



# WAGYU WORLD

*July/August 2020*



*introducing*

# GK4 RUESHAMARU

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sire **RUESHAW**  
dam **WSI KAEDEMARU 2**

AWA FB19622  
AAA EAF124671

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## PRODUCTION SALE OCTOBER 24 | 2020

sale sneak peek



VTG08 FB44900 DOB: 4-25-19

This female is a granddaughter of TF 813 Kimitofuku, a son of Itoshigenami 148. She is also a granddaughter of VT Wagyu's number one marbling sire, VT Y10, whose progeny avg BMS is 10, and avg for VT Steers = 8.0. Her super marbling Granddam, VTW02 sold in the first VT Wagyu production sale for \$11,000. VTG08 follows suit with 10% above average marbling-IMF scores as compared to her contemporary group of VT Wagyu heifers, by live Ultrasound at one year! She will be AI'd to Sumo F154 to add Michifuku into the already exciting mix.



VTG14 FB44894 DOB: 5-04-19

This female is above average in frame and overall dimension with a WDA at one year of 1.9, or 686 lbs. Her frame score is 5.1 as compared to her contemporary group average of 4.2. She is sired by BR Nakagishiro 56T, a son of Sanjiro. She sells AI'd to Mayura Legion L0022 an incredible son of TF Terutani. Mayura Legion has not yet been used in the US making this a first of its kind opportunity!



VTG34 FB45962 DOB: 6-16-19

VTG34 is sired (VTD06 FB27333), a son of Haruki 2 and VTW02, who is our top marbling cow from VT Wagyu and who sold for \$11,000 in the first VT Wagyu production sale. She is larger in her frame with a WDA at one year of 1.7/644 lbs, and a Frame Score of 5.2 while her contemporaries average 4.2. She is well-balanced, scoring in the marbling department with a live US marbling (IMF) ratio 8% above her contemporary group, and with a Ribeye area that is 10% above her contemporaries. She sells AI'd to the Australian bull, Kotofuku (FB32238) whose dam, Kotomichan is a sister to Kimifuku 3 and TF Kikutsuru Doi. "Koto" is out of the only female descendant from Tanifuku Doi out of Yasutani Doi.



VTG42 FB45933 DOB: 6-22-19

Here we have a daughter of VTD20, a rare crossing between Hirashigetayasu 001 and a Yasufuku Jr daughter while her direct dam stems from the Muddy Flats program and is sired by TBR Mitsufuku 9028 with a Michifuku/Sanjiro background. With a frame score of 5.2, VTG42 is large in size as her contemporaries average 4.2. Her WDA at one year was 1.8 weighing 698lbs. She sells AI'd to Mayura Legion L0022, a sire that is new to the US making this the first future progeny to hit the ground in this country.



VTG60 FB46088 DOB: 07-09-18

The direct sire in her pedigree is VTD20, a rare crossing between Hirashigetayasu 001 and a Yasufuku Jr daughter while her direct dam stems from the Muddy Flats program and is sired by TBR Mitsufuku 9028 with a Michifuku/Sanjiro background. Her direct dam is a daughter of BR 56T, and VTW04, the full sister of our top marbling cow, VTW02, and sired by TF Terutani. VTW02 was an \$11,000 female in the last VT Wagyu production sale. Progeny BMS scores from the grand dam, VTW04, appear to rival her full sister, VTW02. VTG60's ultrasound score for Ribeye area was among the top five for her heifer group, by year. This female's WDA at a year was 1.6 with a weight of 607 lbs. She sells AI'd to Hanshoku, the rare brother of World K's Shigesigetani, out of the well-known crossing of Suzutani and Haruki 2.

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## *Live Lots*



## *Semen*



SOR MR HIROMITSU



MAYURA LOOIO



BRADY



SOR HASTINGS 1066



POLL WAGYU MIDNIGHT



MFC KIMITOFUKU 434B

## *Embryo Matings*



*plus  
much, much  
MORE!*

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females, bulls, embryos, semen



July / August 2020

Volume 6, Number 5



### 14 RANCH REACH

Yuba River Ranch

*This Wagyu program based in Northern California is making a name for itself. Their high-end F1 program has been sought after by many as their fullblood base is as strong as any. What really sets it apart are the good folks behind the program.*

>> *By Heather Smith-Thomas*

### 26 OUT & ABOUT

*The full results from the very exciting Bar V Dispersion Sale. This event helped the breed across so many levels including bringing in new breeders altogether. Also in this issue, there are many important announcements from the Australian Wagyu Association and as always, the upcoming events calendar with all the important Wagyu events scheduled in the near future.*



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### COVER>>

*Courtesy of: Yuba River Ranch  
Location: Marysville, CA USA*





## 26 MARKET MATTERS

### Hand of Control

*A look into who controls the cattle market and the price fixing behind it.*

>> *By Heather Smith-Thomas*

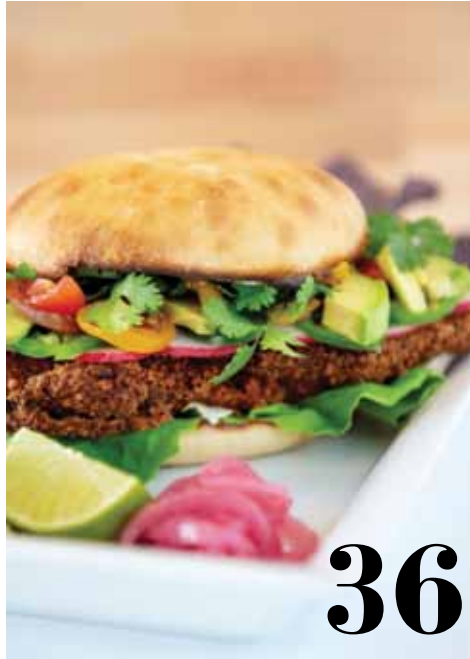
## 36 MARSHALL'S DAILY DISH

### Wagyu Torta Milanese

*Ok, if the photos don't make you hungry, teh recipe will.*

*Check out Marshall's latest tantalizing concoction.*

>> *Chef Marshall Johnson*



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## 38 LIVING PRIME

### Personalized Cutting Boards

*Brought to us by Buck Mountain Ranch, this issue we feature fantastic cutting boards that can be personalized any way you see fit!*



## 42 MARKET MATTERS

### Red Marble Beef

*From embryology to prime beef, the folks behind Hoofstock Genetics and Red Marble Beef Company share how they juggle it all to achieve excellence.*

>> *By Jeri Tulley*



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# WTF

I mean, seriously, what is going on? I must be getting old as I am already saying, “what’s wrong with kids these days?” As I’ve traversed through 2020 so far, I’ve only become more and more disappointed with society. At first when the Covid-19 hit, I thought to myself; everyone will unite and get through this. Well, I was wrong. It seems like this has taken a political turn for the worse. Instead of coming together as one, there has been more “sides” taken in my lifetime than ever before. Did my parents and grandparents ever feel this way? Am I just getting old and stuck in my ways? All I know is that doing wrong is wrong and if you work hard it will pay off. It seems that these standards have been thrown out the window on so many levels. I can’t and won’t even get into the details as I am sure you all know what I am referring to. I am a God fearing, karma believing, hardworking person that has had all types and colors of good friends and family. This is the year 2020 – let’s not revert. We should be moving forward; learning and always remembering the past and not let things get to us. Words are words, the past is the past and we’re not all created equal when you do wrong. PEACE.



*Mercedes Janes-Jahoe*



*Summer 2020*  
PICTORIAL



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.*



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



*I am so looking forward to...* hopefully eventually having more time to ride with my grandkids, putting more miles on the horses we are training.

*As far as the number of people that have tested positive for Covid-19, I personally know...* of just three.

*My summer...* is going by too quickly! There is still too much to do on the ranch before winter gets here....



**JERI TULLEY**  
*Writer*



*I am so looking forward to...* time when hugging my loved ones is no longer a risk to them or me, to traveling and seeing new places and things again, and to laughing out loud in person with my friends over a game of Mahjong.

*As far as the number of people that have tested positive for Covid-19, I personally know...* very few.

*My summer...* has been full of back porch sitting, gardening, trying out new recipes with my kids, and organizing my home. It has not been what I planned, but there have been many surprise blessings along the way.



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



*I am so looking forward to...* BREAKING GROUND ON OUR NEW PINE MOUNTAIN RESORT PROJECT WE HAVE BEEN WORKING ON FOR YEARS!!

*As far as the number of people that have tested positive for Covid-19, I personally know...* NOT TO WATCH THE MEDIA!

*My summer...* has been crazy to say the least working in the restaurant business through this environment!! Never a problem only a challenge!!



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**8  
AUGUST  
2020**

# DONORS & HERD SIRE OFFERED



## LOT 13

63% Tajima, 18% Itozakura and 5% Shimane bloodlines. Sire, LMR Kenichi 807T the #7 Dam Sire for Marbling (32.30% IMF) based on 18 imaged carcasses in the 2019 LMCC SPS. Sells with her **Itoshigenami** heifer calf at side.



## LOT 19

AA for the SCD gene. 44% Tajima, 22% Itozakura and 14% Kedaka bloodlines. Sired by Haruki II, grand-sired by Monjiro, the #7 most important sire in Wagyu history. Sells with **Mayura L10** bull calf at side.



## LOT 14

66% Tajima, 14% Itozakura, 8% Okayama, 6% Kedaka and 6% Shimane bloodlines. Sire, WKS Kitaguni Jr, the #1 Dam Sire for Marbling and #6 Dam Sire for Marble Fineness. Sells with **Mayura L10** bull calf at side.



## LOT 20

Sired by Fukutsuru JVP068 who topped the US Wagyu Sire Summary for many years, and who is Trait Leader and Top 1% for both Birthweight EBV (-3.1) and Rump Fat EBV (+4.3) Sells With **Sumo Michifuku F126** bull at side.



## LOT 15

AA for the SCD gene and a Tenderness score of 8. 60% Tajima, 28% Itozakura, and 5% Okayama bloodlines. Sired by LMR Aoichi 2468Z, one of Lone Mountain's most promising sires. Sells with **Mayura L10** bull calf at side.



## LOT 36

Trait Leader for Birthweight EBV (-2.2) ranking him just outside the Top 1% of the Wagyu breed and Top 5% for Marble Score EBV (+1.4). Sired by the marbling great, Itoshigenami - the sire of the breed's top bulls worldwide.

**ALSO  
OFFERED**

Lot 16 - sired by WKS Kitaguni Jr. and sells with her heifer calf at side  
Lot 17 - sired by LMR Aoichi 2468Z and sells with her bull calf at side  
Lot 18 - sired by Itoshigenami and sells with her bull calf at side

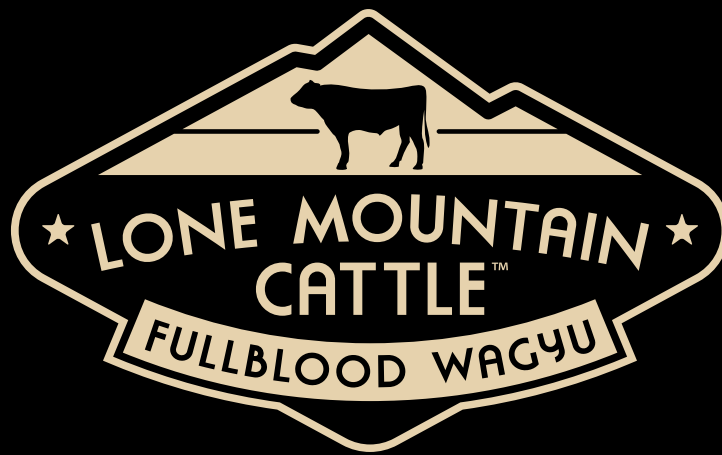


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# PRIME MATINGS Sired by MAYURA L10



## MAYURA L10

The record price Fullblood Wagyu bull sold for \$105,000! The highest SRI bull sired by the legendary Itoshigenami Jnr. Sire of calves alongside many dams for offer as well as in embryo matings found in **lots 72, 73 & 74.**

72

MAYURA ITOSHIGENAMI JNR.....	ITOSHIGENAMI
<b>MAYURA L0010 ET</b>	MAYURA DAI NI KINNTOU 1
MAYURA H0159.....	MAYURA ZULU
	WAGYU GENETICS AIZAKURA D837 ET
WORLD K'S YASUFUKU JR.....	YASUFUKU 930
<b>LMR MS YASUFUKU 1259Y</b>	KANEKO 5
LMR MS SANJIROU 767T.....	WORLD K'S SANJIROU
	WORLD K'S NAKAZAKURA

• 3 Embryos

73

MAYURA ITOSHIGENAMI JNR.....	ITOSHIGENAMI
<b>MAYURA L0010 ET</b>	MAYURA DAI NI KINNTOU 1
MAYURA H0159.....	MAYURA ZULU
	WAGYU GENETICS AIZAKURA D837 ET
WORLD K'S HARUKI 2.....	MONJIRO 11550
<b>LMR MS HARUKI 1297Y</b>	SAKURA 2 741638
LMR MS KITAGUNI 9205W.....	WORLD K'S KITAGUNI JR.
	BR MS YASUFUKU 0609

• 4 Embryos

74

MAYURA ITOSHIGENAMI JNR.....	ITOSHIGENAMI
<b>MAYURA L0010 ET</b>	MAYURA DAI NI KINNTOU 1
MAYURA H0159.....	MAYURA ZULU
	WAGYU GENETICS AIZAKURA D837 ET
WORLD K'S MICHIFUKU.....	MONJIRO 11550
<b>LMR MS MICHIFUKU 0152X</b>	MICHIKO 655635
LMR ITOZUZUDOI 8101U.....	ITOZURU DOI
	CF 503

• 4 Embryos



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# Yuba River ranch

Yn





# THE FAMILY BEHIND THE PROGRAM

*By Heather Smith-Thomas*



Ronda Applegarth and her father Wayne Staas have a Wagyu breeding program on their Yuba River Ranch just north of Sacramento, California. The ranch has been in the family for several generations.

“His grandfather came here from Germany and his mother (my grandmother) came over from Holland as a child. My grandparents started a small dairy here on this place, and grew it to where they were milking about 1200 Jersey cows. Eventually my dad didn’t want to be involved with the dairy any longer, and left it, and for as long as I can remember, my parents had beef cattle,” says Ronda.

The beef cattle were her main interest, growing up, and she enjoyed helping her parents with the cattle. “About 10 years ago my dad said he wasn’t sure he wanted to do the cattle anymore since he was getting older, so I told him I would take it over. He said, ‘Ok, but you will have to manage it.’ I took over our beef cattle operation, but the big problem here is that there is no pasture available to rent anymore. Most of our cattle are on leased property and we were having trouble finding enough grass.”

She and her father get together every morning for coffee, to discuss plans for the day. “I drink the coffee and he just sits and visits with me. One morning he said that if I was going to continue to try and make money with the cattle, I’d have to do more with less. I would have to find a way for cattle to be more profitable—with the same number of cattle on the same few acres. That’s when I said, ‘What about Wagyu?’ That was about 6 years ago,” Ronda says.

Her dad’s response was: “Don’t bring those ugly cattle around here!” So she went looking for some and bought two bred heifers. “I brought them home not knowing anything about Wagyu. I walked into this totally blind,” she says.

“The only thing that I could count on was the fact that Dad was very good with numbers. He can evaluate things and throw numbers at me, and let me know that I could do this, this and this, and what might not work. I can run my plans past him and he can tell me why something would or wouldn’t work,” says Ronda.



“Initially we didn’t know what we were going to do with the Wagyu cattle, but we are very happy with the progress we’re making. I spent a lot of money on the first two bred heifers I bought; I’d never spent that kind of money on cattle before. I have purebred Angus mother cows, and for the past 10 years have been using Simmental and Sim-Angus bulls. So I thought we might try the F1 strategy, and breed our cows to Wagyu bulls. When I bought those two heifers I also bought 10 straws of semen and bred our heifers to Wagyu,” she says.

“We were keeping 10 replacement heifers each year so we decided to breed them to Wagyu. That first year, I was able to sell those heifers’ calves for as much as I sold our mature cows’ Sim-Angus calves. That was a plus, to be able to make first-calf heifers produce like that. So the next year I bred half the herd to Wagyu, to have F1 calves and the other half had Sim-Angus calves. We start calving in July, and this year all the cows are bred to Wagyu. Those F1 calves bring a \$200 premium over what I get for the Sim-Angus calves,” she says.

Her only concern is what might happen if she has to send a few to the sale barn rather than selling them to the buyer who gives a premium for these cattle. Most people don’t recognize what they are and these animals might be discounted at a typical auction sale. “I do have a partner right now, however, who picks up whatever is left of the F1 calves, and pays me a little bit of a premium for those as well,” says Ronda.

Currently she is running 120 purebred Angus mother cows, all bred to fullblood black Wagyu bulls. “I also have a small registered herd—about 30 head of black Wagyu cattle. Some are fullblood and some are purebred. I think for the future, however, that I will continue to concentrate on producing these good F1 calves, and just produce a few Wagyu bulls for interested F1 producers,” she says.

There’s a growing number of commercial cattlemen who are recognizing the value of breeding their heifers (and sometimes all their cows) to Wagyu bulls, for ease of calving, and better carcass quality in the calves. The F1 has much better marbling than the straight beef carcass, and the F1 calves are not really much smaller than the straight beef calves. Pure Wagyu calves wean off smaller, but the cross has hybrid vigor and more milk from the beef cow mother.



"My F1 calves have about the same weaning weight, on average, as my beef calves. Whenever you wean a group of calves there are some that are heavier and some that are lighter, and some of my F1 calves were just as heavy as my Sim-Angus calves. Some people say they will be about 100 pounds off, but I didn't see that in my calves. I had some light F1 calves but also had some light Sim-Angus calves, too. On average they all did about the same," she explains.

"I am very happy with this breed and this cross. As long as the cattle continue to be black, my dad will be happy, too! He is 73 years old and I am 53, and it took a long time for him to turn all the cattle over to me to manage, to see what I could do with them. I appreciate the fact that he is letting me do it, and is confident in my ability."

She strongly feels that this breed needs more cattlemen to participate. "It needs the commercial cow man to recognize that this is a great breed; the beef industry needs this increased marbling ability. It puts an exceptional product into the feedlot," says Ronda.

People who can retain ownership of their calves will get a great premium for the carcass quality. When more commercial producers recognize this value, this breed will have a great future, on a much larger scale than the hobby breeders who mainly sell seedstock or direct-market the meat. "Too many people still consider this just a niche breed, a backyard breed, but it's not. It has the potential to change the beef industry for the better. We still need the purists because we need that market as well, but there is something in this breed for everybody," she says.

With the F1s you can produce a lot more beef, a lot faster, and introduce more people to the benefits of the breed in a commercial setting and to the excellent qualities of the meat. For the commercial breeder, the calves will be worth a lot more, and produce a lot of beef with the hybrid vigor and a little more milk from the beef cow dam. "The calves they produce are little powerhouses and look phenomenal. I am very proud of how our calves look this year," Ronda says.

"We are also interested in experimenting with polled Wagyu. Most commercial producers don't really know the full ances-



try of their own cow herds and it would be beneficial to breed their cows to a polled bull because no one wants to deal with horns at branding time. If you have a high percentage purebred Wagyu bull that's polled, and sires polled calves, I think more commercial guys would be interested."

Ronda was able to purchase an exceptional homozygous polled bull at the recent Bar V dispersal sale in Salina, Kansas.

There is a lot of potential for innovation and future expansion of this breed. "I was nervous about starting off with Wagyu because Dad was so reluctant. He's an old school beef guy, and was used to the conformation and muscling of traditional beef animals." When you first see a Wagyu, it does not look like a beef animal.

"Dad keeps teasing me about this breed, and how they look. But once you take the wrapper off, they are all meat underneath, and the meat is excellent. We've gotten to the point that we don't want to eat straight Angus beef anymore. If it's not at least an F1 we are not interested. Our freezers are full of meat from animals that are at least F1 or better. It is fantastic meat, and sells itself. When we have people over for a meal, even just burgers, they say 'Oh my gosh! What is that?' because it's so good."

When she first thought about raising Wagyu and not knowing what she'd be dealing with, she tried to find some Wagyu meat to try, and couldn't find any locally to purchase. "I'd already bought the two heifers and brought them home before we had a chance to even try the meat, because we couldn't find any. We finally found a Japanese market in Sacramento that carried it, and the meat was American Wagyu so it was only F1 but I brought it home and we tried it—and we decided that we liked it," she says.

"We eventually had an animal of our own that we butchered. It was a mature cow. She was 4 years old—but she was limping all the time—and Dad said let's put her in the butcher pen and feed her out, to see what we have. I didn't want to butcher a mature cow that's had calves; when ranchers choose an animal to feed out and butcher it's usually much younger. But we did it, and we could not have been happier with the meat! With these cattle it just doesn't matter how old they are; they are still very tender and the meat is excellent."





“WITH THESE CATTLE IT JUST DOESN’T MATTER HOW OLD THEY ARE;  
THEY ARE STILL VERY TENDER AND THE MEAT IS EXCELLENT.”

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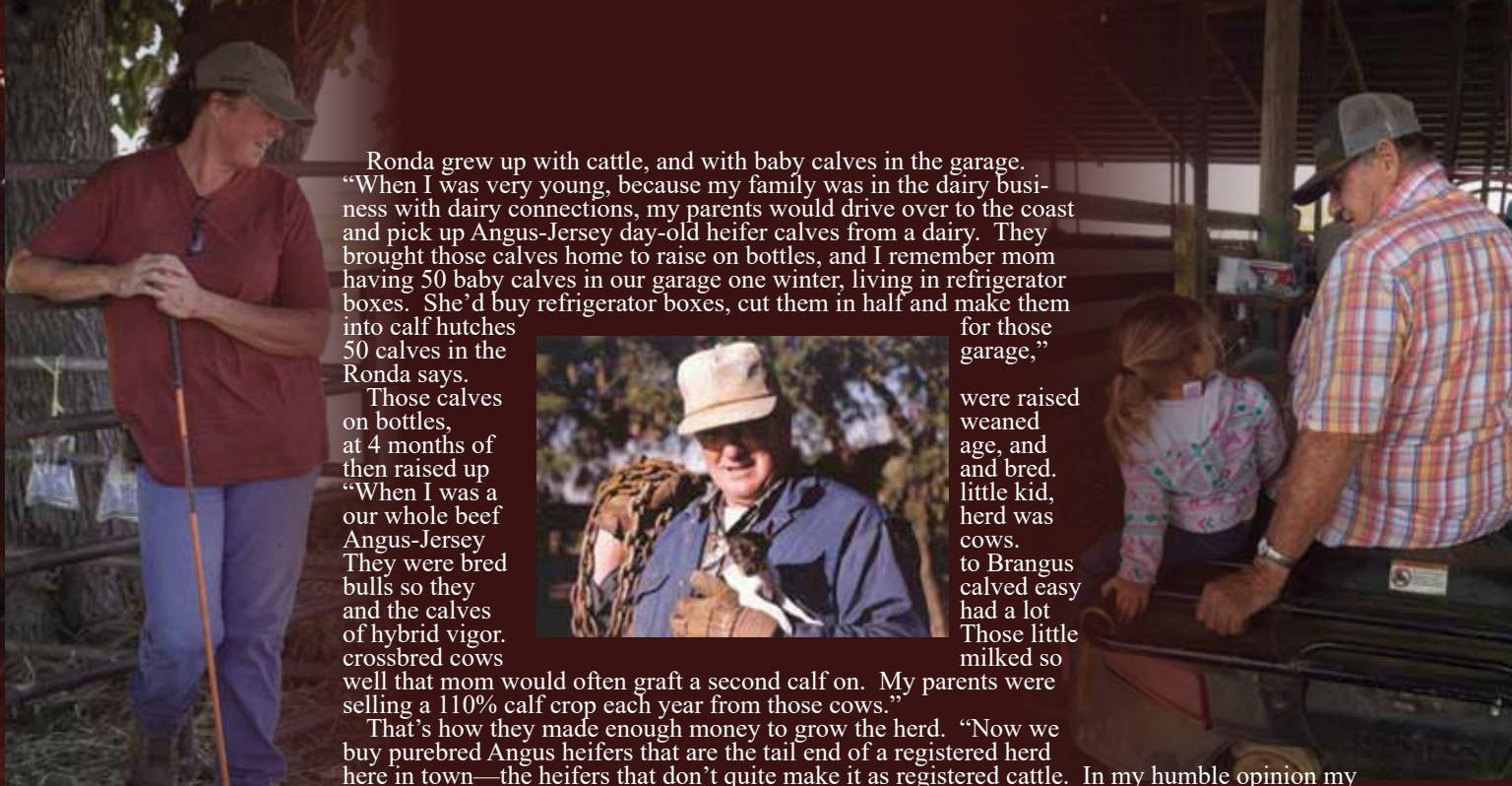
A person learns these things as you go. “I still feel like we are very new to this breed and still have so much to learn. I am just glad that we have cattle knowledge under our belt, and 50 years of that kind of experience to help us along, especially in making decisions. I don’t select breeding stock on bloodlines alone. The cattle also have to look good, and be pleasing to my eye—with correct feet and legs, and be able to travel with my herd. They have to be sound and practical, and be able to feed their calves. I will not have calves that I have to supplement along; I don’t have creep feeders. Every Wagyu cow must be a sound and productive member of the herd,” says Ronda.

To become a mainstream breed in the U.S. this is the direction the Wagyu breed must go, because the average cattleman does not want animals that have to be babysit. If they have significant numbers, they don’t have time for cattle that can’t take care of themselves. “Dr. Jerry Reeves told me this, too. His cows calve out in the breaklands and sometimes he doesn’t see them for 30 to 60 days. When he goes out there to see them, they either have a calf or they don’t, and if any cow doesn’t have calf, she is sold. So I started managing my own registered herd just like I manage the Angus cattle. They either perform, or leave, or go into the butcher pen!”

The Wagyu venture has made it profitable to continue to raise cattle on their farm. “My dad is also a rice farmer. He grows about 2000 acres of rice, and that’s one thing that inspired us to do even more with less. Most of the acreage around here that comes up for sale is prime farm land. If Dad purchases a piece of property, it gets turned into rice production. Per acre, the rice makes more money than the cattle do. I fought for a long time to keep raising cattle, and now finally they are competitive and paying their way,” Ronda says.

Her dad and her sister’s family (her sister and brother-in-law) are involved with the rice farming, and Ronda and her dad do the cattle. “It’s two very different facets of our ranch. I watch the planes fly over and plant the rice, and watch the harvesters run, and I take cookies out to the harvester drivers, but otherwise I am not involved with the rice. I am the cattle person,” she explains.





Ronda grew up with cattle, and with baby calves in the garage. “When I was very young, because my family was in the dairy business with dairy connections, my parents would drive over to the coast and pick up Angus-Jersey day-old heifer calves from a dairy. They brought those calves home to raise on bottles, and I remember mom having 50 baby calves in our garage one winter, living in refrigerator boxes. She’d buy refrigerator boxes, cut them in half and make them into calf hutches 50 calves in the Ronda says.

Those calves on bottles, at 4 months of then raised up “When I was a our whole beef Angus-Jersey They were bred bulls so they and the calves of hybrid vigor. crossbred cows well that mom would often graft a second calf on. My parents were selling a 110% calf crop each year from those cows.”

That’s how they made enough money to grow the herd. “Now we buy purebred Angus heifers that are the tail end of a registered herd here in town—the heifers that don’t quite make it as registered cattle. In my humble opinion my

were raised weaned age, and and bred. little kid, herd was cows. to Brangus calved easy had a lot Those little milked so

Angus cows are big, beautiful purebreds, which adds a lot to the beauty of their F1 calves. But we started with very small Angus-Jersey cows. Some of them were only about 800 pounds, and weaning off calves that almost weighed more than they did. Those cows were super moms and gentle,” she says.

All the cattle in her herd today are gentle and easy to handle. “If we drive out in the pasture and honk the horn, they all come. I have always had an innate love of cattle, partly because of what my parents did for me as a kid.” 🐾

# Passion FOR CATTLE





# THE GRAND FINALE

## COMPLETE & TOTAL DISPERSAL SALE

*We retired some debt and look forward to improving  
the future of the Wagyu breed.*

*Thank You*

*to all of the buyers that made this possible!*

D&L Ranch - TX  
Tod Eland - KS  
Dave Dreiling - KS  
Bowman Farms - NC  
River Road Cattle - VA  
Tommy Ragland - AL  
Aaron Zack - KS  
Hubertus Diers - Germany  
Cody Ayers - KS  
Josef Barbi - KS  
John Vance - OK  
JDH - IA  
Antonio Francesco - NY  
High Hopes - WI  
Collin McElroy LLC - TX  
Laura Carter - CA  
Jay Redlin - NM

Neil Calfas - TX  
Hammond Farms - Australia  
Kappenman Farms - SD  
Jim Howard - KS  
Craig Ogle - KS  
Southern Cross Ranch - CA  
Greg Starr - KS  
Tai Ranch - NV  
La Roca Range - TX  
Robert Myers - PA  
Wagyu Sekai - Canada  
Hiroschi Ranch - MO  
Grace Acres Farm - TN  
Craig Hareid - OK  
Kolehmainen Farms - PA  
2 Sisters Ranch - OR  
Garrett Fuchs - IL  
Rocking 45 Ranch - WA

Yuba River Ranch - CA  
William Neal - MO  
Daniel Squyres - TX  
Earl Rowe - AR  
Patrick Levine - MS  
Walter Lehman - KS  
Maple Row Stoack Farm  
- NY  
Bar R Cattle - WA  
Southern Cattle Co - FL  
Agri - Beef - ID  
Quillen Farms - MD  
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*seedstock for sale*



# OUT & ABOUT

*Wagyu Sales, Shows, and Other Happenings*

*Sales*

## 2020 Bar V Dispersion Sale SALINA, KANSAS



June 20<sup>th</sup>, 2020





## >> *The Results*

### Bar V Wagyu Dispersion Sale

#### Averages

15 Cow/CALF PAIRS	Avg: \$7,800
11 Cows	Avg: \$7,070
56 HEIFERS	Avg: \$7,210
25 BULLS	Avg: \$8,200
82 UNITS OF SEMEN	Avg: \$250
67 EMBRYOS	Avg: \$1,060

#### **Tops**

##### Heifers:

**Lot 3: BARV MS TAZ HANA 915G ET**, 03/09/2019 sired by BAR R 52Y; **\$42,500** to **D & L Hidden Ranch**, Montgomery, TX.

**Lot 13: BARV MS KITAGUNI 5U 918G ET**, 03/10/2019 sired by WORLD K'S KITAGUNI JR.; **\$37,000** to **D & L Hidden Ranch**, Montgomery, TX.

**Lot 113: JDH MS ITOZURU DOI 234F ET**, 05/01/2019 sired by BAR R 52Y; **\$20,000** to **D & L Hidden Ranch**, Montgomery, TX.

**Lot 111: BARV MS HIKARI 903G ET**, 02/27/2019 sired by HIKARI 2; **\$17,500** to **High Hopes Ranch**, Bloomer, WI.

**Lot 8: BARV MS TERUYASU 960G**, 10/01/2019 sired by BAR R POLLED ZURUTANI D64; **\$16,500** to **D & L Hidden Ranch**, Montgomery, TX.

**Lot 6: BARV MS SUZIWONG 922G ET**, 09/11/2019 sired by BAR R POLLED ZURUTANI D64; **\$16,000** to **D & L Hidden Ranch**, Montgomery, TX.

**Lot 12: BARV MS HIKARI 5U 913G ET**, 03/12/2019 sired by HIKARI 2; **\$15,000** to **D & L Hidden Ranch**, Montgomery, TX.

**Lot 27: JDH SANJIRO 3 445F ET**, 08/17/2018 sired by SANJIRO 3; **\$9,000** to **Aaron Zack**, Louisburg, KS.

**Lot 47: BARV NAKASHIGE 904G ET**, 02/01/2019 sired by BAR R SHIGESHIGETANI 30T; **\$9,000** to **Justin Farrish**, Chesterfield, VA.

**Lot 51: BARV HISAKO SYUN 809F ET**, 05/12/2018 sired by KOUSYUN; **\$9,000** to **Dave Dreiling**, Manhattan, KS.

##### Bulls:

**Lot 54: BARV KOUSYUN KATO 810F ET**, 05/12/2018 sired by KOUSYUN; **\$50,000** to **Bowman Farms**, Roaring River, NC.

**Lot 7: BARV 5U SANJIRO 3 932G ET**, 03/16/2019 sired by SANJIRO 3; **\$15,000** to **Hammond Farms**, Australia.

**Lot 11: BARV POLLED SANJIRO 3 930G ET**, 03/16/2019 sired by SANJIRO 3; **\$12,500** to **JDH**, Villisca, IA.

**Lot 5: BARV TAZKIKU 5U 920G ET**, 03/11/2019 sired by BAR R 52Y; **\$10,000** to **Jim Howard**, Salina, KS.

**Lot 53: BARV KOUSYUN 808F ET**, 04/28/2018 sired by KOUSYUN; **\$8,000** to **Justin Farrish**, Chesterfield, VA.

**Lot 9: BARV TAKASURU 921G ET**, 09/12/2019 sired by BAR R POLLED ZURUTANI D64; **\$7,500** to **Dave Dreiling**, Manhattan, KS.

##### Cow/Calves:

**Lot 78: BAR R 23Z**, 04/30/2012 sired by BAR R 65W with heifer calf at side by Bar R Polled Zurutani D64; **\$29,500** to **Tommy Ragland**, Meridianville, AL.

**Lot 72: BARV ITOZURU FUJI 705E ET**, 02/04/2017 sired by MT FUJI with bull calf at side by BarV Nakagishi 814F ET; **\$15,000** to **D & L Hidden Ranch**, Montgomery, TX.

**Lot 52: BARV HISAKO KOU 807F ET**, 04/26/2018 sired by KOUSYUN with heifer calf at side by Bar R Itoshigenami 703E; **\$9,500** to **Ashton Wagyu**, Center, TX.

##### Cows:

**Lot 31: LMR MS MICHIFUKU 5503C**, 09/01/2015 sired by WORLD K'S MICHIFUKU; **\$16,500** to **Laura Carter**, McArthur, CA.

**Lot 23: TBR HIKOKURA 035 4 6345E**, 04/22/2017 sired by TBR KIKUTSURU DOI 4053A; **\$10,000** to **D & L Hidden Ranch**, Montgomery, TX.

**Lot 55: BAR V MS KITAGUNI 636D**, 02/01/2016 sired by MFC YASUFUKU JR 7-12; **\$7,000** to **Dave Dreiling**, Manhattan, KS.

**Lot 71: VT MS HIRASHIGEITO D23**, 05/27/2016 sired by HIRASHIGETAYASU J2351; **\$7,000** to **Aaron Zack**, Louisburg, KS.

### **Embryos:**

**Lot 1: BSW OKUFUJI 9 X BAR R 5U**, 4 Exportable Embryos; **\$2,000/embryo** to **D & L Hidden Ranch**, Montgomery, TX.

**Lot 15: POLL WAGYU MIDNIGHT M0775 ET X BAR R 27Y**, 4 Exportable Embryos; **\$2,000/embryo** to **D & L Hidden Ranch**, Montgomery, TX.

June 20th was a blessed day. The rain the day before settled the dust and cooled the air for a fabulous event. With over 200 people in attendance and well over 250 online, the Bar V Dispersion sale was a much sought after opportunity for many. Animals sold to Germany, Canada and Australia as well as to 22 states from coast to coast. The day brought many exciting moments including a record breaking top selling fullblood Wagyu bull in the US. We thank everyone that was there, either in person and online, as well as the team of people that were responsible for making the day a huge success!

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## *In the News*

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### *Loss of a fellow breeder*

Rodney Blair Solar, a rancher and longtime resident of Seguin, Texas, died unexpectedly on May 25, 2020 at the age of 63.

Rod was born in Houston on August 23, 1956 to Henry and Velma Jean Solar. He was the oldest of three children, the only boy, and a proud brother to his two younger sisters.

In July of 1988 he welcomed his only child, a daughter, who was the most important part of his life.

Rod was a devoted father and grandfather. He enjoyed spending time with his grandchildren and time outdoors (weather permitting). He had a passion for classic cars, good food, and eclectic music. He was a problem solver, a trouble maker, and a jack of many trades. He will be deeply missed by his family, friends, and many who knew him.

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### *Australian Wagyu Association announces southern hemisphere Spring Elite Wagyu Sale 29 October 2020*

The Australian Wagyu Association's - Elite Wagyu Sale - has become the international Wagyu industry's leading seedstock sale, attracting high interest from international vendors and buyers in the last three annual events. In recognition of the strong global demand, the Australian Wagyu Association has expanded the Elite Wagyu Sale program to a Southern Hemisphere Spring and Autumn format, giving two sales per year.

The Australian Wagyu Association CEO Dr Matt McDonagh says, "The demand levels we are now seeing are clearly underwritten by the unique strength of Australian Wagyu Association's long track record of performance recording linked to extensive genomic analyses and pedigree resources. The strong linkage across the global Wagyu gene pool underpins confidence in the Wagyu BREEDPLAN analysis.

"The Australian Wagyu Association released genomic analysis for the global wagyu industry in 2018. In the past three years, our members have conducted more than 70,000 genomics tests and more than 80% of animals registered in the last year used 50K genomics."

The Australian Wagyu Association has members from 20 countries that are international cattle breeders that register Fullblood Wagyu with the Association. The AWA provides members with a world-leading Wagyu herdbook and performance recording database, which is the largest outside of Japan, and provides linkages for fullblood animals back into the Japanese Registry and prefectural herds.

"Unparalleled genomic coverage is delivered within our Single-Step Wagyu BREEDPLAN analysis, which is now a truly international genetic evaluation service."

Dr McDonagh says the level of global interest in AWA Single-Step Wagyu BREEDPLAN EBVs and the Elite Wagyu Sale has been clearly evident in the results from the past three annual Elite Wagyu Sales. The decision to hold a Southern Hemisphere Spring Sale in addition to the Autumn event will provide the global Wagyu sector with improved access to the elite Wagyu gene pool.

The Elite Wagyu Sale – Spring 2020, will be held on 29 October 2020. Entries Close 24 August 2020. Go to <https://www.wagyu.org.au/ews/>

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### *New Wagyu Breeder \$INDEX*

In 2018, the Australian Wagyu Association released three profitability selection \$Indexes for Wagyu – the Self-replacing \$Index (SRI), and two terminal carcass indexes – the Fullblood Terminal (FTI) and F1 Terminal \$Indexes (F1I). These three Indexes have been widely accepted and utilised by breeders around the world.

The AWA has now released a second self-replacing \$Index - the new Wagyu Breeder \$Index (WBI). It enables improved selection of animals for growth and maternal productivity in low-input pastoral conditions that are typical across more extensive Australian production systems. The WBI was introduced to the Wagyu industry via the AWA Wagyu Webinar series on 18 June, 2020 and can be viewed online here <https://www.wagyu.org.au/wagyu-webinars/>

The Wagyu Breeder \$Index provides an alternate selection index to the SRI for members whose production systems do not allow for higher management inputs and who have year-round grazing based production. The SRI is suited to more temperate and higher-input production systems, that place more emphasis on higher management inputs and higher-grade supplementation to achieve high marbling outcomes.

The Australian Wagyu Association Selection \$Indexes can be compared in the following table. In using selection \$Indexes, you should select the \$Index that best suits your production system. It is not appropriate to compare \$Index values between production systems.

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### *New Japanese Black Prefectural Values published*

The Australian Wagyu Association has published prefectural origin analysis values for all registered Japanese Black animals. This enables members to better understand the linkage of their herds to the Japanese ancestral breeding regions from which the international Fullblood Black Wagyu herd (outside of Japan) was developed.

Japanese Prefectural Content Values can be viewed within the Animal Details section for all Fullblood Japanese Black Wagyu, accessible from the Australian Wagyu Association website. The Prefectural origins of Japanese Black cattle provide insight into



genetic diversity and distinctive animal types within the breed. The Prefectural Values initiative was introduced to members within is 2nd July 2020 Webinar <https://www.wagyu.org.au/wagyu-webinars/>

### *Improved Genotyping pricing for USA/International members*

Through the combined testing efforts of Australian Wagyu Association members, we are able to deliver volume discounts for our members, including our international members. We announced in June this year, that additional discounts are available for International members testing through the USA with pricing for Zoetis and Neogen 50K genomics testing now around USD\$40 (based on \$56 - \$58 AUD depending on sample type). We also offer genetic condition and other trait panels for international members.

## *Save the Date* **Upcoming Events** **2020**

### **AUGUST**

- 7** **Midwest Wagyu Meeting**  
*Springfield, Missouri*
- 8** **Passion For Prime Sale**  
*Springfield, Missouri*

### **SEPTEMBER**

- 13** **European Wagyu Gala & Sale**  
*Germany*
- 16** **Emma Farms CMC Wagyu LLC Dispersion Sale**  
*Montrose, Colorado*
- 24-26** **American Wagyu Association Virtual AGM**

### **OCTOBER**

- 24** **Vermont Wagyu Production Sale**  
*Springfield, Vermont*
- 29** **AWA**  
*Salado, Texas*
- 31** **Texas Wagyu Association Sale**  
*Salado, Texas*

### **NOVEMBER**

- 7** **Sunshine State Sale**  
*Ocala, Florida*
- 19-21** **North American International Livestock Expo Wagyu Show**  
*Louisville, Kentucky*

## **2021**

### **JANUARY**

- TBD** **Mile High Wagyu Experience Sale**  
*Denver, Colorado*

### **MAY**

- 22** **BAR R Cattle Company Production Sale**  
*Pullman, Washington*

### **SEPTEMBER**

- 23-25** **American Wagyu Association AGM**  
*Fort Collins, Colorado*



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# HAND OF CONTROL

*By Heather Smith-Thomas*



**T**he COVID-19 pandemic, resulting in closure and slowdowns of major meat-packing plants—and subsequent shortages of meat in grocery stores—put the spotlight on how broken our supply chain is. It also pointed out huge flaws in the current marketing system, and price-fixing by the big packers. Cattle producers have been worried about some of these things for a while, but it took a disaster to bring it to public attention.

The U.S. beef market (and prices paid for live cattle) is heavily controlled by a few large packers and today some of them are foreign owned. This is an alarming situation for American cattle producers and for the future of our beef industry.

Bill Bullard, R-CALF USA (Ranchers-Cattlemen Action Legal Fund) says that when the Chinese came to America to buy Smithfield Foods, this was a huge concern. “We argued that this was contrary to U.S. national security interests. We urged the Justice Department and CFIUS (Committee on Foreign Investments in the U.S.) to reject or deny this acquisition, but they allowed it to go through,” he says.

Leading up to that purchase, the packing plants in America have been steadily becoming fewer, and larger. In the 1980’s there were hundreds of meat packers who distributed meat across the U.S. and hundreds of thousands more cattle producers—and tens of thousands more feedlots, and hundreds more local auction yards. “We had a very robust disaggregated system that could continue to operate in the face of a crisis. Even if there was a crisis in one area of the country, we had enough packers and processors to pick up the slack,” he says. A situation like COVID-19, if it had happened back then, would not have had much effect on the supply chain.

“Then through the 1980’s and into the early 1990’s we went through merger-mania. The largest packers were merging and acquiring smaller and mid-sized packers. Then they centralized the packing industry in the high plains region—basically 6 states. So we now have about 75% of our packing capacity and about 80% of our feedlots all located in Nebraska, Kansas, Oklahoma, Texas, western Iowa and Minnesota, and eastern Colorado. Everything is centralized,” he explains.

This also led to packer control of markets. It happened first in the hog industry. Since 1990, 75% of hog producers in the U.S. have gone out of business. “We’ve lost 200,000 of them. We’re now down to about 68,000 hog farmers, and there is far less economic activity in rural communities all across America. That vertical integration process, where government regulators allowed multinational corporations to capture the entire hog supply chain from birth to plate, kills competition and created a new American farmer in the hog industry. That new farmer is led by Wan Long, the CEO

of Smithfield Farms. He is from Communist China and has a salary of about \$291 million. That’s the new American farmer our country has allowed to evolve, because we lost sight of the need to preserve, protect and strengthen our own American family farm system of agriculture that has been the envy of the world,” says Bullard.

This centralization and control is now happening with the beef industry. In 2007 a relatively unknown Brazilian company, JBS, came to America and acquired Swift and Company—one of the top 5 beef packers. “We hoped to block this sale because we didn’t want foreign interests to control a major part of our meat packing industry. But again, the Justice Department and CFIUS allowed that sale to go through. Suddenly we had a Brazilian firm among the 4 largest meat packers in the U.S.”

JBS was very aggressive, acquiring more packing plants and processing facilities. “Within a year of JBS acquisition of Swift and Company, they tried to buy Smithfield Beef Group (our 5th largest packer) and National Beef Packing Company—our 4th largest packer. So we urged the Senate Judiciary Committee to conduct hearings to block the sale,” says Bullard.

The Judiciary Committee recommended that the sale be blocked, but Department of Justice chose only to block the sale between JBS and National Beef Packing Company. “They allowed the Smithfield Beef Group sale to go through, giving JBS the largest cattle feeding company in the U.S. which was Five Rivers Ranch Cattle Feeding. Thus in 2008 JBS suddenly became the second largest meat packer in the U.S. and the largest packer in the world,” says Bullard.

Jay Platt, a cattle rancher near Saint Johns, Arizona, says packer concentration (more and more of the cattle being processed by fewer and fewer packers) has evolved over time, but accelerated with JBS acquisition of Swift. “This brought more worries. The Batista brothers own and control JBS, and they have run afoul of the law in Brazil for bribing two presidents and scores of politicians. They also bribed meat inspectors; they don’t have a very good track record and are bad actors. One of the interesting things about Brazil is that when we had the COVID-19 situation and a number of meat packing plants closed, Brazil stepped up and said they could supply all our needs,” says Platt.

“Now we also have Marfrig—another Brazilian company and the second largest meat packing company in the world. It first acquired 51% interest in National Beef (a controlling interest), and then acquired another 30% so they own 81% of National Beef. So two of the four packers (that together process roughly 85% of the beef in the U.S.) are Brazilian owned or controlled,” says Platt.

“We have two Brazilian companies among our top 4 beef packers, and those

when the average is taking place, and this can drive down the cash market that the formula contract is based on,” says Platt.

“Plus, they have the ability to affect the futures market. It used to be that the cash market drove the futures market. Now it’s the other way around. The futures, or the board, drives the cash market. If you have cattle on feed, looking at when to sell them, and visiting with your feedlot operator or owner, he’ll tell you that the board did this or the board did that. And those contracts are generally thinly traded—which means there are not very many contracts that trade on any given day. What that does, is give the meat packer the ability to manipulate the futures market,” he says.

“If they have cattle they are going to call for in a given time period, they can short the market for that contract (by selling contracts they don’t own). They call up a broker and say they want to sell x number of contracts of October live cattle. Then when they sell, it tends to drive down the price for that October contract. When the price goes down it benefits the packer on the cattle they are buying, and they can also cover the short by repurchasing contracts at a lesser price. When you sell something you don’t own, that’s called a short sale, and you cover it by buying back the same contract but at a lower price. You make money on the deal on the futures market but also made money because you caused a decrease in live cattle prices because they were looking at the board,” he says.

This does not help the producers who are growing the cattle. “Even if you are not feeding cattle, when you sell calves, the price is driven by fed cattle prices. When fed cattle prices tank, your calf market drops, too. Ultimately everything in our business is tied to what’s happening with fed cattle.” Those 4 packers have the ability to manipulate that market, and when you combine that with what they can do in the futures market and what they can do with captive supply, it’s a bad situation for producers.

“It’s a rigged system. I’m a 3rd generation cow-calf operator. Ranchers are not in the beef business; we’re in the livestock business, producing a raw commodity. The meat packer is in an entirely different game: the meat business. When the calf enters the hands of the meat packer after it’s been fed to finish, it transitions from a livestock business to a beef business (dealing in a commodity)—and those are very different,” says Platt.

Dr. Lora Bledsoe (a large animal veterinarian with a practice in eastern Colorado) has done a lot of lobbying in her state to try to have more traceability for meat, to allow American cattle producers to have their beef labeled as Product of USA. “In trying to do this, we’ve become aware of how much control the packers have, and their ability to

two control about 40% of our fed cattle market,” says Bullard. “That raised alarms to CFIUS (Committee on Foreign Investments in the U.S.) and should be raising concerns about national security—with Communist China owning and controlling the largest pork producer in the U.S. and Brazil’s JBS and Marfrig now in control of much of our beef.”

About the same time, National Beef Packing Company acquired a regional packer called Iowa Premium—one of the important packers contributing to price discovery in the beef industry, because they primarily purchase in the competitive cash market.

“Upon this acquisition and control, they now appear to be heavily engaged in accumulating more captive supply, just like the big 4 packers are doing. We continue to lose competition in the beef industry, and continue to allow foreign interests to control the most important market in both the hog and cattle industries and that’s the competitive cash market,” Bullard explains.

Platt says that in addition to the packer concentration, we’re seeing a trend toward diminished cash marketing. “Most of the cattle processed are either under contract to the meat packers or owned by the packers, and this is called captive supply. Now we only have about 20% of cattle being traded on a cash market. The significance of that captive supply (formula cattle under contract to the meat packers) is that their price is ultimately determined by referencing to the cash markets,” he explains.

“This is how it works. If I have cattle on feed, the packer can come to me and want to enter into a contract to buy these cattle, and have a window of time they can call for them. Let’s say it’s a two-week window in which they can call for those cattle. The contract says the price paid will be determined at that time by taking a two or three-week average of the cash market preceding delivery date when they call for the cattle. They take the average and that’s the base price that will be paid to the cattle feeder,” Platt says.

“There is no transparency in this. Neither the public nor other cattle owners or feeders know how many cattle there are, under contract or to be called for delivery at a certain time, or what the base price actually is—when it is paid. The packers have a big advantage because it leaves room for foul play,” he says.

“Those 4 packers know how many cattle they have that are captive supplies—that they either own or have under contract. They know when they can call for those cattle, and nobody else knows that. The potential danger is that they could simply say they have x amount of cattle they will call for in this time period and it’s just based on this 2 or 3-week average of the cash market. They can withdraw from the cash market

## THE BEEF CHECKOFF DOESN’T HELP RANCHERS

“As an aside, the Beef Checkoff promotes beef,” says Platt. “It doesn’t promote live cattle that ranchers produce. The meat packers have a great thing going for them because they don’t pay into the Checkoff. They are in the beef business. But every time a rancher sells a calf and pays into the Checkoff, he/she is promoting beef, under the false idea that it will have a trickle-down effect on our prices and help the ranchers. It hasn’t. The best measure, in my opinion, of demand for beef, is per capita consumption. If you look at those figures, from the time the Checkoff was imposed, until today, per capita beef consumption in the U.S. is down by 27%. People are actually eating less beef, yet paying more for it, and the packer continues to make money, while the rancher is struggling to survive,” he explains.

manipulate market price and consumer perception. Right now consumers are paying record high prices for meat at the supermarket while the rancher is getting record low prices for cattle at the same time. I believe that a lot of this has to do with the packers’ chokehold on the markets,” she says.

“There is a lot of evidence—when you look at market trends—showing that our markets are no longer responding to normal supply and demand. The only reason for this is the extreme level of control—and likely collusion—within the four biggest packers. This is a perfect example of the saying that power corrupts, and that absolute power corrupts absolutely. When we only have four big packers competing with one another, it’s easy for them to collude and control market prices,” she says.

“When you combine this with the fact that the prices they pay to their contracted feedlots are based on a supposed live market price, we know that only a small number of cattle are actually sold on a live market. When there are so few cattle being sold that way, and so few buyers buying them, it’s very easy to manipulate and control prices. The packers can also slap a Product of USA label on meat they import from other countries. This gives them a lot of control over market pressure at appropriate times, and makes it easy for them to set their own price.”

R-CALF has led the industry in calling for investigations by the Department of Justice and other government regulators since 2015, when our cattle prices first collapsed. “In early 2016 we went to the Senate Judiciary Committee and called for investigation. Then in September 2018 when we realized that the cattle futures market was operating in a dysfunctional manner, we filed a complaint and request for investigation with the commodities futures trading commission but the regulators and the rest of the industry did not support our requests for enforcement action,” he says.

“When we realized that the government was not inclined to enforce our antitrust laws and protect the competitiveness of our industry, we were up against the wall. What do you do, when the government refuses to enforce existing laws to protect an industry? We had two choices. We could throw up our hands and give up, or we could go it alone.”

In April of 2019, R-CALF members filed an historic national class action antitrust lawsuit against the big 4 packers, alleging they had conspired to artificially depress price. “We called for an investigation, long before the August 2019 fire at the Tyson plant that prompted USDA to call for an investigation, and a year before COVID-19 caused all levels of government to call for investigation,” says Bullard. It took a drastic situation to finally get attention.

“This concern is the first step in achieving needed reforms in our industry. This had never occurred before, except 100 years ago when Congress passed the Packers and Stockyard Act of 1921, and the year before that had entered into a consent decree with the major packers requiring them to divest of their control over the industries’ market channels,” he says. Here we are, a century later, going through the same thing, fighting the same battle.

“In 2015, cattle prices began their collapse,” says Bullard. Yet since 2015, prices consumers pay for beef in the store began to trend upward. “Today we have clear evidence of market failure within the entire beef supply chain. The first step in solving a problem is recognizing that the problem exists, yet neither Congress nor the industry would acknowledge the problem until COVID-19 forced them to do so. We are hopeful that this is the opportunity to restore robust competition in cattle and beef markets, so producers can earn a competitive income from the market itself, and consumers can continue to have an abundant, safe and affordable food supply in the U.S.,” he says.

That’s the only way it can work, for the future, because otherwise we’ll keep losing family farmers and beef producers. “The nation lost sight of the importance (to our entire economy and food security and safety) of preserving and strengthening our family farm system of agriculture. It’s been the envy of the world, but for the past two decades we’ve been replacing family farmers with industrialized, assembly-line farms, shaped by the multi-national meat packers. We now know that that system is incapable of meeting the needs of America.” There is no substitute for healthy competition and individual enterprise.

Platt says we need more antitrust action—but there hasn’t been much since President Theodore Roosevelt in the 1920’s. “They called him the Trust Buster. Since that time, when you look at everything that





has happened in this country—whether it's banking, insurance, beef processing or the grocery store business—there's less and less competition. For instance, there's only 10 or 12 really big grocery companies. Some have different names, like Safeway, but it was acquired by Albertsons. If you go into a Safeway store you are actually shopping at Albertsons.”

The big outfits just get bigger, and that's true of nearly every industry, and the federal government allowed this to happen. “The government has refused to enforce antitrust legislation, which led to a dangerous trend. To remedy this, the government must enforce antitrust laws, and there are some other things that could help, like country of origin labeling, and restrictions on beef imports, but that doesn't solve the problem of foreign meat packers dominating our cattle business,” says Platt.

### PROPOSED LEGISLATION COULD HELP CREATE FAIR PRICING

Kyle Hemmert has cattle and also runs a sale barn in Oakley, Kansas. “The government has not done a good job of enforcing the Packers and Stockyard Act of 1921; they should be watching these mergers and how this affects competition. They've let the mergers continue and now we are stuck with 4 packers that control 85% of our market—and we have a bottleneck on getting cattle processed,” he says.

Prices and markets are also a problem. “In my region we have many ranchers and also a lot of feed yards and packing plants like Tyson in Garden City, Kansas. We have feed yards that feed cattle for the packers, with an agreement that the packers will get their cattle. They send the cattle but don't negotiate a price. Their contract says they will take the weekly average. These huge feed yards are not negotiating for the cattle; they are leaving it up to a few independent feed yards to do all the negotiating and bidding to determine what the cattle are worth,” he explains.

“Now only 10 to 15% of cattle in the country are actually negotiated on a price and the rest are just going to the packers blindly. A new rule has been proposed, called the 50-14 Rule and we hope it will pass. We've been working with Senator Grassley from Iowa. He's the one who tried to break the packers up 30 years ago and no one believed him or tried to help him. This time he's trying to force them to negotiate and complete. The 50-14 Rule would mandate that the packing plants have to go out and bid and buy cattle; at least 50% of what they're going to kill each week must be negotiated and they can't just sit there and take them from the big feed yards,” says Hemmert.

“The 14 stands for a rule that they must pick up those cattle within 14 days. They have to actually bid on and buy 50% and have to pick them up within 14 days. Currently they can just buy the cattle and say they'll be back within 30 days to pick them up. They know those cattle are there and have more leverage on cattle they want to buy later. They might want to buy some from you and if you don't like the price they just say they already have others they can get. Thus the packers are holding all the cards,” he says.

“Senator Grassley is trying to help us. He jumped on Sonny Purdue (USDA) about investigation of the Tyson fire that occurred last year in August. USDA said they would look into the collusion and why prices dropped on fat cattle while the actual price of beef went higher. It's been a year now, and nothing. Senator Grassley gave them a deadline; he wrote a letter to Sonny Purdue and USDA and said that if they didn't have the results of their investigation by August he will go to the Department of Justice and demand that the Department of Justice investigate the USDA and see why they aren't getting anything done,” says Hemmert.

Cattlemen don't like to have government involvement in their industry but today we need some help to get our markets back; the packers have too much power and the government must intervene. “Otherwise we are done for,” he says. 🍷



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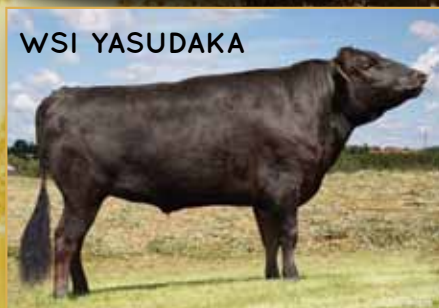
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# Wagyu Torta Milanesa

by Chef Marshall Johnson



Photography by Hillary Johnson



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## Milanesa (Steak Cutlet)

- 2 6oz Wagyu New York Strips trimmed clean
- 4 cups panko bread
- 1 cup grated Mexican Cotija cheese
- 3 large eggs
- ½ cup buttermilk
- 1 tbsp chipotle puree (chipotle peppers in adobo sauce pureed)
- 1 tsp fresh minced garlic
- 1 tsp salt
- Seasoned flour

Trim the wagyu strip steak clean of all fat on edge. Pound steak out with a meat mallet until flat. Season steak with salt and pepper and set aside. Make panko and cotija cheese mixture then place in a pan or dish. Make egg wash in a medium sized mixing bowl dish by mixing eggs chipotle puree buttermilk minced garlic and tsp of salt. Make seasoned flour with your favorite AP flour seasoned with salt and pepper to taste. Set up the standard breading procedure station using three separate pans or dishes with seasoned flour, egg wash, panko with cotija cheese. Dredge the steak in seasoned flour until completely coated. Then dip the flour dredged steak into the chipotle buttermilk garlic egg wash. Then place in the panko bread crumb mixture pressing bread crumbs well to coat the cutlet completely. Place cutlets in a dish with a bread crumb base then into the freezer while you prepare other items. When ready to assemble sandwich pan fry in vegetable oil or deep fry until golden brown. Drain on paper towels before serving.

## Chipotle Sauce

- 1 cup sour cream
- 1 tbsp plus 1 tsp chipotle puree in adobo sauce
- ¾ tsp salt
- 1/3 cup of heavy cream
- ¼ cup mayo

Mix in a small mixing bowl with a whisk until completely combined.

## Pickled Red Onion

- 1 ¼ cups cider vinegar
- 1 cup water
- ½ cup sugar
- 2 red onions thin sliced
- 1 tsp salt
- 2 tsp sugar

Place sliced red onions in small mixing bowl. Toss with 1 tsp salt and 2 tsp sugar until coated. Let set until you make the pickling liquid. Add vinegar water 1/2 cup sugar to small sauce pot heat until you bring to a boil stir until all sugar is dissolved remove from heat let rest 5 min. Pour pickling liquid over onions. Place in a air tight container in the refrigerator and cool.

## Sandwich Build Ingredients & Assembly

- Cooked panko cotija breaded Wagyu beef cutlet
- Butter bibb lettuce leaves
- Diced mixed color cherry tomatoes
- Sliced avocado
- Chipotle sauce
- Sliced radish
- Pickled red onions
- Fresh jalapeno (to make spicy) optional
- Whole Cilantro leaves
- Cotija Cheese
- Squeeze of fresh lime

Butter Toasted Mexican Bolillo bread or ciabatta. Brush inside of bread with melted butter and broil in over or grill until golden.

On the bottom bun place a nice amount of chipotle sauce. Top that with butter bibb lettuce leaves. Place the cooked Wagyu cutlet on top. Top that with fresh sliced radish, fresh jalapeno slices, avocado slices, diced mixed color tomatoes, pickled red onions, cotija cheese, a nice amount of whole cilantro leaves, and a fresh squeeze of lime. Add the top bun cut in half and enjoy with your favorite Mexican side dishes!!!



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# RED MARBLE BEEF

*By Jeri Tulley*



**R**ooted in the livestock industry in Parker County for the last five generations, the Stroud family is well known in central Texas agriculture. Herman Van Stroud, Todd's grandfather, was a prominent cattleman running both a registered and a commercial herd of Angus. In 1980, he branched out by founding an embryo transfer company with his son, Brad Stroud, who is a doctor of veterinary medicine.

As such, Todd, Herman's grandson and Brad's son, grew up learning his way around cattle and livestock reproduction. One of Todd's most salient childhood memories is of the day that he invited his school friend, Zach Hobbs, over to work cattle with him and his grandpa. At age ten, Zach knew nothing about cattle, but he and Todd struck an instant bond of friendship that day. Zach remembers thinking, "Man, this is what I want to be around for the rest of my life." Working cattle together became the bedrock of their friendship, and they worked part-time for Todd's dad all during high school and for a few years







afterwards.

Zach eventually got a job in the oil field and moved away. Both Todd and Zach met their future spouses and settled down to start families. Then a fortuitous moment happened...In 2004, Carrol Lewis came to visit and brought a cast iron skillet and one Wagyu steak with him. Lewis cooked up the steak and let Todd, Brad, and Herman all sample the meat. Todd recalls, "That was the immediate moment that my grandpa decided to move his herd over to Wagyu. It was an incredible, life-changing moment for me. There was just this mouth-watering, overwhelming sensation of goodness in my mouth."

Over the next few years, Todd began his own business in the repro-

ductive industry, Hoofstock Genetics, and Herman began buying a few Wagyu embryos from select customers with the intention of filling his freezer was Wagyu goodness. Together, Todd and his grandfather spent the next ten years laying the groundwork for the future by diversifying genetics and establishing a breeding program that would produce efficiently-fed cattle that have extremely high marbling standards. Although the initial spark to begin their Wagyu project was there, the flame never quite caught while Herman was alive. After Herman passed away in 2014, Todd took up the torch and ran with it.

Todd got to the point where he was starting to sell some Wagyu beef, and, as he jokingly says, "I was finally generating some income to support the habit of eating it!" He invited Zach to join him in his new venture, and Zach left his oilfield job to become the customer service representative for Hoofstock Genetics, Todd's embryo transfer business. At this point, Todd recalls that the Wagyu dream was really just a side product of the embryo business. Bringing Zach on board changed that. Zach came up

with a game plan to streamline both businesses, and the Wagyu flame brightened.

In 2018, while shopping with his wife for the perfect slab of marble for their kitchen countertops, Todd's eye was drawn to a bright red slab that was freckled with white flecks. As he looked at the depths of the red hues, he thought that it looked just like a really good, highly marbled steak. And that, my friends, was the moment of inspiration for the name for Red Marble Beef Co. (RMB)

Utilizing the knowledge he had in cattle reproduction, Todd and Zach were able to select and breed unique pairings in Wagyu

locally finished, free of all of the unknowns, and incredibly delightful to eat."

Todd and Zach's families both serve Wagyu at their dinner table. Todd grins and claims that his children are all meat-eating heathens who can tell when they are eating Wagyu. As a family they love Wagyu brisket, but Todd's personal favorite is a New York Strip steak cooked to medium rare over mesquite wood on a good hot grill. Zach's family loves to eat hamburgers, and he claims that about 50% of their meals are made from the ground meat, with

tacos and meaty mac and cheese as favorites. Besides a juicy hamburger, Zach really likes a Denver steak cooked medium rare over open coals with just a little salt and pepper for seasoning.

For the future, Todd and Zach believe that if the number of Wagyu breeders and the number of head of Wagyu continue to increase in the United States, at some point, the top 1% customer base that

can afford the extremely

high-end premium product will be saturated. Therefore, they are focusing their business efforts on balancing efficiency and quality to find a way to produce Wagyu more affordably.

After working in the Wagyu industry for past few years, Todd says one of the unexpected benefits has been having to learn more about every facet of the beef business. He claims, "I have really gained an understanding of the entire industry all the way from calves to meat on the plate. I'm really grateful to have had a reason to study it."

RMB does all of their processing themselves and believes that getting back to regional production makes for a healthier product that customers can trust. After the supply chain crisis the United States is currently facing with the problem created by having 85% of processing controlled by three major packing plants, more and more Americans may start to agree with RMB's philosophy of knowing where your food comes from and buying local. 🌱



cattle, but they needed a way to increase the scale of their operation in a big way. In conjunction with embryo transfer and associated technologies that allow RMB to select the best animals to proliferate, a venture with the historic Nail Ranch located in Shackleford County allowed for market-sized animal production. As Zach states, one of RMB's core tenets is that, "...Combining science and nature permits consistency of product and timely execution of farm to table."

With both fullblood and Angus-Wagyu cross animals, the RMB team is working towards taking their beef program to the next level of production, as they expect to have approximately 300 calves on the ground next year. Todd explains their driving focus: "With the current COVID-19 crisis, our dream is to provide a locally produced product that's hopefully affordable enough that most people can buy it. It is locally fed,



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# TEAM

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## COST CONSCIOUS BEEF, BONE & SUBSTANCE

### Alamo

DAI 10 MITSUMARU  
HB BIG AL 502  
AKIKO

DAI 3 MITSUMARU 30  
DAI 8 MARUNAMI J19461  
DAI 7 MARUNAMI J14289

DAI 2 MITSUMARU  
GODAI  
NAMIMARU  
MITSUKO B 9639  
MITSUTAKE  
FUKUMARU 933  
DAI 10 SHIGEKAWA 65  
MARUNAMI

FB39605 / AF112621

- Full Brother to Heartbrand Red Emperor
- National Western Stock Show and Houston Stock Show  
Grand & Reserve Grand Champion



\$15

### Hironimitsu

HIKARI  
WSI UMEMARU  
KAEDEMARU

TAMAMARU  
WSI KAEDEMARU 2  
KAEDEMARU

DAI 10 MITSUMARU  
KAZUTOMO 92958  
DAI 10 MITSUMARU  
DAI-SAN NAMIAMI NI  
DAI GO TAMANAMI 96  
DAI 8 MARUNAMI J19461  
DAI 10 MITSUMARU  
DAI-SAN NAMIAMI NI

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- 2018 Akaushi World Champion Bull



\$15

### Hastings

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HB BIG AL 502  
AKIKO

TAMAMARU  
WSI KAEDEMARU 2  
KAEDEMARU

DAI 2 MITSUMARU  
GODAI  
NAMIMARU  
MITSUKO B 9639  
DAI GO TAMANAMI 96  
DAI 8 MARUNAMI J19461  
DAI 10 MITSUMARU  
DAI-SAN NAMIAMI NI

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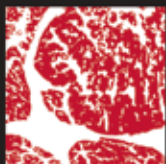
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