

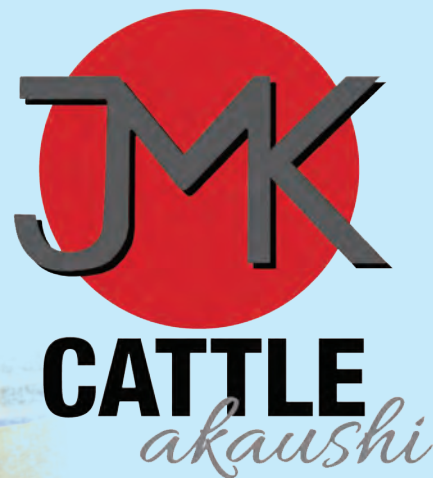
# WAGYU WORLD

*January/February 2020*





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### daily events

Thursday, May 28<sup>th</sup>  
1 pm - view the offering  
Farmers & Ranchers Yard  
(Salina)

Friday, May 29<sup>th</sup>  
10 am - view the offering  
Farmers & Ranchers Yard (Salina)  
Noon - Flying Eagle Greyhound  
Tour (Abilene)  
5 pm - Pre Sale Social & Industry  
Speakers (Greyhound HOF Abilene)

Saturday, May 29<sup>th</sup>  
8 am - view the offering  
Farmers & Ranchers Yard  
(Salina)  
Noon - Lunch  
1 pm - Bar V Grand Finale

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EBV	<b>+0.4</b>	<b>+5</b>	<b>+13</b>	<b>+13</b>	<b>+12</b>	<b>+2.5</b>	<b>+2.3</b>
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January / February 2020

Volume 6, Number 2

### 12 RANCH REACH

#### ELDON

*Many breeders across the United States have either met and/or worked with Eldon Clawson. Eldon's passing this last fall left the breed saddened and although many know his Wagyu journey, that journey although great, doesn't compare to Eldon's entire voyage.*

>> *By Heather Smith-Thomas*

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### 18 MARKET MATTERS

#### UMAMI

*Innovation at its finest! The art of taking waste and making it extraordinary is the short story behind this new feeding "technology". The idea of making a superb product and making it better is what lead to this win-win situation. Just launching in the United States, this new program is working with the best to make the best.*

>> *By Heather Smith-Thomas*



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**COVER**>> *RIP Dylan Tistani 7/31/92 - 9/29/19*

*Courtesy of: Diamond T Ranch*

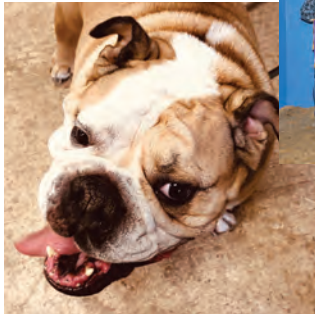
*Location: Jacksonville, TX*

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We've got it all covered in this issue; the last two national Wagyu shows, last live auction, and even the Las Vegas Umami launch. Check out the winners, highlights and what's been going on in the breed. Stay in the know with the upcoming events calendar and the latest breed news.



## 32 MARSHALL'S DAILY DISH

Wagyu Bahn Mi Tacos

Yes, this is happening. Once again Marshall makes our mouths water with an amazing recipe that is a must try in your kitchen.

>> [Chef Marshall Johnson](#)



# 2020

## 34 MARKET MATTERS

2020 Outlook

It's a new year, what does it look like for the cattle industry?

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MAGGIE JONES

Unique, edgy confident pieces; fine jewelry at its finest! Pieces of art full of inspiration.



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Water Quality

One simple element can jeopardize everything. What to watch out for in your animal's H2O.

>> [By Dr. Jimmy Horner](#)





# BRIGHT FUTURE

**I**s it just me or is Wagyu popping up everywhere? More and more Wagyu is gracing menus, discussed on talk shows and craved by many. This breed, small but mighty, leaves an unforgettable impact whenever it is brought up, craved or consumed. I am always amazed at people's response when they have the opportunity to delight in such a magnificent product. I had the honor of attending the UMAMI Olive fed launch party. Just that evening, I witnessed culinary experts rave about the product. This elevated Wagyu was even referred to as being "transcendent". Reactions like this, is what Wagyu is all about.

With a new decade upon us, it is the breed's time to go even further. Yes, we have dominated the taste buds and quality department but we as a breed have a lot more to do. Raising cattle isn't easy; it can be demanding, physically exhausting, monetarily draining and depending on Mother Nature, down right miserable at times. No matter the breed; ranching is ranching. It only makes sense to allow yourself to raise and work with the highest quality end product if you're going to go to that much effort. This is what we must preach to the entire cattle community. Put in the same amount of effort but have the best in the end.

Fullblood, purebred, percentage; whatever it is, adding Wagyu at any level will increase quality. Not everyone can afford or wants a Fullblood steak. Some folks might prefer the added quality found in an F1. Regardless, creating a demand for Wagyu at all market levels is the most important. Always strive to raise the highest quality but don't forget the markets that are available and where Wagyu can be exposed and dominate entirely. Cattlemen feed the world and with this, there are a lot of avenues out there to plug in the Wagyu influence. As a whole, regardless of where you stand, if you love this breed and believe in it, it's time to come together to infiltrate the entire cattle market at ALL levels.



*Mercedes Janes-Isaacs*



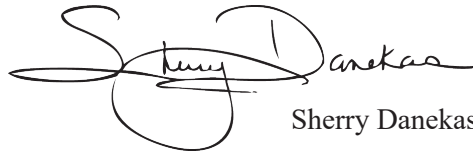
**“Impossible only defines the degree of difficulty.”**

*David Phillip*

**I**'ve always believed that no matter what you do in life you should always subscribe to the theory on an everyday basis to do “whatever it takes” to realize the goals you set for yourself. I really believe that you don't have to take life the way it comes to you. Just converting your dreams into goals and your goals into plans, you can design your life the way you want it to be. The plan is to live your life on purpose, instead of by chance.

The Wagyu breed here in America has started to thrive, and we need to continue and set the bar high to maintain the progress that has been made. We here at JDA stand committed to this breed and look forward to the coming decade, with enthusiasm and optimism for what the Wagyu future holds. It was great to be in Denver and see the excitement that the breeders had, and watch as folks who never tasted Wagyu before in an instant have a new insight for the Wagyu difference.

As we enter 2020, we wish you all a promising New Year and look forward to seeing you in our travels. Be sure and mark these special dates down in your calendar, the Mayura 1st Annual High Performance Production Sale in Australia, on March 26th. The TWA Steaks are High sale taking place in Salado, Texas on April 25th, The Bar V Wagyu Total Dispersion Sale happening in Salina, Kansas on May 30th, and to round out your spring the Midwest Wagyu meeting held in conjunction with the Passion for Prime sale this year in Springfield, Missouri on June 12th and 13th.



Sherry Danekas - Publisher



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WAGYU WORLD, is owned and published bimonthly by James Danekas and Associates, Inc.

Subscriptions:

Domestic: \$25.00/one year

(Presort Standard U.S. Postage Paid: Tuscon, Arizona., Address corrections requested)

International: Canada - \$55; Mexico - \$100; Foreign - \$100



# DISCOVERY

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



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



***My dream vacation would be...***

actually, the word “vacation” is not in my vocabulary. My idea of a good time is just hanging out with my cows and horses (and grandkids!). They wouldn’t understand if I were to disappear and be gone somewhere; they would miss me and I would miss them.

***Dark Chocolate vs. Milk Chocolate...***  
hard to say; it depends on what goes with it.

***My most embarrassing moment...*** my memory is too poor to pick one out that would count as the “most” embarrassing, but one from my childhood comes to mind. When I was very young and my family had been invited to dinner at the home of a farm family, the food was being served, and I politely asked if I could please have the wishbone piece—and I was informed that we were eating rabbit, not chicken, and I felt really stupid.



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



***My dream vacation would be...*** I don’t really have a dream vacation, unless dreaming about taking a stay-at-home vacation counts as one.

***Dark Chocolate vs. Milk Chocolate...***  
milk chocolate hands down! I view dark chocolate as being in the same group as hummus and tofu—for those more health-conscious types who are in reality simply delaying their entrance into heaven.

***My most embarrassing moment...***  
was in 7th grade when I mistakenly rebounded the basketball and immediately put a shot back up on the opponent’s goal. Fortunately, I missed the shot but the damage to my adolescent personal pride was already done.



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



***My dream vacation would be...*** renting a yacht and touring the Mediterranean stopping at all ports enjoying the cuisine at each port!

***Dark Chocolate vs. Milk Chocolate...***  
dark chocolate

***My most embarrassing moment...*** was recently. I came out of the oven and Tap restaurant with take-out pizzas and slipped on the slick patio in my slick boots. I went completely down in front of a group of people waiting to get into the restaurant and the crowd cheered as I kept the pizzas upright not ruining them.





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# ELDON

*By Heather Smith-Thomas*



This past fall, the Wagyu industry lost a highly respected breeder and a good friend. Eldon Clawson raised red and black Wagyu near Rexburg, Idaho, and was passionate about the Wagyu breed.

He was born in 1956 in Gallup, New Mexico, the fifth of 8 children, and raised on a cattle ranch near a small town called Ramah. Ramah is located between the Zuni and Navajo reservations. Eldon graduated from Zuni High School.

His dad had cattle and put any extra money into buying land. Because of this, money was tight while Eldon was growing up. He only had one pair of footwear: boots. He would milk the cow, then go to school or to church in the same boots. He'd hide his feet under his chair so no one could see. He ran track in high school, and one time ran in his stocking feet rather than run in his boots. He was fast, so Eldon's dad bought him some tennis shoes to run in after that. He started showing sheep as a teenager and went to the New Mexico State Fair with his sheep. One year when his father dropped him off at the fair, he forgot to give Eldon money for food, and he had to use his ingenuity to figure out how to survive for three days.

He learned about artificial insemination in high school, and told his dad they needed to get a different breed of cattle. His family had



Herefords. At that time, the pasture co-op where the cattle summered would not allow anything but Hereford bulls. Eldon was not happy with that. The only way to use different genetics was with AI. That is when he became interested in Simmental, because they were easier to work with. Eldon learned how to do AI and convinced his dad to buy a tank for frozen semen.

His wife, Shirley, says Eldon was interested in many things. "The night he graduated from high school, he and some friends got in a car and drove to Alaska. It took them about a week to get there. While living in Alaska, he worked in a sawmill. He earned enough money at that job to go to college for one semester and a mission. His first semester of college, Eldon studied drafting and design. At that time, his plan was to become an architect. Then, he served a mission for our church for two years, near Nashville, Tennessee," Shirley says.

"When he came back to Ricks College in Rexburg, Idaho, that's where we met. We had three classes together—math, chemistry and psychology. I was studying to be a physical therapist, and he had changed his major and was studying to be an orthodontist. That's why we had so many classes together." Eldon's daughter says, "Dad's appreciation for good genetics wasn't limited to cows. Mom was not only pretty, but the smartest girl in all 3 classes, and had the very top grade in the math class, so he decided, that's the one I want to be with, that's the girl for me."

He and Shirley got married that summer in July of 1978. They went back to school one more semester before taking a job in Florida. "His brother who was in the Air Force contacted us, and said he needed someone to help with his business. They were selling lithographic photos when those first came out. They were called impact photos, and Eldon's brother had the franchise in Florida," she recalls.

"So we left Idaho and drove to Florida in January of 1979. Eldon worked there for about 5 months setting up contracts with Air Force base stores and other businesses. Later, someone from the home office in California decided they wanted that area and came to Florida to take over. They told Eldon he could keep working, but for only 10% of what he'd been making. Eldon decided we'd go to New Mexico," she says. They built a house there that summer, and Eldon worked with a friend cutting trees for the Forest Service. "We had our first child in New Mexico, then went back to school in Idaho."

"Eldon loved to draw and paint when he was young. Some of his art pieces won awards at state fairs. When he returned to college, he decided he wanted to get back into art and took a lot of art classes. After graduating from Ricks College, he went to Brigham Young University in Provo, Utah, with a full art scholarship," says Shirley.



He became an artist and was very good at it, but at the beginning of his 4th year in college, he learned about embryo work in cattle. He was so interested in this aspect of reproduction that he changed his major to animal science, took Pre-Vet classes, and later earned a Master's degree in Reproductive Physiology in cattle. He was fascinated with genetics. "His major professor wanted him to get his PhD, so Eldon could teach at the university and take over his position when he retired.

"Eldon didn't like working for someone else. He was very independent and didn't like having a boss. Before finishing his thesis for his Master's he took a position in Chattanooga, Tennessee, as the assistant manager of a ranch. They hired him because of his genetic knowledge and wanted him to help them increase the weaning weights of their calves. After we'd been there about 4 months, he told them he was ready to move on to pursue a different career. They were only paying him \$1000 per month. They wanted him to stay on, and offered to double his salary. He asked if they thought he was worth \$2000 a month, why didn't they pay him that to begin with? He told them he was still leaving. Then, they offered him the manager's position. When he asked what they would do with the manager, and they said they would just let him go and that Eldon could live in the Manager house and drive the Manager truck. Eldon refused. He didn't want to be the reason another man lost his job."

He gave his two week notice, and he, Shirley, and their children moved to Idaho. Shirley wanted to go back to New Mexico since they had a house there. "But by then, we had four children and I was pregnant with number five. Eldon didn't want them to grow up in Ramah, because the community was very small and he is related to most of the people there leaving very limited dating options for our kids. So, we went back to Idaho where I'm from. When we got there, my mom insisted that Eldon finish his thesis. He'd already done all his research; all he had to do was write his paper. In 1987, computers were not a common household item. My sister-in-law in Utah had an electronic typewriter and was very fast at typing. Eldon would send handwritten pages to her. She would type them and send them back."

While Eldon finished writing his thesis, he started working for American Breeder Service (ABS), the largest AI company in the world. He'd been in touch with ABS before leaving Tennessee, and they'd already hired him. They trained him to evaluate dairy and beef cattle. He worked for them for 20 years. During that time, he artificially inseminated more than 50,000 cows and heifers. Later, he said that by evaluating and linear scoring more than 30,000 cattle, he reached a level of knowledge and proficiency that could not have been equaled

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even if he had judged 20 cattle shows a year for 20 years.

"He had the northeastern Idaho region for ABS with all the dairy and beef cows they served and was trained in their genetic mating program," Shirley says. He had some cattle of his own by then. "We showed cows for about 14 years at state fairs in Montana, Utah, Idaho and Arizona. We had champions, grand champions, and supreme champions. We quit showing, because he didn't feel like the show ring was representing correct structure and function of a working cow." After he started breeding Wagyu, however, he began to show a few, to represent what he believed are useful and functional traits.

"While we were still at BYU, Eldon bought our first Simmental cow. We kept her at the school facility, and our kids helped wash and walk her. When we moved to Idaho, my dad had some acreage so we had a few cows on his property. Later, my dad wanted to sell his land. He asked if we wanted to buy it, but it was only 3.5 acres. We found our 40-acre place for the same price and bought it instead," says Shirley.

Eldon pursued a variety of careers throughout his life. In addition to being a cattle breeder, he was an artist. He drew, painted, and sculpted. Eldon also competed in livestock evaluation and judging contests in high school and college. He said that even though he won every livestock judging competition he ever entered, he really didn't learn much about correct structure and function by working with show cattle. Eldon had a keen, well-trained eye developed through his years of art work. After living in a variety of places across the country, he lived in eastern Idaho the past 32 years. For much of his life, he was raising cattle and learning about them, and for the last half of his life made his living selling cattle genetics, and creating correct cattle became his art.

"We had Simmental cows for many years. In 1993, we were approached by Eldon's brother again about a business opportunity to work for Primerica Financial Services selling insurance, setting up retirement accounts, and refinancing people's homes. We started building that business, and in 1999 I convinced Eldon to let the cows go. It was hard to focus on both." Eldon and Shirley leased their cows to a man who wanted to buy them, and in 2000 Eldon became a regional vice president with Primerica and opened an office in Rexburg. Shirley



recalls, "It was at this time that Eldon quit working for ABS, so we could focus solely on building our financial services business."

No matter what he became interested in, he became totally focused and wanted to learn everything about it. "At one time he became interested in all the different breeds of chickens. We had some exotic breeds, including Sumatra chickens from Indonesia with 6-foot long tails and miniature chickens called Bantams. He bred miniature Schnauzers and Jack Russel Terriers. He became interested in guns and ammunition and researched how many grams of gunpowder you put in, and why. He was always into something new, learned everything he could about it, and then got bored and went on to something else," she says.

## PASSION FOR WAGYU

Then, he found Wagyu cattle. They became his passion, and he never got bored with them! He kept researching to learn everything about them and constantly studied pedigrees. He also loved helping other people learn about Wagyu. His daughter says, "He spent all his time on the phone talking to people about the cows."

Shirley says, "Eldon first saw Wagyu cattle in 2010 when our neighbor, Galen, an

embryologist who used to create embryos for us when we had Simmental, was flushing a Wagyu cow for Jerry Reeves. Jerry had some Wagyu cows at Galen's facility, and Galen told Eldon that he needed to come see these cows."

He started researching this breed and their special type of fat, marbling, tenderness, etc. He went to visit Jerry Reeves and told Jerry he'd seen a cow of his that he really liked. "Jerry told Eldon we could breed the 2N cow (BAR R MISS 2N - FB5446) to the ETJ002 bull (ITOMORITAKA J2703 - FB681), put the embryos in our cows, then split the calves after they were weaned. We talked to the guy who bought our Simmental cows, and put the embryos in those cows. When they were weaned, we bought the calves from him and split them with Jerry. This matting created QUEEN 41Z (FB14271) and FAWN 47Z (FB14273). That's how we got started in Wagyu—with Jerry helping us with genetics in the beginning," she says. "Those two cows and some of their daughters are still part of our herd today." Another Wagyu breeder, Gerry Pit-tenger (a neighbor of Jerry's in Washington) had a cow that Eldon researched. "Her FB number is 3100 (JVP KIKU SHIGE 5298E), and Eldon found out that 5 of her

sons were in the top 20 for marbling and several other desired traits. He felt that if a breeder had produced a cow with that many top sons, they must have something worthwhile. Gerry told us we could take that cow, flush her, put the embryos in our cows, and then split the calves. We got a couple more calves that way. This matting created 4 calves. We kept GENESIS 1A (FB16162) and EVE Z9 (FB14274). GENESIS has been sold and is now in Texas. We still have EVE and some of her daughters." The help from these two breeders provided a start for the Clawson herd (Rocky Mountain Wagyu).

Eldon was amazed he'd never heard about Wagyu before. He'd worked for ABS for 20 years, but ABS hadn't been selling any Wagyu semen. "In 2011, Eldon was asked to speak at the national convention. So, he joined AWA and spoke at the convention in Reno, Nevada. He wanted to become a part of this breed, but when he started looking for more cows to buy, he was very particular about what he was looking for." He looked at more than 2000 head of Wagyu (in Washington, Oregon, and in California) before he found what he wanted to grow his herd with. "When he'd go to see somebody's herd, he'd ask them to show

him their best cow. Then he'd ask, 'What makes her your best cow?' They might say something like: 'Because I get the most embryos from her when I flush her.' But that's not what makes a cow good!"

After working with ABS, he knew what a healthy, functional cow should look like. "When he saw the Wagyu—cows that couldn't even raise their own babies—he was very frustrated. He realized that if he was going to breed these cattle he needed to find something he could at least start with, because he didn't want to have all his calves raised by recipient mothers. That wasn't practical," says Shirley.

He was in love with the breed for its many positive traits, and felt like every cow in the U.S. should be at least half Wagyu, because their meat and fat type are so much better, and they are smart and easy to handle. "One reason we had Simmental was because they were smart and easy to work with. Once in a while, you find one that's not, but you get rid of those and don't have to deal with them. We don't have a horse, 4-wheeler, or dogs. We handle all our cattle on foot, and we don't like to have to run to chase cows especially in knee deep snow!"

Eldon did as much research about the Wagyu breed as he did for his Master's degree. "For two years, he spent every spare minute on the computer researching. He remembered everything he ever learned," Shirley says.

"By the time he finally found some herds in Texas that had what he was looking for, he had almost given up. He found a few great ones along the way, but when he saw those herds in Texas he was impressed." After doing more research, Eldon found another cow (LMR MS SANJIROU 767T) he liked, at Lone Mountain Wagyu in New Mexico, and was able to get a son from her. "That bull was LMR RMW ITOMORI-TAKA. We called him ROCKY. Eldon started promoting ROCKY, then went back and bought his mother (the 767T cow, LMR MS SANJIROU). She has been the basis of our whole herd, and an amazing cow," says Shirley. "After buying NOBU (ROCKY's brother), he liked NOBU even more than ROCKY, and that's who he was moving forward with for our herd."

Eldon only had Wagyu cattle for 8 years, but he did a fantastic job researching genetics and working toward creating the perfect animal. He made a serious study of their traits. Wagyu was already the best meat. His goal was to have them so superior in structure and function to any other cattle that crossing them with any breed would never make the offspring better than full-blood Wagyu. "He wanted to help make Wagyu more mainstream and available, so that the rest of the breeds would want to use a Wagyu bull to improve their offspring," says Shirley.

"We did a lot of artificial insemination

rather than have a bull on our place; Eldon let one of our neighbors keep ROCKY at his place to breed his heifers. We bought back some of those crosses to use as recipient cows, and they are some of the best recipis on our place. They are amazing cows themselves."

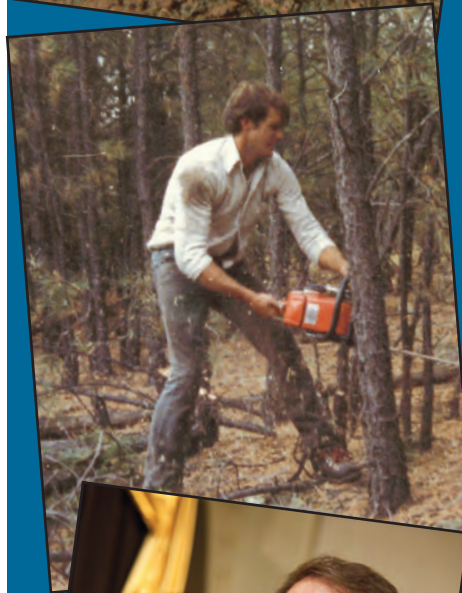
Wagyu cattle became Eldon's whole life; he became single-minded. He gave up being regional vice-president of Primerica, and Shirley took over all of that business so Eldon could focus completely on the Wagyu. "He didn't think about anything else. He was obsessed with this passion," she says.

Before owning any cattle of his own, Eldon once told Shirley that when he was young, he didn't understand why his father would just stand out in the field looking at cows. "Eldon did exactly the same thing after he got cows!" says Shirley.

"After Eldon passed away, I went to a doctor, because I had high blood pressure. The nurse said she knew exactly where I lived. She said her husband came home one day and told her that when he died, he wanted to be reincarnated as one of that man's cows, because he takes such good care of them!" says Shirley. "My mom recently talked with a fellow who said he hadn't realized that Eldon was her son-in-law. The man said he'd never seen anyone take such good care of his animals. Eldon was always out there with his cows." He enjoyed his cattle and was totally in tune with them. "He could tell when a calf was sick before the calf knew it was sick."

They had Wagyu cattle for 3 years before they ever tasted the meat. "They were so valuable to us that we felt we couldn't afford to eat them! Eldon did some consulting with some folks in Texas. They wanted to pay him; he refused to take any money for helping them. So, they sent us some Wagyu beef to thank him for consulting with them about their herd. I told Eldon he would never make money as a consultant, because he'd never send people a bill, but we really enjoyed that meat. It was an amazing experience to taste it—so much better than any of the best beef we'd ever eaten. It's hard to eat anything else now. Eldon went on a Boy Scout camp-out with our son, and they served hamburgers. Eldon couldn't make himself eat it. The grease stuck in his mouth. The Wagyu spoiled us," says Shirley.

"He loved the Wagyu breed and was frustrated when people within the breed association argued about silly little things. He felt we should all be united in what we are doing, and also that we need to have EPDs for this breed. With Simmental, he could look in the catalog and see each bull's data on his progenies' average birth weight, weaning weight, etc. This information helps when making a decision regarding which bulls to buy. We need to be able to have this kind of information when making breeding





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**Highlights include** a presentation from former AACo Managing Director, Jason Strong. Jason is now managing director of Meat and Livestock Australia. He will be joined by two Japanese professors who will discuss Japanese Genetic Evaluation and Wagyu production.

Don't miss it, **early-bird rates available.**

**BOOK NOW**

**#wagyuedge**  
ANNUAL AWA CONFERENCE

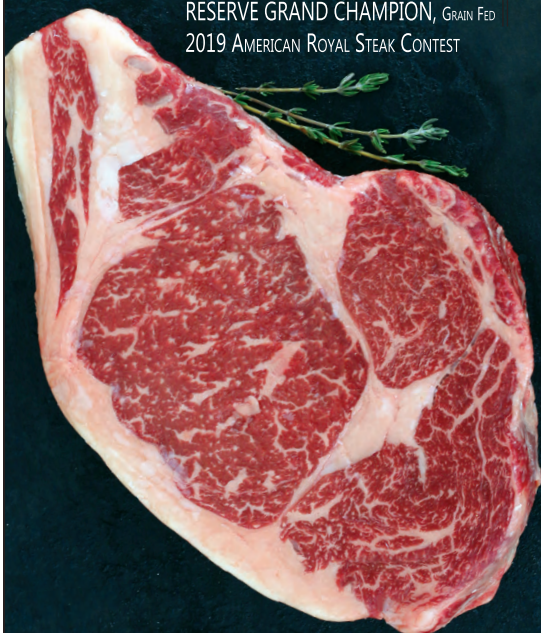
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 [www.wagyu.org.au/wagyuedge](http://www.wagyu.org.au/wagyuedge)

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RESERVE GRAND CHAMPION, GRAIN FED  
2019 AMERICAN ROYAL STEAK CONTEST



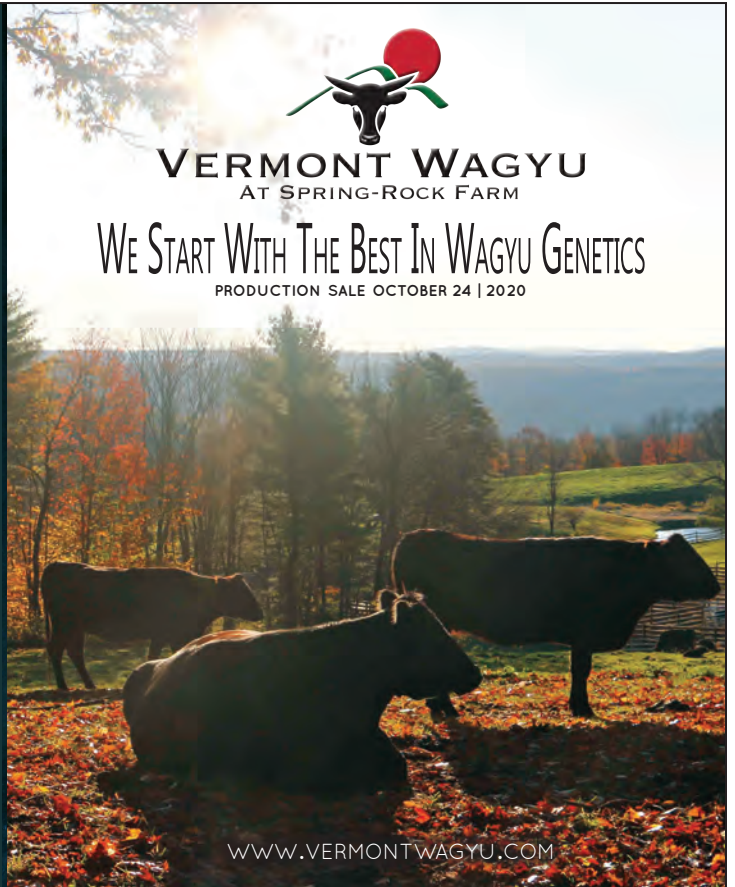
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The Olive Feed Corporation is an innovative company that figured out a way to transform wastes from olive oil production into a palatable, safe and highly digestible animal feed. Ever since the 1950's, various large agricultural companies have been trying to make olive waste safe for animal consumption, but had problems with the high tannin content, says Gavin Dunne, who founded the Olive Feed Corporation.

"Tannins made this feed low in palatability/digestibility and the animals didn't eat enough, wouldn't gain as much weight as expected, and feeding this waste could also result in illness. I invented a cooking process that could transform this waste into an acceptable feed. The animals like to eat it, and gain weight," he says.

Beef produced by cattle eating this product is actually superior. Olives contain oleic acid, which is a healthy ingredient. "Wagyu beef already has a high level of oleic acid compared to other meats—almost double what Angus has. Oleic acid lowers the melting point of fat, and this is the biggest reason that Wagyu fat is so soft. When we feed Wagyu cattle Olive Feed, it increases the oleic acid and lowers the melting point of the fat even more, giving a juicier texture," he explains. Given the high marbling of fat in Wagyu meat to begin with, further lowering the melting point is a significant benefit and likely leads to the texture and tenderness improvements.

"Glutamic acid, which gives flavor, called Umami by the Japanese, goes up about 50% as well, giving the meat a very distinctive and amazing taste, in addition to the textural quality. The third thing that happens is that the monounsaturated fat ratio to saturated fat increases, which makes it a healthier fat," says Dunne.

"It is also a lighter fat, and easier on the digestive system. People who are familiar with fullblood Wagyu know that when you eat the meat it is quite heavy and filling—and eating a whole steak can be difficult. But when these cattle have been on the olive feed, the fat shifts to more of the

# UMAMI

*By Heather Smith-Thomas*

monounsaturated fat which creates a more pleasant eating experience, in my view," he says.

"There is also a large increase in carnosine which is basically an anti-aging, anti-cancer nutrient that is good for the

*Page 20 >>*



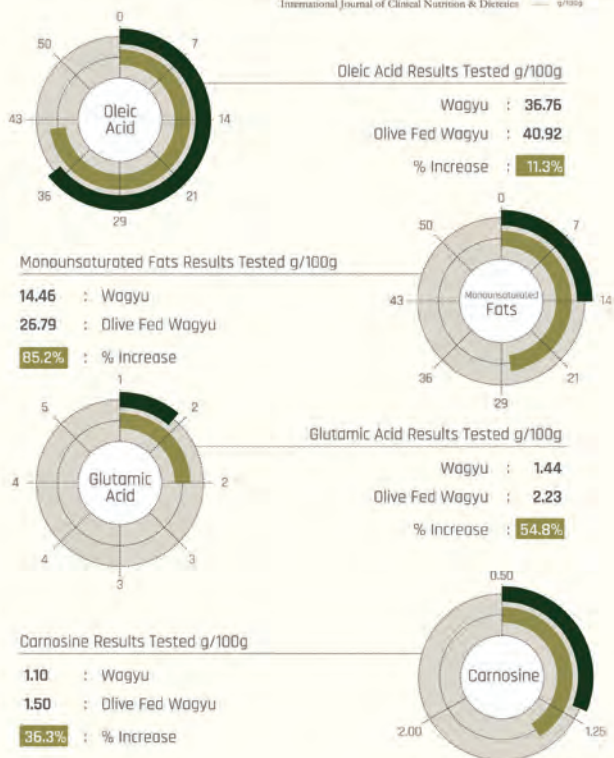


Gavin Dunne - Olive Feed Corporation



### Nutritional Analysis

Transforming Olive Waste into Animal Feed  
International Journal of Clinical Nutrition & Dietetics



<< Page 19

skin, eyes, hair, etc. Usually after animals have been on the Olive Feed for several weeks you can see a difference in the hair coat; it's much shinier. We are now looking into creating a dogfood product if we can find a suitable partner, because when the dogs on our farms get a little bit of olive feed their coats become extremely good. It's probably a combination of several things including the olive oil and the carnosine," Dunne says. The increases in monounsaturated fat and carnosine in olive-fed beef not only make the meat healthier for consumption but also makes the animal healthier as a result of these nutrients.



He spent a year doing research and development before starting his company in 2017. “We had to get various licenses to be able to ship around the world, and we also have feed all over the globe. We have cattle farms all across the EU, Australia and a few in America and distribute the meat, once we harvest the animals. The feed is quite expensive so by distributing the meat and getting a better price for it than the farmers normally get, it makes good economic sense for the farmers to do this,” he says.

The Diamond T Ranch in Jacksonville Texas is the first one that will be selling meat to the public. “They now exclusively produce their cattle for the Olive Feed Corporation and we are launching the meat under a new brand. It will be called Umami

the Olive Feed. They work with nutritionist Dr. Jimmy Horner who is probably the top nutritionist for Wagyu cattle,” he says.

“They have a few other techniques they use on their farm, to help them achieve this very high level of marbling. When I saw what this ranch was doing, and the quality of meat they were producing, I quickly decided that I wanted them to be our flagship ranch in America—to produce the first consistent Fullblood Wagyu beef in America for the American market. Bizarrely, many restaurants in America are importing Australian Wagyu.” Why not produce it in America?

The U.S. is one of the world’s leading agricultural countries and shouldn’t have to import beef. “Australian Wagyu is very

Olive-Fed. The reason I partnered with Diamond T Ranch is because they consistently produced the best Fullblood Wagyu meat in the country. They have been raising Wagyu for about 7 years but have steadily become better at it in terms of their marbling scores. They consistently produce a 9 or 10 marble score,” says Dunne.

“The American Wagyu Association is still using outdated grading that applies to Angus beef and other traditional breeds. We use the Japanese scoring system, which is what they should be doing. The Diamond T Ranch has high-quality genetics and an excellent feed program which now includes

good, but U.S.-produced Wagyu is also very good. It’s just a matter of catching up and adopting less traditional methods of raising cattle than has been practiced in America.”

Dunn says one of the goals is to produce the first A5 in America. “We are not far off. If we can produce an A5 olive-fed Wagyu, there is no reason for the U.S. to even import Japanese Wagyu. With the olive-fed flavor, the meat is superior to Japanese flavor. The only advantage the Japanese have right now is that they can get the 12 marble score and the A5. Once we can match that, we won’t need to import Wagyu beef and make customers pay huge prices when they can get a more reasonably-priced product with a superior locally-produced product

that is better for the environment.”

With olive oil production in the Mediterranean, there are 8 million tons of waste material each year. Called Olive ‘Pomace’, these wastes are an environmental hazard, resulting in soil contamination, underground seepage, water pollution and foul odor emissions. Olive waste treated in biofuel factories produces air pollution and this fuel has less heat-producing value than coal, and over 50% less than natural gas and oil.

In countries that produce olive oil (particularly the Mediterranean area), without uniform guidelines of disposal and use from country to country, the olive waste poses a significant threat to the environment and to the olive oil production industry. In the countries where it is regulated, such as Australia, small olive oil farms can barely

*Diamond T Ranch*



afford the requirements for waste disposal.

In the European Union, olive Pomace factories are producing a biofuel that contributes to air pollution. In countries across North Africa and the Middle East, olive waste is often dumped across the countryside, leading to soil poisoning, plant poisoning, animal poisoning and air pollution. "When we turn this waste into feed, we stop the fuels that are burned into the atmosphere creating greenhouse gases, and the wastes polluting soil, air and water. Our research also has led us to believe that feeding olive feed to cattle will also reduce their methane gas production significantly. We are hoping

over Asia. We have 10 farms in the EU and are also starting to produce olive-fed pork and ducks in some of the leading farms around the world. We will also be producing a health and wellness product for horses; initial research shows that it has a highly positive effect on lameness. We are going to run a study on this with veterinary experts in America and hope to have some results mid-year," says Dunne.

The idea for creating a superior animal feed from olive waste was sparked when Dunn came across a small Japanese farm that had ornamental olive trees that were planted 100 years ago. "This farmer let the olive waste dry and then fed it to his cattle.

it was safe for the animals is another question. On a commercial level it would not have been viable if there was a chance it could make animals sick," says Dunne.

"We had to figure out a more scientific process. The challenge was to make it more palatable, and safe, because Wagyu are such expensive animals that there can't be any risk. Even if just one animal dies, it would not be acceptable. We had to make sure it was safe, and after we perfected our process we had our product tested in labs all over the world and did every possible battery of safety tests to make sure there was nothing in it that would be harmful. We had government biosecurity from Australia fly

## EXTENSIVE TESTING

Dunne says tests were performed on cattle purchased by the company and he also tested animals on third-party farms in 3 different countries. Results of these tests were discussed in his article, "Transforming Olive Waste into Animal Feed" which was published in the International Journal of Clinical Nutrition and Dietetics in March, 2019.

In Ireland, two F1 Wagyu Angus steers of similar genetics were tested side by side for a 4-month feeding period. Laboratory analysis was conducted by a third party (ALS Life Sciences Laboratory) to analyze the meat for oleic acid content, glutamic acid, monounsaturated fats and carnosine. The cattle were fed a diet of corn, rolled barley and straw, with Olive Feed substituted for barley in the Olive-Fed steer.

In Italy three Fullblood Wagyu were fed an olive feed supplement for 4 months, along with a control group of grass-fed and grain-fed animals. The grass-fed Wagyu were fed solely with grass. The grain-fed Wagyu were fed a mix of corn, distillers grain, beer and bread. The Olive-Fed Wagyu were fed corn, distillers grain, beer, bread and Olive Feed. Ten blind taste tests were conducted by Michelin Star chefs, and European Wagyu beef distributors, all of them experienced culinary experts in Wagyu Beef. The blind tastings consisted of Olive-Fed Wagyu versus Grain-Fed Wagyu versus Grass-Fed Wagyu. On each of the blind taste tests the Olive-Fed Wagyu was chosen for its superior taste, texture and tenderness.

In California, 25 Fullblood Wagyu were fed olive feed supplement for 4 months, along with a control group. The 25 Fullblood cattle were fed a mix of Olive Feed, grass and a high-carbohydrate pellet. The control group fed solely on grass. Of the 25 Olive-Fed cattle, 24 graded "Prime+" on the U.S. grading scale.

Feed composition analysis, marble score analysis, and blind taste and texture tests were performed. Ten customers, familiar with the flavor and texture of the farm's meat produced without Olive Feed were chosen to do the taste test, to compare flavor and texture in comparison with the farm's Olive-Fed Wagyu. Twelve taste tests were conducted, comparing the Olive-Fed meat to the solely grass-fed meat. On each taste test the Olive-Fed meat was chosen as superior--for better flavor, texture and tenderness.

In Holland, weight gain and marble score analysis were compared, as well as evaluation of the cost of Olive Feed versus profit from olive-fed beef compared to previous production. The cattle were first measured for weight gain. Over the 4-month period the Olive-Fed Cattle consumed more food, with an estimated weight gain of 2.43 pounds per day versus 2 pounds per day for the non-Olive Fed cattle. Marble score was based on the Japanese Marbling Score system for Wagyu. The control group marble scores were consistently marked as a 6 on the marbling score system, while the Olive-Fed Cattle averaged an 8 marble score. Selling price of the Olive-Fed Cattle at €300 average per animal was in contrast to €1300 average per animal for the control group--a 23% increase in revenue for the farmer for the Olive-Fed animals.

to team up with a university to prove this case. It's quite expensive to prove, however, since testing equipment is costly. We don't have the time or funds to do it at this point, but hope to get it going in 2020. This will be the first commercially viable animal feed that also reduces methane gas. Not only is it produced from waste, but reduces greenhouse gases and improves the quality of the meat," he explains.

"This is exciting; we are the only company in the world doing this, and starting to introduce the meat all over the world. We are now sending some animals in Australia to market and there will be some going all

He ended up winning the Wagyu Olympics in Japan for the best flavor of fat. I spend a lot of my time in Greece, which has olive trees everywhere, and saw a commercial opportunity that didn't exist in Japan," he says.

"When I looked into this, I saw that the way they were treating the olive waste in Japan wasn't scientifically safe for the animals in terms of digestibility and the tannins, but they were only feeding those cattle 100 grams per day, which was only about 1% of the diet. It may not have been very toxic in that amount, and the olive oil improved the quality of the meat, but whether

over to our factory in Greece and analyze our cooking process, final product and all the data. They are the most difficult market in the world to ship into because they are extremely strict. We ended up with a very high-quality, safe product that we can stand behind, and we patented our process in order to produce the product," he says.

"The launch of this product will be in Las Vegas on January 16, with a tasting of olive-fed Wagyu in our new Umami brand at a special event, and some olive-fed Managitsa pork which is also under our Umami brand." 🍖



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# OUT & ABOUT

*Wagyu Sales, Shows, and Other Happenings*

*Shows*

## 2019 North American International Livestock Expo LOUISVILLE, KENTUCKY



*November 20<sup>th</sup>, 2019*





## >> *The Results*



Champion Black Fullblood Female  
**LMR MS SHICHIRO 9232G**  
Exhibited by: Antelope Creek Ranch  
Wiggins, CO



Champion Black Fullblood Bull  
**M6 GROW AND GRADE 710E**  
Exhibited by: H & H Cattle Company  
Bartlesville, OK



Champion Purebred Cow/Calf  
**HH LUCY 818F**  
Exhibited by: H & H Cattle Company  
Bartlesville, OK



Champion Purebred Bull  
**HH MAX 718F**  
Exhibited by: H & H Cattle Company  
Bartlesville, OK



Champion Red Fullblood Bull  
**JC JUDO 292 F**  
Exhibited by: Klein Branch Ranch  
Midland, TX



Champion Percentage Female  
**HH CAROLINE 1018F**  
Exhibited by: H & H Cattle Company  
Bartlesville, OK



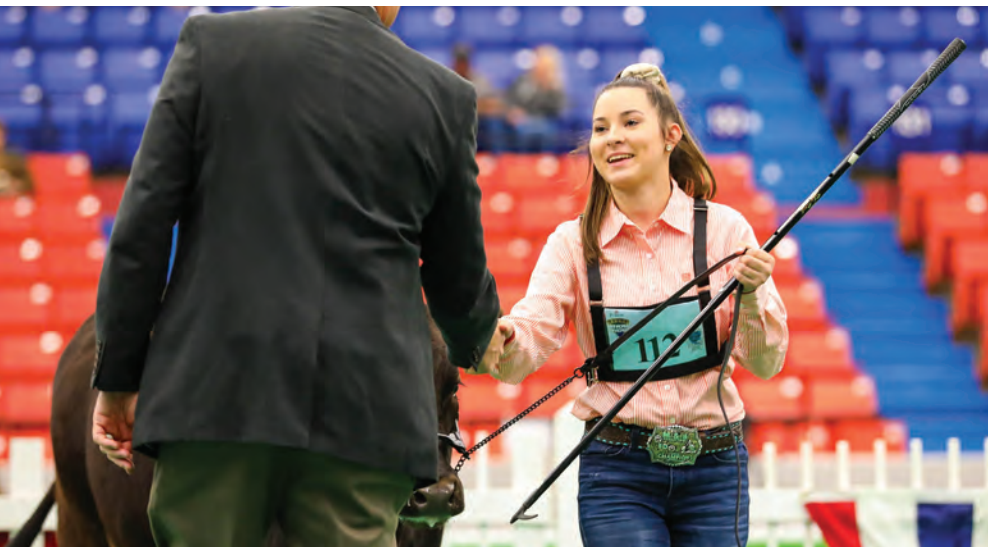
Champion Red/Black Fullblood Female  
**WDCC KOKO 141F**  
Exhibited by: Wood Cattle Company  
Donie, TX

Champion Senior Showmanship  
**Jordan Heskett**  
Bartlesville, OK

Champion Intermediate Showmanship  
**Ariana Yoder**  
Wiggins, CO

Champion Junior Showmanship  
**Carver Kuns**  
Cutler, IN

Champion Novis Showmanship  
**Cohen Kuns**  
Cutler, IN





# 2019 Marble Genetics Female Production Sale BRYAN, TEXAS



*December 14<sup>th</sup>, 2019*



## >> *The Results*

### **Lone Mountain Ranch Female Sale**

September 14<sup>th</sup>, 2019

Santa Fe, New Mexico

#### Averages

12 COW/CALF PAIRS	AVG: \$4,400
23 BRED FEMALES	AVG: \$4,000

#### Tops



**Lot 2A: MG MS 313B7 ET**, 04/22/2014 sired SR Y13 SANJI with heifer calf at side; **\$7,200** to **Southern Cattle Co**, Marianna, FL.

**Lot 42: LL MS 001 222Z ET**, 09/05/2012 sired HIRASHIGETAYASU J2351; **\$6,700** to **D & L Hidden Ranch**, Montgomery, TX.

**Lot 43: LL MS 001 226Z ET**, 09/08/2012 sired HIRASHIGETAYASU J2351 with bull calf at side; **\$5,500** to **D & L Hidden Ranch**, Montgomery, TX.

**Lot 23: LL MS 002 228Z ET**, 09/13/2012 sired ITOMORITAKA J2703 with heifer calf at side; **\$5,200** to **D & L Hidden Ranch**, Montgomery, TX.

A beautiful December afternoon on Friday help set the tone for a spectacular event. Folks took in the great weather as they viewed the sale offering at the Marble Ranch headquarters. Hospitality couldn't be beat; they served amazing Wagyu tacos at the ranch as well as Wagyu brisket (which could win awards) on sale day. The busy holiday season kept a few off the seats but not off the internet as more than 100 internet viewers participated with a very active in-house crowd to make the 2019 Marble Ranch production sale a superb way to end the year.



*Shows*

# 2020 National Western Stock Show DENVER, COLORADO



*January 12<sup>th</sup>, 2020*





## >> *The Results*



**Champion Black Fullblood Female  
CMC G3**

Exhibited by: Emma Farms/ C&C Wagyu  
Olathe, CO



**Reserve Champion Black Fullblood Female  
CMC G7**

Exhibited by: Emma Farms/ C&C Wagyu  
Olathe, CO



**Champion Purebred Cow/Calf  
H & H Lucy**

Exhibited by: H & H Cattle Company  
Bartlesville, OK



**Champion Black Fullblood Bull  
EC SWEET ITO FE45**

Exhibited by: Emerson Cattle Co.  
Owensville, IN



**Reserve Champion Black Fullblood Bull  
M6 Grow and Grade**

Exhibited by: H & H Cattle Company  
Bartlesville, OK



**Champion Percentage Female  
EC DENVER G001**

Exhibited by: Emerson Cattle Co.  
Owensville, IN



**Reserve Champion Percentage Female  
EC SWEET NAOMI F37**

Exhibited by: Emerson Cattle Co.  
Owensville, IN



**Champion Purebred Bull  
H & H MAX**

Exhibited by: H&H Cattle  
Bartlesville, OK



**Champion Red Fullblood Female  
LAG 2158F ET**

Exhibited by: Legendary Akaushi Genetics  
Katy, TX



**Champion Red Fullblood Bull  
HEARTBRAND 1395E E**

Exhibited by: Legendary Akaushi Genetics  
Katy, TX



**Reserve Champion Red Fullblood Bull  
LAG ALAMO 04E ET**

Exhibited by: Legendary Akaushi Genetics  
Katy, TX



**Reserve Champion Red Fullblood Female  
LAG 2117F ET**

Exhibited by: Legendary Akaushi Genetics  
Katy, TX





Champion Red/Black Fullblood Female  
**WDCC KOKO 141F**  
Exhibited by: Wood Cattle Company  
Donie, TX



Champion Red/Black Fullblood Bull  
**VBV 005G**  
Exhibited by: DX2 RANCH  
Temple, TX



Champion Red/Black Fullblood Cow/Calf  
**H & H Princess**  
Exhibited by: H & H Cattle Company  
Bartlesville, OK



2020 National Western Stock Show  
Junior Wagyu Exhibitors

## *Save the Date* **Upcoming Events**

### **2020**

#### **MARCH**

- 26 **Mayura 1<sup>st</sup> Annual High Performance Production Sale**  
*South Australia*

#### **APRIL**

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

- 29-1 **WagyuEdge - AWA Conference**  
*Australia*

#### **MAY**

- 30 **BAR V Wagyu Total Dispersion Sale**  
*Salina, Kansas*

#### **JUNE**

- 12 **Midwest Wagyu Meeting**  
*Springfield, Missouri*
- 13 **Passion For Prime Sale**  
*Springfield, Missouri*

#### **SEPTEMBER**

- 24-26 **American Wagyu Association AGM**  
*Fort Collins, Colorado*

#### **OCTOBER**

- 3 **3<sup>rd</sup> Annual M6 Bull & Female Sale**  
*Alvarado, Texas*
- 24 **Vermont Wagyu Annual Production Sale**  
*Springfield, Vermont*





# In the News

## WagyuEdge 2020

The Australian Wagyu Association annual conference – WagyuEdge 2020, builds on the vision to support, promote and advance Wagyu - the world's luxury beef. From breeder to consumer, the conference is one of the most anticipated events on the Australian red meat industry calendar, bringing together noted speakers, stakeholders and delegates from around the world.

The conference has many highlights including the announcement of the Wagyu Branded Beef Competition medallists, the Gala Dinner and Charity Auction and the Elite Wagyu Sale – the pinnacle of Australian Wagyu genetics.

Retaining the popular 3-day format from the outstanding Adelaide 2019 event, the Conference will incorporate Workshops and speakers on Day 1, covering detailed aspects related to the breeding and production of Wagyu.

Day 2 and 3 will bring noted academic and industry speakers to give insight into the greater Wagyu industry from Japanese production systems through to retail.

To cap off Day 2, the Elite Wagyu Sale will be conducted live and online, featuring the top 5% of Australian genetics and special interest genetics.

After what will be an intense day of learning and trading, the Gala Dinner is the highlight of the social aspect of the Conference, where the announcement of the 2020 Wagyu Branded Beef Competition will be made, as well as the Charity Auction, supporting the Royal Flying Doctors' Service and Wagyu Fellowship.

Book now for the conference and take advantage of the Early Bird rates!

## AWA Board Officers for 2020

Your American Wagyu Association Board of Directors is pleased to announce that in their meeting on January 14, 2020, they elected the Board Officers to serve for the year 2020.

Pete Eshelman, elected as the Board President  
John Hall, elected as the 1st Vice President and Secretary  
Clem Kuns, elected as the 2nd Vice President & Treasurer  
Ralph Valdez, elected as the Member-at-Large

## UMAMI Olive Fed Wagyu

Umami Olive Fed Wagyu is first line of Olive Fed Wagyu raised on US soil, and will be on sale in some of America's most exclusive venues in February 2020.

Never before has such an exceptional line of beef been available to the US public, 100% Fullblood Wagyu raised on a serene 2000 acre property in Jacksonville Texas, Umami cattle have a unique flavour profile as a result of a special

diet of Olive Feed and local produce that leads to a lighter, sweet buttery flavour.

Raised exclusively for The Olive Feed Corporation by Patty Birdwell and her team of dedicated ranchers, the partnership is set to revolutionise American Cuisine, with the elite US restaurants no longer having to import Wagyu from the far east, now being able to get an even better quality of beef produced locally in a more environmentally friendly way.

Inquiries can be direct to The Olive Feed Corporation to [gavin@olivefeed.com](mailto:gavin@olivefeed.com)



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)

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*Happenings*

# UMAMI Olive Fed Wagyu Launch Party LAS VEGAS, NEVADA



*January 16<sup>th</sup>, 2020*





## 1 MARINADE

1/2 cup soy sauce  
1 tbsp brown sugar  
2 tbsp fish sauce  
6 tbsp extra virgin olive oil  
1/4 cup chopped lemon grass  
1/4 cup chopped cilantro stems  
4 tsp rice wine vinegar  
2 tsp honey  
1 tbsp minced fresh ginger  
2 tbsp minced fresh garlic  
1 tsp white pepper  
2 tsp kosher salt

2lbs wagyu flank steak or skirt steak

Mix all ingredients until well incorporated  
marinate meat 4 hours to 8 hours

## 2 PICKLED CARROTS & CUCUMBERS

1 cup water  
1 cup white vinegar or cider vinegar  
1/2 cup sugar  
1 tsp salt

Mix well until salt and sugar is dissolved

Make enough to cover carrots or cucumbers  
marinate them in separate containers

## 3 THAI CHILE AIOLI

1 cup of favorite mayo  
3 tbsp Sriracha chile sauce  
1 tbsp fresh lime juice  
1 tbsp fish sauce  
1 tbsp minced garlic

Mix well until combined

## 4 WAGYU STEAK

Remove the beef from marinade. Rinse off ingredients left on meat. Sear meat on a grill or in cast iron until medium temp. Let rest then slice across the grain thin to make more tender.

## The TACO

White corn tortillas grilled with oil or butter  
Grilled beef  
Thai chile aioli  
Fresh cilantro leaves  
Thai Basil  
Fresh jalapenos  
Pickled carrots and cucumbers

Build the tacos using the corn tortilla as the base top with steak, drizzle the aioli sauce, top with pickled carrots, pickled cucumber, fresh jalapeno, fresh cilantro and fresh Thai basil.  
ENJOY !!

# Wagyu Bahn Mi Street Tacos

by Chef Marshall Johnson



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Preparation using premium 100% Japanese black Wagyu beef from Diamond T Ranch

Photography by Hillary Johnson





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# 2020

# 2020 2020

# 2020 2020



BEEF PRODUCERS ARE WONDERING WHAT CATTLE MARKETS WILL BE LIKE THIS YEAR, AND WHAT THEY'LL HAVE TO SPEND FOR FEED. DERRELL PEEL, EXTENSION LIVESTOCK MARKETING SPECIALIST AT OKLAHOMA STATE UNIVERSITY SAYS IT LOOKS LIKE 2020 MAY BE A GOOD YEAR FOR CATTLEMEN.



## CATTLE MARKETS

"The beef industry in the U.S. has been in a cyclical expansion for the last 5 years," says Peel. "Cattle inventories and herd size bottomed in January 2014 and have been growing ever since. We added about 2.8 million beef cows in the last 5 years," he says. With more cows, beef production goes up, with a year-and-a-half to two-year lag by the time their calves turn into beef, but beef production has also been increasing.

Benjamin Eborn (University of Idaho Extension Economist in Bear Lake County) says that even though beef cow numbers are down a little right now—to about 32 million total—we are still at high levels of beef production since carcass weights have increased.

Beef supplies were low in 2013 and 2014, which helped bump market prices to record highs. Peel says everyone wants to use those years as a reference point, but those high prices were due to an unusual set of circumstances that will probably never happen again. "It's unrealistic to use those high prices as a benchmark," says Peel.

"It was great for a while, depending on which part of the industry you were in, but the market certainly came down from those prices. Even though beef production has risen since then, beef demand has matched it. Beef production increased 14% over the 4-year period since the low in 2015. Prices have actually held up relatively well, due to strong domestic and international demand for beef," he says.

Demand for beef has stayed strong. Eborn says consumer expenditures for beef have increased. "Even though our share of the total meat consumption has dropped, expenditures for beef have skyrocketed from \$200 per capita in 2000 to over \$325 in 2019. Beef is becoming more of a luxury item and many consumers are willing to pay a higher price for good quality beef—particularly at a restaurant. This is a good position for our industry; it will probably continue to be good unless we have a recession and people have less disposable income," he explains.

David Anderson (economist, Texas A&M University) says that currently we have the best beef demand in the past 25 years. "If we have record beef production we also need a demand for it. In the past, whenever we've had high production, prices collapsed. Prices are a little lower right now because supplies are larger, but we don't have a price collapse like we saw in the last several cycles. I think beef demand prevented collapse and the demand is still with us. Even if we plateau or decline in cow numbers, if there's still good demand for beef it gives opportunity to pull prices higher," he says.

"I think this fall we'll see higher calf prices than in 2019. We've already hit our peak in the cycle and still have beef demand," says Anderson. "We've also had more demand for higher quality grade. It's not that we are producing any more of that, but we have consumers who want it," he says. If there is demand for meat with better flavor and tenderness, we need to be able to meet that demand.

The beef industry has many facets. "There is a demand for select, and for lean beef, and for lower-quality inexpensive cuts." Not everyone wants the same thing or can afford the same thing. What suits one consumer doesn't suit another, so there is room for every type of beef production.

"BEEF IS BECOMING MORE OF A LUXURY ITEM AND MANY CONSUMERS ARE WILLING TO PAY A HIGHER PRICE FOR GOOD QUALITY BEEF—PARTICULARLY AT A RESTAURANT."

Peel says we've probably reached the peak of herd expansion. "Numbers have probably stopped growing; we will be getting data the end of January to confirm where we are as of January 1, 2020. I think it will show that herd numbers didn't change much and may have dropped slightly from 2019, but prices haven't gone low enough to pressure producers to liquidate," he explains.

"We are kind of holding this cyclical plateau right now. Beef production will probably grow a bit more in 2020 but probably less than 1%. It will peak also, and if the herd inventory stabilizes in 2020 we will work our way through the last larger calf crop and beef production will probably peak in 2020," he says.

Compared to growth during the past 4 or 5 years, beef supply has stabilized and probably won't get much larger or smaller. "As long as demand stays good or continues to grow, we have a chance for some improvement in cattle markets. On average, we think cattle prices will be steady to somewhat higher in 2020. I wouldn't say they'll be dramatically higher, but I think they will be a little higher," says Peel.

"We had more problems in the second half of 2019 and the market was weak until the very end of the year. Calf prices in the 4th quarter were quite a bit lower than a year earlier. Compared to that, in 2020 we expect to see noticeably higher prices by the end of the year. We are probably looking at about 3 to 5% higher prices but not much more than that," he says.

Domestic demand for beef has been impressive when we consider what the other meats are doing. "We've had record total meat supplies in the U.S. every year since 2015. For 2020, beef production will be close if not slightly above the all-time record. Pork and poultry production will also be at record levels. We have lots of meat, so if demand falters for any reason, this could create a problem, but it hasn't, for the last 2 or 3 years. It actually looks better this year because we've resolved some of the trade issues that impacted exports. Meat exports look a little more promising at this point," says Peel.

Exports are always part of the picture. "We hear a lot about trade wars and export markets, but 2019 was barely below the record level of beef exports that we set in 2018—just 2% lower," says Eborn. Most analysts are estimating that 2020 will probably be 5% higher than in 2019, so export levels are still very good. Exports continue to be a good market for the beef industry and CattleFax estimates that this adds about \$350 in value to the price of every fed steer, which would not be there if the export markets disappeared.

Barring any general economic problems in the U.S. that would impact overall consumer demand (which is unlikely), markets should stay stable. "The economy has done pretty well and the trade picture looks a little better, so we think demand will continue to handle the record meat production," says Peel. This gives us a chance to have stable to slightly higher prices for meat in 2020.

## FEED COSTS

Calf prices are influenced by hay and corn prices. "Today there is a glut in the world supply of grain (corn, wheat, barley, etc.) and every bin is full—not just in our country but also around the world," says



Eborn. Prices for feed will stay low, which helps calf prices because feeders can bid up those calves since their feed costs are lower.

"In terms of grains or supplemental feeds, we currently have relatively large supplies of corn and soybeans," says Peel. "We don't use as many protein feeds in the beef industry as the pork and poultry industries do, but we have ample supplies. We anticipate slight increase in feed prices but not enough to dramatically change the feed market—which directly affects feedlots in terms of feeding grain to cattle. If cost of gain goes up dramatically, this factors back into the demand for feeder cattle and the prices they can or will pay for feeder cattle," says Peel.

"We don't see this being a major problem at this point, but every year we have to grow another crop. We could have problems before the year is over, but at this point it looks like we have ample supplies," he says.

The trade picture probably will help American farmers export a little more grain, mostly soybeans, but corn markets can benefit from trade as well. "Yet I don't think we'll have dramatic increases in feed prices," he says.

Peel is an economist and has been watching trade and policy issues. "I have been nervous about those for several years, but now we've gotten through those in better shape than I thought we would. Now it looks like we are past some of the worst of it. I am hopeful about 2020. There is always potential for volatility in these markets, due to global tensions, and the fact it's a presidential election year," says Peel. He encourages producers to move forward with their plans but at the same time proceed with caution.

Hay tends to be more of a regional market, depending on weather. Drought during growing season or too much moisture at harvest can affect hay supplies and prices. "Hay prices are a little more localized," says Peel. "Many regions had a lot of weather problems in 2019—a cold wet spring, and then too much moisture. Some growers couldn't put up the quantity or quality they normally do." The dairy industry sees more quality issues, but their requirements affect the hay market for beef cattle.

"We probably have marginally adequate supplies of hay to get through this winter, but for some areas and some producers it will be an issue. The hay market will also depend on what we do this year to replenish those supplies," says Peel.

"In our region, it looks like hay prices will be bit higher this year because our stocks are a little low right now, and milk prices are quite a bit stronger than in the past several years," says Eborn. This gives dairy farmers incentive to buy and stockpile more hay and pay a higher price for it, so hay prices go up.

There are differences in hay supplies and prices around the country, depending on weather during growing season, and at harvest. "Demand for (and prices) also vary in terms of whether it's an open fall or early winter," he explains. If producers have to start feeding hay early, there will be more demand for hay, and higher prices.

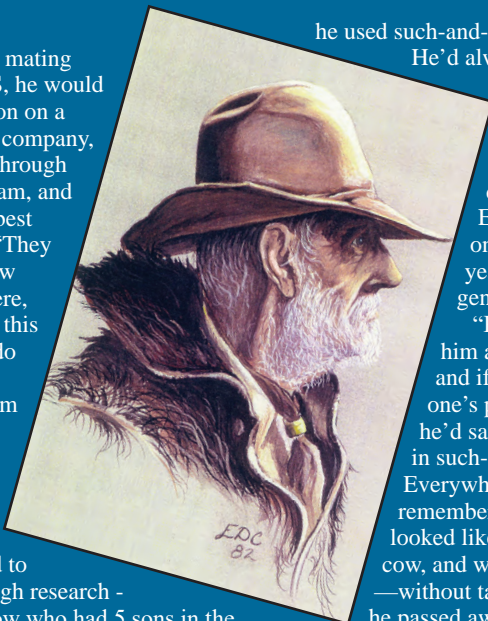
In general, feed costs in 2020 will be fairly cheap, but pasture prices will keep climbing because there is such a strong demand. Land is becoming more expensive, and some land that used to be in pasture is now being utilized for other purposes. There is more competition for the remaining pasture.

"In the West we are realizing that people in the Midwest are paying more for pasture per head, per month, than we do. Producers are realizing that if they want to keep renting pasture they must bid it higher," says Eborn. 🐾

## << Page 15 decisions."

When doing the mating program with ABS, he would compile information on a cow, send it to the company, they would run it through their mating program, and come up with the best bull for that cow. "They could say 'This cow needs improved here, here and here, and this is the best bull to do that.' Having had that mating program experience, it was hard for Eldon to work on genetics in the Wagyu breed," Shirley explains. "He tried to do it himself through research - like finding that cow who had 5 sons in the top 20, and trying to figure out what it was about her that made her exceptional. He started focusing on finding out what was different in various animals and following those lines. He could remember traits and pedigrees so well," says Shirley, "Eldon became the Wagyu mating program!"

He often had the next 3 generations planned looking toward the future offspring. He was always asking me to print out another 5-generation form for him, and constantly figuring out what he would get if



he used such-and-such bull with a cow.

He'd always write out the future pedigree to see what it looked like. People now ask me, 'If I buy that cow, do you know what Eldon was planning on breeding her to, next year?' He had a gift for genetics," she says. "People often asked him about certain cows, and if he'd been to someone's place to look at a cow he'd say, 'It's the one I saw in such-and-such pasture.' Everywhere he went, he could remember what those places looked like, where he saw the cow, and what she looked like—without taking photos. After he passed away, while trying to get pictures of all our animals on the website, I went through his phone and looked at every photo and probably 75% of those pictures didn't show ear tags. How was I supposed to know which animal is which? He knew, but I didn't. Before he passed away, we were working together on creating a website, because his plan was to start selling cattle—since we have too many. I told him he'd have to go through all his photos and tell me who they are because I didn't know. This was what he'd planned

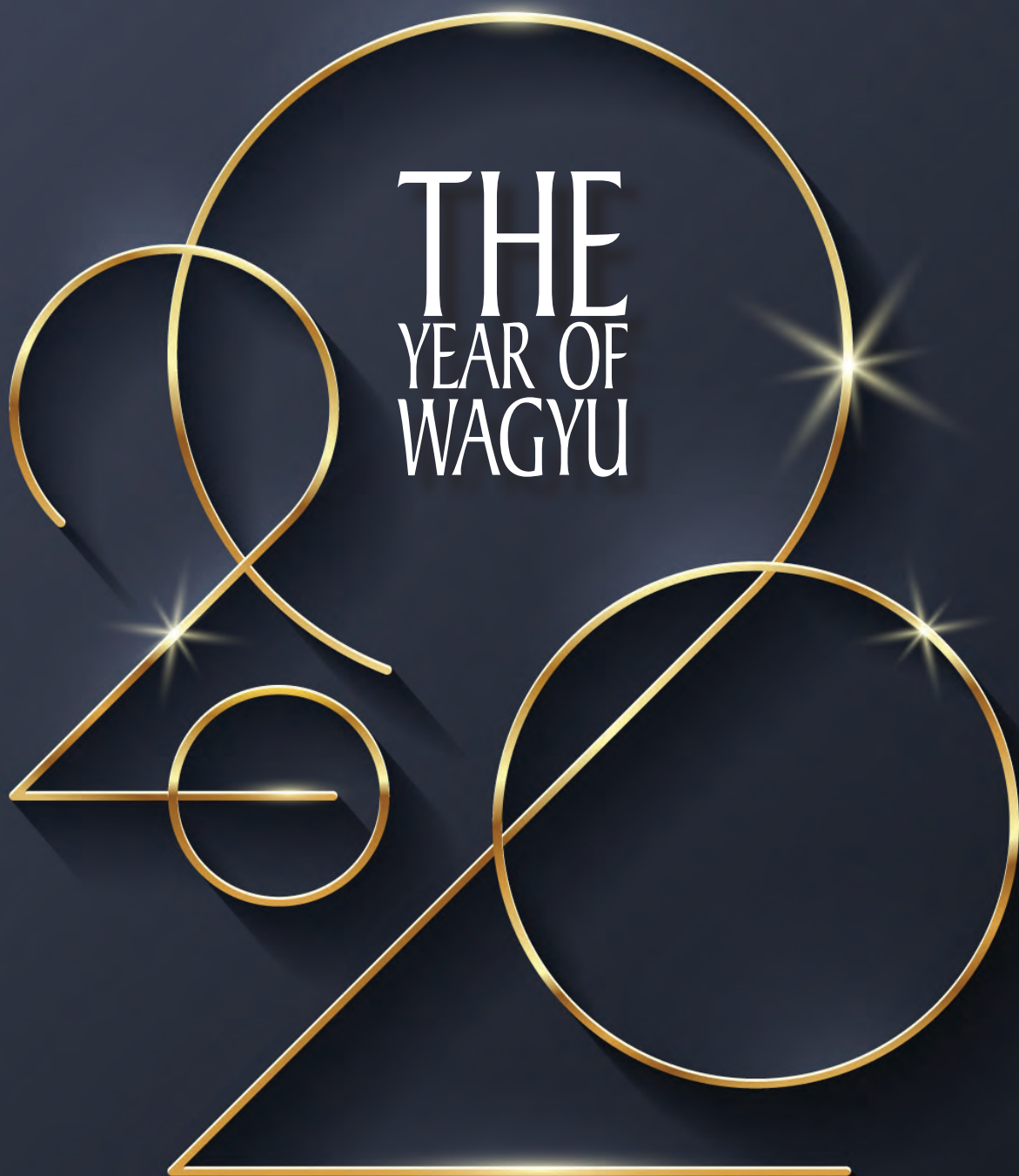
to do when he got home from the national convention, but he never got it done, because he passed away the day after he got home," she says.

"I had to take new photos to put on the website ([www.RockyMountainWagyu.com](http://www.RockyMountainWagyu.com)), to try to get everything sold. I am selling the entire herd. I can't take care of them myself. Our youngest son has Down syndrome. He is our only child left at home, and he's a great helper, but I can't focus on taking care of him and everything else and the cows," she says.

"We have 8 children and 22 grandchildren; some live nearby, but most of them live in another state. We didn't get to see them very often. That was the hardest part about having cows. Eldon felt like he needed to be with the cows all the time, so we didn't travel much. When the cow herd increased, we had to start feeding all summer, because we didn't have enough pasture. We couldn't go anywhere together for more than a day. One of us had to stay home to take care of the cattle," says Shirley. "We were already planning to downsize this year, but his passing has made it crucial."

"At one time, I asked him why he no longer painted. He said that his creativity had changed to Wagyu. Earlier in his life, art was the expression of his creative ability, and now he was trying to create the perfect cow." This man, and his passion for and knowledge of Wagyu cattle, will be greatly missed. 🐾





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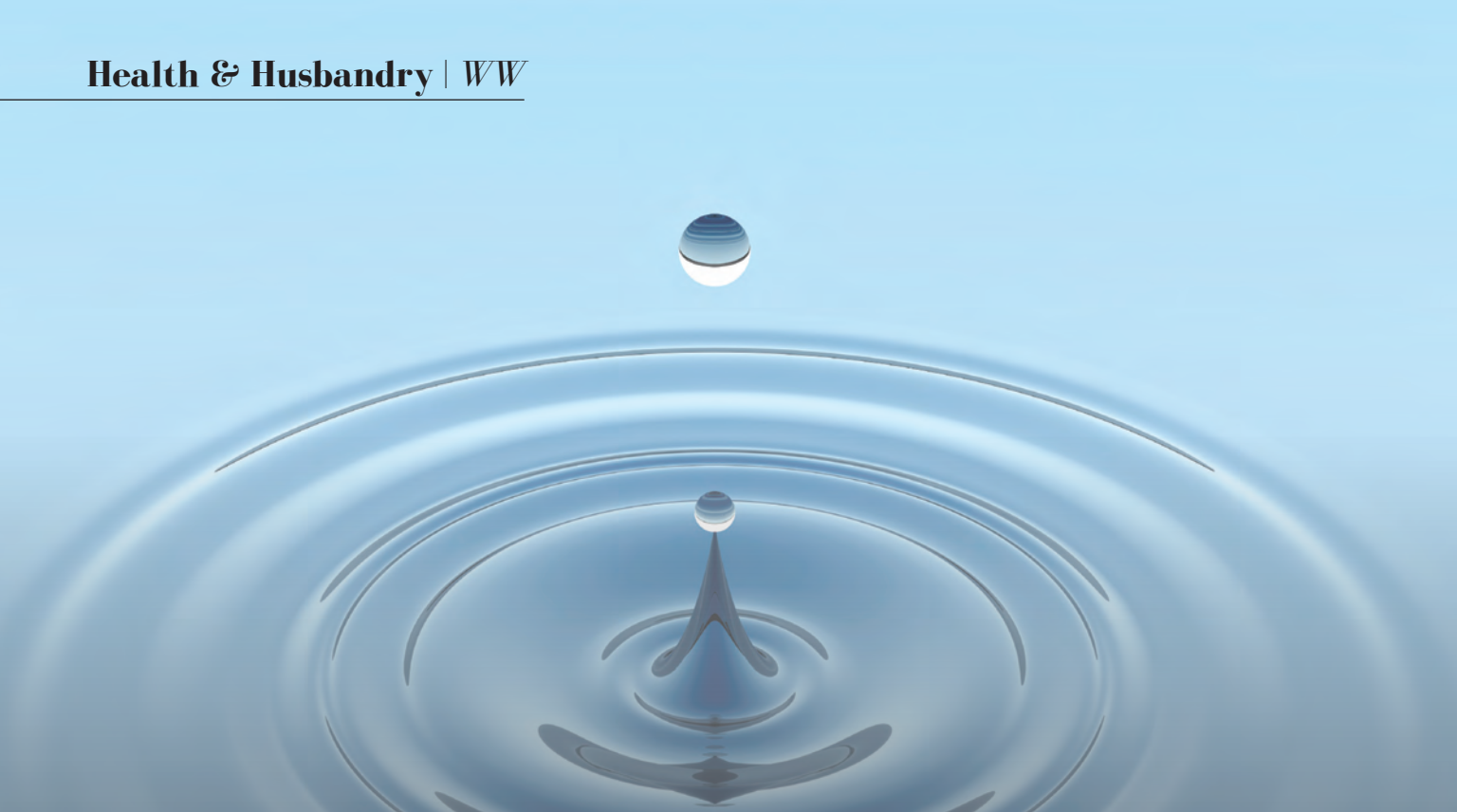


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# WATER

## quality

*By Dr. Jimmy Horner*

**E**xcept for oxygen, water is the single most vital nutrient for cattle. A plentiful, safe supply of good, clean water is needed for normal digestion and metabolism, proper flow of feed through the GI tract, normal blood volume, and tissue requirements. Unfortunately, adequate water quality and quantity are often taken for granted and in some cases, completely overlooked.

Typically, cattle will require approximately 1 gallon of drinking water for every 100 lbs of bodyweight. During the last trimester of gestation this requirement may increase by as much as 50% and during severe heat stress and lactation the requirement can even double.

Poor consumption of water reduces feed intake and performance resulting in economic losses to the producer. Poor acceptance and reduced water intake, as well as the ingestion of mineral or organic contaminants, may be the causes of poor performance and non-specific disease conditions.



## The most common water quality problems our staff has observed over the past 34 years which affect the health and performance of cattle are:

### HIGH CONCENTRATION OF MINERALS

Those mineral elements most commonly involved are sulfate, bicarbonate, sodium, chloride and calcium. We have a few clients that are forced to feed as much as 400% over the National Research Council's requirements for copper due to excessively high sulfates in their well water which prevent proper absorption of copper. Sulfates also have a laxative effect on cattle, thereby reducing feed efficiency and performance. High mineral content can also have a major impact on palatability of drinking water

### HIGH NITROGEN CONTENT

If nitrates and/or nitrites are present in high amounts, toxicity may result. Nitrate toxicity from water is usually a result of high runoff from excessive rainfall and the use of nitrogenous fertilizers. High nitrates are most prevalent in ground or surface water and shallow wells. Water from deep wells is usually nitrate free. Nitrates are reduced to nitrites in the rumen of cattle and nitrites end up reducing the oxygen-carrying capacity of blood by binding hemoglobin. When we've encountered nitrate toxicity in a herd, the cattle become anemic/lethargic and incidence of abortions increase.

### BACTERIAL CONTAMINATION

Though cattle can tolerate fairly high levels of bacteria in their water supply compared to humans, toxicity from bacterial ingestion can occur. One example is cyanobacteria resulting from heavy growth of blue-green algae. This specific bacterium responds to sunlight and appears in stagnant water during hot, dry weather. Signs of cyanobacteria toxicity in cattle are diarrhea, lack of muscle coordination, labored breathing and possible death. Bacterial contamination and/or algae growth can usually be controlled by "shocking" wells, troughs, etc. with bleach on a regular basis.

### ACCIDENTAL CONTAMINATION

Contamination from petroleum, pesticides and fertilizers – producers should pay particular attention to possible pond and groundwater contamination from agricultural chemicals, pesticides, fertilizers, manure stockpiles and runoff, wastewater holding ponds, lagoons, etc.

### pH

Water pH denotes alkalinity or acidity. A pH of 7 is neutral on a scale of 0-14, a number higher than 7 indicates alkalinity while numbers below 7 designate acidity. Excessive alkalinity can cause physiological and digestive upsets in livestock and is often associated with poor palatability and reduced water intake. The majority of cases our staff has encountered have dealt with excess alkalinity more so than acidity.

*A composite of guidelines for assessing water quality for cattle is listed in the table below.*

<u>Item</u>	<u>Maximum Upper Levels</u>
Calcium, ppm	200.0
Chloride, ppm	300.0
Copper, ppm	0.5
Iron, ppm	0.4
Magnesium, ppm	100.0
Manganese, ppm	0.5
Nitrate-nitrogen, ppm	100.0
pH	8.5
Phosphorus, ppm	0.7
Potassium, ppm	20.0
Sodium, ppm	300.0
Sulfates, ppm	300.0
Total dissolved solids, ppm	3000.0
Zinc, ppm	25.0
Coliform, no./ml	0.5
Fecal coliform, no./ml	0.1
Total bacteria, no./ml	1000.0

Good quality water can be defined by a number of factors including taste, smell, turbidity, electrical conductivity, and presence or absence of bacteria and other harmful substances. A routine water analysis at least once a year (especially with groundwater sources and shallow wells) may help identify potential contaminants and the need for water treatment or change in water source. A water analysis can also be used in conjunction with forage analyses to formulate a proper mineral supplementation program for an operation. Local agricultural extension offices can usually assist producers with water sample collection and laboratory testing for minimal costs.

Every effort should be made to ensure cattle are receiving as much clean, fresh, safe, and easily accessible water as they need. I have always maintained that cattle producers should not expect their cattle to drink the water if they're not willing to drink it themselves. I like to joke around as much as anyone, but good water for your cattle is no joking matter. I think I need a drink now! 🍷

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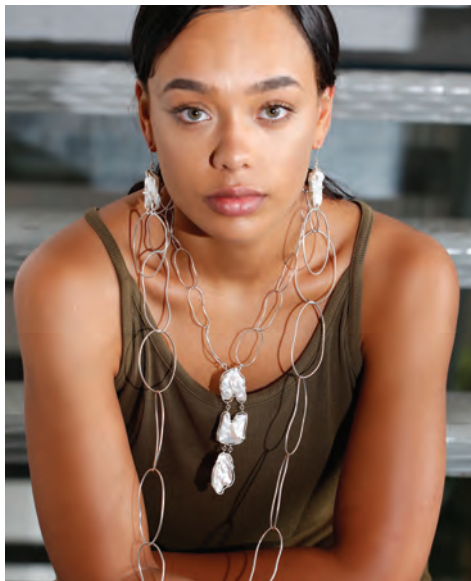
Maggie

Jones brand is for the strong woman procuring fine jewelry for herself. Inspired by nature and architecture, the jewelry is modern and timeless.

Shannon Bagby, the woman behind Maggi Jones Fine Jewellery, is a hard-working creative who recalibrated her life after a near fatal accident in college. Her grandmother, the real Maggie Jones, inspired and encouraged her to follow a more truthful path – healing first, finding her passion, and then working towards fully weaving that into her life. She began taking classes at the University of Kansas and later at the New Approach School of Tennessee. She hones her skills while apprenticing as a metalsmith and stone setter in Kansas City.

Her love for jewelry led her to launch her own design business. She named it after her beloved Grammie Maggie to remind herself of her journey and her Grandmother's constant love and support.

>> [www.maggiejones.shop](http://www.maggiejones.shop)



Shannon Bagby  
artist





SIGNATURE RECTANGLE CUFF  
WITH 14 KARAT BEZEL SET  
DIAMOND



KESHI PEARL CACTUS CUFF  
STERLING SILVER AND CAST  
BRONZE  
(AS SEEN IN VOGUE)



SIGNATURE RECTANGLE CUFF  
WITH 14 KARAT BEZEL SET  
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STERLING AND 14 KARAT GOLD  
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NATURAL FRESHWATER  
LAVENDER PEARL SET IN 18  
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LARIAT NECKLACE  
(AS SEEN IN VOGUE)



KESHI PEARL CACTUS CORE  
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