

# WAGYU WORLD



*July/August 2019*





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**RUESHAMARU**

**HB BIG AL**

**HONJO**

**HIKARI**

**BRADY**

**ASHWOOD FX0013**

## **DAMS:**

**KAEDEMARU 3**

**JC MS RUESHAW 122**

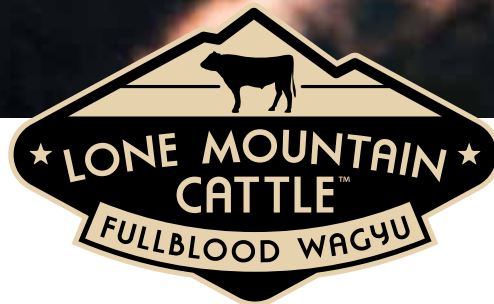
**HOMARE J30E**

**HB B0445 (DAM-#1 RINGO)**

Contact Jim or Kathy Moore 254-723-2977 or 254-379-5064 [info@jmkcattle](mailto:info@jmkcattle) [jmkcattle.com](http://jmkcattle.com)

**Contact us for Bull and Heifer Availability!!**

# NEW EXCITING & POWERFUL GENETICS IN AMERICA



## MAYURA L0010

Sired by ITOSHIGENAMI JNR 0139  
the King of Australian Wagyu Sires

### SO WHY IS HE SO SPECIAL?

#### MAYURA L0010 RANKS IN THE TOP 1%

for Eye Muscle Area, Marble Score and Marble Fineness EBVs and the Self-Replacing Index, Fullblood Terminal Index and F1 Terminal Index.

### IMPRESSIVE LINE OF GENETICS!

MAYURA L0010's sire, MAYURA ITOSHIGENAMI JNR 0139 has been TOP OF THE AUSTRALIAN PUBLISHED SIRE REPORTS since 2015 producing over 900 progeny; with more than 75 carcasses imaged.

2019

WAGYU BRANDED BEEF COMPETITION GRAND CHAMPION sired by Jackpot (son of 0139) - the 28 month old steer graded 52% IMF.

SIX DAUGHTERS SOLD for a combined AU\$475,000 with the sale top heifer sold for AU\$280,000 in the 2019 Elite Wagyu National Sale.

2017

SON OF L0010 WAS SOLD at auction for AU\$105,000.

2016

TEN STRAWS of 0139 purchased for AU\$30,050 (\$3050 each).

2019

LMR

## FEMALE FULLBLOOD WAGYU SALE

SEPTEMBER 14, 2019 SANTA FE

Featuring daughters of foundation sires and the next generation of proven sires. Join us in the land of enchantment for this prestigious event. Can't make it on sale day? Online bidding will be available.

SIXTY  
OUTSTANDING  
FULLBLOOD  
FEMALE LOTS  
ON OFFER

## SUMO MICHIFUKU F154

TOP 1% OF SIRES  
outstanding son of Michifuku

### Sired by ONE OF THE GREATS

Sumo Michifuku F154 sired by Michifuku. F154 is 62% Tajima and 38% Shimane.

**F154'S LATEST DATA:** Marble Score EBV: +1.9 and Carcass EBV: +30kg with accuracy at 75% - based on 21 analyzed carcasses. Strength in carcass weight has been inherited from TF Terutani 40/1 and TF Hikohime 34/3.

### TOP RANKINGS 2019

Sumo Michifuku F154 ranks in the top 1% for Marble Score EBV, Self-Replacing Index, Fullblood Terminal Index and F1 Terminal Index.

CONTINUOUSLY DEVELOPING THE FINEST WAGYU IN AMERICA

info@lonemountaincattle.com : 505-281-1432 : lonemountaincattle.com



July/August 2019

Volume 5, Number 5



10

### 10 MARKET MATTERS

#### Papa Valley Meats

*The Drury family have been breeding Wagyu cattle in the state of Missouri for a number of years and they have taken this dream they call a reality even further with their own meat label. Learn more about the company and more importantly, the family behind it.*

>> *By Heather Smith-Thomas*



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### 16 MARSHALL'S DAILY DISH

#### Wagyu Steak Tartare

*Take a classic and mix it with the best available ingredients around and you have perfection!*

>> *Chef Marshall Johnson*



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### 18 PHOTO CONTEST

#### The Winners

*Take a look at this years exciting winning photos!*



## 20 OUT & ABOUT

*Summer is always very busy and this summer was no different. We have all the events covered taking us to Germany, Texas, Kansas and California. Be sure to take a gander at the upcoming events - you don't want to miss out on a thing.*



# 20



## 26 MARKET MATTERS

Introducing Robert Williams, Ph.D.,  
*The AWA has a new executive director and we had a nice time getting to know more about Robert Williams, Ph.D. Take some time to read about him and his goals for the AWA.*  
>> *By Jeri Tully*



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## 28 AWA'S ANNUAL GENERAL MEETING

Wagyu – Farm to Table Excellence  
*This year's convention is going to be one you are not going to want to miss. We get an inside look into what to expect this year in Nashville!*  
>> *By Dr. Emily Taylor*



## 34 HEALTH & HUSBANDRY

Wagyu Roundup & Cook-Off  
*We often hear about fundraisers but this one in particular is very special and highlights Wagyu at the same time.*  
>> *By Heather Smith-Thomas*



# 34

### COVER>>

*Courtesy of: Kevin Hayden  
Location: Puslinch, Ontario, Canada*

# POTTY TRAINING

All I can say is never, ever, get a puppy right before you start potty training a toddler. This might be too much information but I honestly felt like I was drowning in pee for a few days. Luckily the child has been very responsive and only had a few accidents before the process was figured out but the puppy not so much. My only saving grace is the puppy is a small breed and makes small accidents but when you smell one and can't find one is a whole other story. Of course the puppy had to burry one in my already apprehensive about a new dog husband's dirty clothes. I played it off that he shouldn't have his dirty clothes on the ground and should instead be in the hamper and cleaned up once again another "potty mess".

Living on the ranch makes it difficult to make it to the house from the barn in time as well, so the entire "outside potty" was brought into motion – for the child not the dog. This solved one problem, getting to go in time but also brought a whole list of other issues to the table like; don't get it on your foot, try to aim, not in the garage, hold it, all of which I had to explain to a little boy until I brought dad in for a demonstration. That only helped with the aiming part. All in all we beat the deadline date of having to be potty trained before preschool and look forward to the next hurdle of many to get over.

But in reality, I am looking forward to a bit of a "good time" and making some memories with all of you in Nashville this September. Hopefully we all kick things off together in Santa Fe at the Lone Mountain sale September 14; great genetics, first of the kind offerings here in the US, amazing hospitality and a vacation town is just a few of the many great details of this event. Nashville will be a good time to relax and gear up for a busy fall with events in Texas, Oregon and Kentucky! Hopefully by the time I see you all in New Mexico I'll have the puppy potty trained.



*Mercedes Janssen-Jahoe*



*My grandson Sutter getting his Hereford heifer ready for the County Fair next month. Hope Summer is treating everyone well, it just doesn't last long enough!*

Sherry Danekas - Publisher



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# DISCOVERY

*This Issue's Three Contributors Share Themselves With Us.*



**HEATHER  
SMITH-THOMAS**  
*Rancher/ Writer*



*At the end of summer I like to eat...* something cool and wet like watermelon. *The last time I experienced a random act of kindness was when...* yesterday. There are many kind and compassionate people in this world. *The most unusual thing I grilled this summer was...* we haven't done any grilling; we gave our grill to our granddaughter a couple years ago because we never did use it much (too busy, too windy - we always had some excuse not to use it). The most unusual thing we ever cooked in earlier years - though not on the grill - was one of the rattlesnakes my brother and I brought home for our mom to cook. My brother killed it with a shovel after it struck at him while we were irrigating our pastures. The fried pieces of snake actually tasted quite good - a little bit like chicken.



**MARSHALL  
JOHNSON**  
*Wagyu Breeder / Chef  
Restauranteur*



*At the end of summer I like to eat...* key lime Concrete's at Andy's frozen custard !! #yum *The last time I experienced a random act of kindness was when...* when trying out a top notch steak house on a weekend get away with Hillary the manager invited us to do a complete tour of the kitchen operation and dry age room without us even asking. *The most unusual thing I grilled this summer was...* nothing unusual really but a lot of farm fresh heritage pork and Wagyu beef.



**JERI  
TULLEY**  
*Writer*



*At the end of summer I like to eat...* do not require me to heat up my kitchen. Taco salad, sandwiches, yogurt parfaits, icebox pie, etc. *The last time I experienced a random act of kindness was when...* a man stood to give a woman who was just boarding the bus his seat. Chivalry is not dead. *The most unusual thing I grilled this summer was...* Mexican street corn. I slathered the corn in a mixture of mayo, feta cheese, cilantro, lime, minced garlic, chili powder and salt. It was a new hit with my family!



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## BUILDING A MEAT COMPANY

*By Heather Smith-Thomas*

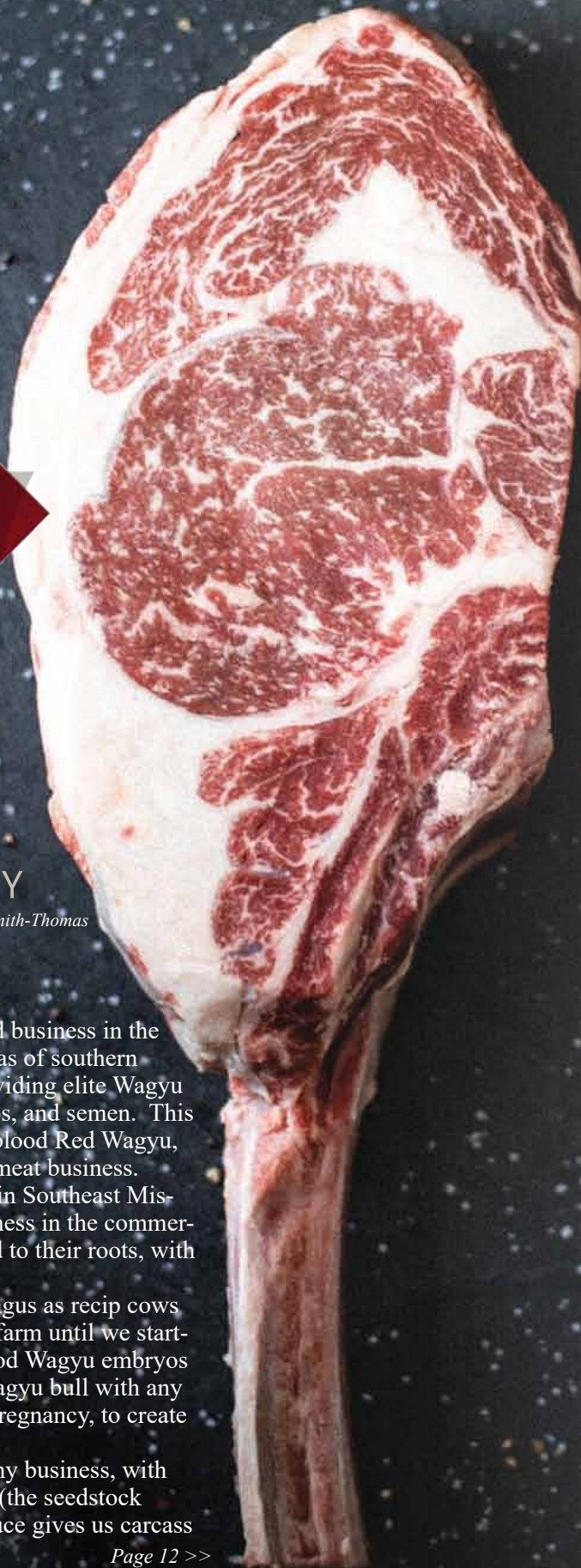
**D**rury Cattle Ranch is a family owned business in the Springfield and Cape Girardeau areas of southern Missouri. They are focused on providing elite Wagyu genetics through live cattle, embryos, and semen. This family ranch raises Fullblood Black Wagyu, Fullblood Red Wagyu, as well as F1 cattle and is now starting a custom meat business.

The Drury family's beginnings were on a farm in Southeast Missouri. Then they transitioned into running a business in the commercial construction industry. Recently they returned to their roots, with a passion for the excellence of the Wagyu breed.

Bryan Drury says they started by using their Angus as recip cows four years ago. "It was basically a hobby Angus farm until we started transitioning into Wagyu. We transfer Fullblood Wagyu embryos into our Angus cows, and then put a Fullblood Wagyu bull with any cows that don't end up with an embryo-transfer pregnancy, to create F1 offspring for our beef program," he says.

"Thus our Papa Valley Wagyu (the beef company business, with a custom meat program) and Drury Cattle Ranch (the seedstock company) work hand in hand. The beef we produce gives us carcass

*Page 12 >>*





JERRY DRURY

"OUR FARM/MEAT BUSINESS WOULD NOT HAVE BEEN POSSIBLE WITHOUT DAD, ,,  
SO WE NAMED IT IN HONOR OF HIM"

**“LOGOS ARE A VISUAL OPPORTUNITY TO INSTANTLY COMMUNICATE YOUR COMPANY AND BRAND IMAGE.**

**WE BELIEVE PAPA VALLEY TO REPRESENT ELITE QUALITY WHILE ALSO BEING APPROACHABLE & INVITING.**

**OUR LOGOS CAPTURE THIS IDENTITY AND ALLOW US TO HAVE A VISUAL PRESENCE ON A VARIETY OF LAYOUTS.”**

- BRYAN DRURY

**PAPA VALLEY**  
*Wagyu*



**P.V.**  
MISSOURI MARBLED  
**PAPA VALLEY WAGYU**



BRYAN & BRENT DRURY (ABOVE)  
PATRICK DRURY (BELOW)



<< Page 10

data for Drury Cattle Ranch seed-stock. This helps guide our genetics and breeding decisions,” he explains.

The family business consists of

Bryan, his brother Patrick, their father Jerry, their nephew Brent Drury and Travis Daniels, a long-time employee who is just like family. “We are very fortunate to have

a great team. I am at Rogersville, Missouri, just outside Springfield, which has a great climate for raising cattle. We do get some snow in the winter, but it’s not extreme. The

northern part of the country gets a lot more snow, and the southern part of the country gets a lot hotter than we do. We are in the happy middle!” he says.

The name of their beef business is to honor his father. “My dad was raised on a farm. As he grew older and got into other businesses and industries, he never forgot his roots and all the hard work it takes to make it in life—to have a top-quality product. He always enjoyed the farm life, and when he was on his farm he would always find peace and satisfaction on top of the hill looking down the valley, to see the cattle grazing. Our farm/meat business would not have been possible without Dad, so we named it in honor of him, and never forgetting where we come from, and all the hard work it takes to create a top-quality product. There is great enjoyment and satisfaction in doing the hard work and seeing the results. Our family all finds peace in the valley view, so we named our meat business Papa Valley Wagyu.”

To promote the meat, they have created a logo and many promotional items and are currently building a website to sell the beef. “We are always improving our cattle, so we

The customers can order whatever they want. “If they want a steak and a pound of burger, we’ll send them a steak and a pound of burger,” he says.

It is a challenge to market your own product, involving a lot of planning and effort. “When you are selling seedstock/genetics and live cattle and then go into beef marketing, it’s a whole different ballgame. There is a lot of industry knowledge that goes into both, but they are very different. Selling the meat is an entirely different setup but it can be very beneficial to your seedstock business because of the carcass data you get, and being able to breed better seedstock for those customers—and to ensure top quality beef for the meat customers as well,” says Drury.

It takes time to build that market and takes time to accumulate the inventory because you have to finish the beef. “It takes 24 months to feed out the F1 cattle and 30 months for Fullbloods,” he explains.

“Once you have your product, it also involves educating the public about Wagyu. Some people are not aware of what this meat is. Getting them to try it is part of the challenge, but once they taste it they

cebook and Instagram, and word of mouth through the community. Our meat business is going well, with repeat customers. Everyone really loves the beef,” says Drury.

One of their products that has become extremely popular is beef bacon. “When people first hear about it they wonder what it is because they’ve never heard of bacon from cattle, and they are curious. Once they taste it, they love it. The steaks of course are the most popular because the taste is out of this world. If you get the right genetics and the right feed program, you can create a phenomenal beef product. It’s amazing, once you taste it,” he says.

There have been many innovations on cuts of beef and ways to market the entire carcass. “You can get many quality cuts from a carcass, not just rib eyes and strips. Those are phenomenal, but so are the briskets; they are very nicely marbled. The beef bacon, flat irons and hanger steaks, skirt steaks, etc. are great, and the burger is absolutely amazing. Compared to anything else on the market, anything you can get from a Wagyu carcass will be top quality,” says Drury.

“We work hard every day to take

can improve our meat quality. We sell beef straight from the farm and online. We ship it directly to customers’ doors. Currently we sell individual steaks, hamburger, individual cuts of beef, etc. Once we build up our inventory base we will also sell to restaurants, and will be selling Wagyu cross beef as well as Fullblood beef.”

are hooked. It’s definitely a unique product that people appreciate,” he says.

It’s an educational process, but once you start a customer base, word will spread about this wonderful breed and wonderful beef. “Our marketing program will be in full force once our website goes live. Currently we’ve just been doing Fa-

care of our cattle and have top quality cattle and top quality beef for our customers. So far it is going very well, and we keep growing and improving every day. It is very satisfying to see and hear someone tasting Wagyu for the first time. Seeing the expression on their faces when they take that first bite makes it all worthwhile!” 🍖

TWA's

# Primed & Ready Sale

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10 | 26 | 19

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*ingredients*

- 10 oz filet of beef tenderloin cut into small diced cubes
- 2 tbsp fine chopped shallots
- 2 tbsp fine chopped cornichons
- 2 tbsp drained rinsed capers
- 1 tbsp whole mustard or Dijon mustard
- 1 tbsp San Marzano tomato sauce
- 2 tsp brandy
- 1 tsp Worcestershire sauce
- 3-4 imported Spanish anchovies
- Salt and black pepper to taste

*building the dish*

• Combine all ingredients together and mix well. Let marinate for 30 min.

• Garnish with fresh grated parmigiana reggiano and cured heirloom pasture raised egg yolk or fresh egg yolk, whole mustard, pickled veggies and kettle chips or grilled bread.

# WAGYU STEAK *Tartare*



DIAMOND T RANCH

Classic preparation using premium 100% Japanese black  
Wagyu beef filet from Diamond T Ranch

Photography by Hillary Johnson



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# AND THE WINNERS ARE...



THIS YEAR'S CONTEST  
HAS TWO WINNERS

**Kevin Hayden** (TOP)

PUSLINCH, ONTARIO CANADA

FEATURED ON THE JULY/AUGUST COVER

**Nicole Contes** (BOTTOM)

ESPARTO, CALIFORNIA

FEATURED ON THE SEPTEMBER/OCTOBER

COVER

**it's a tie!**

congrats to all who entered

# THERE'S A NEW PLAYER ON THE FIELD

**LRX TAE 5U 0320F 30F ET** is a DNA verified homozygous polled purebred Wagyu bull with genetics from the Bar R Cattle Company. He is genetic twin to the recently deceased BAR R ARIMURA, another highly desired homozygous bull. He is free of all test genetic defects. He is CSS certified for export to numerous countries including Australia, South Africa & others.

**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.

*POLLED WAGYU WILL HAVE A SIGNIFICANT IMPACT ON THE FUTURE OF THE WAGYU BREED WITH PROVEN GENETICS, WITH THE ADDED BENEFIT OF NO HORNS THE ADVANTAGES INCLUDE:* Genetic quality, Adaptability, Growth Rate, No Horns, No Cost of Horns, Polled calves, Registered Sires to name a few.



**LRX TAE 5U 0320F 30F ET**

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BAR R 52Y ..... BAR R 68PI  
BAR R 10T ..... BAR R 72P  
BAR R 10S ..... MISS BAR R 52L  
BAR R 5U ..... BAR R 7P  
BAR R 13P ..... SUZIWONG  
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

Bar R 52Y Steers - Robbins Island Wagyu Program					
Production Month	No. Head	WT@	WT@	WT@	WT@
October	68	8.40	488	110	100
November	51	8.78	488	110	110
December	41	8.60	471	105	100
January	21	8.25	468	105	100
February	50	8.35	454	105	100
Average	47.8	8.50	474	106	102

ROBBINS PROGRAM. BAR R 52Y PROCESSED QUEENSLAND. OF THESE ALL HAMMOND HETEROZYGOUS 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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# OUT & ABOUT

*Wagyu Sales, Shows, and Other Happenings*

*Sales*

**2019** Celina Cattle  
Company  
**CELINA, TEXAS**



*May 18<sup>th</sup>, 2019*



## >> *The Results*

### **Celina Cattle Company Fullblood Wagyu Production Sale**

May 18<sup>th</sup>, 2019

Celina, Texas

#### **Averages**

Females born 2016 and younger	Avg: \$3,542
Females born 2015 and older	Avg: \$3,000
Embryos (per embryo)	Avg: \$545
Semen (per unit)	Avg: \$193

#### **Tops**

##### **FEMALES:**

**Lot 46: CC MS 7032E**, 04/07/2017 Sired by CC HIRASHIGE 4821; **\$12,000** to **ALAN SIMONIS**, Brooks, CA.

**Lot 1: PICK OF TBR MS KIKUTNAMI 3346Z HEIFER CALVES**, 02-13-19 OR 02-19-19 Sired by ITOMORITAKA 002; **\$9,600** to **BLINT FAMILY FARMS**, Ft. Madison, IA..

**Lot 35: CC MS 5019C**, 04/22/2015 Sired by CC TOYOYAMA 2721; **\$6,500** to **BRANSON WAGYU**, Weatherford, TX.

**Lot 18: CC MS KAORI 6002**, 03/02/2016 Sired by WORLD K'S SANJIROU; **\$5,600** to **BRANSON WAGYU**, Weatherford, TX.

**Lot 3: TBR MS ITOSHIGENAMI 2-1 3021Z**, 09/12/2012 Sired by WORLD K'S SHIGESHIGETANI; **\$5,200** to **CAROLAND FARMS**, Landrun, SC.

**Lot 7: CC MS 7066E**, 09/30/2017 Sired by HIRASHIGETAYASU J2351; **\$5,000** to **BRANSON WAGYU**, Weatherford, TX.

##### **EMBRYOS:**

**Lot 2A: ITOMORITAKA J2703 X TBR MS KIKUTNAMI 3346Z**, 6 Embryos; **\$6,000** to **JH2 WAGYU**, Grandview, TX.

**Lot 2B: ITOSHIGEFUJI X TBR MS KIKUTNAMI 3346Z**, 6 Embryos; **\$6,000** to **JH2 WAGYU**, Grandview, TX.

**Lot 44: MAZDA X LL MS SHIGESHIGETANI 30W**, 6 Embryos; **\$4,500** to **FISHER RANCHING & TOOLING**, Kaufman, TX.

A Bar N's Celina Cattle Company Fullblood Wagyu division's second production sale started out the night before with a sampling of the A Bar N meat products presented by in-house chef, Al Havens. The evening's crowd was greeted by the entire A Bar N team and family at the headquarter house. The evening skies were clear and beautiful but throughout the night, the weather changed slightly making for a pretty wet sale day. With the dark skies looming overhead and tornado warnings present, you can say that the sale started off with a bang (literally). The crowd in the seats was large and the online visitors list was even larger. With over 250 total viewers (both present & online) the second production sale was a success with cattle sold to both the West and East coast and everywhere in between..

**Sale Manager: James Danekas & Associates, Inc**

**Auctioneer: C.D. "Butch" Booker**

**Internet Venue: LiveAuctions.tv**

# 3<sup>rd</sup> Annual Wagyu Spring Sale GERMANY

## >> *The Results*

A large crowd attended the 3rd Wagyu Spring Sale held in perfect weather on Saturday, May 18, at the Holtmann farm in Münster Albachten and organized by Wagyu DE of Altenberge and Wagyu Münsterland.

Pedigree reader Hubertus Diers presented the lots and the well known auctioneer Andreas Aebi from Switzerland together with ringmen Henrik Wille, Udo Richter and Nici Nosbisch took the bids.

**33 females** sold for an average price of **5.923 €**.

**3 bulls** brought **5067 €** in average.

**14 embryo packages** with a total of **63 embryos** sold for **863 €** per embryo.

Top seller was **lot 2, Ms Kitaguni 413-ET**, a daughter of Kitaguni JR, one of the most sought after sires of the Wagyu breed. Bred by Lone Mountain Ranch in New Mexico, USA, and offered by Wagyu DE, she finally sold for **19.000 €** to **Marblelution** in Thuringia, Germany.

**Lot 1**, a daughter of Kenhanafuji from the Crescent Harbor herd of Ralph Valdez of USA, brought **15.000 €**.

The only red heifer in the sale was **Red Alli (lot 18)**. She sold for **8.000 €** to a breeder in **Lower Saxony**, Germany.

The first available semen of the new Itozuru Doi son called **Itosanji** was sold for **400 €** per straw to the **United Kingdom** and for **300 €** to **Germany**.



May 18<sup>th</sup>, 2019



# 2019 Passion for Prime SALINA, KANSAS



## >>The Results

June 1<sup>st</sup>, 2019

### Passion for Prime

June 1<sup>st</sup>, 2019

Salina, Kansas

### Tops

#### FEMALES:

**Lot 21: GVW MICHIFUKU F1106 ET**, 01/20/2018 Sired by GVW ITOMORITAKA 128-15, Consigned by Gypsum Valley Wagyu, Solomon, KS; **\$9,250** to John Vance, Edmond, OK.

**Lot 25 & 25A: CX4 MS YASUKO 9018W-310C**, 01/13/2015 Sired by TF ITOMICHI 1/2, Consigned by Landgraf Ranch, Red Rock, TX; **\$8,000** to Parts Unknown Wagyu Beef, Beaver City, NE.

**Lot 23: LRX MS KITATERUYASUDOI 0513F – 33F ET**, 05/13/2018 Sired by Kitateruyasudo J2810 Consigned by Landgraf Ranch, Red Rock, TX; **\$7,250** to Stonyrun Genetics, Spring City, PA.

**Lot 17: BAR V KITAGUNI 603D**, 01/27/2016 Sired by MFC Yasufuku Jr 7-12, Consigned by Bar V Wagyu, Abilene, KS; **\$6,250** to Rich Dryer, Robertsville, MO.

**Lot 16: BAR V MICHİYOSHI 628D**, 03/28/2016 Sired by Michiyoshi, Consigned by Bar V Wagyu Abilene KS; **\$6,000** to Yuba River Ranch, Marysville, CA.

#### BULLS:

**Lot 37: HLW KIKUYASU AA10**, 10/28/2015 Sired by MFC Kikuyasu 9-16, Consigned by Bowman Farms, Roaring River, NC; **\$10,000** to John Vance, Edmond, OK.

**Lot 43: SLW 1A**, 10/14/2013 Sired by TBR Itoshigefuku 9059W, Consigned by Silverwood Wagyu, Enid, OK; **\$4,000** to David Patten, Tipton, MO.

#### EMBRYOS:

**Lot 48: SANJIRO 3 X LMR MS YASUFUKU 3411A**, 4 Embryos, Consigned by Crescent Harbor Ranch, Oak Harbor, WA; **\$1000/embryo** to Kevin Hayden, Puslinch, Canada.

Wagyu celebrations in Kansas were kicked off with the first Midwest Wagyu Association meeting in Abilene at the Greyhound Hall of Fame. With a great line up of speakers, the crowd stayed busy all day, and to top it off, everyone was treated to a beautiful evening social at Gypsum Valley Wagyu in Solomon, Kansas. The hosts, the Cossette family, were gracious enough to treat the crowd with amazing Wagyu bites, wonderful company and a tour of their very impressive facilities. The festivities were graced with fantastic weather and a great set of folks. Sale day started off with a bang to raise funds for future Junior Wagyu events and stayed strong selling cattle to both coasts and everywhere in between. This event was a success due to a wonderful set of consignors, great set of past and new buyers and an overall general feeling of excitement for this great breed.

### Averages

Fullblood Females	Avg: \$3,400
Purebred Females	Avg: \$3,000
Bulls	Avg: \$3,200
Embryos	Avg: \$551/embryo

Sale Manager: James Danekas & Associates, Inc  
Auctioneer: C.D. "Butch" Booker  
Internet Venue: LiveAuctions.tv

*Happenings*

# *German Wagyu Breeders'* *West Coast Tour* **WOODLAND, CALIFORNIA**



# *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 **8<sup>th</sup> Annual American Akaushi Association  
Convention**  
*Cedar Creek, Texas*
- 12 **2<sup>nd</sup> Annual M6 & Friends “Check the Box Sale”  
Bull & Female Sale**  
*Alvarado, Texas*
- 19 **The Western Wagyu Elite Sale**  
*Baker City, Oregon*
- 26 **TWA’s Primed & Ready Sale**  
*Salado, Texas*

## **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 @ the Cowboy Lounge**  
*Denver, Colorado*
- 12 **National Western Stock Show Wagyu Show**  
*Denver, Colorado*

## **APRIL**

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



## *In the News*

### **AWA'S NEW EXECUTIVE DIRECTOR, ROBERT WILLIAMS, PH.D.**

Effective June 14, **Robert Williams, Ph.D.** will assume the role as the AWA's new Executive Director. In the board's search, Robert stood out as the individual with the background and skill sets necessary to drive the AWA forward. This decision was with unanimous support of the AWA board.



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](mailto:mkerby@aol.com)

# INTRODUCING ROBERT WILLIAMS, Ph.D.,

*the new Executive Director for the American Wagyu Association*

*By Jeri Tulley*

**“AS I STEP INTO THIS ROLE, PRIORITY ONE IS TO FOCUS ON THE BASIC SERVICES WHICH THE AWA PROVIDES TO THE MEMBERSHIP.”**

**R**obert Williams, Ph.D., the new Executive Director for the American Wagyu Association, considers his childhood experience as one of a pretty typical farm boy. He was raised in the small town of Freedom, Oklahoma, and graduated with a class size of eleven people. With that size school, Robert jokes, “I participated in everything from 4-H to FFA to sports...maybe the only thing that I didn’t play was girl’s basketball.” Robert’s family raised commercial beef cattle, sheep, and hogs. They also grew wheat. From the time he was nine years old until he graduated college, he was active in livestock judging, and his collegiate team won the national livestock judging competition in 1981. While in college, Williams continued working on the family farm while also working for two years at the university farm to help pay his way through school.

After graduating from Oklahoma State University with a BS in Animal Sciences, Robert worked for Beefmaster Breeder’s United as a field man for five years. He then managed a ranch in Fort Payne, Alabama, for five years until the ranch had a dispersal. While working for the ranch, one of his customers who was buying bulls at the time introduced him to Nancy. Robert and Nancy’s first date was over lunch. They were married in 1991 and have four children – Eric, Shannon, and, twin boys, Shane and Grant.

Williams then attended the University of Georgia to earn his Masters and Ph.D. in Beef Breeding and Genetics. During his graduate studies, he worked as a teaching

assistant, completed research work using ultrasound technology on beef cattle to establish and validate relationships between live animal measurements, carcass traits, and Stayability EPD.

After graduating in 1998, Williams became the Director of Breed Improvement and Foreign Marketing for the American International Charolais Association for the next seventeen years of his life. During this time, Robert says, “Ultrasound was really starting to come along.” Williams was a part of the group that organized the Ultrasound Guidelines Council for ultrasound evaluation that oversees the validation and certification of ultrasound technology and technicians for the beef cattle industry in the US. He also directed and published the first dollar index for beef cattle by a US beef breed association, the Terminal Sire Index. While at the AICA, Williams also directed the first US beef cattle genetic evaluation incorporating ultrasound measurements on seedstock cattle as a correlated trait into carcass EPD.

Prior to becoming the AWA Executive Director, Williams was the General Manager at Cain Cattle Company, managing approximately 600 producing head of beef cattle and the genetic and semen sales for the business. He currently serves on the Beef Improvement Federation board of directors as historian and has also served on the United States Livestock & Genetics Export board of directors. In 2014, for his academic contributions to his chosen career field, Williams was recognized by the Department of Animal Science at Oklahoma State University as a Graduate of Distinc-

tion.

Robert continues to be involved with his family’s ranch located on the Cimarron River in Northwest Oklahoma. When he is not ranching, Robert enjoys watching sports and researching his ancestry. He takes pleasure in learning more about his family’s history and why and how he ended up where he is.

Williams’s top three goals for the AWA include good genetic evaluation, improving membership relations with outreach, and finding and establishing marketing opportunities for the breed. Williams says, “As I step into this role, priority one is to focus on the basic services which the AWA provides to the membership. The office is the cornerstone for the AWA membership; everything runs through the office, including registrations, transfers, data, inquiries, and more. As such, your dedicated staff will continue to enhance association services, as they make sure we are operating efficiently and providing



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# AWA

## nashville

*music city*

*By Dr. Emily Taylor*

## WAGYU — FARM TO TABLE EXCELLENCE



The The American Wagyu Association is celebrating its 29th birthday at the 2019 AWA Annual Conference in Nashville, TN. Exciting numbers are expected at this year's conference, as the association hosts over 800 members. The AWA Board invites you to join them September 25-27 in Nashville for exceptional Wagyu cuisine and a world-class education!

Board member, Desi Cicale, renowned Wagyu breeder of Red Bull Cattle Company, as well as, AWA President Pete Eshelman and owner of the prestigious Joseph Decuis, are leading the charge of conference preparations with enthusiastic support of both the board members and AWA staff. They both are excited to share the experience and are

dedicated to providing the members with the best Annual Conference.

"The entire cattle industry is going through a revolution today, in which science is playing a much more significant role and will take the whole industry to the next level, worldwide. We are focused on the latest innovative scientific advances and techniques we can use," Pete Eshelman. The annual conference will focus heavily on new scientific technology and how it will aid producers in optimizing performance while maximizing profits.

The event will host a magnitude of specialists in their respective field, and presentations will cover a multitude of segments within the industry — 'farm to table.' For instance, Dr. Keigo Kuchida, the leading expert on the Meat Image Japanese Grading Camera, will be

discussing its benefits and how the camera can provide an advantage to your operation. This device reduces human error by providing an objective view of the carcass. Images are taken from the cut ribeye surface and predict marbling score, marbling fineness, ribeye area, fat color, meat color, and BMS grade. This technology is still new to the United States, however, has been extensively used in both Japan and Australia.

Dr. Roger Dawkins will share research regarding the accumulation of intramuscular fat, or better known as 'Marbling.' Wagyu cattle are known for their superior marbling, as well as, the increased health benefits from their fat composition. Dr. Dawkins will discuss the melting temperature measurement of fat and how these measure-

ments can be genetically correlated. Dr. Daniel Hammond will further explain Dr. Dawkins' research, and how the genetic application will aid towards healthier beef through fatty acid analysis. This new technology not only will assist producers in optimizing performance geared towards the health-conscious consumer, but also will allow confirmation of origin in retail samples.

The AWA membership and board are a very diverse group including fullblood, purebred and F1 producers, as well as, distributors and restaurateurs. This has been the driving force in providing a very diverse list of keynote speakers for the event. The AWA is excited to host both David Blackmore and his son Ben, and are looking forward to benefiting from their wealth of knowledge. David is known worldwide as one of the most successful Wagyu producers, with a long history of breeding Wagyu cattle in Australia.

Former Congressman, and AWA member, Marlin Stutzman is discussing 'Uncle Sam and the Beef Industry.' They believe Marlin will provide the membership with a preview into a segment of the industry that is sometimes overlooked. Brad Wright and Dr. Emily Taylor will be providing more of an update to the members on the importance of keeping better data and nutritional impacts on heifer development, respectively. Don't miss checking out the program for an entire list of the outstanding speakers and talks that will be presented at the conference.

The new AWA Executive Director Dr. Robert Williams will kick off the conference with a 'Welcome' to the attendees. "The AWA hopes that the convention will be a very educational and fun event with entertainment and much networking to bring the Wagyu 'family' together," Pete Eshelman. Furthermore, they are excited to introduce a foundation to their new strategic plan.

The Annual Conference will also host a large amount of extraordinary culinary experiences. "Special Wagyu appetizers will be presented

from around the world," Desi Cicale. These countries include Australia, South Africa, Mexico, and more. Sponsor, Super Prime Beef, is lending the AWA their chef, Mr. Tayanatsu Watanabe to prepare beef in the Japanese tradition as a featured appetizer. Desi says, "Bring your appetite for Wagyu. This will be an exciting event!"

The fantastic culinary experiences don't stop there! Well-known Nashville Chef, Dave Harking will prepare lunch on Thursday, and is cooking a Nashville favorite, 'Music City Smoked Wagyu brisket!' Friday's lunch will be made by Chef Antonio Fiasche, following his presentation of 'Wagyu Value Added products.'

The AWA is excited to partner with the Trotter Project is hosting a reception and dinner on Thursday evening. Not only will there be exceptional Wagyu cuisine, an online auction, sponsored by Wagyu 365, will accompany the reception. Online bidding of excellent

cuts of meat from award-winning Wagyu breeders and vacation packages to both Treaty Oaks Bourbon Distillery and Joseph Decuis are only a few of the auction items. All proceeds will benefit both the AWA and Trotter Project.

The Bell Tower will host another event on Friday evening, the Gala Dinner. This will be a fun event, with music from the Purple Halls and a Wagyu Chef Competition!

Along with the hard work of Pete and Desi and the outstanding board members, the AWA has a large number of valued sponsors, and they need special recognition. Our entire conference, as well as the cuisine, are highly sponsored events.

On behalf of the entire board and AWA staff, both Eshelman and Cicale express their excitement for the event and are privileged to be able to host such an extraordinary and diverse group of Wagyu supporters!



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- 6 DAUGHTERS SELL BY ITOSHIGENAMI, MICHIOYOSHI, BAR R ARIMURA 30B & MFC MICHIOYOSHI 522C
- ALSO SELLING A VA/9 HERDISRE PROSPECT BY 167 & ITOSHIGENAMI WITH A BW OF 78LBS. & A 543LBS. WW AND WW RATIO OF 102
- 167 HAS HAD 36 PROGENY RECORDED WITH AN AVERAGE BW OF 73LBS., AVERAGE WW OF 547LBS. WITH A WW RATIO OF 108 AN AVERAGE ADJUSTED YW OF 901LBS. WITH A RATIO OF 112



## LMR Ms Itomichi 1/2 1292Y

- SHE SELLS PLUS ONE OF HER DAUGHTERS BY LMR TOSHIRO 1/3
- \$20,000 2ND HIGH SELLING FEMALE IN THE 2017 LONE MOUNTAIN SALE
- 1292Y IS THE DAM OF THE HIGH SELLING BULL AT THE 2019 TWA STEAKS ARE HIGH SALE



## LMR Ms Hirashigetayasu 4232B

- SHE SELLS PLUS 3 DAUGHTERS BY KITATERUYASUDDI AND LMR TOSHIRO 1/3
- ALSO SELLING A AA HERDSIRE PROSPECT BY 4232B AND KITATERUYASUDDI WITH A 649LBS. WW AND RATIO OF 125
- 4232B WAS THE \$12,500, 4TH HIGH SELLING FEMALE IN THE 2017 LONE MOUNTAIN SALE



## MFC Ms Itoshigefuji 2-9

- \$24,000 2ND HIGH SELLING FEMALE IN THE 2017 MFC DISPERSION SALE
- DAM OF THE \$17,000 MFC MISHIOYOSHI 522C AA/10 HERDSIRE
- 6 GRAND DAUGHTERS WILL SELL



## LMR Ms Kitateruyasuddi 4217B

- SHE SELLS DUE TO 30T
- 4217B WAS THE \$12,000 5TH HIGH SELLING FEMALE IN THE 2017 LONE MOUNTAIN SALE
- ALSO SELLING A AA/6 HERDSIRE PROSPECT BY 4217B AND HIRASHIGETAYASU WITH A 67LBS. BW AND 565LBS. WW WITH A RATIO OF 106

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# HOMOZYGOUS POLLED WAGYU SEMEN

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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Ranch: (509) 397-2502 Cell: (509) 595-4242

## BAR R ARIMURA 30B



### 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.



barrwagyu.com



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# 1<sup>st</sup> Annual TEXAS WAGYU ROUNDUP & COOK-OFF

By Heather Smith-Thomas

Images By Rick Irving

**A**n exciting new event took place on Saturday, June 15 at Blaine Stone Lodge, an event venue in Midlothian, Texas. Located 30 minutes south of both downtown Dallas and Fort Worth, this lodge is the newest catering and events center in Ellis County. It sits on a scenic lake surrounded by 1,000 acres of outdoor paradise.

For the Cook-off, Blaine Stone Lodge partnered with Wagyu Excelente, one of the finest producers of Texas Wagyu beef, to create a premier steak cook-off and Texfest. This was a family-friendly event with fine dining, a classic car and truck show, local and regional culinary delights, and fun activities for adults and kids. Proceeds went to the Chris Kyle Frog Foundation, a Texas-based nonprofit organization dedicated to helping military and first responder communities by keeping families together.



Jessica Moore (M6 Ranch, a Wagyu breeder that works with Excelente) says that for this special cook-off, Wagyu Excelente furnished the Wagyu meat—14-ounce strip steaks. Each team was given 2 of these steaks to cook, for the audience to judge, and in the second round the teams cooked 2 more steaks, and professional judges evaluated those,” Moore says.

Craig Bonham, a Texas chef, and some of his chef friends in the Dallas/Fort Worth area, enjoy doing this type of fundraiser. “We hooked up with the Chris Kyle Foundation that helps wounded warriors and people coming back from war. This was a perfect opportunity to do a fundraiser with them. Since we are in Texas—and steak



<< Page 35

country—we wanted to do a steak cook-off,” says Bonham.

“When I approached the State Cook-off Association to talk about doing this, I wanted to do Wagyu New York strips. Most people do rib-eyes, but my goal is to make this a culinary multi-day experience for beef lovers in Texas, similar to an Aspen Food Festival. We are centrally located and have many high-quality chefs, restaurants and caterers in Texas. We can do this on Father’s Day weekend every year—and fathers usually like beef,” he says.

“We decided to do a steak cook-off and do Texas quail and Wagyu New York Strip. We also wanted to put on a dinner serving Wagyu prime rib and Texas Gulf shrimp and fancy desserts in a casual, fun outdoor event with lots of activities. We are trying to create an annual event that focuses on Wagyu. The meat was provided by Wagyu Excelente; all the top restaurants in the Dallas-Fort Worth area buy from them,” says Bonham.

At this Texfest there were a lot of booths—everything from memorabilia to food from local beer and wineries—and an evening social event. A \$99 ticket gave full-day access to all events, three drink tickets, one voting voucher, VIP seating near the entertainment stage, Texas Gulf Shrimp and Wagyu Prime Rib Dinner, and a Goody Bag. General Admission tickets (ages 15+) were \$59 which gave full-day access to all events as well as the chefs, dinner, access to side buffet, two drink

tickets, and one voting voucher. Child Admission tickets (ages 6-14) were \$39 which gave full-day access to all events as well as chefs, dinner, and access to side buffet. Children 5 and under were free.

Most cook-offs have about 30 to 45 teams. “We had 48 teams register so we were very excited,” says Samantha Kalfas (Head of Partnerships and Finance at the Chris Kyle Frog Foundation). “There were two divisions—one for amateurs and one for local celebrity chefs. They competed against each other but also understood that this was a fundraiser and that they were doing it to support military and first responders. During the contests there was live music and activities, vendor booths for people to visit, etc.” It was a great way to have fun raising funds.

“This was the first year, and we are looking for this event to grow over the years, with more vendors and more people attending, having a good time. It’s like a festival, for families and their kids to spend time together, enjoy the day and have a great meal,” she says. Wagyu being the premier meat made it even more special.

If anyone else wants to host any other event like this, Kalfas wants them to know that the CKFF team will get behind it and help support it. “Doing events and cook-offs like this will help our mission—to not only survive but to thrive. It’s great to have all of this support,” she says.

## CHRIS KYLE FROG FOUNDATION

Jessica Moore explains that Chris Kyle (the American Sniper) lived here between Dallas and Fort Worth and his family still resides in Midlothian. “He started his foundation after he retired from the military after multiple tours of duty. The foundation specializes in helping military personnel and first responders get over the shock of coming home, and tries to reintegrate them into daily life, treating for PTSD and helping get their marriages back on track,” she says.

Chris’s wife Taya is an inspirational leader in bringing understanding and comfort for military and first responder communities. With the help of the Chris Kyle Frog Foundation team, she has created a network of families and organizations that continue to support our service members in unique and powerful ways.

Prior to Chris’ untimely passing in 2013, he had a vision for programs to support military and first responders. Today, Taya and the CKFF team are fulfilling Chris’ vision through development and delivery of life-changing, impactful programs and services to support communities across the nation.

The Chris Kyle Frog Foundation (named for Chris and the Navy Seals who are called Frogmen) is dedicated to restoring military and first responder communities by keeping families together. The Foundation is based on four pillars: Loyalty--Committed to God,



Country, and Families who serve; Empowerment--Empowering families to thrive; Integrity--Honesty and transparency in programs, funding and communications; and Excellence--Reflecting the service excellence that constituents provide in service to their communities and country.

This national nonprofit organization was founded by Taya Kyle to honor the life and legacy of her husband. One of the main tenets of the CKFF is the fact that when one person serves in the military, police, fire or paramedic unit, the entire family serves.

Samantha Kalfas explains that this foundation wants to ensure that married service couples have a safe place to come home to. "We provide many resources and retreats to enrich their marriage and their family unit," she says.

"We have four programs that include 'Date Night Out' which allows a couple to reconnect and spend time together at no cost to

them, and the 'Revitalization Retreat' program which pays all costs for a weekend away, for military and first responder couples through a nomination process. This program pays for coaching sessions with a licensed professional counselor, up to 5 sessions. Couples are required to take 2 sessions prior to traveling, and the Foundation will cover up to 3 sessions when they return," says Kalfas.

"We also have our 'Empowered Spouses Retreat' where we take 20 wives of military or first responders to the mountains of Jackson Hole, Wyoming, or to Georgia, in a place with no cell phone reception, for 5 days. We take these women out of their comfort zones and provide activities and events such as fly fishing, skeet shooting, ax-throwing, etc. to give them an opportunity to connect with one another and understand that they are not alone in this; there are other spouses going through the same things. We talk about different ways they can enrich

their family unit and continue to strengthen their marriage," she explains.

"Our 'Mastering Your Marriage' program, in partnership with Baylor University, is our research study. We are gathering information and have a 6-month curriculum. Baylor is researching our programs, looking into what our military and first responders really need and how we can best support them," she says.

The Foundation relies on charitable donations and funding. "In this particular instance, Blaine Stone Lodge came to us as one of our partners based here in Midlothian. We have partnered with Blaine Stone Lodge ever since they opened. They have always supported us and found ways to help us; this Cook-off was an event they wanted to host. We helped in getting some sponsors as well as military and first responder teams involved, and to have our Foundation be the beneficiary of the funds raised," says Kalfas.

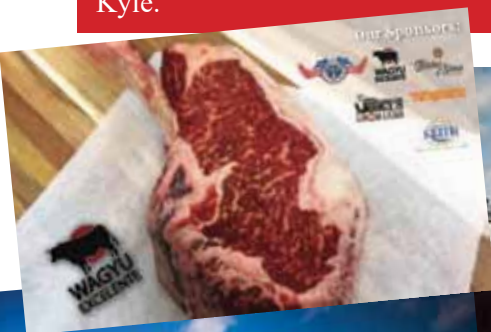
## CHRIS KYLE'S LEGACY

Chris Kyle is well-known as the most lethal sniper in U.S. military history, but this title was not something he enjoyed. Chris always said the number he cared most about was the number of lives he saved, not the ones he killed. He was raised as an all-American cowboy who loved God, his country and his family. Chris was a humble man who wrote his autobiography, *American Sniper*, only because other authors wanted to write a book about him, and in writing it himself, he could give credit to those he served with.

He made the difficult decision in 2009 to get out of the military to save his marriage. After eleven years of combat deployments, he had to choose between his family and war, and he chose his family.

In 2012, Chris' autobiography *American Sniper* was published. It quickly soared to #1 on the New York Times Best Seller List and remained on the list for over 40 weeks. In December 2014, the motion picture adaptation was released. It was directed by Clint Eastwood and stars Bradley Cooper as Chris Kyle and Sienna Miller as Taya Kyle.

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excellent service. Also, I think it is important to do some outreach to the membership and meet face-to-face, especially in this industry...it is really a people business. I think you need to make those connections to really be successful. I envision getting out as much as I can and interacting in a one-on-one basis with producers and members of the organization."

On the topic of marketing opportunities, Robert asserts, "The AWA will more actively engage the beef research community to explore added value products where Wagyu genetics excel. The industry has mostly focused on the value of the middle meats and generally accepted discounts for the end meats. I believe there is opportunity for Wagyu to add value to the end meats and change attitudes in how we think of the beef carcass and added value. Additionally, if we are selling bulls to somebody, they need to have a way to market those calves. Not everybody will have access to a cooperative, and there are a lot of people out there that just want to raise a calf and let someone else take care of the rest of it. We have got to help them identify markets for their cattle."

Robert grins and says, "My favorite way to eat Wagyu is with a fork and a knife...although it is so tender you don't necessarily need a knife. When interviewing for this job, I had several amazing steaks."

When asked why he wanted to be the AWA Executive Director, Williams answered that he has always been interested in seedstock cattle, in particular genetics. "I was looking for opportunities and doing some consulting work when I was contacted to see if I had any interest in the position. The vision that the AWA board promoted to me fit real well with my vision long-term. It sounded like it will be a great opportunity and also a great challenge, which I enjoy." 🌱

## WAGYU FOR THE COOK-OFF

Kelly Bailey, sales manager at Wagyu Excelente, says they worked on this project for about a year. "The idea was spawned at a group meeting with us and the people at the Blaine Stone Lodge, wanting to promote Wagyu and the Lodge, and to help sponsor and benefit non-profit organizations like the Chris Kyle Frog Foundation," says Bailey.

"We are a fully integrated Wagyu producer, and our business is owned by 4th and 5th generation cattle ranchers. The family has been in the cattle business a long time," he says. For instance, their Gearhart Ranch near Fort Davis, Texas has been in continuous operation as a cattle ranch since 1890.

"They started converting their herd to Wagyu about 8 years ago. We produce F1 and F2 cattle. We started first on the Gearhart Ranch and then a few years ago on our Hi View Ranch here at Midlothian, Texas. We have our own ranches and cattle, plus a small co-op group of other ranchers that we have a breeding program with—and a buy-back program. We are fully integrated in that we have 100% control of our genetics and own our own processing plant," says Bailey.

"We are currently in the process of changing our name from Wagyu Excelente to Wagyu-X since it's a bit easier to say. We have a herd of about 4000 to 5000 head of black Wagyu, and a geneticist who works for us; we know the kind of genetics that work best. This allows us to produce consistent beef. We are able to see this, in our own beef processing plant. We can monitor and use this information to score ourselves and see how we are doing and what needs to be done," he explains.

Some of the meat is sold to high-end restaurants but there are many great cuts off these animals that work for mid-scale and casual dining as well. "The hamburger is also very popular, so we have multiple markets. There are many health benefits that come with Wagyu, plus the great eating experience, so we are glad to have cuts that are available for everyone. This cook-off was something we wanted to do because even though there are many steak cook-offs around the country, we wanted to promote Wagyu. We teamed up with SCA (the State Cook-off Association) based in Dallas-Fort Worth, a group that handles and organizes many cook-offs. This was the very first Wagyu cook-off that's ever been done with the SCA," says Bailey.

"Most steak cook-offs use the rib-eye. To help increase popularity of the other cuts this is the first competition they've ever done that's doing the New York Strip. There were teams entered in the open division, and celebrity chefs in the professional division. We not only provided the beef for the cook-off competition, but also some beef for sale and tasting, for people who want to know more about it." This was an educational and fun event. There were two bands playing through the afternoon and evening, with live entertainment and a Wagyu prime rib dinner for the people who bought the VIP passes in advance.

This will become an annual event, and everyone is hoping it will double in size next year. "We want people to come and have a good time, taste a lot of great beef and good food, enjoy live music—all for a good cause." 🌱



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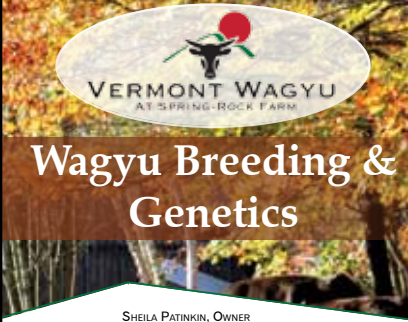
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**P**rotocol Naturals, based out of Bridgeport, Texas, is a global animal health and biotechnology firm that specializes in all-natural, antibiotic-free solutions. President and CEO of Protocol Naturals, Dr. Jimmy Horner, had many early life experiences that led him down his life path to create the global, family-oriented business

aged me, because my dad knew how hard he had to work because he didn't have one. My dad didn't even graduate from high school, but he gave me the encouragement to pursue my education."

The first on either side of his family to pursue a college education, Jimmy was unsure of what his major should be when he first went to school. The only subject that he felt like he was really good

coming December, Jimmy and Theresa have two children, William and Abby, who have both joined the management team at Protocol Naturals, along with Abby's husband, Matthew Wood. Jimmy maintains his most important title today is "Papa J," being the proud grandfather of five.

After completing his education, Jimmy began his career working for a feed company back in his hometown. Four years later, he started his own consulting firm, and from that formed Protocol Naturals in 1994, with the idea that the feed industry would see a continuing trend towards more natural livestock feeds. He started emphasizing an all-natural approach with clients and planned for that direction from the beginning by developing programs and products that would give producers viable natural alternatives to the use of antibiotics, artificial growth promoters, and hormones. Jimmy claims, "The biggest challenge we see out in the industry for folks who are feeding beef 'naturally' is that their toolbox is very, very small and has very few tools in it for caring for those natural-fed cattle versus those being fed conventionally where you can use implants and steroids and antibiotics and all of those things you can do with conventionally fed cattle. We are trying to help equip those toolboxes for the naturally-fed producers and give them viable alternatives." Horner found that some of the products that were on the market, and were all-natural, did not yield satisfactory economic returns when compared to a similar conventional product. In 2001, Protocol Naturals built a manufacturing facility to be able to produce products to meet those needs and service its clientele with a consistently available supply. In all its products, Protocol Naturals strives to provide livestock producers with viable, all-natural products that will allow producers to move

THE MAN BEHIND

# Naturals

By Jeri Tulley

that he runs today.

Growing up on a dairy farm in Texas, Jimmy learned how to work at an early age and considers himself fortunate that he learned a lot about responsibility. One of his most vivid childhood memories was observing his father transfer rumen fluid from a healthy dairy cow via a stomach pump into a sick cow to get her back on her feet. This experience sparked Jimmy's later interest in animal nutrition and microbiology.

Jimmy reflects, "I really am the most blessed man on the face of the earth to be doing what I want to do, working with such wonderful clients and having such an amazing family. When you grow up poor, and you don't have anything... you are afraid to even talk about education. Except my dad encour-

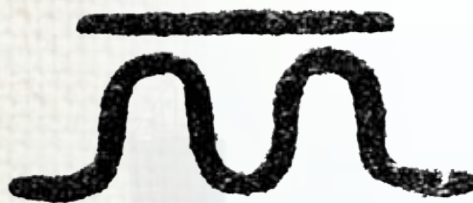
aged me, because my dad knew how hard he had to work because he didn't have one. My dad didn't even graduate from high school, but he gave me the encouragement to pursue my education."

at was math. Jimmy took a feeds and feeding class and found where his two passions, math and animals, met. After much encouragement from his father-in-law and some other college professors, he went on to earn his own way through his bachelor's degree at Tarleton State University and his graduate degree from Oklahoma State University with the help of his wife, Teresa, and a few scholarships. After obtaining his master's degree, Jimmy thought, "This is what I was created to do," and went on to earn his PhD in ruminant nutrition from Texas A&M University.

Jimmy met his wife, Teresa, at Tarleton State and took quite a bit of ribbing from fellow students when they found out that he was dating their professor's daughter. Married for thirty-nine years this

from a conventional program to an all-natural program without any drop-off in animal performance and efficiency.

The term “all-natural” is still an ambiguous term without a livestock industry standard. From a feed perspective, Protocol Naturals maintains that “all-natural” means that the feed contains no mammalian protein, no oral hormone, and no oral antibiotics. Horner stated, “You can take that further on the meat side and say that it has to be minimally processed, no preservatives, and no artificial flavors or synthetic compounds.” One challenge many cattle producers run into is moving away from the use of oral antibiotics and being able to replace them with viable, all-natural products while avoiding reduced performance and increased sickness. Horner and his staff developed some of the very first host-specific probiotic products in the US and conducted the first head-to-head livestock study comparing their program against programs



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their all-natural program and helped to eventually establish Protocol Naturals as pioneers in the US all-natural food industry.

With customers all over the world, Jimmy goes everywhere there are cattle. A significant portion of his clientele is from the United States, but he has been consulting with the Japanese since he first opened in 1994. Horner's first few trips to Japan were targeting the dairy industry,

but he soon realized that many dairy producers in Japan also had Wagyu due to a lucrative property tax break received from owning a certain number of breeding Wagyu on the property.

Jimmy's first Japanese Wagyu nutrition client was Mr. Yoshihisa Nakamura in the Miyazaki prefecture. It took Jimmy over three years and numerous trips to Japan to learn from Mr. Nakamura and others, while gathering as much information as possible, to formulate his first diets for the Japanese-owned Wagyu. This coming October, Jimmy, along with son-in-law, Matt, will be making his 48th trip to Japan to visit several long-time clients.

Horner worked with Wagyu for nearly twenty years in Japan before his Protocol Japan commercial booth caught the eye of several

American Wagyu

Association board of directors at the National Wagyu Olympics in Nagasaki, Japan, in 2012. "I had pretty much been working in obscurity over there in Japan," Horner said. Since that initial visit with those AWA folks in Nagasaki, the US Wagyu market has grown tremendously for Protocol Naturals. Horner and his staff offer nutritional consulting, programs, and products, many of which are Wagyu specific.

Over Horner's multiple trips and many years in Japan, he has witnessed the Japanese people's high level of commitment to caring for their cattle. Jimmy says, "Their husbandry for their cattle is at a very high level. I don't care if they have 20 or 2,000, they are extremely well cared for. Most of their cattle are housed indoors and are kept as comfortable as possible 24/7. It is critically important to have cattle in a stress-free environment which not only ensures good animal health, but also maximizes both performance and beef quality." The Japanese keep their cattle comfortable from day one. Horner feels, "Stress in our animals is a huge challenge in the United States. We have to have a greater commitment to reducing stress. It is by far the biggest thief that takes money away from producer's pockets."

Horner's major driving force behind his passion is getting to celebrate with his clients, some of which he has served for over twenty-five years. He says, "Nothing motivates me more than when a customer sends me a picture of absolutely beautiful meat that they produced. I am very fortunate to be a part of that. Some folks in the US are getting very close to approaching Japanese quality beef on a consistent basis. That is very encouraging and exciting to be a part of."

Jimmy encourages all producers who feel that feeding cattle naturally in the US is impossible to do economically to do some research, to rethink their position, and to give him a call. He has seen proof that the Japanese have been making all natural beef for over 100 years and that they produce the highest quality beef known in the world. Jimmy passionately believes that it is possible for US producers to raise amazing beef using only natural products. Because Jimmy is following his passion, he grins and says, "I don't even think about retiring. My children work with me now, and even though I was never planning on that, it has been a tremendous blessing. They'll just have to keep me around since I never plan on retiring. When you love what you do and the people you serve, why even talk about retiring?" 🌱



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