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September/October 2019

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DAM WESTHOLME K5236

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	gest length	birth wt	280 day wt	400 day wt	600 day wt	mat cow wt	milk	carcase wt	eye muscle area	rump fat	retail yield	beef score	marble score	marble fineness	self replacing index	fullblood terminal index	FI terminal index
EDV	+0.6	+2.2	+11	+15	+19	+30	-1	+15	+2.2	-0.0	0.0	+1.6	+0.20	+\$188	+\$192	+\$152	
AVG	+0.2	+1.0	+9	+15	+18	+19	+0	+13	+0.8	+0.2	-0.1	+0.6	+0.13	+\$120	+\$99	+\$89	

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September/October 2019

Volume 5, Number 6

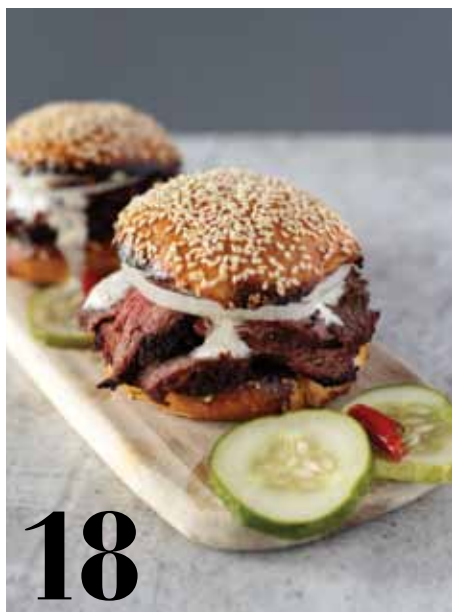


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Woodview Wagyu

Meet Brian Angus and his family. This highly talented group raises cattle, specifically Wagyu, in South Africa. Travel with us to find out more.

>> *By Heather Smith-Thomas*



16 MARSHALL'S DAILY DISH

Wagyu Pit Beef Sandwich

If you are looking for the last taste of summer, here you go. Every element is amazing and the finished masterpiece will make you wish summer never ends.

>> *Chef Marshall Johnson*



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COVER>>

Courtesy of: Nicole Coates

Location: Esparto, California

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Southern Cross Ranch

From Australia to California, from horses to Wagyu cattle; meet the folks behind the California based Wagyu program, Southern Cross Ranch and their interesting approach at the Wagyu business.

>> *By Heather Smith-Thomas*



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Managing Wagyu

The detailed steps on how to better care for your Wagyu. From nutrition to the environment, here are some husbandry tips and tricks to follow.

>> *By Dr. Jimmy Horner*

36 RANCH REACH

Member Number 7 - Marchi Ranch

Long time cattleman and Wagyu breeder, Jon Marchi, is one of the early members to the AWA. In fact, he is member number 7. Both he and his wife Liz manage Marchi Ranch in Montana; find out more about this unique couple.

>> *By Jeri Tulley*



SHORTER DAYS

The fall is hitting me so fast. With so many exciting events coming up, the prep work makes the days on the calendar fly by faster than ever. With that said, I have the pleasure of seeing so many of you in the upcoming months. With sales like Lone Mountain Cattle and the convention in Nashville and an endless amount of events through October and November, we're bound to run into many of you along the journey.

I've often been asked why I never join in on the fun of the "Contributor Questions" so this issue I'm going to use it as my normal editorial piece because my to do list is getting longer and the days are getting shorter.

Mercedes-Janez-Janez



I wish I could be friends with... nobody in particular. I already feel guilty I don't give my current friends enough time.

I think Pumpkin Spice is... the best thing of the year but only in a latte with almond milk. I won't touch the stuff in a pumpkin pie though.

I can't wait for Fall to wear... clothes and outfits in general. The heat of the summer puts me into tank tops and gym shorts; highly unfashionable.

Not sure where the summer has gone and as much as I relish the arrival of autumn, today I would like time to just stand still. We are on a very fast track around here and, most likely wouldn't know what to do with myself if I just had time on my hands. This is going to be a very busy Wagyu Fall for us. Our first stop will be at New Mexico for the Lone Mountain Ranch sale, which is always an exciting occasion and then we head for convention in Nashville, hope to see many of you there.

Mid-October will find us in Baker City, Oregon for the Wagyu Elite sale, this will be an exciting event, and the Friday prior we plan on having some speakers on hand as well as some fun along the way. The entries are coming in and we look to have a very special offering as well. In December we get to return to Texas Marble Ranches second production sale, again another superb offering. Be sure and take note that the Mile High Experience is happening once again in Denver on January 11th, 2020. Entries will be online soon.

I'm going to work diligently to stop for a moment and take in the amazing views that surround me, sit with my grandson and hear all about his day and turn off my phone for an afternoon. I'm sharing some of my favorite summer photos on the ranch.



Sherry Danekas - Publisher



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DISCOVERY

This Issue's Four Contributors Share Themselves With Us.



**HEATHER
SMITH-THOMAS**
Rancher / Writer



I wish I could be friends with... the smug skunk who steals the cat food on the back porch.

I think Pumpkin Spice is... great in pumpkin cookies.

I can't wait for Fall to wear... long sleeves instead of sunscreen!



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



I wish I could be friends with... any of the men who fought for our country's independence from tyranny. So many of the freedoms we enjoy today are a direct result of their courage and sacrifices, yet most have been forgotten or minimized by our culture.

I think Pumpkin Spice is... a non-starter with me. I've just never been able to develop a liking for anything pumpkin though I do enjoy the little candy corn pumpkins and have a jar full on my desk right now.

I can't wait for Fall to wear... basically the same clothing I wear throughout the year. I have very simple tastes and have been accused by certain family members of the female persuasion of violating every fashion rule known to mankind.



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



I wish I could be friends with... Donald Trump - MAGA

I think Pumpkin Spice is... NICE ONLY TWICE!!

I can't wait for Fall to wear... Long sleeves.



**JERI
TULLEY**
Writer



I wish I could be friends with... someone who does not move away. All of my best friends live in other places besides my hometown. In some ways that is good, because I have lots of places to go and visit with friendly faces. In other ways that is bad, because I miss being able to walk down the road and share freshly baked cookies and laugh and joke while sitting on the front porch.

I think Pumpkin Spice is... overrated.

I can't wait for Fall to wear... snuggly hoodies, my favorite pair of blue jeans, and sneakers..

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LRX 30F has an exceptional pedigree with his sire Bar R 52Y producing exceptional progeny results in Australia. On the BreedSeek DNA test, his score confirmed his pure Wagyu genetics.

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BAR R 13P BAR R TAKASURU 1 K
..... BAR R 29L

SINCE BAR R 52Y, HIS SIRE, PROGENY HAVE BEEN COMING THROUGH THE ROBBINS ISLAND PROGRAM IN AUSTRALIA, THE PROFITABILITY AND CONSISTENCY HAS INCREASED IMMENSELY. 695 BAR R 52Y PROGENY HAVE NOW BEEN PROCESSED THROUGH THE ISLAND WAGYU AND ADDITIONAL PROGENY WERE IN A TRIAL IN THE DAMS. ANIMALS ARE FARMS ORIGINAL

Production Month	No. Head	BAR	WT@W	EMA	EDP
October	68	8.49	488	133	500
November	51	8.79	498	133	513
December	43	8.60	471	127	488
January	25	8.35	454	125	480
February	55	8.35	454	125	480
Average	47.6	8.50	476	128	492

ROBBINS ISLAND WAGYU PROGRAM. BAR R 52Y PROCESSED QUEENSLAND. OF THESE ALL HAMMOND HETEROZY-

GOUS POLLED FEMALES. THE FOLLOWING SHOWS MARBLING, CARCASS WEIGHT, EYE MUSCLE AREA, AND DAYS ON FEED. HIS DAM, BAR R 5U WAS THE HIGH SELLING COW IN THE 2016 BAR R WAGYU PRODUCTION SALE AND HAS 29 PROGENY IN THE AMERICAN WAGYU ASSOCIATION REGISTRY. 5U IS A TRUE FOUNDATION DAM FOR THE FUTURE OF POLLED WAGYU!

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Brian Angus is the owner of the first and largest herd of Japanese Wagyu cattle in South Africa. He is third generation on the family farm and his daughter Megan who works with him is fourth generation. Their farm is in the center

of South Africa in the Free States, near Arlington. "We have an average annual rainfall of about 25 inches, and run a mixed farming operation, growing corn, oats and hay," he says.

The farm grows most of the feed for their cattle, but they had drought the last couple of years and had to buy some feed, but

they make their own hay. "Here in the Southern Hemisphere we normally get our first spring rains the end of September and beginning of October but the weather has been inconsistent; these past 4 years we have been getting our spring rains a month later," Brian says.

"I started farming as a young man with my grandfather and my dad,

with the three of us farming together. We had a purebred Angus herd for 54 years so I started first with Angus," he says. The family herd started in 1964 when his father and grandfather purchased 2 bulls and some registered cows (to produce Angus bulls to breed to their commercial Herefords) and is now one of the oldest Angus herds in South Africa.

WOODVIEW of South Africa Wagyu

By Heather Smith-Thomas



“Then in 1999 I started with Wagyu. It has been a long process because I started the breed here, and for the first 10 years I had to go elsewhere to get information about the Wagyu cattle, and the genetics. I started with embryos because that was the only way to bring these cattle to South Africa. I ordered my first embryos from Mr. Takada (College Station

in Texas), with Japanese genetics,” he says.

The breeding of the original embryos was TF Terutani, TF Itohana 2 and he later used A.I. sires that included Michifuku, Takazakura and the Westholm sires Hirashige Tayashu ETJ001 and Kitateruyasu Doi ETJ003. He also started a small feedlot and is now feeding Wagyu and Wagyu/Angus

crosses.

In addition to the Wagyu herd, he still runs a purebred Angus herd with 330 cows. Slowly through the years he increased the Wagyu numbers and currently has 500, of which 250 are Fullbloods. Brian had a lot of experience with Angus cattle. His wife is an American, and he was in

America as an agricultural exchange student at the University of Minnesota and was been going back to the States every year.

“I used to go to the Angus breeders in the U.S. to get information on bloodlines, pedigrees, etc. but now with the Wagyu



Megan & Brian Angus



<< Page 13

most of my genetics and information comes from Australia,” says Brian.

“Greg Gibbons, from the AACo (Australian Agricultural Company) in Australia has been my primary mentor in terms of the bloodlines and which bulls I should be using on which cows. As a result, most of my genetics comes from the AACo and their bulls.

“I have been raising Wagyu for 20 years now and started feeding them on my own. My daughter Megan studied marketing and decided to come back to the farm and help. When she came to join me, I bought a deboning plant and we started breaking our own carcasses and developing our own brand and packaging—marketing our carcasses right out of the deboning plant. We now export the meat, starting 8 years ago, and are slowly building this part of the business.”

He purchased cattle in Australia and America and is currently a member of both the Australian and the American Wagyu Associations. “I purchase cows in those countries and flush them, and bring the embryos to South Africa. That way I can get some different bloodlines, which we can’t always import into South Africa. It is much easier to bring in the embryos,” he says.

“I have met a lot of interesting people because I go to Australia every year to their conference and I have a lot of contacts and people who help me with the Wagyu. I started the Wagyu Association here in South Africa four years ago and we already have 140 members.” There is a lot of interest in this breed, with a big move toward Wagyu worldwide.

An increasing number of people are raising F1s because the Wagyu makes a big difference in the meat quality. Wagyu have many advantages—in carcass quality, fertility, calving ease, longevity. “I have three 2009 bulls that I am still using in our Wagyu herd,” says Brian.

“Last year our business grew a lot, and distribution started to become a problem. What we’ve done is create a joint venture with a big feedlot; they feed 120,000 head of cattle and have their own abattoir and a large distribution network. They feed our cattle, debone and box the beef for us. Together we are now 50% partners with the feedlot and this has made our distribution much easier. We do both the Angus and the Wagyu beef with this company and my daughter Megan does the marketing for both breeds. This has made a big difference in the way we do our business now,” he says.

“We still import embryos and semen from both Australia and the U.S. because we need different bloodlines. The Wagyu breed has a very small gene pool and you need a toolbox of semen and to know each bloodline and know which bulls to use on which cows. We have been very fortunate and have had a lot of people helping us with that.”

He also has a lot of good employees that work with the cattle and the farming. “Labor is cheap in this country and land is relatively cheap. These are some of the advantages we have, in South Africa. We can probably land our product at a harbor anywhere in the world for about 20% less cost than producers in other countries. This is a major factor for us, in terms of exporting beef. We are trying to get more into the export markets, which will help push up the interest in this breed in South Africa as well,” he says.

There is a great future for this breed in South Africa. “One of the big reasons is the fact that South Africa does not have a marbling-based grading system. Ranchers have never been paid for marbling and because of that they have never selected for marbling in their cattle. Therefore the Wagyu makes a big difference and beneficial impact on carcass quality.” The F1 cross is tremendous, and no other beef product comes even close to the Wagyu.

Woodview farm holds an auction every year. It is normally in April but this year it was in May, to be after the national election. There are usually a lot of disruptions around election time, so he tries to hold the auction after things have settled down a bit. There were 9 Americans at his auction this year, including Jerry Reeves who spoke at his information day. He appreciates the help from Wagyu breeders around the world. 🍷



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HOMOZYGOUS POLLED WAGYU SEMEN

Sire: BAR R 52Y

(Heterozygous Polled Bull)

Since Bar R 52Y progeny have been coming through the Robbins Island Program in Australia, the profitability and consistency has increased immensely.

Of the 202 progeny (154 steers, 48 heifers) that have been slaughtered:

- BMS 9: 26
- BMS 8: 92
- BMS 7: 60
- BMS 6: 21

88% of the carcasses have graded BMS 7 or higher.

Dam: BAR R 5U

(Homozygous Polled Cow)

Bar R 5U was the high selling cow in the 2016 Bar R Wagyu production sale at \$32,000 to Bar V Cattle Company in Abilene, Kansas. She has 28 progeny in the American Wagyu Association registry. 5U is a true foundation dam for the future of polled Wagyu.

Bar R Arimura 30B (PB17438) died unexpectedly in early 2019 with less than 900 units of semen available.

In partnership with Southern Cattle Company, we will make available 600 units of this semen at \$300 per straw. Arimura 30B is involved in two different progeny tests involving carcass data, which will add value to his offspring. He is free of all tested genetic defects. His semen qualifies for export to Europe.



For more information: JERRY & HEIDI REEVES

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BAR R Polled Zurutani D64

PB25456 | Homozygous Polled

S: BAR R 52Y (son of Bar R Shigesheetani 30T) | D: BAR R 57X (sired by LMR Itozurudoi 8161U)



BZ Elvis 018D

FB23395 | Fullblood | S: World K's Haruki 2

D: ESF Itomi 031-071 (sired by BR Itomichi 0602)



PV Cain

FB18474 | Fullblood | S: JVP Kikuyasu-400 (son of Kikuyasu Doi 575)

D: CHR Ms Kitangui 339 (sired by CHR Kitaguni 07K)



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Smoke roast with oak or hickory wood at 225 degrees until internal temp of 110 degrees is reached. Then finish on a hot charcoal grill using oak wood coals. This is similar to the reverse sear method. Sear over oak wood coals turning roast until you get a nice crust on outside of the meat and internal temp is 125 degrees for medium rare. Remove roast place in pan covering with foil wrap and let rest 15 to 20 min. Using a very sharp knife or a meat slicer slice very thin. Slicing across grain and slicing thin is an important step. Serve on a toasted roll with shaved sweet yellow onion and horseradish sauce.

ingredients

- 2 LB Wagyu Beef tenderloin butt (the end cut of a whole beef tenderloin)
- Kosher salt

rub

- 2 tbsp fresh ground mixed color peppercorns
- 2 tsp dried rosemary crushed (4 tsp fresh fine chopped)
- 1 tsp dried thyme crushed (2 tsp fresh fine chopped)
- 1 tsp dried oregano (2 tsp fresh fine chopped)
- 1 tsp granulated garlic
- 1 tsp paprika

Mix well store in refrigerator in an air tight container.

horseradish sauce

- 1 cup Mayo
- 1 tbsp prepared hot horseradish

Mix well store in refrigerator in an air tight container.



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Wagyu Pit Beef Sandwich

*Recipe by Chef Marshall Johnson
Photography by Hillary Johnson*



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southern cross ranch

By Heather Smith-Thomas



raised on a cattle ranch in Queensland, Australia, Andrew Coates and his wife Nicole now have a ranch in northern California near Esparto—northwest of Sacramento in the California Coastal Range overlooking the Sacramento Valley. Andrew has been a professional cutting horse trainer for many years, starting while he was still in Australia.

“With our horses we have always done business under the name of Southern Cross Ranch, but the business name now for our cattle is Southern Cross Wagyu. My family has been raising

commercial cattle in Australia since 1959 and got into the Wagyu breed in 1992. My dad, Chris Coates, is a veterinarian and specialized in genetics and embryo transfer. He did many of the first flushes and transfers that became fullblood calves in Australia, for Wally Rea (one of the leading breeders) and was instrumental in establishing many of the breeding programs that currently raise fullblood Wagyu in Australia,” says Andrew.

Andrew has always been around cattle and horses, and began his career working for some of the best cutting horse trainers in Australia. In 1995, he moved to the U.S. where he worked for Luke Bakey and Gary Gon-

salves. His NCHA professional career took off when NFL Hall of Famer, Joe Montana, hired him to train and manage his cutting horse program. In 2003 Andrew also began training for other clients.

“My wife and I got into commercial cattle a few years ago—getting back to my roots—and we really enjoy the cattle. My dad encouraged us to get into some Wagyu cattle because it’s

many calves on the ground as possible and sell some genetics along the way,” he says.

“We want to follow in the footsteps of the most successful Wagyu breeders in Australia, starting out with a core group of really top quality donor cows with proven genetics and utilize conventional embryo transfer and in vitro fertilization to create a large herd of exceptional fullblood mother

feel very fortunate that we got connected with Jerry because he is a pioneer in the industry here and is highly respected. He has been awesome, helping us become better educated about the genetics and coaching us along the way. We feel very lucky to have him as a partner on these cows and guiding us,” Andrew says.

“Jerry is a big believer in data and genetics and his program has great depth. To be connected with someone like that who has put so much effort into the industry over the years is just phenomenal for us. We are super excited about the future of our program.”

Andrew and Nicole feel that they are in a great location for raising Wagyu. When he first came to the U.S. Andrew trained horses for Joe Montana in the Napa Valley for 4 years. “Then we wanted to branch out on our own. Joe also wanted to move his operation to



unique environment

“We have summer pastures and winter pastures. We have the cattle on irrigated ground here in the valley in summer—about 10 minutes from our house. In the winter we run the cows in the hills behind us. We are also looking to branch out and acquire more ground as our numbers increase. We don’t typically need to feed hay; everything is pasture-fed,” says Andrew.

The climate is ideal for raising cattle. “It can get quite warm in summer, but it’s a dry heat and not as hard on cattle as high humidity and heat. In winter it rains a lot but it doesn’t get very cold. It’s a great environment for cattle. It gets hotter north of us, and to the east it’s drier, but we are in a great area. There are many high-quality cattle raised in this area, and good commercial programs all around us,” he says.

a more lucrative industry. Through a friend in Australia we connected with Jerry Reeves who owns Bar R Ranch near Pullman, Washington. We partnered with Jerry on 18 fullblood cows that Jerry hand-picked for us, and brought them down here to California in December last year. Our goal is to flush them through this year and the next few years, to get as

cows. Our goal is to have 500 fullblood cows and run the program like a commercial operation for beef production. It’s a lofty goal but we feel confident that we can pull it off,” says Andrew.

The plan is to get to that point in 3 to 4 years. We

a facility that we owned so we took weekend trips and drove around looking for a good place to do it, trying to find a property we liked. We stumbled across this place, in a really beautiful area. It reminds me a lot of the country where I grew up

<< Page 21

in Australia—a lot of low hills covered with oaks. It's really good cattle country. We've been at this facility now for 16 years," he says.

"My wife's family is from Sacramento; she was born and raised there. We are only about 40 minutes from where she grew up. Her parents are great people and it's a really close family, so it was natural for us to stay close to this area. California doesn't have a lot of ranch-type country left because everything is being developed and built up, so we felt lucky to find this place. We are only 40 minutes from Sacramento but this area still has a rural atmosphere. The place we're next to has about 5500 acres and the ranches alongside it are 4000 to 6000 acres."

There is still a lot of open space and some really good folks around this area. "We have gotten to know a lot of the commercial cattle pro-

ducers here, over the years, and made a lot of good friends. It's been really good to us," he says.

FAMILY

"I still train horses professionally, and with the cattle this provides a good balance for us. We've travelled a lot showing cutting horses over the past 20 years. We have two kids and they both love the horses. Our son Talon is 9 years old and our daughter Riley is 7. They both ride horses and they both love cattle. They are a huge part of the reason we are doing this," says Andrew. This is a great way to raise kids.

"In the world we live in today, I think it's critical to enable kids to benefit from a ranch-type life. They learn responsibility and the realities of life. They are way more

a lot and seen a lot and they know how to work, and I am very proud of that. I hope we can get them set up to

ties to go to this fall. If we get our cow herd up to 500 head I probably won't have time to ride as many horses,

marketing plans

"Once we get our numbers up, we are going to diversify. A huge part of our goal is to produce beef for export, but we are also going to try to meet every market possible including domestic specialty markets and sell seedstock. Those markets are really starting to grow. The popularity of this breed and quality of the beef is growing quickly."

He sees a pattern developing, similar to what happened in Australia. "I feel that the industry here is probably where it was in Australia about 5 to 10 years ago in terms of numbers of cattle and accessibility to different markets. Many of the breeders in Australia had a vision of what they thought was going to happen, and they persevered and it really paid off for them. Now they do have markets overseas and it has been quite a lucrative industry for them," he says.

"I see that happening here and I think that for someone who is not afraid to gamble it will pay off. I think a person has to go for it and jump right in. With this industry I see those kinds of possibilities on the horizon and a person just needs to work hard to build a herd based on the highest quality genetics backed by carcass data. In Australia, the breeders who have been really successful went all in, and grew their numbers, and now they are producing enough volume to meet those export market demands. They now have customers who want the best quality beef in the world," Andrew says.

"I envision that happening here and we are very excited about it." It takes a lot of faith in what you are striving for and a person needs to be somewhat risk averse, to do this.

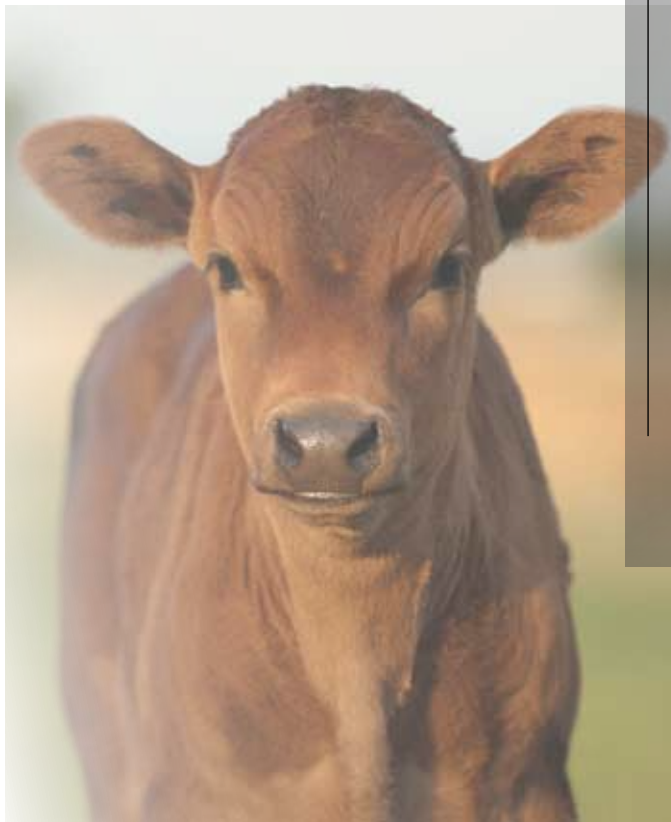
He trained horses for 30 years and in that industry a person can't be afraid to take a risk. "You must have the mindset that you will go all in and it is going to work out, no matter what. It is important to have that kind of mindset, and I think there is enough evidence out there and enough momentum in this Wagyu beef industry that there will be need for those kind of numbers in the next few years. We want to be right there, ready to capitalize on that, and do whatever it takes to meet those markets," he says.

continue; these cattle are for them. We want to get them set up in an industry that will have a great future for themselves and their kids," he says.

"We still show horses quite a bit. We recently came back from a futurity at Redmond, Oregon and still have quite a few more futuri-

ties to go to this fall. If we get our cow herd up to 500 head I probably won't have time to ride as many horses,

but I will always train and show cutting horses." The ultimate pleasure for Andrew is being able to ride a horse through cattle. There is something so natural and peaceful about working with horses and cattle. "It really puts a person at ease. There are many people who get into the cutting horse



ducers here, over the years, and made a lot of good

grown up than most 7 and 9-year-olds. They've done



industry who have never been around cattle, including many wealthy people. Many of them are really high-strung in their careers, but when we put them on a horse in amongst a set of cattle, their whole demeanor changes.” They find a calm sense of peace. Doing something natural, with animals, helps peel away the layers and veneer that people tend to wrap around themselves in an artificial world.

TEAM EFFORT

The ranch has some really good help. “We are lucky to have a good crew. We have veterinarians we work with who are not very far away—Dr. Kevin Bauer from Sierra Nevada Repro Services does our embryology work. My dad came over from Australia and did a flush to get us started. Nicole and I program the cows and do everything in terms of prepping for a flush, then Kevin comes in on the day of the flush with Dr. Moises Barcelo, to freeze the embryos. So far this year we

have frozen quite a few embryos to store in the tank and we’ve also transferred a lot of fresh embryos into our herd of Angus and Sim-angus heifers and cows,” he says.

“We have been steady with the embryo work this year and we are not slowing down. We gave the donor cows a rest through summer while it was hot, and then from September through June we will do a combination of conventional ET and in vitro fertilization to maximize embryo production and transfers into recipient cows. Our plan is to use genetics that will create large-framed cows with offspring that will produce a large carcass with a high

marbling score,” Andrew says.

“This will be exciting, to see how it all shakes out in the next few years. We are very grateful to Jerry for his help, and to my dad for his encouragement and guidance. They have both given us the tools and knowledge to get started. Without them we would still just be hoping we could do this. They have given us the opportunity to proceed. Without Jerry’s genetics and the opportunity to partner with him on these cows, this program would never have happened. We owe a big thanks to him.” 🍷

IMPORTANCE OF GENETICS

“The big thing for us is learning more about this industry and it’s interesting to see how very similar it is to the cutting horse industry in terms of needing the very best genetics. With cutting horses there are definite traits that go along with the performance of those show horses.” Some family lines definitely perform better, and there is a genetic reliability.

“For us, the most important thing is whether we create 10 animals or 500, we want those cows to be as good as we can possibly have. Our goal is not just to have fullblood cows; they must have exceptional genetics, backed up by carcass data so we can consistently produce quality. We are so lucky to have Jerry partnering with us in this venture because he can help point us in the right direction,” Andrew says.

“If we are going to try to capture premium markets, it is very important that our customers can depend on the very best that we can produce. We are excited to do that, and it is very similar to the horse industry. You just have to follow the right bloodlines and find the right genetic traits. We’ve done a lot of embryo work in our show horses, too, and it’s not uncommon to encounter a new 2-year-old or 3-year-old and look at the pedigree and realize I trained the dam or full sibling and remember certain traits that horse had and see similarities in the babies. It’s the same in the cattle industry. One of our donor cows has a daughter that we just flushed for the first time and they are both extremely high producers with viable, good-quality embryos. Their traits and production level are the same.” You appreciate that kind of consistency. It is very interesting to follow the traits of the various bloodlines and see the close similarities.

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OUT & ABOUT

Wagyu Sales, Shows, and Other Happenings

AGM

2019 Annual General Meeting & Conference NASHVILLE, TENNESSEE

>> *The Schedule*

WEDNESDAY, SEPTEMBER 25, 2019

12:00 p.m. - 5:00 p.m. Conference Registration
1:00 p.m. - 2:00 p.m. Board Meeting
3:00 p.m. - 5:00 p.m. Annual General Meeting
6:00 p.m. - 8:00 p.m. Wagyu Around the World

THURSDAY, SEPTEMBER 26, 2019

(MORNING SESSION)

7:00 a.m. - 7:45 a.m. Registration & Continental Breakfast
8:00 a.m. TRADE SHOW OPENS
8:00 a.m. - 8:30 a.m. **Welcome** - Robert Williams
8:30 a.m. - 9:00 a.m. **Presidents Report** - Pete Eshelman
9:00 a.m. - 9:30 a.m. **Office Update** - Martha Patterson
9:30 a.m. - 10:00 a.m. **Digital Beef** - Brad Wright
10:00 a.m. - 10:15 a.m. Break/ Visit AWA Trade Show
10:15 a.m. - 10:45 a.m. **Marketing Update** -
Robert Williams/ Jenny Tweedy/ Mike Kerby
10:45 a.m. - 11:15 a.m. **Breed Improvement Update** -
Robert Williams/ Jenny Tweedy
11:15 a.m. - 11:45 a.m. **Strategic Plan Update** - Phil Bowman
12:15 p.m. - 1:45 p.m. Lunch

(AFTERNOON SESSION)

2:00 p.m. - 2:45 p.m. *Understand the history to utilize the positives
& reject the failures* - David & Ben Blackmore
2:45 p.m. - 3:15 p.m. *Wagyu In America* - Charley Gaskins
3:15 p.m. - 3:45 p.m. *Functional Physiology & Genetic Principles*
Eldon Clawson
3:45 p.m. - 4:00 p.m. Break & Visit Trade Show
4:00 p.m. - 4:30 p.m. *Wagyu Husbandry* - Jimmy Horner
4:30 p.m. - 4:45 p.m. Meet the Trotter Group
5:30 p.m. TRADE SHOW CLOSES
6:30 p.m. - 7:45 p.m. Reception Signature Drinks & Appetizers
7:45 p.m. - 9:45 p.m. Auction by Wagyu 365

FRIDAY, SEPTEMBER 27, 2019

(MORNING SESSION)

7:00 a.m. - 7:45 a.m. Continental Breakfast
8:00 a.m. TRADE SHOW OPENS
8:00 a.m. - 8:30 a.m. *Uncle Sam & the Beef Industry* - Congressman Marlin Stutzman
8:30 a.m. - 9:15 a.m. *Japanese Carcass Camera* - Kiego Kuchida
9:15 a.m. - 9:45 a.m. *Fully Integrated Method of Production Part 1* - David Blackmore
9:45 a.m. - 10:15 a.m. Break & Visit Trade Show
10:15 a.m. - 11:00 a.m. *Melting Point of Fat* - Roger Dawkins/ Dan Hammond
11:00 a.m. - 11:30 a.m. *Wagyu Value Added Products* - Chef Antonio Fiasche
12:00 p.m. - 1:30 p.m. Lunch Value Added Wagyu

(AFTERNOON SESSION)

2:00 p.m. - 2:45 p.m. *Fully Integrated Method of Production Part 2* - Ben Blackmore
2:45 p.m. - 3:15 p.m. *Heifer Development & Reproductive Technologies* - Emily Taylor
3:15 p.m. - 3:30 p.m. Break & Visit Trade Show
3:30 p.m. - 4:00 p.m. AWA Awards Ceremony
5:00 p.m. TRADE SHOW CLOSES
5:30 p.m. - 10:00 p.m. AWA Gala Dinner

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Save the Date **Upcoming Events** 2019

SEPTEMBER

- 14 **Lone Mountain Cattle Company
Production Sale**
Santa Fe, New Mexico
- 25-27 **American Wagyu Assoc. Annual General
Meeting & Convention**
Nashville, Tennessee

OCTOBER

- 10-13 **8th Annual American Akaushi Association
Convention**
Cedar Creek, Texas
- 12 **2nd Annual M6 & Friends “Check the Box Sale”
Bull & Female Sale**
Alvarado, Texas
- 19 **The Western Wagyu Elite Sale**
Baker City, Oregon
- 26 **Marchi Ranch Dispersion**
Polson, Montana

NOVEMBER

- 15-21 **Northern International Livestock Exposition
Wagyu Show**
Louisville, Kentucky

DECEMBER

- 14 **Marble Ranch Genetics “Taste of Texas”
Wagyu Production Sale**
Navasota, Texas

2020

JANUARY

- 11 **Mile High Wagyu Sale**
Denver, Colorado
- 12 **National Western Stock Show Wagyu Show**
Denver, Colorado

APRIL

- 25 **TWA's Steaks Are High Sale**
Salado, Texas



In the News

Wagyu Breeders Dominate the 2019 American Royal Steak Competition

The 8th Annual American Royal Steak Competition gave beef producers the opportunity to put their best steak forward in two categories; Grass Finished and Grain Finished. The 2019 Steak Competition took place on July 24, 2019 with the help of our educational partner, Kansas State University – Olathe.

Both of this year's Grain Fed Champions are Wagyu or a Wagyu cross. Congrats to the winners!

2019 Grain Fed Division

Grand Champion: **Valley Oaks Steak Company** - Missouri

Reserve Grand Champion: **Vermont Wagyu at Spring-Rock Farm** - Vermont

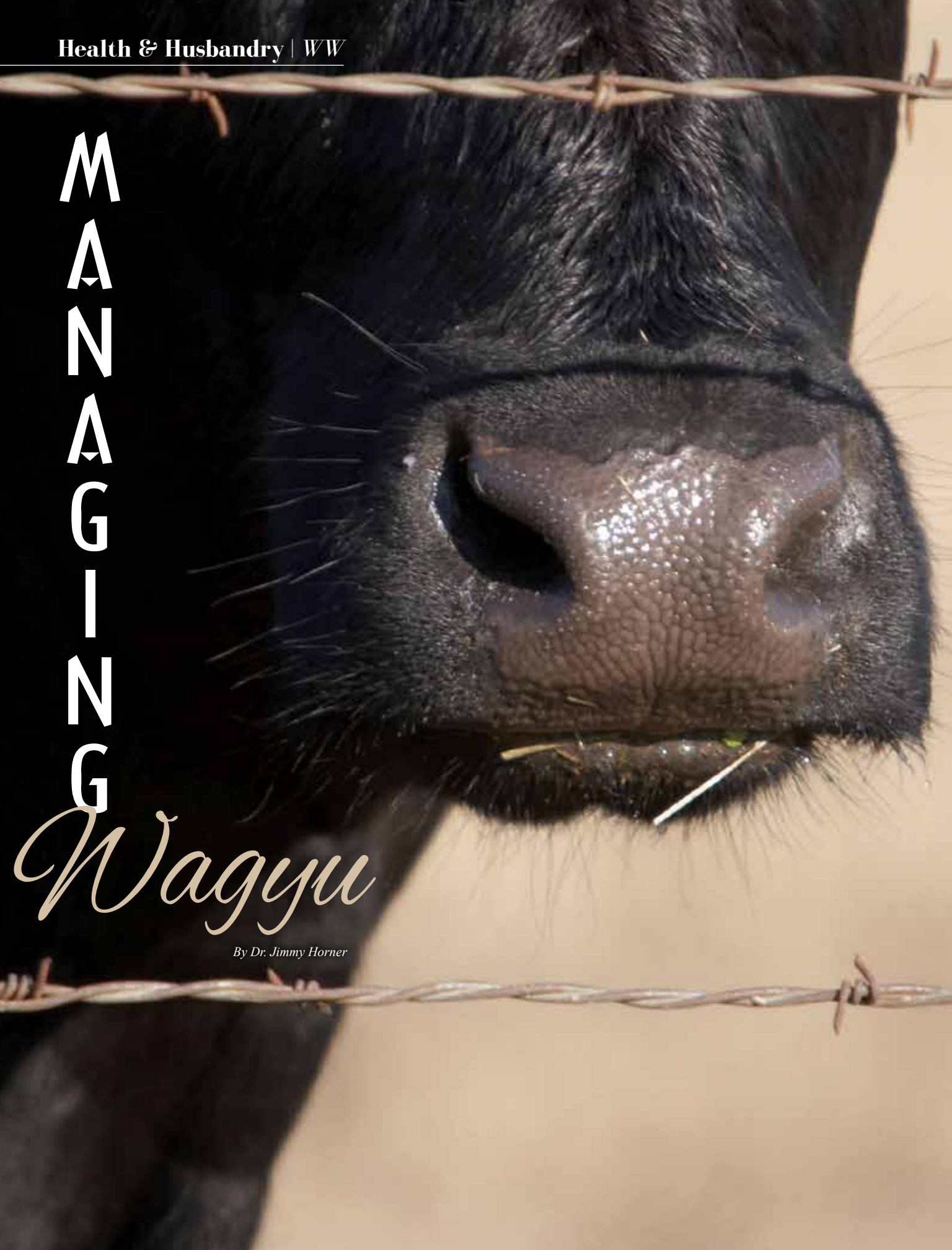
Parties interested in competing in the Steak Competition were required to complete an online entry form and submit 3 frozen rib-eye steaks for judging. For a complete list of entry guidelines, please read the Steak Competition Entry & Judging Guidelines below.

For more information, please contact steakcontest@americanroyal.com.

MANAGING

Wagyu

By Dr. Jimmy Horner



We often hear of Best Management Practices (BMP's) for various industries relative to business operations, employee management, etc. These BMP's often challenge business owners and personnel to function at a higher level. As with any successful team or business operation, it is always best to attempt to build on the strengths of those individuals in the group while being fully committed to improving on weaknesses as well. I would like to use this same concept as it relates to management of Wagyu cattle outlining those practices and procedures which might be implemented by producers in order to realize maximum productivity and all the potential benefits of functioning at a higher level with a most unique breed of cattle.

Before I discuss any specifics, I would first like to spotlight those traits of Wagyu cattle which most of us would agree make them so unique among cattle breeds. Heather Smith-Thomas penned an excellent article in 2015 entitled, "Unique Is Wagyu." She interviewed some very well-respected individuals associated with the U.S. Wagyu industry to help establish that Wagyu cattle are indeed unique and highlighted those traits which make them so different from other breeds. The primary positive traits mentioned were meat quality (marbling, fatty acid profile, taste and flavor), calving ease, and temperament. These are obviously the big three among those beneficial characteristics which help set apart the Wagyu breed, but their positive traits are certainly not limited to just these three. Other beneficial and commercially important traits of Wagyu include fertility, male libido, longevity, high adaptability, and most important of all, profit potential. We all know there's not a perfect breed of cattle, but the Wagyu may very well be the closest thing to the perfect breed with their only potential negatives being slower growth, lower milk yield, and less calf vigor or aggressiveness.

Some readers may know I have been working as a consulting nutritionist for Wagyu producers worldwide for nearly three decades now. Obviously, I have encountered numerous opinions and various approaches to feeding and managing Wagyu calves during this time. I honestly don't think I've ever observed a single right way to successfully raise Wagyu calves and I'm not quite bold enough to claim I know the right way or that I have all the answers on this subject. There's very seldom a day goes by that I don't learn something new about this amazing breed. I am also very fortunate to have learned much from highly successful Wagyu producers from several continents. Bottom line is there are certain basic animal husbandry and management practices that can benefit all Wagyu operations regardless of size, experience, geographic location, or target market. These practices should serve to help showcase those uniquely positive traits of Wagyu while attempting to overcome or at least compensate for the less desirable ones.

Common management practices with Wagyu calves which are also commonplace on most successful commercial dairy operations include what I have been referring to for many years as the 5 C's of a healthy start.

The 5Cs

Colostrum | Calories | Cleanliness | Comfort | Consistency

COLOSTRUM

All newborn calves need to receive high quality colostrum with acceptable antibody levels. First calf heifers are known to produce lower quality colostrum and less milk, so their calves are often weaker and less thrifty than those calves born to older cows and as a result calves born to first calf heifers have a higher mortality rate. If you're in the majority of U.S. producers which pasture wean, you can still ensure your calves receive higher quality colostrum by taking good care of the dam through proper nutrition and a good mineral and vaccination program. Whether bottle-raising or pasture weaning, newborn calves need to ingest colostrum as soon as possible after birth. Colostrum administration via esophageal tube is sometimes necessary in pasture-weaned calves that refuse to nurse or whose dams refuse to let them nurse initially. Commercial colostrum supplements are often needed as well especially in calves born to first calf heifers.

CALORIES

Calves should have access to a fresh, high quality starter or creep feed (high protein, low fiber) as soon after birth as possible. Creep feeding is a must for Wagyu calves in pasture-weaned operations since many Wagyu dams were simply not selected for milk production. Early weaning is also critical in pasture-weaned calves for this same reason. Most top Wagyu producers typically wean calves at 4 months of age and usually no later than 6 months. The single best criterion for optimal weaning time is not age, but how well the calf is eating. Calves should be consuming at least 2 lbs. of starter grain daily for 3 consecutive days prior to weaning. Both creep feeding and early weaning have also been proven to lead to a higher quality, heavier marbled carcass. Weather extremes also contribute to additional calories needed by calves and although water does not contain calories, calves eat better, gain more weight, and scour less when they have access to fresh water.

CLEANLINESS

Calves always excel in clean, dry conditions. If cows are brought in before calving, the maternity area must be kept clean and as free of manure as possible. Cows should not be allowed to calve in wet, muddy or dirty areas at any time. If calves are not born in clean, dry conditions then they will be exposed to a variety of disease-causing organisms such as E. coli, Salmonella, and an array of other pathogens leading to more sickness and a higher death loss. Keeping drinking water sources clean, fresh and free of debris as the calf matures is critical as well.

COMFORT

In addition to calves having the opportunity to be born in a clean, dry environment, they also need to be ensured shelter from sun and wind. Calves need to be comfortable and this is of vital importance in extreme weather conditions. Results from university research has confirmed the importance of minimizing stress around time of weaning by utilizing fence-line weaning or self-weaning nose flaps. There are several “marbling windows” in an animal’s life in which marbling deposition can be influenced by diet and management. The first of these “marbling windows” is the 60-day period before and after weaning. So, minimizing weaning stress and ensuring calves are eating a high-quality feed well during this time represents the first and one of the most important opportunities to impact marbling deposition. Don’t fall into the trap that Wagyu only marble towards the end of their lives and that marbling is solely the feedlot’s responsibility. Fetal programming research has now established that as much as 50% of a calf’s lifetime marbling potential can be pre-determined during the last three months of gestation and the first three months of life. This reality should serve as significant motivation for any beef producer to take exceptional care of both mom and baby during this six-month period.

CONSISTENCY

This is very likely the most challenging of the 5 C’s. Consistency of feeding protocols and daily management is of utmost importance. Calves should be observed and fed at the same time every day with feeding and young calf management being handled by the same person every day. Changes in routine are stressful to cattle and stressed calves are much more likely to get sick. We have a broad array of management styles in the U.S. Wagyu industry and until we strive to become more consistent in our daily approach to managing this highly unique breed at every point in their life cycle we will continue to experience a much more variable product and all the frustrations and challenges that come

Other than the colostrum component, the 5 C’s are also very applicable to the rest of the herd.

Undoubtedly, stress is one of the top issues facing the cattle industry today with many producers actually inducing stress in their daily management practices. Best management practices should always be targeted to reduce the likelihood and severity of stress in cattle. A comprehensive definition of stress is “symptoms resulting to a situation or environment that is not normal for the animal.” Those factors contributing to stress known as stressors may be grouped into 1) psychological stressors such as commingling or social mixing, novel environment, and fear; 2) physical stressors such as disease, injury, fatigue, hunger and dehydration; and 3) physiological stressors which entails a deviation from normal hormonal functions caused by psychological and physical stressors. Upon a stress triggering episode, several responses are activated in the animal’s brain, ultimately leading to the production and release of the “stress hormone” known as cortisol. Extended periods of stress and elevated circulating cortisol lead to severe physiological problems such as immunosuppression, impaired growth and reproduction, and suppressed milk yield.

Researchers at Oregon State University were among the first to verify that cattle indeed remember stressful situations. When cattle that had been stressed previously were simply exposed to the possibility of dealing with the same potential source of stress a 2nd time, they became agitated and defensive with a 30% resulting increase in cortisol levels. Cattle that had never been exposed to this same perceived stress did not show any signs of stress and even appeared highly curious about what was going on. So, cattle have excellent memories regarding stressful events and may become immediately stressed when confronted with the likelihood of having to deal with that particular stressor again.

Though we can never completely eliminate cattle stress, we can certainly minimize it. Some BMP’s to help mitigate stress are :



1- LOW-STRESS HANDLING

This approach to handling Wagyu cattle is a must for every Wagyu operation as these very docile cattle respond to handlers whose approach is just as docile. Learning to truly observe and interpret what your cattle are telling you is also so very critical in learning to recognize the triggers of stress. Factors such as mobility (walking with ease versus a stiff gait), appearance (body condition, hair coat, dull or bright eyes), aggressiveness when eating or foraging, cud chewing when resting, manure texture, and others can provide excellent signs of potential stress in cattle.

2- PROTECTION FROM ENVIRONMENTAL STRESS.

Environmental stress can obviously be a strong initiator of stress in cattle. Though producers do not need to build mansions for their herds, cattle should at least have adequate shelters/structures in place to help minimize the potentially harmful effects of harsh weather conditions. Our firm participated in a feedlot study in 2014 in the Midwest in which F1 Wagyu x Angus cattle lost nearly 12% of their marbling when exposed to 14 days of blizzard-like conditions without any shelter. That 12% loss in marbling could never be re-captured as the cattle were harvested after the 2-week period.

3- DEVELOP THE MINDSET OF YOUR CATTLE. This type of mindset can go a long way in helping producers protect their cattle from various sources of stress. When I tell producers to not expect their cattle to drink the water if they're not willing to do so, I usually get a funny look, yet we know cattle do much better and are much healthier with access to fresh, clean drinking water sources.

4- AVOIDING SUDDEN CHANGES IN FEEDING/FEED. Abrupt changes in diet or the method in which it is delivered can induce nutritional stress with gradual transition to new feeds or rations always being the best policy. Ideally, cattle should also be fed at the same time(s) each day as well.

5- FEEDING HIGH QUALITY AND PROPERLY BALANCED RATIONS at every production stage also prevents potential nutritional stress and results in a healthier animal that always performs better whether it be in gaining weight, breeding back or producing as high a quality carcass as possible. This approach requires the regular testing of forages and water.

6- AVOIDING OVERCROWDING is always recommended to minimize competition and social stress and to maximize consumption. Overcrowding is also highly correlated with incidence of disease and injury.

7- MINIMIZE SOCIAL STRESS. Any Wagyu breeder can attest to the fact that Wagyu cattle are very social creatures. Managing them to accommodate this trait can be very beneficial including the practice of never moving an animal by themselves to another group if possible. Most successful finishing operations move the cattle by pens throughout the feeding period with the same group remaining together through the duration.

8- AVOIDING BRIGHT LIGHTING AND NOISE. Many Japanese Wagyu finishing operations maintain dimly lit barns as they have learned that bright lighting can trigger stress. These same producers also attempt to minimize any source of noise and some even have classical music playing in their finishing barns.

Bottom line, top Wagyu producers attempt to minimize any potential source of stress which might exist since they have learned that stress is like a thief seeking to steal potential profits whenever possible. Over the years, I have become convinced that Wagyu are not necessarily stressed more easily than other cattle breeds, but they do have more to lose when they are confronted with stress.

It is a well-known fact the U.S. beef industry continues to strive to meet a growing consumer demand for highly marbled, high quality beef and Wagyu breeders have a golden opportunity to help meet this demand. The more intensively producers can manage their cattle by minimizing stress and by employing best management practices in their approach to daily management, the more likely the U.S. Wagyu industry will be the most viable option available to meet this growing trend. 🌱



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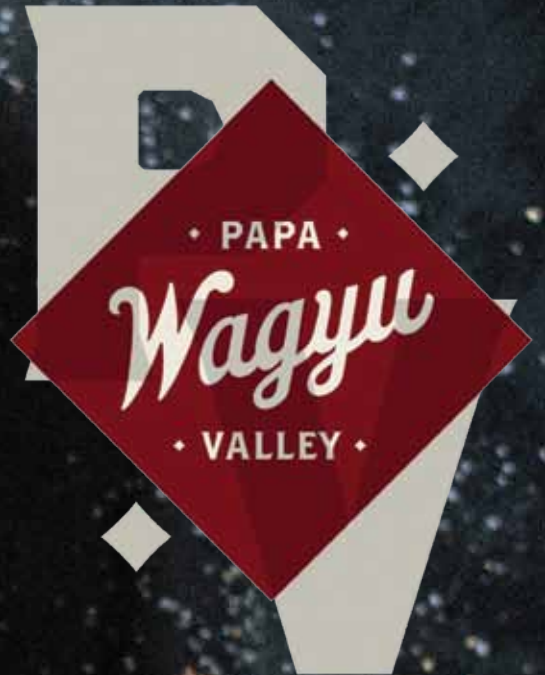
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MEMBER NUMBER

7 | Marchi Ranch

By Jeri Tulley



Jon Marchi



Growing up on a ranch in the foothills of the Bear Tooth Mountains in Montana, Jon Marchi, of Marchi Ranch located near the town of Polson, has literally been involved in cattle raising his entire life. His family raised Angus cattle, and his personal herd began with his first head at the age of nine. Jon participated in 4-H and FFA throughout his primary and secondary schooling. Jon received his undergraduate degree in finance from the University of Montana in 1968 and then served as an Army combat engineer in Korea for several years. When he completed his service, he came back and got a master's degree in finance also from the University of Montana. During his university education, Jon would take out student loans to buy heifers and feed them out. This allowed him to make money to purchase investment properties; but, more importantly to Jon, it let him stay involved in what he has always considered his true passion – cattle.

Fresh out of graduate school, Jon began working with

D.A. Davidson, a wealth and asset management company, in 1972 as a part owner. Thirteen years later, Jon retired from the company and received his share of the profits, after making the decision to go back into ranching fulltime. Liz, Jon's wife, claims, "Jon has rarely been without a cow of some kind in his life, ever since he owned his first one. He can do cash flow analysis in his sleep, but his real love is cattle."

Liz grew up in Auburn, Alabama, and moved to Montana to run the first privately-funded economic development organization in Montana. Liz recalls, "When I moved here, I had a plan - to meet ninety people in ninety days – in conjunction with the economic development organization. I had met eighty-nine of the ninety people, but Jon Marchi was the one person who would never call me back or respond to my e-mails."

While Liz aggressively continued to pursue her goal of meeting Mr. Ninety, Jon was busy ranching and performing public service. Extremely active in the business commu-



<< Page 37

nity in the northwestern United States, he chaired Montana's Facility Finance Authority board for twelve

years through his two administrations. This board provides tax-exempt bonding for non-profit hospitals, health care centers, and drug treatment centers. Under Jon's leadership, the board put out more than two billion dollars for new hospitals and clinics throughout rural Montana and some larger areas like Billings.

Liz remembers, "I knew he was chairman of the board of Big Sky Airlines, and I leased

an airplane to take community leaders to Boise, Idaho, to see what had been happening in Boise over the previous twenty years. Boise State University had grown a lot, and this had become a very outdoor-friendly community. The president of the airline said they wanted to take their CEO. I was expecting Jon to be a really unpleasant, unattractive person, and I was really surprised! Even though our first words were not all that friendly, that changed very quickly." Happily married for seventeen years, Liz and Jon blended their families, which include five children, into one, and they now have three grandchildren.

In 1987, shortly after retiring from D.A. Davidson, the farm/ranch market went south, slashing land values by approximately 50%. Jon was able to purchase several more ranch properties over the course of the next four to five years and concurrently buy and build his registered Angus herd, thus forming Marchi Angus Ranches.

The Marchi's home and ranch is eight miles west of Polson (population 4,488, elevation 2,927') on the southern shore of Flathead Lake. After downsizing in the last few years, the ranch is currently approximately 550 acres of prime grazing land. With its incredibly nutritious alfalfa grass that contains a high percentage of protein and with

its moderate climate, Montana is well known for being a summer grazing site for cattle.

Utilizing the full potential of their land, the Marchi's believe in sustainability...for their land, their



Jon & Liz Marchi

animals, and their food. Marchi Angus Ranches are a Certified Sustainable Operation as qualified by the Western Sustainability Exchange (WSE). To meet the rigorous criteria set forth by the WSE, the Marchis pass yearly inspections certifying that they are an organic, all-natural, all forage fed, non-hormone, non sub-therapeutic antibiotic, and humanely-raised organization. Their Ranch to Table program offers a delicious and healthy experience for local foodies – raised locally, butchered locally. "It's slow food at its

Jon Marchi





Liz Marchi

best,” says Liz.

Through his work with genetics at his alma mater, Jon met Charlie Gaskins and Jerry Reeves, who did similar genetic work at Washington State University. Liz remembers, “Most of the Angus breeders thought the Wagyu cattle were the ugliest thing that they had ever seen.” Jon continues, “I had a good relationship with Washington State University, and they asked me if I would raise some Wagyu-cross cattle if they provided semen for free. They wanted me to breed fifteen to twenty registered Angus heifers to Wagyu bulls to see what the calves looked like. We did that, and we were absolutely amazed at the calving ease.” With

beginning American Wagyu Association (AWA), which was incorporated in Texas on March

14, 1990. The AWA serves to register Wagyu cattle in the U.S., Canada, Australia, and other countries. Marchi Angus Ranches was among the founding members of the AWA (it is membership number seven), with Jon serving as president of the association in 2005 – the year that Montana hosted the national annual meeting – and in 2006. Staunch supporters of the association and the breed, in all the years since the AWA’s inception, the Marchis have at-

Jon’s incredible financial acumen and his deep knowledge of cattle, he quickly saw the potential of the Wagyu breed as both a fullblood animal and as a cross.

At that point, Jon became involved in the of the

tended all but two annual meetings.

In the thirty years that Jon and Liz have raised Wagyu cattle, they honed their craft and set their standards to all forage fed, certified sustainably-produced, all-natural breeding, hormone-and-antibiotic-free meat. To produce a quality product they found that 93.75% Wagyu (15/16ths) and 6.25% Angus (from their registered stock) is their optimal genetic combination for an ani-

mal. This advantage comes from hybrid

vigor – a term referring to the improved or increased function of any bio-

quality in a

direct result of mixing the genetic contributions of its parents. This combination also has the added benefit of usually producing a polled animal.

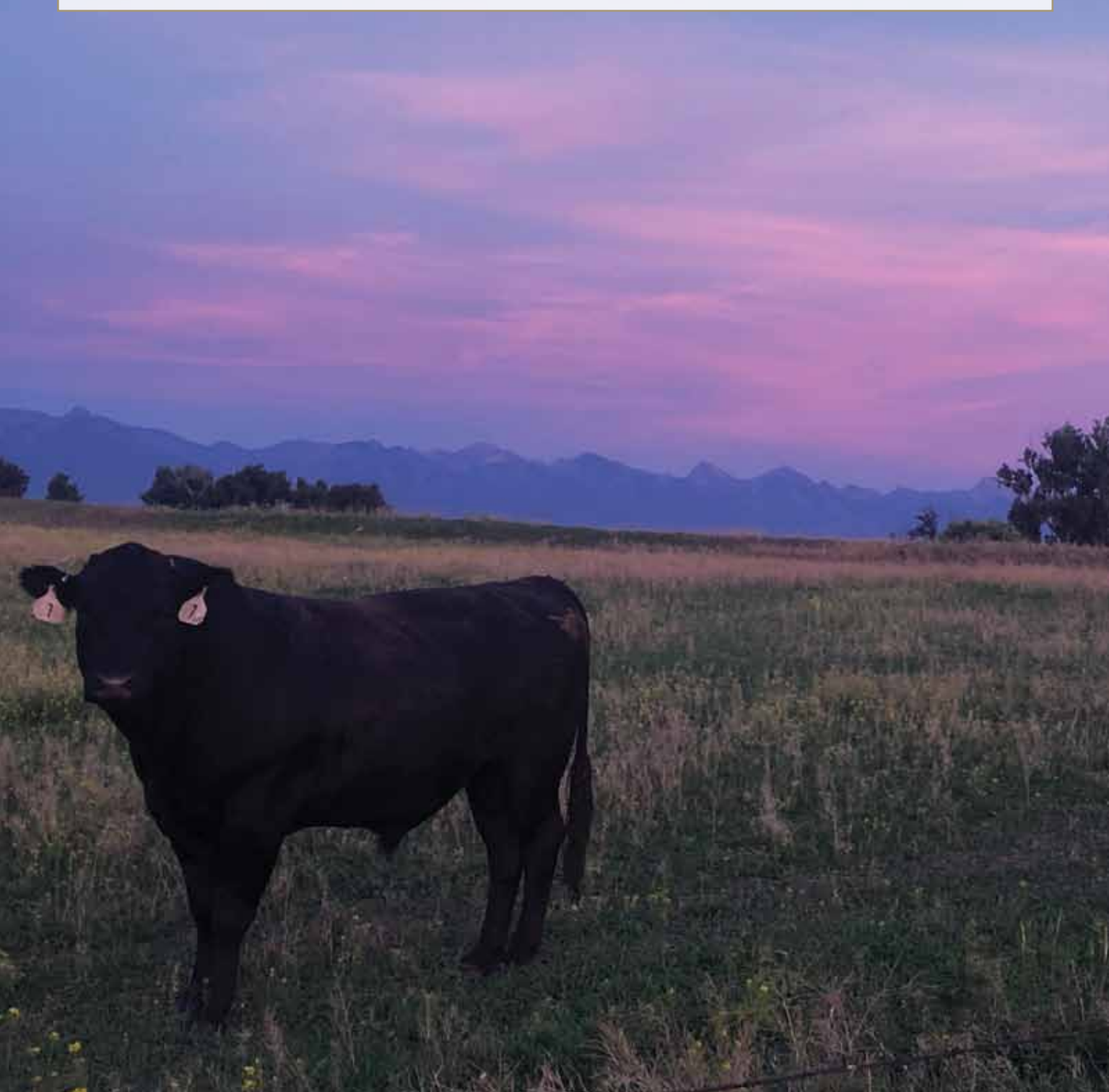
logical hybrid offspring as a of mixing the genetic contributions of its parents. This combination also has the added benefit of usually producing a polled animal. Socializing has always been a large part of Jon and Liz’s careers and lifestyle, and Wagyu has been a major part of that. Liz had been a vegetarian before she met Jon, but she is now one of Wagyu meat’s strongest supporters. She hails its health benefits and



believes that it is essential to all human health to eat clean, natural, animal proteins such as the product that Marchi ranch produces. Jon and Liz's favorite way to eat Wagyu and serve it is to throw a dinner party showcasing a variety of cuts – not just the steaks, but the brisket, the ribs, and the roasts. Liz marvels, “The tongue is incredibly nutritious and a chiefly valuable cut. It all is just such a fabulous product.” Besides the variety dinner party, Liz and Jon make an award-winning Wagyu chili that is so good that it has actually gotten them banned from entering future chili cook-offs in effort to let other contestants have a chance at winning!

Looking towards the future, the Marchis have made the decision to liquidate their Wagyu cattle herd and sell their ranch and home, moving closer to their children. Marchi Angus Ranches will host its dispersal sale on October 26th, 2019, selling approximately 125 lots of black Wagyu bulls and bred heifers.

It has been thrilling for the Marchis to see the breed grow over the past thirty years, and, as a new chapter in their lives begins, Liz earnestly states, “Our hope is that someone will buy our herd and really know what has gone into it.” 🌱



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