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*March/April 2019*





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March/April 2019

Volume 5, Number 3

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*An in depth look at the devastation that has taken place in Australia. First drought, then major flooding which has torn through a region that will impact not just Australia but the world market.*

>> *By Heather Smith-Thomas*



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#### Mountain View Wagyu

*In a very short time, a couple from New Mexico has grown a fabulous Wagyu herd. While owning and promoting a sought after herdsire, this couple is living out their dream. Meet Jay and Patty Redlin.*

>> *By Heather Smith-Thomas*



### COVER>>

*Courtesy of: Mountain View Wagyu*

*Location: Estancia, New Mexico*

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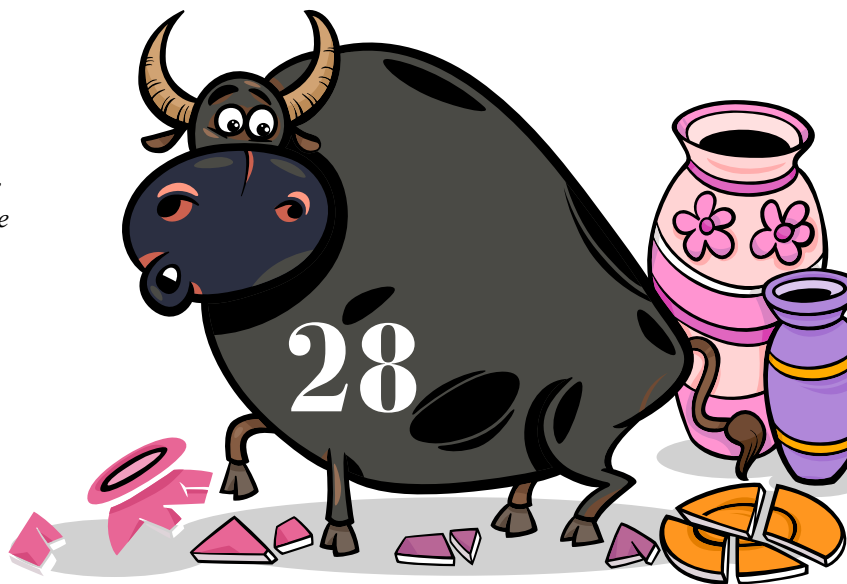


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### Accidents Happen

*In life, we all know anything can happen; this is why we insure our cars, homes, etc. When it comes to our animals, they too are investments worth insuring. The best in the industry explains why.*

>> *By Jeri Tully*



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*Enjoy!*

>> *Chef Marshall Johnson*



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*These hand made gems are the perfect piece to finish any look. They made a splash at the 2018 American Wagyu convention as they sold in the benefit auction; being the most sought after item, these earrings are on everyone's "must have" list.*



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## 40 MARKET MATTERS

### Texas Wagyu Contest

*This state association event is the first of its kind and the first for their annual event, the Steaks are High. Learn more about this exciting contest/auction and how you can support or be a part of the contest next year.*

>> *By Jeri Tulley*







# HAPPY SPRING

*Meredith*



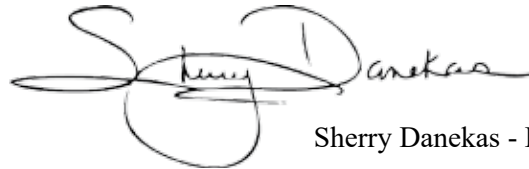


**W**ell February was one for the books here in California; I don't believe I was here for one day of sunshine during the month. The few days that it didn't rain found our family in South Dakota for Mercedes grandmother's/ my mother-in-law's funeral. South Dakota didn't treat us a whole lot better, it seemed the high for most of the days was -8 degrees. Thank goodness for the warmth of family. Mercedes and I encountered a snow storm on the day we were to travel home, and our plane should have been home at 10:30 am, but didn't end up getting back until 9:30 pm. Thankfully two year old Sutter was a little trooper and hung in there the entire way.

It seems like most of the country has been under assault by the weather. I know that all cattlemen have been fighting a tough one keeping calves alive in the conditions that Mother Nature has dealt everyone. After a rain storm here pounded us for 48 hours with winds and gusts over 50 miles per hour our little herd looked beaten and wore out. During a small break we were able to get everyone in and under some cover. I think they stayed in the barn a full day before they began to venture out again. I can't imagine what it must be like dealing with the temperatures that the Rockies and Mid-West have to brave.

March looks to be an exciting Wagyu month with the Diamond T sale in Jacksonville, Texas kicking things off on the 23rd. following that, the next weekend is the Steaks are High sale in Salado, Texas with the first of its kind happening with the Wagyu Carcass sale on Friday evening March 29th. See more about the carcass auction in the article in this issue.

Hopefully this month Spring will decide to show up!



Sherry Danekas - Publisher



**P:** (530) 668-1224

**W:** [www.buywagyu.net](http://www.buywagyu.net)

**M:** P.O. Box 8629

Woodland, CA 95776

**Publisher:** Sherry Danekas

[sherry@jdaonline.com](mailto:sherry@jdaonline.com)

**Editor & Advertising:** Mercedes Danekas-Lohse

[mercedes@jdaonline.com](mailto:mercedes@jdaonline.com)

**Circulation/Subscriptions:** Morgan Fryer

[morgan@jdaonline.com](mailto:morgan@jdaonline.com) • (530) 668-1224

**Design Department:** Israel Robinson

[israel@jdaonline.com](mailto:israel@jdaonline.com) • (530) 668-1224

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# DISCOVERY

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



**JERI  
TULLEY**  
*Writer*



***The thing that has inspired me the most lately is...*** my child. I have watched him stand up to friends and classmates after they have made unkind comments. He has responded with grace, confidence, and kindness in such a way that stopped the comments. I have witnessed him conquer his fear of heights so he can participate in a Scouting zip-lining and rappelling adventure, and he stood before a room full of people as the youngest person to compete in an oratorical competition. My son's self-confidence and courage are my inspiration. He is my inspiration to be the best mom I can be so that he can reach his full potential as the amazing person I see him becoming.

***The one item that I would hate to lose the most is...*** my phone. It has more personal information and would be harder to replace than all the things in my purse, plus it is my connection to my children when they are away from me. It would be a double-whammy if I lost my purse with my phone in it, so I rarely put my phone in my purse.

***The one item I pack with me every time I travel is...*** a whatever book I am reading at the moment. Before Kindles and digital reading apps, I would purposefully pack less clothes so that I would have plenty of weight left for my books, and I would not have to pay the overage charge for flying with a suitcase that weighed more than 50 pounds.



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



***The thing that has inspired me the most lately is...*** human kindness and caring, like my brother's granddaughter being willing to give up one of her kidneys to her brother who is desperately in need of a transplant... and the way rural folks drop everything and go help a neighbor who needs help. I am grateful for the compassion people show in times of need.

***The one item that I would hate to lose the most is...*** (if this is referring to inanimate objects) the "beast" that I have a love-hate relationship with: my computer. I hate computers but am totally dependent on mine to do my "off-farm job" that I can do at home (writing articles and books, to help pay the bills).

***The one item I pack with me every time I travel is...*** I don't know. I don't travel!



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



***The thing that has inspired me the most lately is...*** the food and beverage industry and how the entire industry is evolving on a large scale towards #farmtotable

***The one item that I would hate to lose the most is...*** my digital notes on my phone.

***The one item I pack with me every time I travel is...*** extra contacts!!!

THE



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KEDAKA 7212  
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Australian farmers and ranchers across New South Wales and Queensland are facing a crisis after what some people are calling the worst drought in living memory, followed by recent flooding and loss of livestock. Large areas of eastern Australia have been in drought for periods ranging from one to seven years, with record dry conditions and feed shortages.

Livestock were suffering from lack of feed and stockmen had been shipping in hay from growers in the western and northern part of the country, but those

sources were being depleted. Some desperate cattle owners were forced to slaughter their animals, culling their herds down to a mere fraction in number. Australia's national herd size was at a record low.

Then suddenly the dry turned to wet. At first, everyone rejoiced, but the monsoon rains that began in early February did not stop; regions that were bone dry were suddenly flooded. After fighting to keep their cattle alive through one of the country's worst droughts, Queensland farmers have now lost more than half a million head of cattle in devastating floods, and additional cattle were stranded and dying.

#### HEARTBREAKING LOSSES

Northwest Queensland received 3 years' worth of rainfall in less than a week, flooding an area equivalent to the size of the state of Victoria, submerging more than 800 farm properties and washing away a lifetime of work for many stockmen. This is the biggest agricultural disaster in Australia's history; the financial hit is expected to be more than \$300 million, but the full scale of the flood's impact will be unknown for some time.

Thin, weak cattle that had survived the drought were suddenly faced with rain, cold wind, and flooding. Many cattle in these regions are Brahman crosses with thin hide and ability to withstand heat, but ill-equipped to handle the cold, wet conditions. In many places there was no dry ground; some areas were flooded for more than 45 miles wide and rivers were running 60 feet deep. Many cattle died of exhaus-

# AUSTRALIA'S CRISIS

*By Dr. Heather Smith-Thomas*

tion from swimming continually. Some cattle stations reported losses of 1000 to 2000 head.

Stockmen in some regions were unable to get back to their flooded homes (after evacuating) let alone reach their cattle; some cattle stations were only accessible by air because the roads were wiped out.

Some stockmen say they've lost four years' income in just a few days. On February 17, cattle producer Matt Benetto was still unable to get out into his pastures to assess his herd because of the deep water, but told a reporter that between 50 and 100% of his family's Droughtmaster and Brahman cattle may



have been lost. His neighbor on the adjoining property had told him the day before that he'd confirmed he'd lost 400 of his 420 Droughtmaster weaned heifers and did not expect the remaining 20 to survive.

At that point in time, many graziers had been unable to check on their cattle, including Rachael Anderson, who was concerned that many of her animals had been swept away or become lodged in trees and fences downstream. She suspected that about 200 died on the cattle station she manages, which borders a flooded creek east of the township of Julia Creek.

She and her husband originally thought that the cattle would be okay, but as the floodwaters rose, they lost hope. She wanted her husband to go out in a boat to try to save six cows that were seen swimming in a creek trying to swim to safety, but her husband was afraid the boat would get tangled in fence lines or trees that had gone down.

For some graziers, thin cattle that could have been sold for a possible \$50 a head after the drought have now perished and washed downstream. What really disturbed Anderson is people saying: "You asked for the rain, you got it!"

Richmond Mayor John Wharton expected significant losses in his neighboring shire due to its deep, black soil, which became bottomless in the flood. The rain lasted for more than 10 days and cattle were getting bogged in mud. He said the flooding would have more adverse effects than the historic 1974 floods because the cattle had come out of a drought straight into a flood. They never got a chance to get some good feed.

Robert and Jacqueline Curley, raising purebred cattle in the shire of Cloncurry, Queensland were among the ranchers confronted with a scale of devastation hard to put into words. Their cattle were among the hundreds of thousands of livestock that had either frozen to death or been swept away in floodwaters, weakened after standing in water and mud for days.

Aftermath of the flood left an enormous clean-up job, with so many rotting carcasses lying in the creek

bottoms and contaminating not only the streams but the ground water.

### AIR DROPS OF HAY FOR STARVING CATTLE

The Department of Agriculture and Water Resources announced in mid-February that the Australian defense force would be airdropping hay to stranded and starving cattle. Commercial pilots were also using their own aircraft to make drops of hay and supplies to hard-hit areas in northwest Queensland.

In the towns of Richmond, Winton, Cloncurry, Julia Creek and many others, helicopters had already been in the air for more than two weeks assisting ranchers' frantic efforts to save livestock. Professional pilots and volunteers in their own aircraft had been moving cattle away from danger, saving thousands, but when the extent of the floods became apparent, the true horror of the catastrophe was revealed. Pilot Ben Tate said many isolated cattle died the floodwaters.

He told reporters that he and other pilots had pushed cattle well beyond the known flood line, which helped save many, but other cattle where they thought was well beyond flood level are now gone. He dropped hay to about 50 steers stranded on what had become an island, and when he went back the next morning they were all gone.

At Richmond Aerodrome, a base was established early on to coordinate efforts to move cattle away from the most dangerous areas before the relief effort began to drop hay to stranded animals. The pilots worked non-stop, assisted by the ranchers and community members on the ground.

Philip Wells from Blue Dog Helicopters in Hughenden covered hundreds of miles assisting workers repair powerlines, and witnessed thousands of dead and suffering cattle trapped in corners of paddocks. Wells said he and other helicopter pilots helped where they could, by cutting fences and walking animals to higher ground.

### FINANCIAL HELP

The Coalition Government promised an immediate non-gratia payment of \$1 million to each of the flood affected Queensland shires. "This payment will

## TRUCKERS TO THE RESCUE

Between February 10 and February 17, 50 road trains carrying \$350,000 worth of hay reached Queensland farmers, thanks to Rural Aid's Buy-A-Bale campaign. One group of truckers traveled all the way from southern South Australia to drop off hay for western Queensland producers.

On February 17, a six-strong contingent from Robertstown, SA, met up with other Burumbuttock Hay Runners in the small town of Ilfracombe, with plans to push through to Cloncurry from there. The most direct route from Robertstown to Ilfracombe is about 1000 miles. Ben Friel and his father were making the trip from Geelong, Victoria, with a stop via Horsham to pick up a load of hay. "We run a construction and event hire business, but I've always had an interest in agriculture and its importance to Australia," Ben said. His truck was sitting idle at the time, so he decided to join the hay run.

He was working with Andrew Freeman from AgForce to identify where deliveries were needed and to find drop off locations. AgForce has a database of producers in need of feed and was working with other agencies to coordinate hay drops in western and northwestern Queensland. At that time, 82 trailers of donated hay had been lined up to make the run, with the convoy expected to arrive in Cloncurry that Sunday afternoon.



## MARKET IMPACTS

According to the Australian Bureau of Statistics, Queensland accounts for nearly half the beef production in Australia. Australia's red meat industry is nation-wide and Australia will continue to produce and supply quality meat from other regions, but there are predictions that beef pricing will be effected in the short term.

Rick Hunter, a Wagyu breeder (Bald Ridge Cattle) says the drought in eastern Australian is ongoing. "Breeder cattle numbers are down as cattle producers have had to de-stock. In North Queensland, farmers have gone from the worst drought in 200 years to the worst flood in 200 years, basically overnight. Approximately 500,000 head of cattle perished in the floods,"

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for them to use on priorities they deem most urgent – whether that be rate relief for impacted properties, infrastructure, or the disposal of cattle which have perished," Prime Minister Scott Morrison told the National Press Club in Canberra.

Producers also have access to \$75,000 grants as they are in a "Category C" zone, to aid in long-term recovery from natural disasters. Banks have been called upon to stand by their customers in these dire times. The Australian Banking Association (ABA) chief executive and former Queensland premier Anna Bligh said banks were standing ready to help the Australian farmers. AgForce Queensland asked all three levels of government to "put aside the red tape, bureaucratic wrangling and patch protection" and understand the desperation of Queensland producers.

In the short term, the plan is to manage the welfare of the surviving cattle, protect them from exposure and starvation, and prevent biosecurity hazards by removing hundreds of thousands of carcasses. Rural Aid, CWA (Country Women's Association) and the government, in the form of grants and engaging the defense force, are responding to



*THE PRIME MINISTER EVALUATING THE DEVASTATION.*

producers' pleas--providing livestock feed, fuel, and mental health support.

Most producers have lost 50 to 80% of their herd and have no income. Rebuilding will probably take at least two and a half years, since stockmen have not only lost their herds but infrastructures as well. Prime Minister Scott Morrison met with business owners and graziers as he toured flood-ravaged Cloncurry in northwest Queensland in mid-February, saying it could take years to rebuild the cattle industry.

"I was with families who have been on this land for generations, building up a herd of the finest cattle in the world, with generations of breeding," Morrison said. "To see that all washed away and lying in the mud which is turning to dry dirt — there's a lot of healing that has to go on here."

By that time, Queensland's sea of floodwater was slowly receding as the graziers and farmers take stock of the massive scale of devastation. At that

point, conservative estimates were that more than 500,000 cattle had died, along with 30,000 sheep. The cost to the cattle industry alone is expected to exceed \$1 billion.

In addition, the Insurance Council of Australia said there had been more than 15,500 claims lodged

with losses to about \$606 million. That figure was expected to continue to rise as the evacuated graziers returned home after floodwaters receded.

Half of Australia's beef production is in Queensland (grossing more than \$11 billion last year), but many of these herds have now been decimated. The beef industry in Australia is suffering, partly because many farmers have gone years with no income during the drought; the average debt of Australia's beef ranches is over half a million dollars (some of them purchased more grass land to maintain their herds) and now with the cattle gone, they have no way to pay off those debts.

Rural communities are resilient, however—with volunteer help, fundraisers and feed donations. One community set up a Go Fund Me and in a short time raised more than \$70,000 to help their local farm families survive in the short term. 🍷



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# MOUNTAIN VIEW WAGYU

By Heather Smith-Thomas

**J**ay and Patty Redlin have only been raising Wagyu cattle for a couple years, but they are creating an exceptional small herd with outstanding genetics. Jay says their story should be an inspiration to anyone who is thinking of getting into this breed.

“We have an advantage in that we’ve been blessed with a little more disposable income, as we don’t have children

and we are both working professionals. But we didn’t have much experience when we started this venture,” he says.

“We had a stock trailer, but we didn’t have a cattle chute or facilities, but here we are, just over 2 years later, with a workable operation. We have invested a lot of money, time and energy getting our herd and facilities established.”

The ranch is 200 acres in the mountains above Albuquerque, near Estancia, NM, and even though Jay and Patty have lived on their ranch for many years, they’ve had a roundabout path raising different animals. “This is not our first venture!” Jay says.

About 25 years ago they entered the ostrich business in a serious way. “We spent about the same amount of money, time and energy getting started in that industry—when it was a big thing. We got in on the tail end, just before it collapsed because the people in that industry didn’t reinvest back into selling the meat,” Jay explains.

“Ostrich meat is incredible—one of the healthiest meat in the world. Raising these birds produced a lot of benefits because ostrich corneas and tendons can be used for medical transplants and the hides are also valuable. But the people who made money raising ostriches didn’t turn around and reinvest it in marketing the meat and other ostrich products, so that industry collapsed within itself,” he says.

“When we started our Wagyu venture we thought, this is a little bit the same because this breed (in the U.S.) is in its infancy. There are a few people in it making money but there is still a lot of work to do. It was like déjà vu all over again! The only difference is that these are cows (which people are familiar with) versus a big dumb bird that no one understands.” More people are familiar with cattle, so this seemed like a more reasonable leap.

Jay and Patty did have a lot of experience with animals. They had raised horses, poultry, ostriches, llamas and sheep. “Livestock were not a new thing for us, but the cattle are,” he says.

Jay spent some time on a ranch in western South Dakota as a child but that was his only experience with cows. He and Patty both grew up in South Dakota and their extended families were involved in dairying. “Where we lived, we were surrounded by cattle, but we didn’t have much personal experience with them,” says Jay.

Today they both have great jobs and live in a beautiful place. They realized they wanted some kind of retirement plan—not so much from a financial standpoint but more from the perspective of “what are we going to do with our time?” They don’t travel much and are happy where they are living, so they wanted to figure out something enjoyable to do on their ranch.





“We love our home and surroundings, and enjoy animals, so our first thought was to buy a few cows and sit on our deck and enjoy watching them. We were acquainted with the Jornada Experimental Range nearby, which is a USDA research facility in New Mexico that raises Criollo cattle. We fell in love with those little cows because they are so cute and efficient. They are much smaller than most, and have less impact on the environment—and eat just about anything; about 60% of their diet includes things normal cows won’t eat. We were planning to start raising some, but couldn’t find any to buy,” he explains.

One day he and Patty were taking a drive to Madrid, near Lone Mountain Ranch at Golden, NM, and stopped at the Mine Shaft restaurant to have a burger. “We’d hunted bison and eaten the meat, so I wanted a buffalo burger but they were out of it. The gal waiting on us said she had something even better, and would bring us a brochure about it to look at. I said, ‘No, that’s ok. Just bring the burger.’ We weren’t sure whether it was beef or something else, but she brought us the brochure anyway.”

It was Wagyu burger and the brochure was from Lone Mountain Ranch. “The burger was delicious, and we drove by that ranch on our way home. This was the start of our new cow idea,” Jay says.

“That burger was one of the best we’d ever eaten,” says Patty. “We

were amazed, and started learning about Wagyu. We contacted Lone Mountain Ranch and set up an appointment to visit with them. From there, our plan took off. Stanley Hartman, Ranch Manager at that time, explained what their operation was about, and the cattle, and we realized this is what we should be doing. We realized that purchasing a lot of Fullblood Wagyu right off the bat was a bit too much for us, financially,” Patty says.

“Several different Wagyu ranchers we spoke to on the phone explained that we could get ordinary cows, of any breed, and use them as surrogate mothers for embryos, and work into the Wagyu gradually. So that’s how we got started,” she says.

“We bought 10 Brangus heifers, but we didn’t really know what we were doing,” says Jay. Darrel DeGrofft, DVM, an embryologist in Loveland, Colorado came to their ranch, and with the help of Stanley Hartman from Lone Mountain Ranch they did embryo transplants, putting Wagyu embryos into the yearling heifers.

“Those heifers were pretty wild in the chute, and Darrel told us we were too green to be working with these wild animals; he was worried that we might get hurt someday. Only 4 of the 10 heifers were eligible to be recipients, and we managed to get three pregnancies, so our first efforts weren’t very successful,” Jay says.

They were advised to get rid of the Brangus and start over with a calmer

breed. “We were discouraged but we had time to be patient. We didn’t need to make this work right away,” he explains. Now, 2 years later, their Brangus cows are gentle and easy to work with.

“This is the advantage of having a small herd,” says Patty. “We are out there every day, giving them a lot of attention.” The cattle are fed every morning, and Jay and Patty are out there checking water, cleaning pens, and the cattle have come to trust them. Embryo transfers were a lot of work, however, necessitating proper timing, plus the cost of doing it. “It’s difficult when you have a regular job and other responsibilities. We both work in Albuquerque, which is almost an hour’s drive. It was hard to do that and be here at the proper times for embryo transplants. Jay was having to take time off work, and I was putting in for vacation days, and it was getting out of hand!” she says.

“I can see the value of doing the embryo transplants, and we may get into that again, once we are retired from our jobs and not working away from the ranch. Right now, however, it is much easier for us to put our cows with a bull. We bought a really nice bull from Muddy Flats Cattle and bred all our cows to him this past summer. We are excited to see what we get, since this will be our first calf crop from that bull,” says Patty.

Eventually they will need to do some-





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thing different—maybe embryo transfers or AI to get some new genetics, but for now they just want to keep it very simple while they are busy with their regular jobs.

Jay feels that producing F1s and F2s can be beneficial. “In our case, our F1s pay our hay bills and we raise Fullbloods out of our 5 Fullblood cows. It’s a gradual process and we will probably eventually get rid of the F1s and F2s and the Brangus but they are helping us get started,” he explains. “We don’t want to be big producers. If we can produce 25 to 30 Fullblood Wagyu calves each year, and sell half of them as calves, that will be enough. We can breed a few more, sell some seedstock, butcher a few and sell some meat,” Jay says.

Michael Goodell sold them their bull, MFC KIMITOFUKU 434B, the top-selling sire from the Muddy Flats Cattle Company Sale in 2017. “When the Muddy Flats sale came along and I saw it as a once-in-a-lifetime opportunity—to get in on some stock that would not normally be on the market. Michael Goodell had spent 14 years creating and fine-tuning his herd but was getting out of the business. These cattle represented many years of hard work and knowledge—and I can’t even imagine all the hours he put into producing this particular bull,” says Jay.

“This is our seedstock, so we bought the best we could buy from Bob Estrin’s Lone Mountain stock and the best we could buy from Michael. One thing Michael told us is that you need to do a lot of everything in this business. At the time he said it, I didn’t want to sell meat, or sell heifers as breeding stock.



I wanted to just raise calves, sell them, and go on to the next calf crop. Now, however, I can see where this industry is a culmination of everything,” he says.

“We got into the semen business with our new bull, which was part of the plan when we bought him. If all goes well, having semen from a good bull this is a long-term benefit. We could be in a nursing home somewhere, 30 years from now, and still be selling semen through our website. This is an incredible IRA if you have a bull with the right genetics.”

Jay is a financial advisor, and can see the potential. “We understand where we are going with this breeding program; if this bull proves up, we can create a legacy for the industry. We feel we have a really good start, in the caliber of genetics. We’d rather have quality rather than quantity in our breeding program,” he explains.

“We are hoping our experiences from past ventures will help us with decisions we are now making with Wagyu,” Patty says. “We hope to keep moving forward, keep learning and educating ourselves. We get a lot of help from fellow ranchers, and are very grateful for their help. They’ve put us light years ahead of where we would be now if we were on our own. We are very grateful for the other people in this

industry who have helped us. We keep moving forward, doing the best we can, and try to keep learning. Our goal is to produce the highest quality meat that we can.”

Jay mentions the fact that in one of the semen catalogs—listing many superior sires from many breeds—the only breed that shows pictures of the meat, and lists the meat qualities is Wagyu.

“They are the only breed showing the results of these superior genetics. It’s an education process for us, and for the general public, learning about this breed,” he says.

It’s also been an education learning how to raise and care for cattle and keep them properly fed and healthy. Their venture is a team effort. Patty is a nurse, retired from doing anesthesia. She has a lot of nursing experience, and does most of the veterinary care, which saves on vet bills. On the other side of the equation Jay is a marketing guru, and created their website; he knows how to build a product and then sell it. They have a good market for calves but also want to create a legacy of Kimito-fuku babies. “I think his offspring will be fruitful for people who’ll be getting into the industry. There are relatively few people in this breed, in this country,” Jay says.

There are more and more people becoming interested in Wagyu, however. This breed will grow; there is a lot of potential. “Many breeders feel the important thing is Fullblood Wagyu, but I think the F1s have a lot to offer as well,” says Patty. “People who want to get a Fullblood bull to breed to their current breed of cattle can enhance the quality of their meat. There are many





different outlets for this breed,” she says.

“Currently we’ve been buying our meat from Lone Mountain, Two Sisters, Snake River, etc.” says Jay. “We peruse the internet, buying our meat from different sources—doing a little research on how they package and send it out, what it looks like marketing-wise, what their follow-up is, etc.”

He and Patty are trying to figure out the best way to present, market and ship meat for when they eventually sell their own product. “I’m thinking of using environmental-friendly brown boxes with the clear window, with lots of tips and cooking instructions on the outside. It should be something special that really catches your attention when it arrives. People should already have a good taste in their mouth before they even try it!”

Jay is 60 years old and Patty is 58. “We are realizing, as we grow older, that we need to stay physically active. If we simply retire we will end up overweight, with health problems,” says Jay. “Taking care of cattle will keep us young. We may be out there beating ourselves up every day, but it’s kind of a fun way to get beat up.” Doing physical work makes a person feel they’ve accomplished something.

“We are feeding cattle, building facilities, and I’ve learned how to use a welder and a plasma cutter. We are hauling manure and moving hay. The cattle-handling facility we built is state of the art, well-heated and well-lighted. Between the two of us—novice cattle people, only two years in the business—we can move 30 head through there by ourselves. A lot of planning went into this,” Jay says.

Vic Hartman at Lone Antler Ranch, with many years’ experience, helped design it and showed them where to put pens and gates and how to install them. “We can run our little operation very easily all by ourselves. We are trying to make it very user-friendly for doing chores. I can feed 30 head of cattle, a pitchfork at a time, in less than 30 minutes every morning,” he says.

“It has made us healthier people. If we weren’t doing this, I am not sure what we’d be doing—probably just more landscaping around the house, and there’s a limit to how much of that you can do,” Jay says.

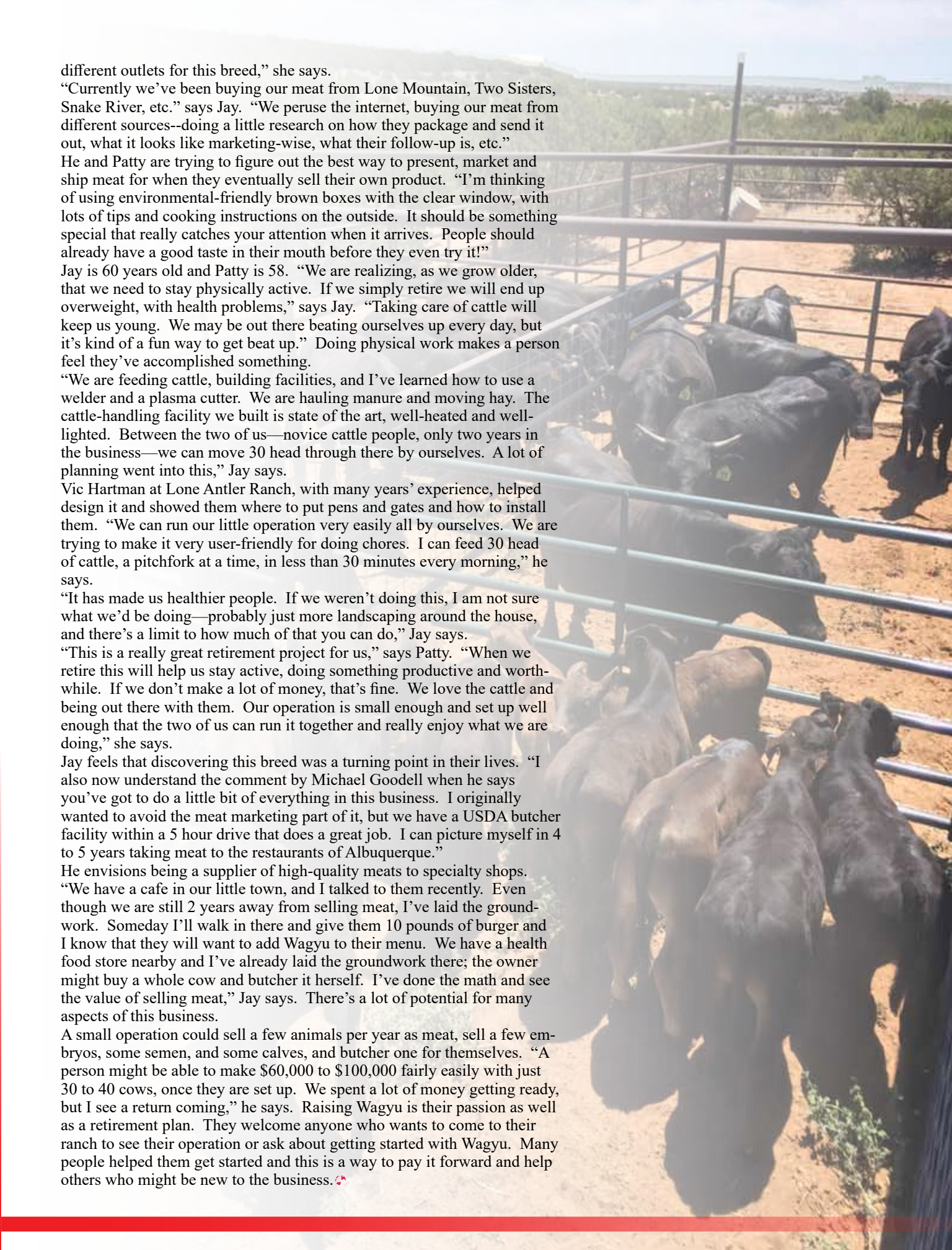
“This is a really great retirement project for us,” says Patty. “When we retire this will help us stay active, doing something productive and worthwhile. If we don’t make a lot of money, that’s fine. We love the cattle and being out there with them. Our operation is small enough and set up well enough that the two of us can run it together and really enjoy what we are doing,” she says.

Jay feels that discovering this breed was a turning point in their lives. “I also now understand the comment by Michael Goodell when he says you’ve got to do a little bit of everything in this business. I originally wanted to avoid the meat marketing part of it, but we have a USDA butcher facility within a 5 hour drive that does a great job. I can picture myself in 4 to 5 years taking meat to the restaurants of Albuquerque.”

He envisions being a supplier of high-quality meats to specialty shops.

“We have a cafe in our little town, and I talked to them recently. Even though we are still 2 years away from selling meat, I’ve laid the groundwork. Someday I’ll walk in there and give them 10 pounds of burger and I know that they will want to add Wagyu to their menu. We have a health food store nearby and I’ve already laid the groundwork there; the owner might buy a whole cow and butcher it herself. I’ve done the math and see the value of selling meat,” Jay says. There’s a lot of potential for many aspects of this business.

A small operation could sell a few animals per year as meat, sell a few embryos, some semen, and some calves, and butcher one for themselves. “A person might be able to make \$60,000 to \$100,000 fairly easily with just 30 to 40 cows, once they are set up. We spent a lot of money getting ready, but I see a return coming,” he says. Raising Wagyu is their passion as well as a retirement plan. They welcome anyone who wants to come to their ranch to see their operation or ask about getting started with Wagyu. Many people helped them get started and this is a way to pay it forward and help others who might be new to the business. 🌸







# MFC KIMITOFUKU 434B

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**FB 17785**

The sire of TF 813 KIMITOFUKU was a very well-known sire owned by the Joseph Decuis Wagyu Program. His sire, ITOSHIGENAMI, was one of the very sought after lines in the Wagyu world. His sire, ITOSHIGENAMI, was according to David Blackmore, a renowned Wagyu producer in Australia, one of the very best bulls ever exported from Japan. ITOSHIGENAMI had excellent confirmation, was medium framed and is 75% Tajima and 25% Itozakura. The dam of the bull featured in this lot is MFC ITOSHIGEFUJI 0-23. She is sired by ITOSHIGEFUJI, a bull know to be larger framed, and have exceptional Average Daily Gain. His pedigree carries many of the original bloodlines that trace back over 300 years. Kimi's breeder Michael Goodell, says "it took me a long time to make this bull", "he has it all", "Phenotype, genotype, AA, and free of all genetic diseases. Non CSS semen tested between 77-88% for normal cells, and 58% at the one-hour freeze and 57% at the three-hour mark. Tested negative for BVD PI on 11/18

DOB: 04/15/2014 Tatt: MFC 434 Fullblood Black

ITOSHIGENAMI.....SHIGESHIGENAMI 10632  
TF 813 KIMITOFUKU.....FUKUYUKI  
TF 709.....KIMIFUKU 3

ITOSHIGEFUJI.....ITOFUJI 483  
MFC MS ITOSHIGEFUJI 0-23.....DAI 30 NOBORU J920752  
TF 709.....KIMIFUKU 3  
.....HIKOKURA 1/12

SCD	TENDERNESS	B3	CHS	CL16	F11
AA	4	B3F	CHSF	CL16F	F11F



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## *be prepared when they do*

**T**here are five major types of insurance that insurance companies recommend everyone should have to protect themselves during the inevitable time that a less-than-ideal event occurs in life: health, car, homeowner's, life, and disability. The basic idea behind insurance is that the provided coverage should reimburse the value of the insured person's damaged property, thereby protecting the insured's lifestyle and assets. As farmers and ranchers, raising high-dollar-valued Wagyu cattle, insuring your cattle is one of the best ways to protect that investment and your livelihood.

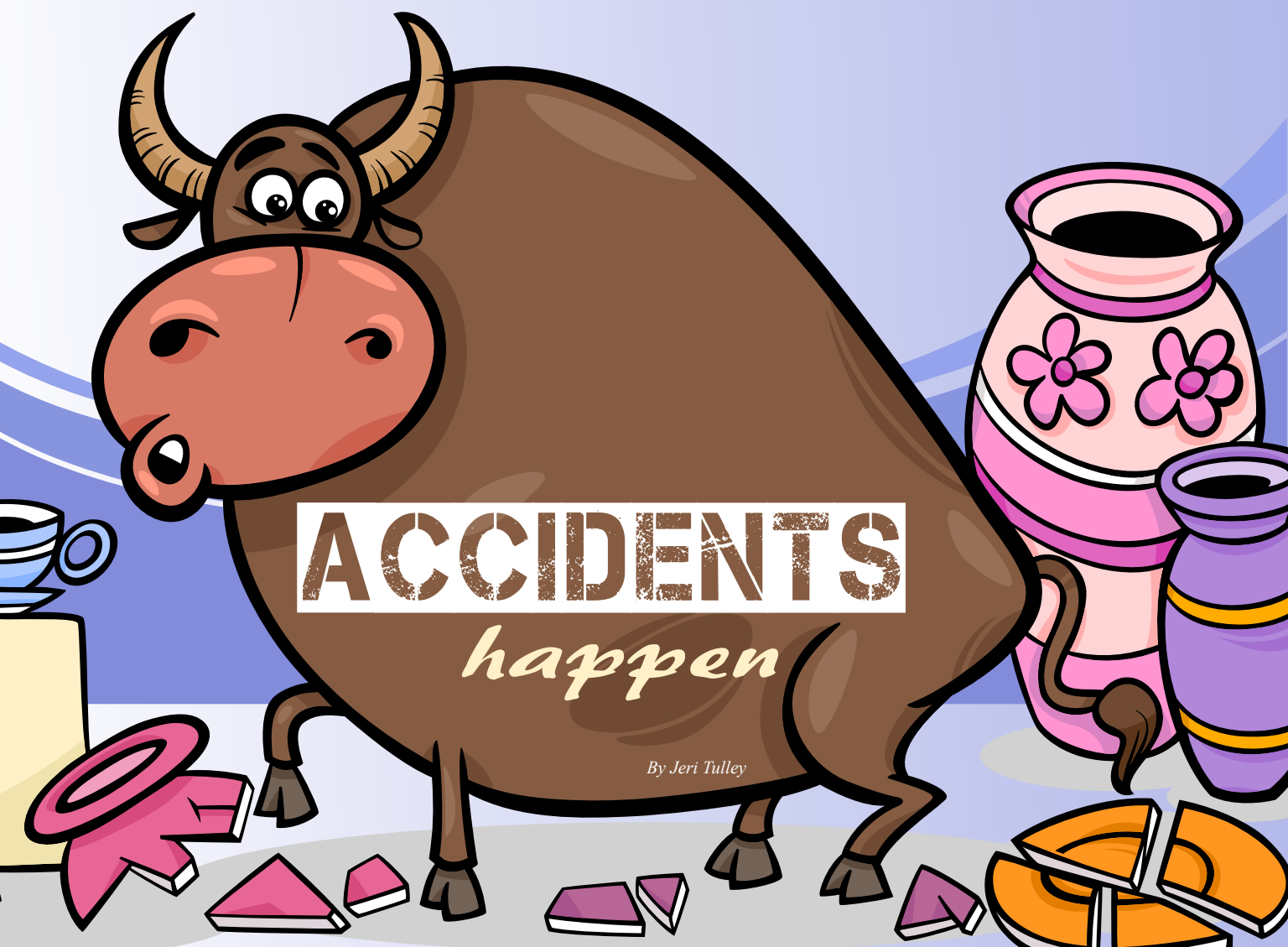
Stuart Wilson, Livestock Underwrit-

ing Manager for American Live Stock, recommends purchasing mortality coverage, which he explains is basically a life insurance policy for animals. Mortality insurance covers the death loss of an animal from disease, illness, and sickness.

The process to purchase mortality insurance is simple, claims Wilson. The first step is to have a discussion with an insurance agent. Discussion points usually include valuation of the animals to be insured, the length of time to be insured, cost of the insurance, and the legal terms. For valuing an animal, Wilson says that the value is usually established by an auction purchase, but he is willing to discuss factors such as

bloodlines, how the animal was raised, show winnings, age, and any other factors that may play into the value of the animal. When trying to value an animal, Wilson reminds customers, "Insurance is not a way for you to make a profit. It is there solely for you to cover your investment." The next step is filling out a one-page application for each animal, and, lastly, getting a veterinarian to sign and date that the animal has had no known illnesses in the past twelve months.

American Live Stock offers normal insurance rates for animals from three months of age to seven years, with ten years of age being the maximum limit for insurability. Denial of coverage



is not common unless the animal is considered unhealthy by the vet (for example, it has a disease or tumors) or the potential customer has prior high loss ratios. A significant portion of American Live Stock's business is acquired at sales. They have agents at all of the major sales in the United States. They also write a large number of policies for show animals and have many policies that insure entire herds. Policy length ranges from as little as thirty days all the way up to ten years – American Live Stock's defined entire life expectancy of the animal. Wilson explains that a short-term policy is commonly used by ranchers who want their animal covered while taking them to and from a show, when an auction buyer wants to get a new purchase safely home and

any harm that befalls someone. That's why liability insurance is necessary."

Chabot also pointed out that most personal auto policies will not provide coverage for cargo, which is what livestock being pulled in a trailer would be considered. The auto policy will most likely extend liability coverage in an automobile accident to cover anything that happens with the animals, but would not pay for the actual animals' injuries or death. Chabot suggested a rider to add cargo insurance to your auto policy if you frequently haul animals.

Roger McEowen of Iowa State University's Center for Agricultural Law and Taxation warns in his article entitled 'Loss of Cattle Covered Under Insurance Policy', "Insurance compa-

contract and the party that writes the contract will write the contract in their best interest. Always read and understand all terms in an insurance policy before signing, and attempt to negotiate any unfavorable terms."

Logically, it makes sense to insure any expensive investment that you are counting on for your livelihood unless you can financially withstand the loss. Fully understanding the laws of the state in which the animals reside and the terms of any insurance contract in which you enter into are paramount to protecting your assets and your future. 🌱

*"My personal philosophy, not speaking only as an insurance salesperson, but as a person who is out here and has his own cattle, is that at least your high-dollar bulls and females should be covered."*

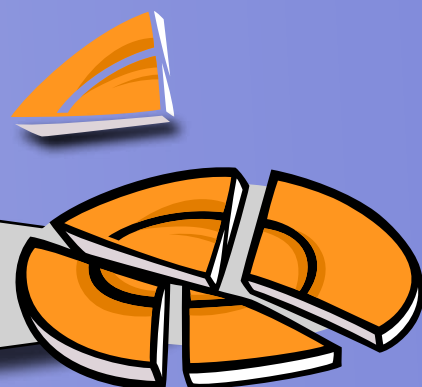
adjusted to its new life on the ranch, or during breeding seasons.

Wilson states, "My personal philosophy, not speaking only as an insurance salesperson, but as a person who is out here and has his own cattle, is that at least your high-dollar bulls and females should be covered."

Agent Darick Chabot of Texas Farm Bureau Insurance Company recommends that in addition to mortality insurance, it is important to understand your legal liability for your animals and have the proper level of coverage – what Chabot deems necessary is specifically having a farm and ranch policy. Chabot states, "It is a common misconception that being in an open range state releases the owner from liability if your animal is involved in an automobile collision on the road. Cattle are gonna be cattle and get out occasionally even if your fences are in good repair, but you are still responsible for not harming someone. For example, if your hired hand leaves the gate open and your cattle get out onto the road, you are negligent for

nies make money by paying out less in claims than they receive in premiums. That result is achieved by careful drafting of language in the insurance policy by the company's lawyers, and artful layering over the final points of the meaning of that language." In the article's summation, Mr. McEowen urges readers to consider, "The bottom line

"The is this – an insurance policy is a



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# OUT & ABOUT

*Wagyu Sales, Shows, and Other Happenings*

## *Save the Date* Upcoming Events

2019

### MARCH

- 4-6 **Houston Stock Show & Rodeo**  
*Houston, Texas*
- 12 **Triangle B Ranch Spring of Opportunities Online Sale**  
*Stigler, Oklahoma*
- 23 **Diamond T Ranch Production Sale**  
*Jacksonville, Texas*
- 30 **TWA Annual Meeting & Steaks Are High Sale**  
*Salado, Texas*
- May**
- 18 **Celina Cattle Company Production Sale**  
*Fort Worth, Texas*
- 31 **Midwest Wagyu Meeting**  
*Salina, Kansas*

### JUNE

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

### SEPTEMBER

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

### OCTOBER

- 12 **2<sup>nd</sup> Annual M6 & Friends "Good to the Bone" Bull & Female Sale**  
*Alvarado, Texas*
- 26 **TWA Fall Bull & Female Sale**  
*Salado, Texas*

### DECEMBER

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

## *In the News*

### *2019 American Wagyu Association Board of Directors*

Pete Eshelman - **President**  
Mike Kerby - **First Vice President / Secretary**  
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## WAGYU BEEF RUEBEN

### WAGYU CORNED BEEF BRISKET

Corned beef brine  
6-8 lb Wagyu beef brisket flat  
3 qrts water  
1 1/4 cups kosher salt  
2 tbsp pink salt (instacure #1)  
1 cup sugar  
1/2 cup dark brown sugar  
1/4 cup honey  
3 tbsp with pickling spice  
6-8 dried red Chiles (optional)  
1 tbsp whole coriander seeds  
1 tbsp whole mustard seeds  
1 tsp whole cloves  
1 tsp whole allspice berries  
1 tsp juniper berries  
6 larger whole garlic cloves smashed.  
3 qrts ice cold water

- Mix all ingredients except final 3 qrts of ice water in a large stock pot. Bring to a boil and dissolve all salt and sugar completely. Remove from heat.
- Pour hot liquid in a 2-3 gallon plastic container large enough to fit the brisket. Add ice cold water and cool in refrigerator until completely cooled. Place the brisket flat in the cold brine and use an object to weight down so it is completely submerged at all times. Cover with foil wrap.
- Brine 5 days turning brisket over once each day. This will allow all sides to be in contact with the brine over the 5 days.

### RUSSIAN DRESSING (1000S ISLAND)

2 cups mayo  
3/4 cup Chili sauce  
3/4 cup sour cream  
1 tbsp fresh parsley chopped  
1/2 cup dill relish  
1 tsp fresh lemon juice  
2 tsp prepared horseradish  
1/2 tsp Worcestershire sauce  
1/4 tsp black pepper  
1/4 tsp kosher salt

- Mix well until combined. Store in air tight container in refrigerator.

### TO PREPARE BRINED CORNED BEEF BRISKET

Brined Corned beef brisket  
2 large yellow onions iced  
1 tbsp pickling spice  
1 tsp juniper berries  
1 tsp whole cloves

- To cook preheat oven 225 degrees.
- Put sliced onions in the bottom of a roasting pan. Place the brined corned beef brisket fat side up on top of the bed of sliced onions. Then add enough water to completely cover onions. Add the juniper berries, pickling spice, and whole cloves to the liquid. Cover with plastic wrap and then cover with foil.
- Cook at 225 for 16-18 hours or until internal temperature of brisket is 195-200 degrees.
- Cool completely then wrap with plastic and store in refrigerator.

### TO BUILD THE RUEBEN SANDWICH

Your favorite sliced rye bread  
Swiss cheese or gruyere  
Sweet n sour red cabbage  
Sauerkraut  
Russian dressing  
Sliced Wagyu corned beef brisket ( it is important to slice brisket across the muscle grain)

- Steam cabbage sauerkraut and sliced corned beef in a covered pan in the oven or on low on stove with 1-2 tbsps of water until hot.
- Butter the rye bread and griddle until golden brown. Top with a spread of Russian dressing then sliced corned beef brisket with melted Swiss cheese (melt the Swiss cheese on top of the sliced brisket before placing on bread ) then top with desired amount of the sweet and sour red cabbage and sauerkraut and then the top piece of bread. Serve hot with your favorite side dish and enjoy!!!



DIAMOND T RANCH  
100% fullblood Wagyu beef  
from Diamond T Ranch

Photography by Hillary Johnson



# WAGYU CARCASS AUCTION



**Texas Wagyu  
Association**

Tenroc Ranch, Salado Texas, Friday  
March 29, 2019

**Wagyu dinner and cocktails 5pm**

## THE STEERS

- Registered with the American Wagyu Association
- DNA parent verified
- Minimum 50% Wagyu influenced or greater
- Feed 100% natural diet. No Antibiotics, No growth hormones.
- Harvest date 3/19/19

## THE CARCASS

- Processed at a USDA facility in Poth Texas, Dean and Peeler Meatworks
- Split between the 12th and 13th rib for scoring and grading on 3/21/19 Utilizing a Japanese Carcass camera

## THE AUCTION

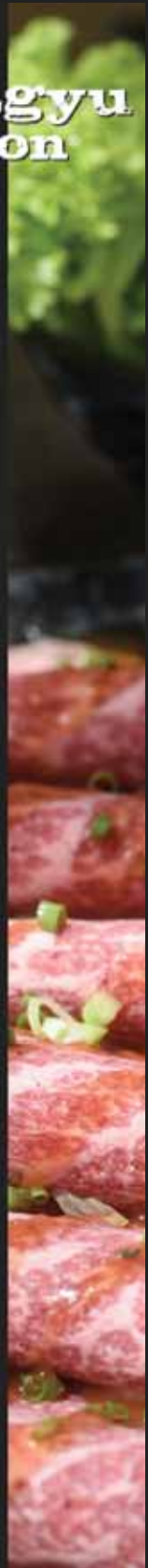
- All carcasses in auction will meet at minimum standard grade of prime. The following items will be on video display during auction:
- Photos of each carcass and ribeye cross section
- Steers pedigree, percentage of Wagyu influence, and producers bio
- The carcass grade, yield, inter-muscular fat content & weight

## THE PROCESSING

- Processor will be on sight to answer any questions
- Cut sheet will be provided
- Carcass will be processed per request

Email Questions to:

**Info@TexasWagyuAssociation.org**





# Good to The Bone!

**2ND  
ANNUAL**

## PRODUCTION SALE

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**COWBOY WAGYU BEEF LUNCH AT 11:30<sup>AM</sup>**

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### >>Meet the Artist

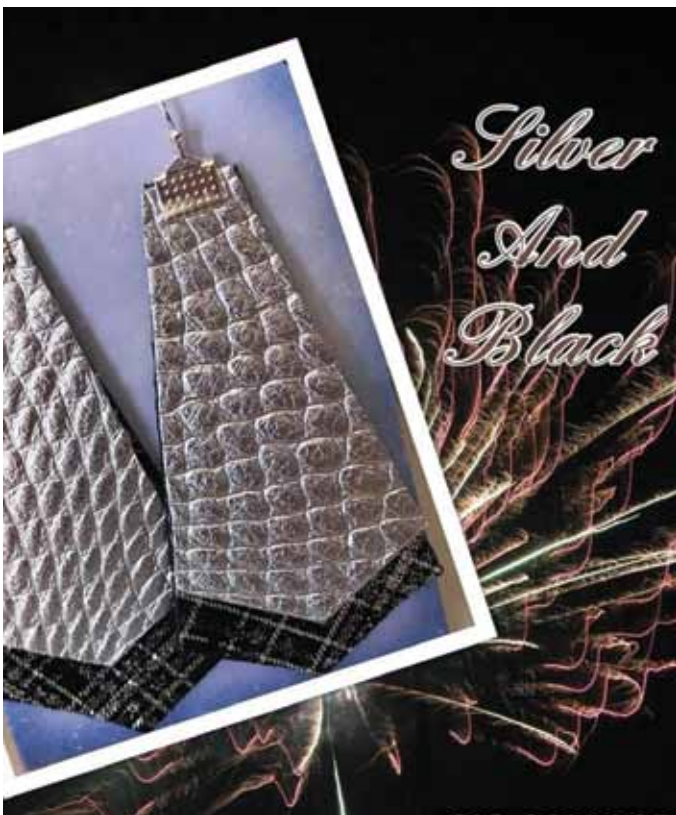
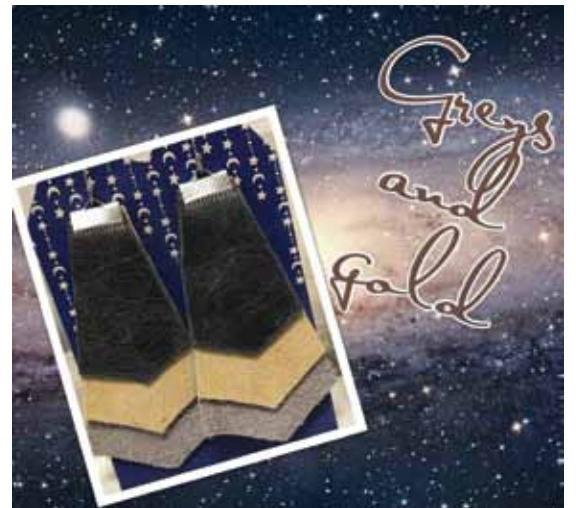
I started making leather earrings about 1 1/2 years ago. Since then, I have observed that the leather earring craze is in full swing, and that was very evident over the Christmas holidays when it seemed like all the craft fairs had one or more vendors selling leather earrings! Making earrings is fun and relaxing, especially since I have a workroom next to the garage, where being "tidy" all the time isn't an issue. I get most of my design inspirations online from Pinterest. I get my color combination ideas from my own wardrobe. I love having earrings that go with all my favorite outfits.

I do everything with my iPhone. It's a great tool to do research, find tutorials, and order leather and earring supplies. I then use my iPhone for taking the photos, and the Pic Collage app to embellish them. I post my creations to my Facebook page under my name Eileen Landgraf. I also have an additional page called Eileen's Earrings which exclusively contains my earring designs, along with complete descriptions, price and contact information.

>> visit: **Facebook** - <https://www.facebook.com/Landgraf2019/> **Email** - [ewlandgraf@icloud.com](mailto:ewlandgraf@icloud.com)  
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This year in conjunction with the 10th anniversary of the Texas Wagyu Association's annual general meeting and "The Steaks are High" sale, the TWA is holding it's first ever carcass competition and auction. The event, to be held at Tenroc Ranch in Salado, Texas, will be on Friday evening after the day's informational speakers and demonstrations and the conclusion of the TWA annual general meeting.

Open to the public, the TWA's Cowboy Social, which includes a complimentary Wagyu dinner and cocktails, will begin at 5:00PM. Robbie Schacher of Schacher Auction Services will start the auction upon the completion of dinner. After the conclusion of the carcass auction, everyone is invited to stay and enjoy live music and dancing.

To participate in bidding, buyers will need to sign up for a buyer number. Video footage of every carcass will be shown during the auction and on television screens around the ranch throughout the day. Information about each animal will be available that day and on the TWA's website to assist the buyers in making their purchasing decisions. The animal's pedigree, the percentage of Wagyu the animal is, the carcass score, intramuscular fat percentage, marbling fineness, meat color, fat color, ribeye size, carcass size and hot weight, back fat thickness, yield, grade, etc. will accompany each carcass. A short biography about the ranch and a picture of the ribeye cross-section cut between the 12th and 13th rib will also be included. Online bidding is not available this year, but out-of-town buyers can participate in the auction over the telephone. If you would like to do this, please contact Aaron Startz at 210.355.9484 or e-mail [info@texaswagyuassociation.org](mailto:info@texaswagyuassociation.org) at least twenty-four hours ahead of time so that he can make arrangements for you.

In its first year, there are sixteen animals entered into the carcass competition. Entries will all be processed at Dean & Peeler Meatworks, a USDA certified processing facility, in Poth, Texas. They will be collected and harvested on the 19th of March and will be broken open on the 21st. Kyle Journey of Marble Ranch will be present at that time as Marble Ranch has graciously donated the use of their carcass camera to take pictures and collect data for the competition. Pictures will be taken after an approximate bloom time of an hour to allow the fine intramuscular marbling to be expressed. Of those sixteen animals, all animals that grade a minimum of prime will be eligible to be sold in the auction. The two carcasses that receive reserve and grand champion are required to be entered into the auction.

Requirements for all steers entering the competition include that they have never received hormones, that they have been fed an 100% all-natural diet, and that they are a maximum of twenty-six months of age for F-1 animals and thirty-two months of age for purebred and fullblood animals.

Each purchaser will get a cut sheet, and Dustin Dean of Dean & Peeler Meatworks will be on hand at the sale to help any buyers requesting help to define the way that they want their animal processed. Options include quartering the animal all the way down to processing to individual steaks. Buyers have the choice of picking up their boxed meat at the plant in Poth or having a USDA-approved shipper bring it directly to your door after a fourteen to twenty-one day hang-time to age the meat. Kill and chill fees will be covered by the seller's entry fee. Processing costs are the buyer's responsibility and will be \$.99 per pound of hot carcass weight.

With 100% of the proceeds from the sale going to the ranchers, Aaron Startz says of this year's sale, "I will consider this sale a success if we sell all of the carcasses and the sellers cover all of their expenses in the project and they possibly make a little money. The competitors understand that this is the first competition and auction of its kind. They are getting in on the ground level of this thing, and it can only get better from here." 🍴

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*carcass  
contest*

*By Jeri Tulley*

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