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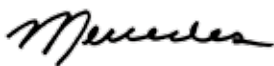
PRESCHOOL

As I write this, my family prepares for preschool. Preschool officially starts in September, so 8 months from now, but we are officially in the wake of preparing. The second most difficult preschool experience behind the first day that my little baby boy is dropped off and picked up to be a “big kid” will be the registration process. We are new to town and the word on the streets is that there is a particular preschool and school system that is exceptional and a “must”. Well, I’ll be damned if we don’t get our son into that program. We live in California but you’d think that we lived in the fancy neighborhoods of Los Angeles because of what it takes to get into the “It” preschool here in town. It’s on a first come, first served basis with limited availability.

My competitive spirit has once again taken over and I plan on winning (being the first family in line) and know that we have a very good opportunity of dropping our son off at the preschool of choice next fall. With that being said, I’ve enlisted my husband to take one for the team and ensure our #1 space in line. The pop up tent has arrived from Amazon and the “pop-up” part has been practiced and perfected in the garage; he is still working on the folding it back up process. My husband has also purchased a backup battery charger for his phone/laptop and along with an oversized Gatorade bottle and mats for cushion; he’s ready to camp out all night. He has his entertainment, shelter and I’ll drop off some food at some point.

As a mother, I was pregnant with our son, do the general duties that most mothers have and then some as well I will be the person for the next 12+ years to drive him to school and extra-curricular activities so I’m not feeling bad about this, even if it is predicted to rain. I’ll chip in and take over early in the morning but unless he masters folding the pop-up tent back up, I’m going to pretend not to know him because it’s going to be pretty embarrassing watching him try to get it into the cab of his truck.

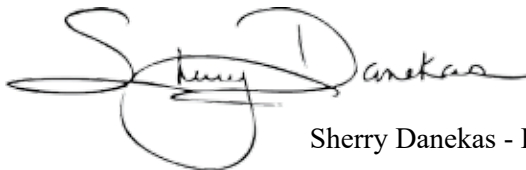
Wish us luck!



Well we've survived the first month of 2019, just eleven more to go, and Christmas will be here in the blink of an eye. It is amazing just how fast each month dissolves into the next around here. It seems that 2019 is the year that agriculture is truly embracing technology. All of the various ag conferences and conventions have made technology their number one priority. While this is the wave of the future I have to stand back and question to some degree if we're not going to upset the balance between common sense to the point of an over dependence on technology. I am sure these questions will be answered over the coming years.

On another note about the future I want to congratulate all of the new officers and board of directors of the American Wagyu Association. The Wagyu breed continues to make so many advances each year. The success can be attributed to the excellence of the product and to the breeders who have taken bold actions in their marketing approaches and their quest to continually make the breed superior. As I have said before the calls coming into our office are numerous on a weekly basis with individuals inquiring about purchasing Wagyu and getting into the business. At every sale the number of new buyers to the breed continues to rise, and the number of people bidding on Live Auctions and just viewing the sales is impressive.

We look forward to seeing old and new breeders at the sales coming up in March at the Diamond T Ranch as they kick off their first inaugural production sale and at The Steaks are High event now entering its tenth year. Don't forget to check out the Triangle B Ranch online sale as well. This is going to be an exciting year for the Wagyu breed.



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DISCOVERY

This Issue's Five Contributors Share Themselves With Us.



**HEATHER
SMITH-THOMAS**
Rancher/Writer



With winter upon us, my go to warm up is... Exercise –feeding cows and horses. If it's zero or colder and I'm still cold when I come back inside, the best place in the house is our old wood stove. It's the most popular spot in this old house! *For me, winter thus far has been...* a mix of crazy weather and a little bit of everything (rain, snow, wind, thawing, below zero). I'm glad we're not calving until April. *My last Wagyu meal was...* a dream in the future – a "someday" special meal.



**DR. JIMMY
HORNER**
*Nutritionist / CEO
Protocol Technologies*



With winter upon us, my go to warm up is... being near the fireplace with a mug of hot chocolate topped with "real" whipping cream. *For me, winter thus far has been...* wet and chilly yet glorious with the arrival of our beautiful granddaughter, Rezi, just before Christmas! *My last Wagyu meal was...* just this past Saturday with all the family during the Dallas Cowboy playoff game. The Wagyu was so good, the Cowboy's loss didn't even matter!



PETE ESHELMAN
*Wagyu Breeder /
Entrepreneur*



With winter upon us, my go to warm up is... a hot bowl of Wagyu chili. *For me, winter thus far has been...* easy. Mother Nature has cooperated *My last Wagyu meal was...* last night. Alice and I enjoy our Wagyu at our restaurant at least 4 nights a week. We love it.



**MARSHALL
JOHNSON**
*Wagyu Breeder / Chef
Restaurateur*



With winter upon us, my go to warm up is... sitting by the wood stove with my lovely wife of 10 years and our dog casino. *For me, winter thus far has been...* positive with happy cows and mild weather and hoping that continues .. but we definitely can't wait for the spring grass to arrive. *My last Wagyu meal was...* Wagyu meatloaf with maple bourbon tomato glaze.



**JERI
TULLEY**
Writer



With winter upon us, my go to warm up is... my favorite sweatshirt, my Lodge slipper socks, and one of the dozen blankets we keep in a basket in the living room just for that purpose. *For me, winter thus far has been...* about caring for my children who have taking turns getting sick. Strep throat, bronchitis, sinus infections, flu, etc. I'm taking scads of vitamin C in an effort to stay healthy. *My last Wagyu meal was...* homemade egg rolls with Wagyu hamburger and broccoli slaw as the filling. It is a Tulley family favorite.

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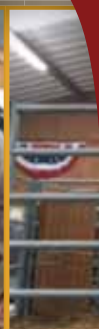
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By Heather Smith-Thomas

Food shows can be a great way to exhibit a product and gain recognition in the food industry. Specialty meats are gaining interest, and several Wagyu breeders have been promoting their product at the annual San Francisco Fancy Food Show. For instance, Lone Mountain Wagyu has had a booth at numerous events with their Wagyu product, winning special awards for their meat offerings.

The Specialty Food Association (SPA) puts on two events each year—the Winter Fancy Food Show (January 13-15, 2019 in San Francisco, with about 25,000 people attending) and the 2019 Summer Fancy Food Show (June 23-June 25, 2019 in New York with about 34,000 people attending). There are numerous reasons why participating in these events can be beneficial.

Julie Stern-Monteiro, who handles PR for the Specialty Food Association, says these are trade shows, attended by people who are there to do business in specialty foods. “It’s not a public event; it’s only open to the food industry. These shows have special events, educational sessions, and special exhibits that highlight the trends of the show. There are many networking opportunities,” she explains.

“We have a trend-spotter who goes through the show and looks for the emerging trends within the Specialty Food Association. We have many culinary industry professionals whose sole job is to walk the show floor and spot the trends within the industry. We’ve definitely seen that meat and jerky are huge growing categories within specialty foods,” she says.

In the snacks category, 48% of consumers are buying meat snacks. “Sales of jerky and meat snacks grew 62.1% this past year; it’s one of the five fastest-growing categories of snacks. Gross sales for jerky and meat snacks are also up 62.1%. Water is the only category growing faster/larger than jerky and meat. The market for meat snacks in 2017 was \$272 million,” says Stern-Monteiro.

The Fancy Food Shows are a great place for specialty meat producers to meet the right people who can help build their business. These shows are also great from an educational standpoint—to help the specialty food industry know about their product. “You might meet someone who has a farm (marketing their own product) and has been through this and can help you, or someone who works in another industry that parallels yours. Sometimes you

just bump into the right people who can help your own business grow. Networking opportunities are tremendous; putting all of these people in one place has many benefits,” she says.

If someone is interested in showcasing their product, they can contact the SPA membership team online at Specialtyfood.com and can find all the criteria for becoming a member or for having an exhibit at the show. “This is a great way to get your product in front of these food industry people, because they are there to try new things and see what the new trends are—and try to find the next ‘big’ thing for their own consumers. This is what they are focused on, at these shows,” she explains.

Gary West (Gary West Meats—Artisan Smoked Meats and jerky snacks) in Jacksonville, Oregon, has exhibited his products at the Fancy Food Shows and says it can be quite an investment for a small operation. “We budgeted about \$12,000 to cover all of our expenses at San Francisco, and when we go to New York it’s about \$10,000 to \$15,000. For a large company that’s not much, but for a small company it’s a big chunk of our budget. The exposure that you get is great, however, especially if you have a well-defined value-added product,” he says.

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“For instance, if you took your Wagyu meats and showcase a specific product like what I do (smoked Wagyu), this would be something the people at the Fancy Food Show are looking for—the next big thing. They are looking for quality suppliers of products that many people would be interested in,” says West.

“At the Fancy Food Show, Wagyu is a perfect fit because it’s a premium brand. People in the food industry are not there shopping for commodity items; they want something they can offer as a higher-end product that has prestige—something that would fit well on a premium shelf in name, reputation and packaging. Wagyu definitely delivers that appeal,” he says.

“These shows give you exposure you don’t normally get. A lot of people walk through, shopping for their small store chains, plus many people who are shopping for big, national entities. This is a great opportunity for getting their attention, especially since it is virtually impossible to ‘cold call’ these folks and try to get your product into a large chain outlet. We’ve had really good luck, finding serendipitous moments—where we have a product that fits and we end up with a large customer. We also get lots of new medium-to-small customers, and we love that as well,” says West.

He recommends having several small producers get together to present their product. “What really excites people at the Fancy Food Show is samples for them to try. Our products are handy because they demonstrate the flavor and quality of Wagyu, and the smoked meats are non-perishable. We don’t need to have a means of cooking it, storing it, washing hands, etc. that go along with cooking fresh meat. But there are quite a few booths that do cook fresh samples, and this can generate a lot of buzz—and get a crowd around your booth and get attention,” he says.

“For a Wagyu rancher going to one of these shows, I recommend having samples for people to try, and a clearly defined message, and clearly defined product to tell buyers about. You are

doing two things at these shows; you are enhancing the Wagyu story (which has value) but you also need to narrow it down to an end product. You are not talking to consumers at these shows; you are talking to buyers who then sell a product to consumers. Your customer is going to these shows, and has probably heard something about Wagyu, but is more familiar with the term Kobe beef. To be able to tell your story in one sentence or less—to show how Wagyu relates to Kobe—is important, because if you launch into too long of a story you lose them,” says West.

“You need something they can put in their mouth. Then if they really have an interest, they’ll want to bring into their store when they get home, and see how it sells,” he explains. “You’ll find all sorts of opportunity when you have a booth at these shows; I have never walked away thinking it was a bad investment. There is always something of value that happens.”

Lance Avery, the award-winning chef who created Big Fork Brands (Pork Snack Sticks, Bacon Sausage, Pork Jerky and other specialty pork snacks) has been exhibiting his unique bacon snacks for several years at the SPA’s Fancy Food Shows, and says this is a great way to showcase specialty products. Big Fork Brands was established in 2011 by Lance and his wife Ann. Their innovative idea for Bacon Sausage began in 2008 when Lance visited the Blue Ribbon Bacon Festival in Des Moines, Iowa, and envisioned a way to capture the essence of bacon in a unique product. He went home to his kitchen to combine two of American’s favorite meats—bacon and sausage.

“We show our products at the Fancy Food Shows to increase awareness and sales for our brand. We’ve gained new distributions because it, and feel it’s a good way to meet with a lot of our existing customers and bring in new customers. These personal contacts can be very beneficial,” says Avery.

He works his booth nonstop at each show, since he is the face and the name of the brand. “There are other suppliers there, of other ingredients. A dried food company is there, for instance, and I will be working with them when

I launch a new product. There are also people looking to advance in new products, so there are so many benefits besides the sales end of it. These shows are a great way of networking with others in the food industry,” he says.

“We have a very simple booth to present our line of sausages, rotating a couple flavors throughout the day. We also have samples of our jerky and snack sticks—and people can try them. It’s a nice setup but nothing complex,” says Avery.

This will be his 4th year showing products and he says every year it gets a little simpler and easier. “I already have some meetings set up for before and during the show, with people from Amazon who reached out to me. Amazon is building new retail stores and they are interested in my products and want to meet with me,” he says. These food shows are not only a way to promote a business but also do business and create more sales,” he explains.

For anyone interested in exhibiting, he suggests first just walking the show (to see if you’d fit in), and gain some ideas about how to create your own kind of booth—looking at what people are doing and how they present their products. “Take photos and notes on what you might be able to do, and get some ideas for your own kind of booth. Then just do it. I do my booth cheaply, and hand carry most of my product in. As long as you are willing to work, it can be inexpensive; a booth doesn’t have to be an elaborate production. Ours is very simple, and I can leave the night the show ends and take the red-eye home again. There are ways to do it and save money,” says Avery.

Anyone could do this. “There are people from all over, including internationally, showing their products, but the San Francisco show has a focus on California and the Northwest, so if a person is looking to expand sales into that area this is a great venue. We work with Berkshire Hogs, which people call the Wagyu of pork—top of the line. For anyone marketing their own product, this is a great showcase for brand recognition. All kinds of foods are presented at the show.” 🍖

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Dove Creek Wagyu

CATTLE COMPANY

By Jeri Tulley

Michelle and Wayne Johnson of Dove Creek Wagyu Cattle Company out of Mountain Grove, Missouri, grew up in the cattle business in Michigan (Michelle) and in Nebraska (Wayne). While Michelle was eating at the sale barn on a trip to Nebraska to deliver cutting horses, Wayne walked by Michelle's table. Michelle remembers her customer saying "hi" to Wayne and remembers thinking that Wayne looked like a nice guy.

Several months later Michelle was at a team penning over 100 miles north of that sale barn when she ran into Wayne again as she was leading horses out of a trailer. Wayne looked at her and said, "There you are. You are not getting away this time," and six months later they were married.

With three generations of experience raising commercial and registered Angus in Michelle's family and five generations in Wayne's, it was an easy decision for them to raise cattle together as a married couple. Although that decision was easy, finding available land with enough acreage to raise cattle was a challenge, as a lot of the nearby land was dedicated to farming. After expanding their search to other states, the Johnsons ended up look-

ing in southern Missouri.

Michelle remembers spending a lot of time with their realtor looking and looking for the right balance. She recalls, "We would find a place with great land but a run-down house, or a place with a great house, but a poor farm." Finally, they found their place to call home and raise their cattle - a great farm with Dove Creek running through it from one end to the other.

The Johnsons consider their property an ideal location. About one hour east of Springfield, Dove Creek farm has gently rolling hills with lush green grass covering most of the acreage. A small wooded area provides cover without breaking up the large pasture areas. After purchasing the property, the Johnsons put in miles of fencing and cross-fencing to create about forty pastures, all with fresh water, to allow for rotational grazing. Michelle proudly states, "We never put our cattle in a feedlot-type situation. We have large pastures, and the cattle will come into the barn to eat grain and then go out again to graze."

Besides helping the Johnsons find their farm, their realtor influenced their lives in another important way. She had a friend who raised black Wagyu cattle, and she introduced the idea of raising Wagyu to the Johnsons. Initially, Michelle was the only one in favor of trying Wagyu. She was interested in the health benefits and wanted to put a couple of head on the farm for their own consumption. Wayne was not sold on the idea because he did not like the body shape and look of the blacks.

As Michelle continued researching the breed, they came across red Wagyu (Akaushi) and decided to purchase one Fullblood Akaushi female. They started flushing her to create fullblood embryos using their existing Angus herd as recipient cows. The Johnsons also decided to try some F-1s, breeding several of their original registered Angus cattle. Over time, they have built up a significant Wagyu herd that is primarily Akaushi, with a handful of black Wagyu.

Dove Creek Wagyu Cattle Company sells Fullblood and F-1 genetics



Dove Creek Wagyu Cattle Co Tomahawk Reverse Sear Recipe

Start with a Dove Creek Wagyu Cattle Co Tomahawk Steak. 3 ½-4 lbs.
Rub generously with Himalayan Pink Salt and fresh ground pepper and let stand at room temperature for an hour or so.
Preheat Smoker to 225 degrees. We use a Pit Boss.
Place Tomahawk on Smoker and cook to an internal temperature of 115 degrees turning occasionally.
When temperature is reached, remove from smoker and turn up to 400 degrees. Place back on smoker for a few minutes per side until internal temp is 120. Remove from smoker. Cover with foil and let rest for 20 min. Enjoy.

Dove Creek Wagyu Cattle Co Stuffed Flank Steak Recipe

- 1 Dove Creek Wagyu Cattle Co Flank Steak 1 ½ -2 lbs
- 2 cups fresh spinach
- ½ cup Terrell Creek Garlic & Herb Goat Cheese
- 1 Red Roasted Pepper Chopped
- 2 TB Seasoned dry bread crumbs
- 1 egg yolk

Cut Flank Steak with sharp knife horizontally starting at the wide side. Cut almost through opening steak up like a book and leaving it connected. Open flank steak up and season with salt and pepper. Layer with spinach. Combine goat cheese, egg, bread crumbs and drop evenly over spinach. Distribute red peppers evenly spinach and goat cheese.

Roll up Flank Steak and secure with string. Rub with olive oil, and season with salt and pepper. Grill at Approx. 350 degrees for about 20 min or until desired temperature is reached turning as necessary.

Let rest for a few min. Cut into slices, serve over garlic crostini and enjoy.

and meat. Genetics from its Akaushi breeding stock out of original imports from Japan are available as embryos, conventional and sexed semen, F-1s, and replacement heifers. The Johnsons feel that two of their bulls, SOR 1080 and SOR 1083 both by Big Al X Kaedemaru 2, are particularly outstanding because of their exceptional growth and carcass quality.

Dove Creek sells Wagyu meat in several different venues – to chefs at restaurants, to Internet customers all over the United States, and to families at several local farmers' markets. From cut steaks to quarters to whole animals, they will ship it UPS or FedEx directly to the customer or work out a convenient delivery location with the buyer.

To transport the frozen meat safely to their Internet customers and to the farmers' markets, the Johnsons haul the meat on their trailer that has several freezers installed on it. Michelle recalled, "Originally we were scared to death that we would have all of these F-1s ready and have nowhere to go with them, but they all sold. We are getting to the point that we can't even keep up with the meat demand. As fast as we have been able to grow them, we have been selling them. We are just amazed at how everything is selling this year. We are getting orders from all over the US."

One of the significant ways that the Johnsons stimulate demand for their product is by selling at the local farmers' markets in the summer. Wayne and Michelle and their fourteen-year-old daughter, Lacey, set up their booths at three or four different markets during the summer, sometimes even selling at two locations simultaneously. Restaurant owners and chefs frequent the farmers' market looking for fresh, local products, and being present at the market gives Dove Creek an opportunity to educate them about Wagyu.

Michelle claims, "Nobody knows what Akaushi is when you first say the word; but, people absolutely love the meat quality. Once they try it, they are customers for life." One of the restaurant owners has shared with the Johnsons that he has patrons calling in advance to make sure he has their

Akaushi meat on hand before they come to dine.

Lacey is a huge help at the farmers' market, as she is incredibly knowledgeable about the product, she loves to talk to people, and she is able to complete all of the business transactions. Her momma grins, "She is a girly-girl at school, but at home she throws on her mud boots and really gets in there. She's always loved the animals and cattle, and the animals just love her. We call her 'the nurse' because she draws up the injections and keeps notes for us when we do the flushing." With the current growth in demand that Dove Creek is experiencing, the Johnsons have future plans to get other extended family members involved in their operation.

One of the biggest sellers at the farmers' market has become their beef jerky. Michelle and Wayne decided one day to load up their smoker and take it with them to the farmers' market to smoke the meat on-site. They generated a lot of early interest with the aroma of smoking beef, promising people samples when it was ready in a few hours; but, it was a particularly nasty, overcast day, and the sky suddenly opened up and poured down rain. The market cleared out as people headed for cover and home. Several hours later, after the rain had stopped, the Johnsons were surprised as people kept coming back to taste-test the jerky.

Michelle recalls, "People were going nuts. Everybody wanted to buy it, and we weren't even ready to sell it. We just started packaging it up, and we sold out. Now, every time we bring it to the market, we completely sell out." Their beef jerky is now being commercially produced and is available for purchase in health food, convenience, and specialty stores in several states.

The Johnsons are excited about sharing all the wonderful benefits of Wagyu with their family, their current customers, and the world. They love eating their jerky, but they also have several other ways that they like to eat Wagyu and have shared some of their favorite recipes with you. Enjoy! 🍴



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OUT & ABOUT

Wagyu Sales, Shows, and Other Happenings

Sales

Marble Genetics Production Sale



*December 8th, 2018
Navasota, Texas*



>> *The Results*

Marble Genetics Fullblood Wagyu Production Sale

December 8th, 2018

Navasota, Texas

Averages

51 Cows 5 years & older	Avg: \$4,500
19 Females 4 years & younger	Avg: \$4,350
9 Lots of Bulls	Avg: \$4,020
5 Pregnancies	Avg: \$3,180
50 Embryos	Avg: \$558/embryo

Tops

FEMALES:

Lot 3: LL MS MICHIFUKU 51W, 11/01/2009 Sired WORLD K'S MICHIFUKU; **\$35,000** to VINCE BERLAND, ABILENE, KS.

Lot 5: LL MS MICHIFUKU 29W, 10/19/2009 Sired WORLD K'S MICHIFUKU; **\$19,000** to VINCE BERLAND, ABILENE, KS.

Lot 8: LL MS MICHIFUKU 33W, 10/22/2009 Sired WORLD K'S MICHIFUKU; **\$10,000** to VINCE BERLAND, ABILENE, KS.

Lot 9: MG MS SHIGEFUKU 33B, 9/28/2014 Sired BY 005 SHIGEFUKU 13M; **\$8,250** to WOLF ISLAND RANCH, DAYTON, TX.

Lot 2A: MG MS KITAGUNI 51C2, 9/11/2015 Sired BY WORLD K'S KITAGUNI JR.; **\$7,250** to AL5 WAGYU, SOUTH AFRICA.

Lot 10: LL MS ITOMICHI 101X, 10/29/2010 Sired BY ITOM ICHI TF 728; **\$7,250** to ROBERT MYERS, CAMP HILL, PA.

Lot 51: MG MS HIRASHIGETAYASU 20C, 04/04/2015 Sired BY HIRASHIGETAYASU J2351; **\$7,000** to STONEY RUN FARM, SPRING CITY, PA.

Lot 78: MG MS MICHİYOSHI 72C, 05/11/2015 Sired BY MICHİYOSHI; **\$6,500** to JIM MOORE, GREENWICH, NY.

Lot 37: MG MS ITOMICHI 14A, 01/12/2013 Sired BY ITOMICHI TF 728; **\$6,000** to SOUTHERN CATTLE CO, PEARL, MS.

Lot 103: LL MS SANJIROU 14U, 11/19/2008 Sired BY WORLD K'S SANJIROU; **\$6,000** to SOUTHERN CATTLE Co, PEARL, MS.

BULLS:

Lot 98A: MG MAZDA 30D3, 02/14/2016 Sired BY MAZDA; **\$6,000** to G\$, TUTTLE, OK.

Lot 98B: MG MAZDA 30D3, 02/07/2016 Sired BY MAZDA; **\$6,000** to G\$, TUTTLE, OK.

PREGNANCY:

Lot 61: JVP KIKUYASU-400 X UKB MS J314, DUE 12/31/201; **\$3,750** to J & M CATTLE Co, ANDREWS, TX.

EMBRYOS:

Lot 45: WORLD K'S KITAGUNI JR. X LL MS YASUFUKU JR 08U, 4 EMBRYOS; **\$4,800** to CAMERON HEWITT, AUSTRALIA.

The Marble Genetics sale day was graced with heavens gold; rain! The rain didn't stop the crowd from making it to Marble Genetics first ever production sale. This sale is now the third Fullblood Wagyu production sale to happen in the state of Texas and this special day also led to some history in the making as we sold one of the top ten highest females to be sold in auction in the United States. The crowd was very active in the seats and with over 30 active participants online; it made for a very successful day for the Marble Genetics program. In the end, the rain cleared and animals and genetics were sold to 17 different states, each coast, South Africa and Australia.

Sale Manager: James Danekas & Associates, Inc

Auctioneer: C.D. "Butch" Booker

Internet Venue: LiveAuctions.tv

2019 National Western Stock Show DENVER, COLORADO



January 13th, 2019



>>The Results

Judge: Matt Leo LeGrand, California



Champion Black Fullblood Female
EC SWEET MINNIE W27E
Exhibited by: Emerson Cattle Co.
Owensville, IN



Reserve Champion Black Fullblood Female
CMC F7
Exhibited by: Emma Farms &
CMC Livestock Olathe, CO



Champion Percentage Cow/Calf
EC AGNES II W4D
Exhibited by: Emerson Cattle Co.
Owensville, IN



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



Reserve Champion Black Fullblood Bull
CMC F21
Exhibited by: Emma Farms &
CMC Livestock Olathe, CO



Champion Percentage Female
HH CAROLINE
Exhibited by: H&H Cattle
Bartlesville, OK



Champion Purebred Female
EC KY MISS 7E14
Exhibited by: Emerson Cattle Co.
Owensville, IN



Reserve Purebred Female
HH LUCY
Exhibited by: H&H Cattle
Bartlesville, OK



Champion Purebred Bull
HH MAX
Exhibited by: H&H Cattle
Bartlesville, OK



Champion Red Fullblood Bull
LAG 04E ET
Exhibited by: Legendary Akaushi Genetics
Katy, TX



Reserve Champion Red Fullblood Bull
KIRI NO YURO
Exhibited by: M&J Signs, LLC
Elm Creek, NE



Champion Red Fullblood Female
LAG 1104E ET
Exhibited by: Legendary Akaushi Genetics
Katy, TX

Save the Date **Upcoming Events**

2019

MARCH

- 4-6 **Houston Stock Show & Rodeo**
Houston, Texas
- 12 **Triangle B Ranch Spring of Opportunities Online Sale**
Stigler, Oklahoma
- 23 **Diamond T Ranch Production Sale**
Jacksonville, Texas
- 30 **TWA Annual Meeting & Steaks Are High Sale**
Salado, Texas

May

- 18 **Celina Cattle Company Production Sale**
Fort Worth, Texas
- 31 **Midwest Wagyu Meeting**
Salina, Kansas

JUNE

- 1 **Passion For Prime Sale**
Salina, Kansas

SEPTEMBER

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

OCTOBER

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

DECEMBER

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



Champion Red/Black Fullblood Female
HH PRINCESS
Exhibited by: H&H Cattle
Bartlesville, OK



Res. Champion Red/Black Fullblood Female
COCO
Exhibited by: Wood Cattle Company
Donie, TX

In the News

Wagyu World Photo Contest

The Wagyu World Magazine will be hosting the first ever Wagyu photo contest this summer. Everyone will be eligible to submit entries. All photos should feature everything and anything Wagyu. Start taking photos as the submission deadline will be June 14th 2019. The winners and results will be published in the July/August issue. The winning photographer will be receiving an award. More information will be on the Wagyu World website - www.buywagyu.net - and in upcoming issues.



This logo has been created for the use of all Wagyu breeders. If you would like to utilize this artwork to market your Wagyu beef, please contact:
mkerby@aol.com

Have an exciting announcement or date that you would like to share, contact us to include it in upcoming issues.

Triple Crown Steak Challenge Results

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

Submitted steaks were judged in four Categories:

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

Japanese Carcass Camera Category Results:

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

Taste Panel Category Results:

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

Warner Bratzler Shear Force Test Category

Results:

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

Fatty Acid Profile Category Results:

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

Overall Group Winners:

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

INDIVIDUAL DATA RESULTS:

1. Emma Farms CMC Wagyu
2. Ohio Wagyu

New Arrival

Lincoln Emerson

Born December 31, 2018



Lincoln & Ella Grace Emerson

The Emerson Family of Owenville, Indiana and owners of Emerson Cattle Company have a new addition to the family. Lincoln Emerson brought the entire family much joy on New Year's Eve as Lincoln joined his new big sister Ella Grace, Mom, Jessica and Dad, Quinten to ring in 2019



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2019 WAGYU PHOTO CONTEST

WAGYU WORLD

Please send Entries to:
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Woodland, CA 95776



CONTEST RULES

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

submission deadline - June 14th, 2019

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WAGYU MEATLOAF

with homemade maple bourbon tomato glaze

Recipe courtesy of Chef Marshall Johnson



Photography by
Hillary Johnson



DIAMOND T RANCH
100% full blood Wagyu beef
from Diamond T Ranch

Maple Bourbon Tomato Glaze

- 1 28oz can whole peeled Italian San Marzano tomatoes in purée (purée this until smooth)
- 1 1/2 cups light brown sugar
- 1 tbsp. of chipotle pepper pure (canned chipotle in adobo sauce puréed)
- 1/2 cup bourbon barrel aged pure maple syrup
- 1/2 cup of good bourbon (Woodford Reserve Double Oaked)
- 1 cup organic raw apple cider vinegar
- 1/2 cup double concentrated Italian tomato paste
- 2 tsp kosher salt
- 1 tsp fresh ground multi-color peppercorns

• Combine all ingredients well bring to a boil over medium high heat. Turn down to a simmer. Skim off all the red foam that rises to the top being careful not to take away too much sauce just the foam. Simmer 1 hour Remove from heat and cool.

Note (Use leftover glaze as flavored Ketchup with fries or any other item you like ketchup with)

Wagyu Meatloaf

- 2lbs ground wagyu beef
- 2 tbsp. 100% pure extra Virgin olive oil
- 1 cup yellow onion fine diced
- 1/2 cup Pablano peppers fine diced
- 4 cloves garlic or 4 tsp fresh minced garlic
- 1 tbsp. fresh thyme leaves fine chopped
- 1/4 fresh Italian parsley fine chopped
- 1.5 tsp kosher salt
- 1 tsp fresh ground multi-color peppercorns
- 4 slices brioche bread or white bread of choice
- 1/2 cup organic whole milk to soak
- 2 large organic pasture raised eggs
- 3 tbsp. double concentrated Italian tomato paste
- 2 tbsp. Worcestershire sauce
- 1 tbsp. Dijon mustard (Grey Poupon)
- 1/2 cup fresh grated parmigiana reggiano cheese

Combine milk and bread and set aside.

Directions

- Sauté onions and pablano peppers in 2 tbsp. of olive oil on medium heat until translucent 5 min being careful not to burn or add color. Add garlic and fresh thyme sauté for 1-2 minutes then add parsley. Combine well and set aside and completely cool.
- Mix eggs, 3 tbsp. tomato paste, Worcestershire sauce, Dijon mustard, salt, pepper, and fresh grated parmigiana reggiano cheese set aside.
- Once onion mixture is cool squeeze some but not all of the milk from bread and combine bread mixture and onion mixture with the egg mixture mixing until smooth and very well mixed eliminating any chunks of bread. Then add the 2lbs of ground wagyu beef and mix until well mixed and combined.
- Divide between 4 mini size nonstick spring form pans that are used to bake cheesecakes. Top with a few tbsp. of the homemade maple bourbon tomato glaze.
- Place mini pans on sheet pan to catch juices and Bake at 325 convection or 350 conventional for 1 hour to 1 hour 15 minutes.
(You can bake in a nonstick loaf pan as well)
- Remove from oven cover and Let rest 15 minutes. Serve with your favorite home-made side dishes.

Note (when using loaf pan I like to drain juices and oil after removing from oven. The juices will come out the bottom when using the mini spring form pans. It is important to cook these in a pan to catch.)

The Art of Aging Wagyu

By Pete Eshelman

Many famous high end steakhouses in America tout that they have aged beef, but what does that really mean? How is beef aged? Does longer aging really mean better? Is it necessary to age Wagyu beef? What is the aging protocol at Joseph Decuis? These are some of the questions I will address in this article.

WHAT IS AGING BEEF?

The science of “aging beef” is well written about so I won’t bore you with the science but in my own words, aging beef is exposing meat to a cold temperature and humidity-controlled environment for a period of time to enhance its flavor and tenderness. This process concentrates natural flavor while the beef’s enzymes break down the connective tissues tenderizing the muscle. In the United States, because less than 3% of the beef produced achieves the USDA highest grade of Prime, aging techniques have been used to turn lower quality, tougher meat into a more flavorful, tender product.

WHAT ARE THE VARIOUS TYPES OF AGING?

There are many ways to age beef, the most common methods being dry aging or wet aging. Less common aging methods include such processes as: dry aging beef in fat, dry aging beef in salt, dry aging beef in koji (rice), dry aging beef in snow (an ancient Japanese technique), and dry aging beef in spirits such as whiskey or bourbon. We intend to experiment with some of these methods in the future to see how they may benefit muscles, particularly in the hind quarter section.

DRY AGING AND WET AGING EXPLAINED

Dry aging is the process where beef carcasses or primals are aged in a refrigerated room under a controlled temperature of 34-38 degrees Fahrenheit and humidity of 75-80%. The meat is totally exposed without any exterior cover. The goal of dry aging is to enhance flavor and tenderize the meat. This process results in high shrinkage (20-30%) due to moisture loss and the need to discard the inedible exterior crust and mold. The number of days to dry age is an art; the longer the dry aging process the more intense the beef

flavor becomes and the more shrinkage occurs. Eventually, extended dry aging will render the meat fermented and inedible. Many chefs like to experiment to see how far they can push the limit with dry aging.

Wet aging is the process where beef is aged in a vacuum sealed bag to retain its moisture and is also stored in a colder refrigerated room, the controlled temperature being 32-34 degrees Fahrenheit and humidity of 75-80%. This results in enhanced tenderness with minimum if any loss of juices.

WHAT IS THE JOSEPH DECUIS AGING PHILOSOPHY?

Our Fullbloods are harvested between 30 and 33 months. A lot of time and investment goes into humanely raising these animals in a drug free, stress free environment to be harvested in a humane, stress free environment. All of this work and investment is wasted if aging, the next vital step in the process, is not managed correctly. Much emphasis is placed upon Wagyu genetics, breeding and husbandry strategies but little has been written or discussed about managing the Wagyu carcass and the importance of aging. This is the revenue side of Wagyu. How do we turn this wonderful meat into profit?

For us, it all starts with the big picture - what are we trying to accomplish with Wagyu at our restaurant? We chose to raise our own Wagyu to have absolute control over its quality and as result are able to offer our dining guests a world class Wagyu culinary experience while maximizing the economic value of the entire carcass.

Our restaurant, like any fine dining restaurant, requires quality, consistency and supply. We harvest approximately 50 Wagyu per year from our farm for our two restaurants and store. Today, most of our Wagyu is Fullblood and we strive to consistently achieve the Japanese quality grade of A-4 and a BMS 8-10. We have become famous for our signature Wagyu, not too fatty but highly marbled, tender and the distinctive Japanese style flavor.

To achieve quality and consistency we utilize the Japanese method taught to us by Shogo Takeda. We manage specific traits that are necessary to achieve great Wagyu beef. Breeding animals should be mild mannered, easy calvers,

good milkers, healthy appetites, structurally sound, growers and produce dense intermuscular fat. We spend quality time with our animals every day and in all phases of their life and we experience the meat of every Wagyu we harvest. We can attest to consistent superior quality. We do not test for SCD and tenderness genetics to make breeding decisions because we see the end result of each progeny.

THE JOSEPH DECUIS AGING PROTOCOL

At Joseph Decuis, we have an experimental kitchen we call our "Culinarium." In this kitchen we have experimented with a variety of aging techniques in order to find optimal techniques for specific muscles. For example, ribeyes and strip loins require different aging techniques than the muscles in the chuck, belly or rump sections.

Here is what we have learned over the past 15 years about aging our Wagyu, working with over 400 carcasses. I will describe our protocol with Fullblood Wagyu carcasses because we have found that F1 and F2 Wagyu carcasses require deviations from our Fullblood process and that's a subject for another article and input from our great F1, F2 and Purebred Wagyu producers.

Joseph Decuis is a vertically integrated business. On our farm we raise our Wagyu from pasture to plate for the restaurant. We outsource the harvest (kill) and the primal fabrication to a USDA inspected facility. Primals are delivered to our Culinarium for aging and fabrication. At the harvest facility, our Fullblood carcasses are hung for 7-10 days. We have experimented with hanging the carcasses for up to 21 days but have found that 7-10 days in this step of the process is optimal for our desired flavor and tenderness profile.

Most of the primals are frozen in cryovac and delivered to Joseph Decuis and stored in our freezer at the temperature of -10F. We believe that the debate that fresh is better than frozen is a debate without merit. We have found that when our Wagyu meat is properly cryovaced, frozen and stored then thawed slowly in a refrigerator to be portion cut, the quality of the frozen meat is indistinguishable to that of fresh meat. We have experimented with this and blind tastings have proven this point. For us, freezing primals also al-

lows our Chefs the luxury of storing an inventory of Wagyu to be used as needed. It's much like managing currency in a bank.

Once the ribeye and strip loin primals are delivered to Joseph Decuis or we take them out of our freezer, we wet age these primals in their cryovac package for up to 21 days. We have found that the meat, when dry aged as a hanging carcass for 7-10 days combined with up to 21 days of wet aging consistently achieves our sweet spot we are striving for: distinctive Wagyu taste and butter like tenderness.


We discovered that dry aging Wagyu for extended periods of time is not necessary and detrimental for two reasons. First, super high quality Wagyu doesn't require a "booster." It is already tender and flavorful. Second, dry aging loses 20-30% of yield, a terrible waste of valuable Wagyu.

The bottom line for Joseph Decuis is, after experimenting with aging processes for over a decade, our farm raised Wagyu requires nothing more than our simple short term aging process. Try our aging protocol and see if it works for you.

The cool thing about Wagyu is that it is such a superior meat product that it lends itself to many innovative culinary techniques and we continue to experiment with aging protocols specific to muscle groups. We are most interested in exploring innovative aging techniques that will enhance flavor and tenderness in the hind muscles in order to create new center-of-the-plate entrées. Currently we are experimenting with a new plastic bag that is porous and when vacuum sealed on the muscle it creates the benefits of dry aging while minimizing shrinkage. Also, we are experimenting with aging in Wagyu fat. Who knows, we may come up with something great! One thing we have learned is that Wagyu does not require tricks. It's a meat that expresses itself best in its most simplistic form. If you have any questions, thoughts or ideas, I would love to hear from you. Please email me at:

peshelman@josephdecuis.com

Next article, I will to share our breakthroughs utilizing the "sous vide cooking technique" which is turning lesser utilized Wagyu muscles into center-of-the-plate stars. 🍖



I am concerned that in the Wagyu breed there is a developing movement toward over reliance on commercial cattle EPDs and SCD and Tenderness testing to make genetic decisions. Wagyu is a distinctively different breed from commercial cattle and I believe it's a dangerous road to over-apply commercial methods to Wagyu decision making. It's an art and a science. It reminds me of my time in professional sports, most sports teams use scientific type data to evaluate talent and performance but the great teams understand numbers are helpful but it's what's in a player's heart and the will to win that is the big differentiator. Similarly in Wagyu many factors contribute to superior meat quality, there is plenty of science but don't forget the "art".

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COLD STRESS

By Dr. Jimmy Horner

Summer is long-gone and cold, wet weather has arrived. The cold temperatures especially when combined with wind, rain, snow, mud, etc., can cause significant stress to cattle resulting in increased energy requirements, impaired milk yield and growth, reduced body condition, diminished carcass quality/marbling, so on and so forth. In my experience, Japanese Black Wagyu cattle appear to tolerate cold better than hot weather, yet they are still highly vulnerable to the negative impact that cold weather can exert.

When referring to cold stress, we really need to factor in both the actual temperature and the wind speed to determine the effective temperature. In Table 1 you can see that wind speed can dramatically reduce the effective temperature which cattle experience. Virtually any type of protection, whether natural or man-made, can be highly valuable in negating the amount of wind chill experienced.

Wind Speed	Air Temperature °F				
5 mph	-16°	-6°	3°	13°	23°
20 mph	-30°	-20°	-10°	0°	9°

Lower Critical Temperature (LCT) is often used among animal scientists when quantifying the ability of cattle to withstand cold conditions (Table 2). The LCT is the temperature at which maintenance requirements increase to the point where animal performance is negatively impacted. This temperature is generally thought to be between 18-20° F. Critical temperatures for cattle are dictated partially by coat condition. Below this critical temperature, cattle expend more energy in attempting to stay warm. The LCT goes up with a lighter or wet coat. Though cattle with summer coats are not generally expected to deal with winter weather, early winter storms can result in stressed and even dead cattle whose coats were

not at a winter level yet. Cold rains are especially challenging and a cow's winter coat is nearly useless when wet. When the coat is wet it loses the insulation factor that is basically air trapped between hair fibers.

Coat Condition	Critical Temperature °F
Wet or Summer Coat	59°
Dry, Fall Coat	45°
Dry, Winter Coat	32°
Dry, Heavy Winter Coat	18°

Cold weather can increase intake significantly due to increased maintenance energy requirements (Table 3). This can equate to cattle not being able to eat enough to meet energy requirements during cold stress, particularly when fed a low-quality forage.

Dry Matter Intake Based on Temperatures							
Temp °F	<5°	5-22°	22-41°	41-59°	59-77°	77-95°	>95°
Intake Ratio	116	107	105	103	102	90	65

Through the years, Japanese Wagyu producers have always been emphatic with me that stress from any source can indeed have severely detrimental effects on marbling potential in their cattle. So, a few years ago, our firm sponsored a cold stress study at A to Z feeders in Atlantic, Iowa to attempt to determine the specific impact of severe cold stress on marbling in Wagyu x Angus F1 finishing cattle. One group of 40 head was harvested prior to blizzard-like conditions while the other group of 36 head was exposed to these harsh conditions for 14 days and harvested immediately afterwards. Cattle were housed in open lots and were fed and managed identically during the entire finishing phase. Live weights at harvest were between 1300-1400 lbs after being on feed either 409 or 423 days, respectively. Age at harvest was approximately 22 months and 22.5 months, respectively. The blizzard-like conditions during the 14-day period included a mean ambient temperature of 22°F with a low of 8°F, mean wind speed of 17 mph with a high of 43 mph, rain, snow accumulation, and no shelter. Exposure to severe cold stress over a 14-day period immediately prior to harvest resulted in a 11.7% reduction in marbling scores. This reflected marbling which was lost forever since the cattle were harvested immediately after being exposed to the harsh conditions.

Obviously, based on this study, the Japanese Wagyu producers were proven correct once again in their assertion regarding effects of stress on marbling.

Fortunately, there are numerous management practices/tips which producers can utilize to ensure the effects of cold stress on their cattle are minimized. These may include:

- 1) Protection from wind and precipitation by using windbreaks, shelters, etc.
- 2) Avoiding muddy conditions as much as possible. Though this can be extremely difficult at times, producers should at least try to provide bedded or dry areas where cattle can lay down. Rotating feed troughs and hay racks helps minimize potential mud issues as well.
- 3) Provide higher quality forage or supplement with grain or high energy by-products. Please note that energy not protein is the nutrient needed most during cold stress. With lower quality forages and their high fiber content, cattle simply may not be able to consume enough additional energy needed during cold weather.
- 4) Be prepared for cattle to consume as much as 40% more feed and/or forage depending on the duration and severity of cold exposure.
- 5) Separate thinner and younger cattle

from others to provide more energy in their diets.

6) Feed cattle in late afternoon or early evening. Incremental heat production reaches its maximum 4-6 hours after a meal is consumed, thus feeding in late afternoon or evening can provide higher levels of heat from fermentation overnight when temperatures are at their lowest.

7) Ensure clean, fresh water is available. If water consumption is restricted, feed intake will also be restricted. Lack of water consumption can also result in urinary calculi and swollen bladder issues in finishing steers.

8) Provide 'a high-quality complete mineral supplement, particularly trace minerals since Wagyu cattle tend to need more trace minerals than other breeds and since trace minerals play such a large role in immunity and reproduction.

9) Use any other tool, technology, feed or feed additive, or other management practice which enhances the comfort of your cattle.

Obviously, cold weather can be extremely stressful for both cattle and cattle producers. Using common sense with a little planning can go a long way in making winter less stressful to everyone. Remember, when your cattle are stressed, you are losing money. It's just that simple. 🍀



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