2.1	0.3	0.5	0.24
5	Rank (Top %)	20%	85%	90%	95%	70%	99%	15%	25%	40%	15%

LMR Ms ITOMORITAKA 1439Y

She sells in October and due 10-1-18 to **LMR Toshiro 1/3** (FB7475). **Toshiro** is a rising star in the Wagyu world because of his leading genetics for Milk and Growth traits. At M6 we put more value on females that are long and angular through their front end, powerful and long hiped with a bold sprung rib shape and heavy milkers with refined teats. My family's generations of experience in beef cattle production have taught us that those kind of females are more fertile and wean the heaviest calves. Well, **1439Y** is that kind of cow. Her sire, **Itomoritaka J2703**, is a High Accuracy Multiple Trait Leader in the Australian BreedPlan. He ranks in the top 1% for 400 Day Weight, 600 Day Weight, Milk, EMA, and Retail Beef Yield. **1439Y's** dam sire, **Itoshigenami** is also a High Accuracy Multiple Trait Leader for both BW and Marbling Score. That combination is hard to beat and is reflected in **1439Y's** outstanding EBV profile. It is exciting to have individuals with this kind of genetics to work with in pursuit of making the breed even better. **FREE OF ALL GENETIC DEFECTS.**

SCD	Jan 2018	BW	200 Day	400 Day	600 Day	Milk	Carcass	Eye	Retail	Marble	Marble
AA		WT	WT	WT	WT	WT	WT	Muscle Area	Beef Yield	Score	Fineness
Tenderness	EBV'S	2.4	15	28	35	4	18	3.7	1.3	0.2	0.22
4	Rank (Top %)	90%	15%	10%	10%	15%	25%	5%	15%	75%	20%

M6 Ms FUKUTSURU 466



Sometimes the Australian Breed Plan just does not have enough information to adequately represent an individual and that appears to be the case with this **466** cow. That is a lesson for the importance of High Accuracy EBV figures in making breeding decisions. **466** is a well-balanced, angular, strong topped, big middled and nice uddered 3 year old that is loaded with good. In fact, her carcass quality credentials are outstanding. Her sire, **JVP Fukutsuru 068**, has been the #1 Marbling EPD sire in numerous National Wagyu Sire Summaries and **466** is line bred **068**. **466's** dam sire, **Bar R Takasuru 1K** was tied for #8 in Marbling and was the #4 in Carcass Weight sire in the 2014 Wagyu Sire Summary. Furthermore, **466's** natural great grand sire is **Michifuku**, who is the gold standard for Marble Score, Marble Fineness and EMA. **FREE OF ALL GENETIC DEFECTS.**

08/19/2014 FB25286 Fullblood Cow Tattoo: 466

DAI 2 YASUTSURU 774..... YASUMI DOI
JVP FUKUTSURU-068..... KIKUTSURU 978542
 TERUYASU 649663..... KIKUTERU DOI
 YASUTSURU 509605
 BAR R TAKASURU 1 K..... WORLD K'S TAKAZAKURA
LMR MS TAK 1K 759T..... JJVP MS FUKUSHIGE T10E
 WORLD K'S MICHIFUKU
 BR MS MICHIFUKU 0638..... BR MS MICHIFUKU T4E 8605

SCD	Jan 2018 EBV'S	BW	200 Day WT	400 Day WT	600 Day WT	Milk	Carcass WT	Eye Muscle Area	Retail Beef Yield	Marble Score	Marble Fineness
VA											
Tenderness	EBV'S	-1.1	-1	0	-4	-1	-4	1.4	-1.5	0.4	0.20
7	Rank (Top %)	5%	99%	99%	99%	70%	99%	30%	99%	50%	20%

EMBRYO PACKAGES AVAILABLE - \$800 PER EMBRYO

- **4 FROZEN EMBRYOS Sired by LMR TOSHIRO 1/3 (FB7475)**
Toshiro 1/3 is a rising star in the Wagyu world because of his leading genetics for Milk, Growth, CW and Yield traits.



06/18/2015 FB20684 Fullblood Cow Tattoo: 5321C

BAR R FUKUTSURU 36H..... JVP FUKUTSURU-068
LMR YOJIMBO..... METANI
 BR MS YASUFUKU 0609..... WORLD K'S YASUFUKU JR
 BR MS MICHIFUKU 8608
 MONJIRO 11550
 WORLD K'S MICHIFUKU..... MICHIKO 655635
LMR MS MICHIFUKU 629S..... WORLD K'S TAKAZAKURA
 BR MS TAKAZAKURA 0652..... JVP MS FUKUKANE 05E

She sells in October and due 8-20-18 to **TF Itomichi 1/2** (FB2126). **Itomichi 1/2** is a High Accuracy top 1% Milk Trait Leader. **5321C** is an angular fronted, deep ribbed and strong topped first calf heifer, who also has more muscle shape than you would expect from an 80% Tajima female. Both top and bottom pedigrees are stacked with some of the best carcass quality leaders in the breed... **Michifuku** (3X's), **Fukutsuru 068** (2X's) and **Yasufuku Jr. 5321C** is a well-made, line bred for carcass quality, SCD: AA/Tenderness: 7 young female with lots of future. **FREE OF ALL GENETIC DEFECTS.**

SCD	Jan 2018 EBV'S	BW	200 Day WT	400 Day WT	600 Day WT	Milk	Carcass WT	Eye Muscle Area	Retail Beef Yield	Marble Score	Marble Fineness
AA											
Tenderness	EBV'S	0.4	6	10	10	-9	8	1.8	-0.3	0.4	0.22
7	Rank (Top %)	35%	75%	70%	80%	100%	65%	20%	65%	50%	20%

LMR Ms ITOMICHI 1/2 1237Y

06/23/2011 FB12389 Fullblood Cow Tattoo: LMR 1237Y

ITOMICHI..... DAI 7 ITOZAKURA
TF ITOMICHI 1/2..... TOMISAKAE 2/1
 DAI 2 KINTOU..... DAI 3 KIYOHIME
 EZOKINTOU 1A
 BAR R SANJIROU 4P..... WORLD K'S SANJIROU
LMR MS SANJIROU 4P 714T..... BAR R MISS FUKUTSURU 47K
 WORLD K'S MICHIFUKU
 BAR R MISS 24H..... JVP MS KIKUCHISA 19E

SCD: VA TENDERNES: 4 FREE OF ALL GENETIC DEFECTS.

EMBRYO PACKAGES AVAILABLE - \$600 PER EMBRYO

- **6 FROZEN EMBRYOS Sired by MFC MICHIOYOSHI 5252C (FB21095)**

Paradigm Change

Jessica and I are second generation seedstock cattle breeders. My family has been breeding and selling registered genetics for 47 years. My life's work has been dedicated to making cattle genetics more efficient at yielding USDA choice beef in fewer days and for fewer dollars for our customers. We were quite good at it. We've bred numerous MULTIPLE TRAIT LEADERS and our spring and fall annual production sales were among the best in the nation for any breed. I believed in what we were doing.

My wife Jessica has Cystic Fibrosis and has struggled with health challenges all of her life and five years ago she got very sick. She needed a double lung transplant to stay alive. Fighting for her life she changed her diet in hopes of getting healthier. She stopped eating traditional Western/ American beef because it was not healthy enough. I had to stop and rethink all I thought I knew. I took it real personal and it broke my heart that the kind of beef I had dedicated my life to produce was not healthy enough for the health conscious consumer.

I needed a paradigm change. More pounds in fewer days was no longer the best for all. We have sold all of our World famous Charolais and now have embraced that patience and time is our friend when it comes to producing the healthiest and best tasting beef in the world. We believe it is time for cow/calf producers to stop and rethink what they are doing. More pounds in fewer days ultimately does not produce the best final product. We want to play a part in producing a product that all can enjoy and that the most discriminating consumer will pay more for. Jessica and I have had a paradigm change and are now dedicated to making the healthiest and best tasting beef in the world even better.

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*Health Benefits
of Wagyu?*

SUPERIOR!

By Pete Eshelman

Joseph Decuis Wagyu is a superb culinary experience. It's rich distinct flavor and tenderness set it apart from any other beef our guests have experienced. Our young guests declare "the best burger ever" and their parents extol the virtues of Wagyu like fine wine.

Remember the movie Field Of Dreams, "Build it and they will come"? Similarly, once a guest tastes our Wagyu they come back (we are battling close to a 1000). I am convinced that beyond our restaurant, Wagyu can corner the market on the best tasting beef in America.

While most breeds would be satisfied with this "great taste" claim, for Wagyu the great taste is just the tip of the iceberg! We can prove authenticity through DNA verification and registration with our breed society. We can offer total transparency (where it was raised, harvested, how it was fed and treated.) American consumers today want to know what their food is, where it comes from and how it's raised. Unlike most breeds of cattle, Wagyu can accurately respond to all of their questions.

With Wagyu we have a secret weapon that we are underutilizing and it's called health benefits. Wagyu is a healthy beef choice. Declaring that anything is healthy can be a slippery slope because you have to prove it. Recently the American Wagyu Association attempted to create a controlled study to determine the nutritional profile of Wagyu. The program was abandoned because of the complexity of managing a controlled environment.

I applaud the AWA's attempt, but I am not sure that a controlled environment was the right approach because there are many variables in the production of high quality Wagyu such as: genetics, geography, diet, husbandry

captures the unique characteristics of individualized production.

Having our Wagyu tested for its unique nutritional profile was simple. We hired an independent party, Dr.

Jimmy Horner, a renowned animal nutritionist to set up our program. He arranged a lab to test the nutritional profile of our Wagyu and then evaluated the test results. These results showed our nutritional profile compared to the commercial beef sample we provided and how it compares to other Wagyu health profiles in America and Japan. Here are the results of our tests:

I asked Dr. Horner how we could make a stronger claim about the health benefits of our Wagyu. Since we are producing fullblood Wagyu, he suggested that testing 100% of what we harvest annually would be great but 10% of annual harvest would offer a good representation of the overall health profile of our herd.

Today, we make the claims of great taste, authenticity, transparency, traceability and health benefits of Joseph

Decuis Wagyu which satisfies our customers' appetite for knowledge and confidence in their food products.

I hope our example inspires other Wagyu producers in America to exploit the attributes of Wagyu. Together we can revolutionize the beef industry and provide high quality healthy food choices for future generations. 🍖

Fatty Acid Analysis of Joseph Decuis Fullblood Wagyu Beef February 8, 2018

I have reviewed sample results of independent lab tests on the Fullblood Wagyu beef raised on the Joseph Decuis farm as well as purchased Commercial beef you provided. These tests analyzed monounsaturated fatty Acids (MUFA) and oleic acid levels. Monounsaturated fats are important as they can have a beneficial effect on your heart when eaten in moderation and when used to replace saturated fat and trans fat in your diet. Oleic acid is a fatty acid that occurs naturally in various animal and vegetable fats and oils and has also been found to be beneficial as part of a balanced, healthy diet.

The Wagyu cattle raised on Joseph Decuis farm is densely marbled ranging between 30-40% intramuscular Fat (IMF, the percentage of marbling) compared to the USDA's highest grade, Prime, which is 10-20% IMF.

The dense marbling of Wagyu from Joseph Decuis is healthy fat offering the omega 3 and omega 6 essential fatty acids vital for one's body and comparable to the fat profile of wild caught salmon. The monounsaturated fat to saturated fat ratio in Joseph Decuis Wagyu beef is much higher than in typical commercial beef. Nutritionists have found monounsaturated fat to be beneficial in decreasing LDL cholesterol while increasing HDL cholesterol which is associated with lowering the risk of coronary heart disease. Put in perspective, to gain the same nutrient value of a 5 oz serving of Joseph Decuis Wagyu one would need to consume 20 oz of typical commercial beef.

After working with numerous Wagyu operations in both Japan and the U.S. since 1994, when comparing the health profile of Joseph Decuis Wagyu to other Wagyu raised in the U.S. and Japan, I would conclude these tests place Joseph Decuis Wagyu in the top 1-2% of the healthiest Wagyu in the U.S. and the top 5-10% in Japan.

There are many variables that must be managed to raise densely marbled, Tender, flavorful, and nutrient dense Wagyu. These include: terroir, forage, diet, and disciplined husbandry practices such as drug-free, stress-free and humane environment. Joseph Decuis is successfully implementing these best practices. To quote legendary Japanese Wagyu producer, Shogo Takeda, these tests substantiate Mr. Takeda's words and demonstrate that you are indeed producing a superior source of protein.

Respectfully,

Dr. Jimmy L. Horner, PH.D., P.A.S., Charter Member and Diplomate, American College of Animal Nutrition

practices, etc. There is no controlled environment that can account for all of these elements, yet these variables are what makes raising Wagyu fun, entrepreneurial, and distinctive.

To evaluate Wagyu's health profile, we at Joseph Decuis and other Wagyu producers in the world are testing Wagyu for nutritional value. This approach



A POSITIVE IMPACT ON THE COMMERCIAL BEEF INDUSTRY

Ken Tew and his wife Julie raise Wagyu cattle—purebreds and fullbloods—at their Rockin’2 Ranch near Baker City, Oregon. Ken has been passionate about Wagyu ever since he first managed a Wagyu herd for Richard and Marcie Hammond’s Sutton Creek Ranch in 2001. Three years later, he and Julie bought that ranch and Wagyu herd with a partner. As Ken learned more about Wagyu cattle he realized that

this small breed has a big future in the U.S. but only if commercial cattlemen of other breeds discover what this breed can do for the commercial beef industry.

To boost his bull business when he started selling Wagyu bulls, he began trying

to try to educate more people about Wagyu and what this breed has to offer. “I beat the brush, going to all the cattlemen’s conventions in Oregon, Washington, Idaho and wherever I could get to, and had a booth where I explained about this breed—trying to sell bulls. Whenever I did sell bulls, I always delivered them myself. Thus I got to meet the rancher, talk with him, and tell him more about these cattle. I have a 2012 Dodge pickup that has 275,000 miles on it, delivering bulls,” he says.

He found that this was the best way to do it. Most of the ranchers would buy Wagyu bulls just for calving ease, for heifers, but were also curious about this breed. “If I could talk with them and tell them about all the other beneficial aspects of Wagyu, this helped. I think our best benefit is what this breed can do to improve other breeds.”

Calving ease is the trait that opens the door, for producers who want to buy heifer bulls. Another aspect, which these producers soon discover, is the improved breed-back on the heifers that were able to calve so easily. “When you use other bulls on your heifers, you don’t know if they will breed back—if they had any difficulty at calving. With

Wagyu-sired calves, those heifers have about a 94% breed-back,” he says. For heifers to stay in the herd, you want them to have an easy first calving.

“I believe that this will be the biggest impact on profitability for most ranchers. The Wagyu breed will always have the highest-quality meat, forever, but there’s a huge market for bulls to breed heifers. There are 33 million commercial cows and 5 million heifers in this country. If we could even get 1% of that calving-ease market, we will all be successful. To me, that’s our biggest challenge right now—to get the commercial cattleman on board with us,” says Tew.

“I think it is already happening. When I first started doing this, most people didn’t know much about this breed. In 2000 I was selling bulls at \$1000 apiece, with a guarantee that if the rancher didn’t like the bull he could bring the bull back and I would give the money back. I never had one come back. Customers did come back in a year or two, saying that the bull worked really well and they would like another one, and I’d

say, 'Sure, but the price is \$1200 this year'. By then, they were willing to pay more."

There were times it was a hard sell, however. "A fellow called me and wanted to come look at Wagyu bulls because he'd heard about them and had never seen them. He drove into my ranch and was looking at them out the window. I came walking up to his pickup and he locked the door and drove out!"

Early on, however, Tew had a good break when a rancher in Nevada, Van Norman (one of the largest property owners in that state) called. "He said he'd heard I had Wagyu bulls. He told me he had used them in the past with his heifers and that they were amazing. He bought 10 bulls from me, and this helped get things going because he was a respected commercial rancher in Nevada."

Then a rancher in Texas, who was president of the cattlemen's association in that state, called and wanted 20 bulls. "Those all went on heifers. I used his name on my brochure, stating that he'd bred 200 heifers and only had to pull one calf—because it had a leg back—and that he was very impressed. He came up to me at my booth at the NCBA meeting a couple years later; he told me that my brochure was 'a damn lie' and I told him that was the information I got from his daughter. He said, 'Nope. It wasn't 200 heifers, it was 400!' So I thought that was phenomenal," says Tew.

"I went to a lot of NCBA meetings and had a booth advertising Wagyu. A fellow from California attended one of those meetings and was interviewed on the cattleman program on TV. They asked him: what was the smartest thing he ever did in the cattle business. He said the first smart move he made was when he quit driving a cement truck and started ranching full time. Everyone chuckled about that, then he said the second smartest thing he ever did was start using Wagyu bulls on his heifers. We were watching this on TV there in Reno, and when he said that, within a few minutes my cell phone started ringing. Several people had been thinking about using Wagyu and they knew who I was, and called me! Getting out among commercial cattlemen and letting them know about this breed is a big plus. Once you get them to turn that corner and try this breed, it makes a difference."

He feels that the best opportunity was a couple years ago when the cattle market was so high. "Commercial cattlemen were making more money than they ever had in the past. Consequently they were willing to take chances on something they might not try otherwise. Some of them started buying Wagyu bulls," says Tew.

Then the cattle market fell apart. "These guys were all tightening their belts again. The ranchers who bought Wagyu bulls are just now seeing the results of those calves, and they will be coming back. The bulls they bought are still good for a while, but



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those ranchers will want more. Now is when we need to make a real push—while people are trying to save money to survive. We need to be telling them that these bulls not only provide calving ease but also with a less than 3% assist, there will be a 94% breed-back on their heifers, and we have companies that will pay a premium for the calves. It's a no-brainer, but we have to get the word out." These bulls can help ranchers survive the tough times.

"As a kid, growing up, I didn't even know what carcass quality was. We sold pounds. Everyone sold pounds and people felt they needed more pounds, to make a profit. That's still true today; a lot of people don't think about the advantage of the carcass quality they will get when using Wagyu. So we need to push harder on the other facts, like the money they will save with calving ease and breed-back. That can open the door for us, and then we can also tell them about the bonuses—that these cattle will grade higher and that the producer will be paid more money for them," he says.

"It's an educational process, but Wagyu breeders need to understand what exactly the commercial cattlemen are looking at—and know what to educate them about. Most of them don't really care about things like Wagyu beef or Kobe beef." At this point there are still a lot of producers who sell their calves at weaning and don't own

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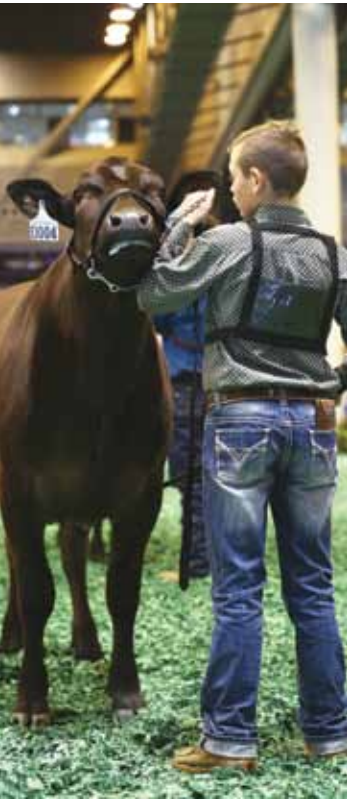
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OUT & ABOUT

Wagyu Sales, Shows, and Other Happenings

2018 Houston Livestock
Show and Rodeo
HOUSTON, TEXAS



March 6th, 2018



>> *The Results*

*Judge: P.J. Budler
Dallas, TX*



**Champion Black Fullblood Female
ECC Sweet Minnie W27E**
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Owensville, IN



**Reserve Champion Black Fullblood Female
HD 6**
Exhibited by: Alex Dumas,
Montgomery, TX



**Champion Black Fullblood Bull
RVW Kenhanafuji 790 ET**
Exhibited by: Five Star Ranch,
Brenham, TX



**Reserve Champion Black Fullblood Bull
ECC Little Wille**
Exhibited by: Emerson Cattle Co.,
Owensville, IN



**Champion Red Fullblood Female
JMK Runami 090E**
Exhibited by: JMK Cattle,
McGregor, TX



**Reserve Champion Red Fullblood Female
LAG Emma 63D ET**
Exhibited by: Legendary Akaushi Genetics,
Katy, TX



**Champion Red Fullblood Bull
SOR MR HIROMITSU**
Exhibited by: JMK Cattle,
Mc Gregor, TX



**Reserve Champion Red Fullblood Bull
1105D ET**
Exhibited by: Legendary Akaushi Genetics,
Katy, TX



**Champion Red/Black Fullblood Female
VBV Eiko Ena D49**
Exhibited by: Rockin' HD,
Wayne, OK



**Res. Champion Red/Black Fullblood Female
FSR Five Star 48E**
Exhibited by: Five Star Ranch,
Brenham, TX



**Champion Red/Black Fullblood Bull
BA Geronimo BA173**
Exhibited by: Tim Conrad,
Frankston, TX



**Res. Champion Red/Black Fullblood Bull
RT Michikari E36**
Exhibited by: Rowland Taylor,
Houston, TX



Champion Steer
Kajiwotoru
 Exhibited by: Ethan Startz,
 Floresville, TX

NO PHOTO
 Reserve Champion Steer
TUR Itozurudoi Emperor 65D
 Exhibited by: Turner River Ranch,
 Medina, TX



photo courtesy of JMK Cattle

Save the Date **Upcoming Events**

2018

APRIL

7 Synergy Wagyu's Genetic Opportunity Sale
Limerick, Pennsylvania

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

MAY

19 Bar R Cattle Company
 Production Sale
Pullman, Washington

JUNE

9 Passion For Prime Sale
Oklahoma City, Oklahoma

AUGUST

18 Vermont Wagyu Female
 Production Sale
Springfield, Vermont

OCTOBER

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

7 First Annual M6 & Friends Bad to the Bone
 Bull & Female Sale
Alvarado, Texas

20 JW Wagyu Dispersion Sale
Galt, California

42 Wagyu World | March / April 2018

2019

JANUARY

TBD Western Wagyu Elite Sale
Denver, Colorado

MAY

19 Lone Mountain Cattle Company
 Production Sale
Albuquerque, New Mexico

OCTOBER

12 TWA Sale
Salado, Texas

In the News

From The T.W.A.

The Texas Wagyu Association is currently accepting entries for its 1st annual Wagyu carcass competition to be held in April of 2019. The entry fee is \$100 per animal, and the rules and registration form can be found on the TWA's website at www.texaswagyuassociation.org. TWA membership is a required to participate. If you have any questions, please contact Aaron Startz at (210)355-9484 or aaron.startz@yahoo.com.

The TWA's Elite Wagyu Performance Test for the Fall of 2017 has been completed. Results from this test will be available at the 9th Annual Steaks are High sale held in Salado, Texas, on April 21st, 2018, to assist buyers in making their purchasing decisions. The spring 2018 performance test is currently underway. If you have any interest in participating in an upcoming gain test beginning in June, please contact Bubba Kay at (512)801-1424.



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Tote Bag handmade with antique silver conchos and hardware

them through harvest, so they are interested in what they will get for the calves as they leave the ranch. If they can make more profit because more heifers breed back, that is what will get their attention. Later, the carcass quality will be frosting on the cake after they learn more about Wagyu and might consider owning them through the finish phase.

“Most people in our breed are individuals who have been successful in other businesses and decided to start breeding Wagyu; they didn’t start out as commercial cattlemen. They haven’t been raising cattle a long time. This is ok, but they just need to understand that one of the customers they are looking for is the commercial cattleman. He will ultimately be a bigger customer than the ones who want high-quality meat that they raise in their back yard. There is a market for everything we can produce.”

Raising Wagyu was never a hobby for Ken and Julie, but it was always a struggle because they were raising a breed of cattle for which the market was relatively small. “We didn’t want to be breeders who just sell cattle amongst ourselves,” he says. For this breed to make a difference in the American cattle industry, commercial cattlemen have to come on board.

“Baker City has several big ranches and is famous because the president of the Hereford Association lived here and had a big ranch; there are a couple of big Hereford ranches here (Harrell Herefords and Chandler Herefords), and also Thomas Angus Ranch—one of the premier Angus breeders in the country. At one time, the veterinarians here put on a seminar and invited all the ranchers who raised bulls to come to it and bring a bull to show people what they look like and what they can do. I got invited so I selected one of our bulls to take to the Fairgrounds,” he says.

They had all the bulls in different pens, and as people came around to the pens, each breeder would give a little talk about the bulls, their EPDs and all the information that people wanted to hear. “There were about 50 people there, moving from pen to pen. I realized they would be coming to talk to me, and I had no idea about how to talk about EPDs or whatever. But I had some carcass data on 56 F1 steers that had been fed by Snake River Farms at Moses Lake, Washington. The carcass data showed that out of the 56 steers, 17 of them graded prime and the others were all high choice, and they were all yield grade 1 and 2 which was excellent. So I took that carcass data and blew it up into a poster and put it on the wall of the pen, right next to my bull,” he says.

When the group of people came to his pen, Tew simply pointed to the bull and said, “This is a Wagyu bull.” Then he pointed to the poster and said, “This is what

he does.” That was all he had to say.

Looks are deceiving. “If you took 5 Wagyu bulls and lined them up and asked a group of commercial cattlemen to pick out the number one bull, they would probably rate the best genetic individual last.” Most beef producers don’t have a clue about what makes a good Wagyu bull.

“The best-looking Wagyu bulls that I’ve ever seen are probably not the best breeding bulls for commercial cattle. The high-marbling Tajima animals is what you want for them,” he explains.

Tew has a friend/neighbor who now has a couple hundred Wagyu cows, and has developed some polled homozygous purebred bulls. “I think this will be a plus for the Wagyu breed, too, to get rid of the horns.” Horns are a big deterrent right now, because a lot of ranchers went to Angus to get away from horns and they don’t want to go back to horned cattle.

Wagyu cattle are a very unique breed, and learning about them has been quite an education for cattle producers in this country. “A very knowledgeable rancher here in Oregon who also owns an auction yard told me that whenever he sees a Wagyu come to his auction yard, it never makes it to the floor—because he has buyers who will take them before they go through the sale. I didn’t realize he even knew what a Wagyu was! He also told me that he believes the Wagyu is the only thing that can save the American cattle industry, by simply improving the carcass quality,” says Tew.

With better quality meat, people will want to eat beef instead of pork or chicken. “We’ve gone through times in the cattle industry when chicken was more popular and less people ate beef. They need a reason to want beef. When I first got into the Wagyu breed I was at a convention in Texas and a lot of folks there were headed for a restaurant in town that served Kobe beef.

I looked at the menu and saw this little piece of meat that you get for \$55 and I balked at that. I decided to go across the street to Big Bob’s Texas Steakhouse and eat a big one! When I came back, my jaws hurt from chewing that steak, and those guys had eaten small pieces of tender meat that was very rich and fulfilling and they were very happy. It took me awhile to get used to that,” Tew says.

The meat is incredible, however. “The steak pictured on my brochure is from an F1. We had a steer calf that was born out of sync with the rest of the calves, so we didn’t sell him. Julie and I were active in team roping so we used that calf for breakaway roping. When he got too big to rope we turned him out with the cows and forgot about him until he was about 3 years old. He’d been on grass all that time, and we just brought him in and butchered him. He’d never been on grain but those were the most awesome steaks I’d ever had. There is a

definite advantage in using Wagyu genetics on other cattle, to improve the meat.”

The Japanese have proven this; they cross every breed, including Holstein, with Wagyu to create wonderful meat. “If I were ever to go back to raising commercial cattle I would probably breed my heifers to Wagyu bulls, keep the females (F1 cross) and breed them to Wagyu again. When the F1 cows became fully mature (after having a couple of Wagyu-sired calves) I would breed them back to Angus bulls. Then I would have a cow with good marbling genetics and she will not weigh 1400 pounds. She’ll weigh 1150 or 1200 pounds at most and it won’t take 4 tons of hay to feed her through the winter, and she will produce an exceptional calf,” he explains.

“I believe we used to have this kind of advantage in Angus cows (small size, good marbling) before we started making them bigger. I believe that the original Angus cows did have good marbling genetics, and a lot of them still do. If you take a good quality Angus or Charolais cow and breed to a Wagyu bull today, you produce something unbelievably good. My personal opinion is that a person can do that and achieve the same results as you do with a fullblood when you feed them out,” he says.

One of his associates, Scott James at CDC feedlots (Cattle Development Center) fed out some very good quality Charolais-Wagyu crosses and achieved the same results as he did with some fullblood Wagyu, running a comparison test. “I think we can do a lot of this kind of crossing, to get exceptional carcasses, and the cattle are prettier to look at,” says Tew. This is a route that many cattlemen may go.

“Change comes hard, however, to many ranchers in our country, who have done things a certain way, that worked. If you’ve done something that has allowed you to survive—in a business that’s hard to survive in—and someone comes along and suggests you try something different, you may not want to change. Ranchers are very cautious. Change comes slow, but I think it will come.” History gives us an example, in the slow change to Angus in earlier years.

“Thomas Angus Ranch is a famous Angus ranch here at Baker City. Bob Thomas has passed away now, but he was a great rancher. When we had our Wagyu convention here, Bob was invited to it. He came and said, ‘All these Wagyu producers are here in town, and we’re eating Angus beef!’ I laughed and said that was true, and he slapped me on the back and said, ‘Ken, I came here in the 1960’s from Iowa with 2 or 3 cows and an Angus bull, and everyone here had Herefords. I came here with a bastard breed, and these people all hated me! Now you have it!’ Everything out here now is all Angus and we have the bastard breed!” says Tew. But this bastard breed has a huge future. 🍖

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