

WAGYU WORLD

A stylized graphic of a globe is positioned between the words 'WAGYU' and 'WORLD'. The globe is light green with white outlines of continents. A blue wavy line, resembling a river or a stylized 'S', flows from the bottom of the globe and extends towards the right, passing under the 'R' in 'WORLD'.

January/February 2021



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January / February 2021

Volume 7, Number 2

11 RANCH REACH

Brush Creek Ranch

From a working cattle ranch to upscale fine dining and everything in between! You're going to want to make your next getaway to a fellow Wagyu breeder at Brush Creek Ranch where they're lodge is all luxury and their plates serve only the best including proteins and produce produced on the ranch. This operation highlights their Wagyu beef while educating their guests about how it is raised, the superb product it is and ranching as a whole.

>> *By Heather Smith-Thomas*



18 MARSHALL'S DAILY DISH

Wagyu Chorizo Burger

Ever wonder what makes up chorizo? This issue we learn and make it even better because it's made with Wagyu burger!

>> *Chef Marshall Johnson*



20 MARKET MATTERS

The Art Of Curation

As beef producers, it's important to know what a chef wants in a product. A talented and experienced chef has moved into another culinary circuit founding a new provisions company to supply top tiered restaurants and very knowledgeable foodies. He is also highlighting Wagyu from Japan but is also seeking domestic as well. If you want to know where to find the best in ingredients both common and rare, you'll want to check out Dorsia Provisions.

>> *By Heather Smith-Thomas*



26 RANCH REACH

Triangle B Ranch

A household name when it comes to Wagyu genetics and food lovers go to brand for exceptional Wagyu beef— Triangle B Ranch and the man behind it, Don Brown, checks all the boxes for a successful program. Take a look into the family affair and learn about a long time Wagyu breeder and enthusiasts.

>> *By Michael Catarineau*



32 OUT & ABOUT

The new members to and the newly elected officers to the American Wagyu Association. Also, the American Wagyu Association has just released their new EPD data program - we explain it. And more new coming your way from the Australian Wagyu Association that you're not going to want to miss. With a very exciting spring line-up of events, don't forget to take a close look at the upcoming events schedule.

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COVER>>

Courtesy of: Nicole Coates

Location: Esparto, California

SURGERY

I am a very healthy individual - knock on wood – but I have some majorly bad joints. My past has included four knee surgeries, a winged scapula and a more recent issue is my hand/wrist. If I were a cow, I'd be culled based purely on poor structure.

The last two years I've been dealing with a weird hand/wrist pain. After cortisone shots didn't give it any relief I saw the specialist and after a MRI, it was discovered that I had a tear in a tendon and a bone that had been taken over by a cyst. In an attempt to heal the tear, they put me in a cast a year ago for a month but the cast came off and there was no change. The only way to fix it at this point was surgery and we all know how inconvenient that can be. With a busy schedule, it was hard to find a time that would work to get the surgery and allow time for it to heal, etc.

Well, I finally saw a window of opportunity so just after celebrating the start of 2021; I went in to get this issue fixed. My surgeon said it was a big surgery but I blew that off until the morning of when the anesthesiologist said he'd be around after I woke up from surgery to give me a nerve block in my arm if the pain was unbearable; that's when I got nervous. Fortunately, I woke up with instant relief from the doctor taking out the "bad" bone and really didn't need to have anything more than the prescribed pain killer. After a day of rest, I was back at it; I completed two catalogs – typing with one hand and so far have conducted one auction successfully. As I write this – with one hand – I have about one more month in a cast and then I move to a brace.

The surgery involved repairing the tendon, taking out a bone and fusing the rest of the bones in my hand together which before surgery I didn't really understand but after seeing the post-surgery X-ray, this meant 5 staples and cadaver bone. After arriving home after surgery I started going through the paperwork and the cadaver donor's information was in the packet, including her photo. This was unexpected and really made me think about how grateful I am that someone else I don't even know was able to help out a stranger. I know it's not a major organ or anything but when I look at her photo, all I feel is thankfulness to this person who looks to be around my age. This might sound morbid but they send home this information to give the patient the opportunity to write a note of thanks to her family, which I plan to do.

So I apologize for any typos this issue – my poor right hand has been doing all the work lately. With all my joint/structure issues I'm thankful for the people that can donate themselves to help others after they pass and also so very grateful I wasn't put on this planet as a cow because I will have been shipped to town for bad hind wheels and horrible joints.



Mercedes Janusz-Jahoe



THE CALM AFTER THE STORM



Sherry Danekas - Publisher



P: (530) 668-1224

W: www.buywagyu.net

M: P.O. Box 8629

Woodland, CA 95776

Publisher: Sherry Danekas

sherry@jdaonline.com

Editor & Advertising: Mercedes Danekas-Lohse

mercedes@jdaonline.com

Circulation/Subscriptions: Morgan Fryer

morgan@jdaonline.com • (530) 668-1224

Design Department: Israel Robinson

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



My go to guilty pleasure is...
relaxing and watching a good movie in the evening with my husband (selecting from the many movies that I've pre-recorded on our TV.

The next place on my travel bucket list is...this hermit does not travel! I have enough to keep me busy and interested here on the ranch, and I meet hundreds of people over the phone doing interviews for articles. If I ever did travel, however, I would to to Canada to see two great grandsons I've never seen—if the border opens, and someone else does the driving.

If I could choose anything to do for a day, I would...
is in summertime, spend the day riding with my kids and grandkids up in our mountains.



**RONDA
APPLEGARTH**
Wagyu Breeder



My go to guilty pleasure is...
black coffee, red wine, dark chocolate and Wagyu steaks!

The next place on my travel bucket list is...Australia and hop from one Wagyu ranch to another to experience the country and culture.

If I could choose anything to do for a day, I would...find something new to learn



MARSHALL JOHNSON
*Wagyu Breeder / Chef
Restaurateur*



My go to guilty pleasure is...
eating wagyu cheeseburgers
The next place on my travel bucket list is...a month long catamaran tour of the Caribbean islands! !

If I could choose anything to do for a day, I would...disconnect from all forms of communication to the outside world!!

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Brush Creek Ranch

By Heather Smith-Thomas



Brush Creek Ranch is a luxury resort and guest ranch in the heart of Wyoming cattle country, owned by Bruce White. The ranch encompasses 30,000 acres and is surrounded by public lands—providing guests with a unique experience and many opportunities for observing nature and wildlife, as well as being able to see what is involved with a working cattle ranch. The ranch has its own restaurants and raises its own Wagyu cattle to supply the meat for the ultimate best in eating experiences.

Ron Hawkins is in charge of the cattle program, with help from Jake Keller, the ranch manager. “When we first started into the meat business, we started with Akaushi cattle, and then expanded into Wagyu,” says Ron. “So we have a herd of red cattle as well as the black Wagyu.”

Everything that goes into the meat program is fullblood. “We don’t sell any F1 meat. A lot of our meat is distributed through the owner’s restaurants across the U.S. and we serve a lot of our better steak cuts through the ranch’s three restaurants. Currently we are starting to do some outside marketing, as well,” he says.

“When we got into the genetics, we selected the finest and purest Japanese genetics we could find. We worked with Colorado State University a lot on the genetic aspect, to stay away from inbreeding as much as possible (within a small gene pool)



but staying within the genetic lines that produce the finest Wagyu beef,” he explains. This can be an interesting challenge.

Currently the ranch has 116 Akaushi mother cows. “We started an embryo transfer program this year,” says Jake. “We used our half Akaushi, half red Angus cows as recip. We owned these cows already and were at the point we wanted to shift gears and build our black Wagyu program,” he says.

“We talked to a lot of people in the industry, and they were excited about how prolific the Akaushi breed is, with high fertility, and this really improved our results when using the Akaushi-cross cows as recip. The first year of doing it, we had about 55% success rate in settling embryos in those cows. The vets were telling us to expect about 40 to 50% success, so we were really pleased. When I ran through the numbers after we preg-checked, I was really excited,” Jake says.

All the cows on the ranch had excellent breed-up this year. “We only had 3.3% open, across the board—with cows and replacement heifers--so we were very happy.”

The cow herd consists of 116 purebred Akaushi, 50 cows that are half Akaushi and half red Angus (in the recip program), 60 black Wagyu cows, and 13 bulls (12 Akaushi and one black Wagyu bull).

“We are partnering with CSU and currently have 12 donor cows residing at the CSU feedlot where we work with our ge-

netics team (Colorado Genetics) from Loveland, Colorado. They are doing all our flushing and embryo transfer work,” Jake says.

“The feedlot at CSU is also feeding our black Wagyu steers for us. Right now we have 74 of those steers on feed and they are processing a few of those every week. In early November we sent the 2020 calf crop to the feedlot to be weaned and backgrounded and started on feed. Those calves will be finished there, as well. There are 160 Akaushi purebred and F2 calves there now, being started on feed. We are currently finishing up the 2018 calf crop that are going to slaughter; there are about 30 of those left, in another feedlot across the road from CSU. The 2021 slaughter animals consists of 140 animals that we will start killing in 2021. We hope to keep increasing our numbers as we go,” he explains.

“We are using the heifers from the F1 cows, putting them into the recip program. That way we always have enough cows to choose from and use as recip, and if they don’t work in that program—and get bull bred or don’t settle—then we have a saleable product,” Jake says. This is the big advantage of using them as the recip. Any that don’t work out are worth a lot more than a regular beef cow would be, and gives a better return on investment.

Ron works with CSU every time they slaughter some of the fed cattle, split the ribs and look at the ribeye. “Together we make the selections at that time regarding whether they go into our Gold program or Silver Program. We have two different levels of meat we sell, to ensure that we get the very best quality of beef to the folks who want to buy the Gold label. Our Silver label is also excellent—and much better than what you would find in a Prime Angus cut of beef; it is still a very good steak!” he says.

“We work with CSU and Dr. Jimmy Horner of Protocol Natural, on our wagyu feed rations. As a cattle nutritionist, Dr. Horner also works with many cattle in Japan, and I think he is the best nutritionist for Wagyu. We follow his feed program and I think our ranch program—our feed, supplements, vaccinations, etc.—is why we have such great success in our breed-back in the cows,” he says. A good herd health program is essential.

Nutrition is the foundation for everything. If you cheat the cow on feed, she will cheat you back. Good feed is especially important for these high-end cattle; these girls are expensive and they deserve a little pampering. “When you sit down to that steak, however, it is well worth it!” he says.

The guests are always very pleased and give great reviews. “The people who come to this ranch could go anywhere in the country they want to, and eat at the finest restaurants, and we get a lot of good reviews about our meat quality here,” Ron says. The ranch also has three greenhouses, to provide the freshest produce to the ranch restaurants—along with the best beef—to insure the finest dining experience.

The combination of a great location with natural beauty, and great food, makes this ranch very attractive to the people who come here. Many of the guests also want to hear the story about Wagyu and the uniqueness of these cattle. Most people today want to know where their food products come from; they want to know what they are eating.

“We can tell them all about these cattle, and their individual steak—right down to the day it was born,” he says. This has a personal touch that people enjoy.

The ranch itself is unique. “The owner is a visionary and decided he wanted to be in this business. He is not a cattleman; he is in the hospitality profession. So he came to Jake and myself and told us what he wanted to do. He said he wanted to produce the finest beef in the U.S. so that is our mission, and the goal that has been set,” Ron says.

“We fully intend to accomplish it, and it is working. We are pleased with how we are getting it off the ground,” he says.

The cattle are also part of the whole experience for people who come to this ranch. Jake points out that the idea for a guest ranch was to include this aspect. “It’s a working ranch, and this is a great part of the story. We try to do everything in a traditional fashion but very low-stress. We do most of the cattle work horseback; we still try to be cowboys, because that’s part of the romance of it for the folks who come here. It’s the old school ways of being a cowboy, but with the new technologies of the new beef, and all the cattle handling utilizing low-stress techniques,” says Jake.

“We don’t go load up the horses and dogs and have a big rodeo. It’s a gentle, calm, cattle-friendly experience. We ease them around, and enjoy the day, enjoy the cattle, working them quietly from horseback.” It’s less stressful for the cattle, and for the crew handling them.

“You don’t have to whip and spur and try to run to the gate or turn the cattle. It’s quiet and natural, and that’s a big part of it. We do it easily and quietly, but in the traditional cowboy way of life,” Jake explains. The guests enjoy watching how it works.

“The way we manage the cattle is also good for the environment. A horse track through the sagebrush is a lot less destructive than a 4-wheeler. The ranch pastures are lightly stocked, and when we leave a pasture we always leave some feed for the wildlife and for the next

“A good herd health program is essential.”



time. We are not overgrazing anything, and the wildlife always have something to eat, and the pasture recovers faster. We always have something to go back to if we get in a bind; we always have plenty of pasture,” he says.

The ranch is running at just a fraction of carrying capacity—maybe about ¼ of the cattle numbers that it could actually support. It is basically very wildlife-friendly; cattle and wildlife complement one another.

The ranch has also developed a lot of springs and put in water troughs, so the cattle always have good fresh, clean water. “We also have a good year-round mineral program, and use protein supplement in the winter along with our native grasses.” The hay is tested and the water is tested, to ensure that the cattle are getting what they need, and not something they don’t.

“Another part of our mission in working with CSU is to try to develop some new genetics that are not available here yet,” Ron says. “There is some unique semen from Japan that we plan to work with, to help the industry. CSU also wants to introduce the Wagyu into other breeds to cross-breed into their herds to improve the meat quality.”

There are many different directions to go. “We are not just trying to improve and make our beef the best, but also want to help out this breed, and other breeders as well.” There is a lot of potential here, to improve the beef industry as a whole—whether it’s better meat quality or calving ease. There are many great things that Wagyu cattle offer.



“There are many great things that Wagyu cattle offer.”



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Wagyu Chorizo Burger

by Chef Marshall Johnson



Photography by Hillary Johnson



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

Chipotle Lime Sauce

- 1/4 CUP MAYO
- 1/4 CUP SOUR CREAM
- 1 TSP CHIPOTLE PURÉE IN ADOBO SAUCE
- 1 TBSP FRESH SQUEEZED LIME JUICE.

MIX ALL INGREDIENTS UNTIL COMBINED - SEASON WITH A PINCH OF SALT TO TASTE

Chorizo Burger Spice Blend

- 2 LBS GROUND WAGYU BEEF
- 2 TBSP WHOLE CUMIN SEEDS
- 2 TBSP WHOLE CORIANDER SEEDS
- 15 WHOLE CLOVES
- 4 DRIED BAY LEAVES
- 1 TSP GROUND CINNAMON
- 1 TSP DRIED OREGANO
- 1 TSP DRIED THYME
- 2 TBSP GRANULATED GARLIC
- 2 TSP KOSHER SALT
- 1 TSP BLACK PEPPER
- 4 TBSP ANCHO CHILI POWDER
- 6 TBSP APPLE CIDER VINEGAR
- 1 TBSP SMOKED PAPRIKA

IN A SPICE GRINDER ADD WHOLE CUMIN SEEDS, CORIANDER SEEDS, WHOLE CLOVES, BAY LEAVES, THYME AND OREGANO. GRIND UNTIL FINELY GROUND. MIX WELL WITH THE REST OF THE SPICES UNTIL WELL BLENDED. MIX SEASONING MIXTURE AND THE APPLE CIDER VINEGAR WITH THE 2 LBS OF WAGYU BURGER MEAT. MIX WELL AND COVER WITH PLASTIC. ALLOW TO REST MINIMUM 8 HOURS OR OVERNIGHT. THEN FORM 4 (8oz) BURGER PATTIES.

Burger Toppings

- WHOLE MILK MOZZARELLA, MEXICAN PANELA OR OAXACA CHEESE
- AVOCADO
- PICKLED RED ONIONS
- ORGANIC MIXED GREENS OR LETTUCE
- RADISH
- FRESH CILANTRO
- FRESH JALAPEÑO
- LIME WEDGES
- BUTTER TOASTED SESAME BUN OR MEXICAN TORTA ROLL

Building The Burger

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the art of CURATION

By Heather Smith-Thomas

Dorsia Provisions was founded by former chef, Justin Mauz to provide top-of-the-line ingredients for retail and wholesale customers who cook unique or traditional dishes and meals. His company supplies everything from spices, vinegars, salts and cooking oils to mushrooms, nuts, fresh vegetable produce and meats—including Wagyu.

His brand provides culinary offerings that have inspired him throughout his career. Dorsia Provisions sees itself as a means of connecting people with products both close to them and far away. It is a link between the artisans, farmers and craftsmen who spend their time perfecting their craft. Currently it is a reflection of the Bay Area and Northern California Restaurants.

"As this landscape changes, so do the products that become available to us and how we want to utilize them," he says.

Justin wants his products and producers promoted. "This is not about me; it is about the people who create the products. I understand my position as the middleman, in a position of trust." He is simply the conductor of the orchestra.

"I spent 17 years in kitchens and now I am doing this new venture. The restaurant people are people I have known for years and now they are my clients. I already have the established relationships and contacts; we are already in business together," says Justin.

People need to realize that distributors and wholesalers have a very specific value.

"My vision, and the vision of Dorsia, is not to have products that compete against each other. The same goes for Wagyu. I have found my Japanese partner (who supplies my Japanese Wagyu), though I am still in search of a domestic one. Some Wagyu breeders and producers here in the U.S. wonder how they might make themselves available to companies like this, to contract with and supply meat," he says.

"I think the most important thing with distribution, and with partnerships like this, is for people to realize what their strengths and weaknesses are. There is a place for a middleman who knows the product and knows where it might be needed. That's why I created this company. I am a link in the supply chain."

Today just about every farmer wants to sell direct to the restaurant, every Wagyu producer wants to sell direct, but in reality they don't have the time and the resources to do it and still do a good job with their own business of producing the meat.

"Just as any farmer is looking for someone who best represents their brand, they need to trust this relationship as a partnership. I am the sales team—and the farmer focuses his effort on the work that he is passionate about. When someone says they want to buy

directly, the farmer needs to tell them to work with Dorsia."

"The pandemic showed the weakness in many things and where the supply chain is broken, but it is broken because we'd moved away from the wholesale and distributor network. In a time of crisis we need the people who know the logistics and have the hub."

A few years ago the Ibaraki prefectural government came to San Francisco to do an event to promote the utilization of the whole cow from their region. "It was presumed that the American chef and diner were not going to understand or be interested in which was validated by the major beef importers post demo. This allowed me the opportunity to engage in the conversation," Justin explains.

"I was first connected with Mr. Kiuchi, who is the owner of Kiuchi Brewery, which encompasses the Hitachino Nest Brand. The global reach and influence of the patriarch from the Ibaraki Region set forth the vision and passion that the Ibaraki Government was looking to propose to the American Chef. I was intrigued from the moment that we first spoke and knew that I wanted to embark on this journey with him!"

The key part of this experiment was finding the right restaurant where there was a chef who had the dexterity and a large enough restaurant to be able to utilize a whole Wagyu cow effectively. "Much of the cuisine had become a bit timid and delicate in recent years; most chefs, and even steakhouses, were really only looking for 'center-of-the plate' cuts," says Justin.

"Luckily, one of my closest friends had just taken the helm of the Alexander's Steakhouse Restaurants in San Francisco (overseeing three properties) and was up for the challenge," he says.

In November of 2019 the "Hitachi Whole Cow" Dinner was held at the Alexander's Steakhouse in San Francisco. With Mr. Kiuchi and many members of the Japanese Government in attendance, the event was a resounding success. With a variety of preparations from old-world-style charcuterie, to raw preparations, Wagyu infused broths and prime cuts, each course adequately displayed the versatility of Hitachi Wagyu Beef.

"When California's first 'Stay at Home' order hit because of the pandemic, it put me in a tough position. There was a lot of product on hand with not many places to go with it. With restaurants closed, this ultimately challenged not only the team at Alexander's Steakhouse, but myself as well to become even more creative with the inventory that was stateside," he says.

"Using the whole cow is something that in theory many people discuss and want to do, but not very many people actually do because it's a challenge. It takes the right investment of time,



knowledge and utilization, and having the type of establishment and environment where you can promote this," Justin says.

"We can point out that there is a piece of meat that is worth \$35 a pound, versus paying \$75 a pound for a ribeye, strip loin or a tenderloin that you can put at the center of the plate, for instance," he explains.

There have been many challenges throughout the pandemic, with its adverse effect on the restaurant business. "It certainly reinvigorated interest in home-cooked meals—whether for people who fancy themselves as a chef, or a novice. Out of necessity, people had more time to look at ingredients, when cooking for themselves."

If a person is cooking 10 to 14 meals a week, they often wonder how they can spice it up and create something different and good. "I had been talking with a number of people and decided to give this a shot, providing special ingredients—for clients of Dorsia and retail offerings. Our website is now in place offering some things that people haven't seen before," he says.

"When I started this company, I saw this opportunity in the market; otherwise I might have simply stayed in the kitchen as a chef. I saw a real void that needed filled, to give people products that they need and want." The intent is to place products in the hands of the professional chef and the home cook.

In retrospect, the real versatility of the Wagyu Cow was discovered at this time, out of necessity. He feels that if anything good can come of the challenges that we are presently facing as an industry, perhaps it is the opportunity to reconnect with the sources. Dorsia Provisions can be the link that connects the restaurant to them.

"As we continue to trudge through this, the supply chain and the clients have been brought closer together and this is a unique time in the history of American Cuisine." 🍖

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00	+22	+14	+28	+23	+19	+2	+25	+49	+34	-02	+21	+033	+249	+267	+250	+238

JANUARY 2021 WAGYU BREEDPLAN

FEMALES ORIGIN USA

top 2000 entries shown

Wagyu Breeder \$ Index

4 OUT OF TOP 5 M6 RANCH INCLUDING #1, #3, #4 & #5

■ THEY ALL SELL - PLUS THEIR DAMS

Self Replacing \$ Index

4 OUT OF TOP 5 M6 RANCH

■ THEY ALL SELL - PLUS THEIR DAMS

Fullblood Terminal \$ Index

4 OUT OF TOP 5 M6 RANCH

■ THEY ALL SELL - PLUS THEIR DAMS

MALES ORIGIN USA

top 1559 entries shown

Wagyu Breeder \$ Index

8 OUT OF TOP 9 M6 RANCH INCLUDING #1, #3, #4, #5, #6, #7, #8 & #10

Self Replacing \$ Index

7 OUT OF TOP 10 M6 RANCH

Fullblood Terminal \$ Index

4 OUT OF TOP 8 M6 RANCH

F1 Terminal \$ Index

2 OUT OF TOP 5 M6 RANCH INCLUDING #1

M6 RANCH ITOSHIGENAMI R073H

#1 WAGYU BREEDER INDEX & #3 SELF REPLACING INDEX IN ALL OF THE WAGYU BREEDPLAN

GL	BW	200 DAY WT	400 DAY WT	600 DAY WT	MAT COW WT	MILK	CARCASS WT	RIB EYE	RUMP FAT	RETAIL BEEF	MARBLE SCORE	MARBLE FINENESS	WBI	SRI	FTI	FTI1
+11	+69	+31	+53	+79	+72	+3	+65	+28	-04	+06	+16	+032	+363	+342	+277	+225

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TRIANGLE B RANCH

HOW TRIANGLE CAME TO B

By Michael Catarineau

Fifteen miles north of Stigler, Oklahoma nestled in the hills near the convergence of the Arkansas and Canadian Rivers, sits Triangle B Ranch. The ranch spans 2200 acres and is home to more than 400 head of cattle --- but not just any cattle.

For 12 years, Don and Leah Brown, owners of Triangle B Ranch, have raised 100 percent fullblood Japanese Black Wagyu and American Wagyu.

"I was born in South Carolina and relocated to southern Oklahoma when I was in the third grade," he said.

Brown now 65, grew up in the South Carolina where his family had a row crop farm, funeral home and granite Quarry. When he moved to Madill, Oklahoma, he spent much of his time around commercial cattle and ranch horses with his brother-in-law Jimmy Herndon.

His Sunday school teacher, Gayle Buck, was like a second mother to him, Brown said. Through the Buck family, he was exposed to the show cattle side of the industry.

Brown also says his ag teacher, Tony Kennedy, played a key role in his love of ranching and agriculture.

"I always liked it," he said. "I guess it was always in my blood."

After high school, Brown attended Southern Nazarene University in Bethany, Oklahoma. He graduated and worked in the oil industry for 14 years, and then the software industry for 14 years.

He yearned for a change and wanted to start his own cattle business.

The Browns originally established Triangle B Ranch in 1996 outside Valley View, Texas, on Lake Ray Roberts.

"Growing up in southern Oklahoma," he said, "it was halfway between my job in Dallas and where my roots were."

In its early days, Triangle B raised Maine Anjou, Angus and club calves with help from Jirl Buck and Buck Cattle Company.

"I give a lot of credit to Jirl Buck from Buck Cattle Company for helping me in the early days in the club calf industry and really launching my cattle business," Brown said. "Jirl is just a first-class guy."

A DIFFERENT DIRECTION

In 2002, Brown went with a colleague on a work trip to Gatlinburg, Tennessee that would change his life.

At a high-end restaurant, he noticed a Wagyu filet at \$150. He heard the name before and thought he would give it a try.

"It totally impacted my life," Brown said. "I went back to my hotel room ---I don't even think I slept that night --- I started researching Wagyu cattle. I went back to the restaurant the next night and ate the exact same plate."

Wagyu is Japanese for "Japanese cow," and can refer to any four Japanese breeds: Japanese Black (Kuroge Washu), Japanese Brown (Akaushi), Japanese Polled (Mukaku Washu) and Japanese Shorthorn (Nihon Tankaku Washu).

Even though these breeds are considered indigenous to Japan, they are not genuinely native to the island, and are a result of crossbreeding cattle ---brought over from China sometime in the second century A.D. ---with Braunvieh, Shorthorn and Devon in the early 1900s. These breeds were closed to outside bloodlines in 1910.

Wagyu beef was popularized by Kobe Beef --- named after the city in Japan where the cattle were first bred --- and is known for its extreme marbling and tenderness. Its genetic predisposition gives it a high percentage of monounsaturated fatty acids --- more so than typical beef.

So what does that mean?

According to "Marbling Management of Cattle to Maximize the Deposition of Intramuscular Adipose Tissue." A research paper co-authored by Stephen Smith, Ph.D., regents professor in the Department of Animal Science at Texas A&M University and Bradley J. Johnson, Ph.D., Gordon W. Davis regent's chair in the

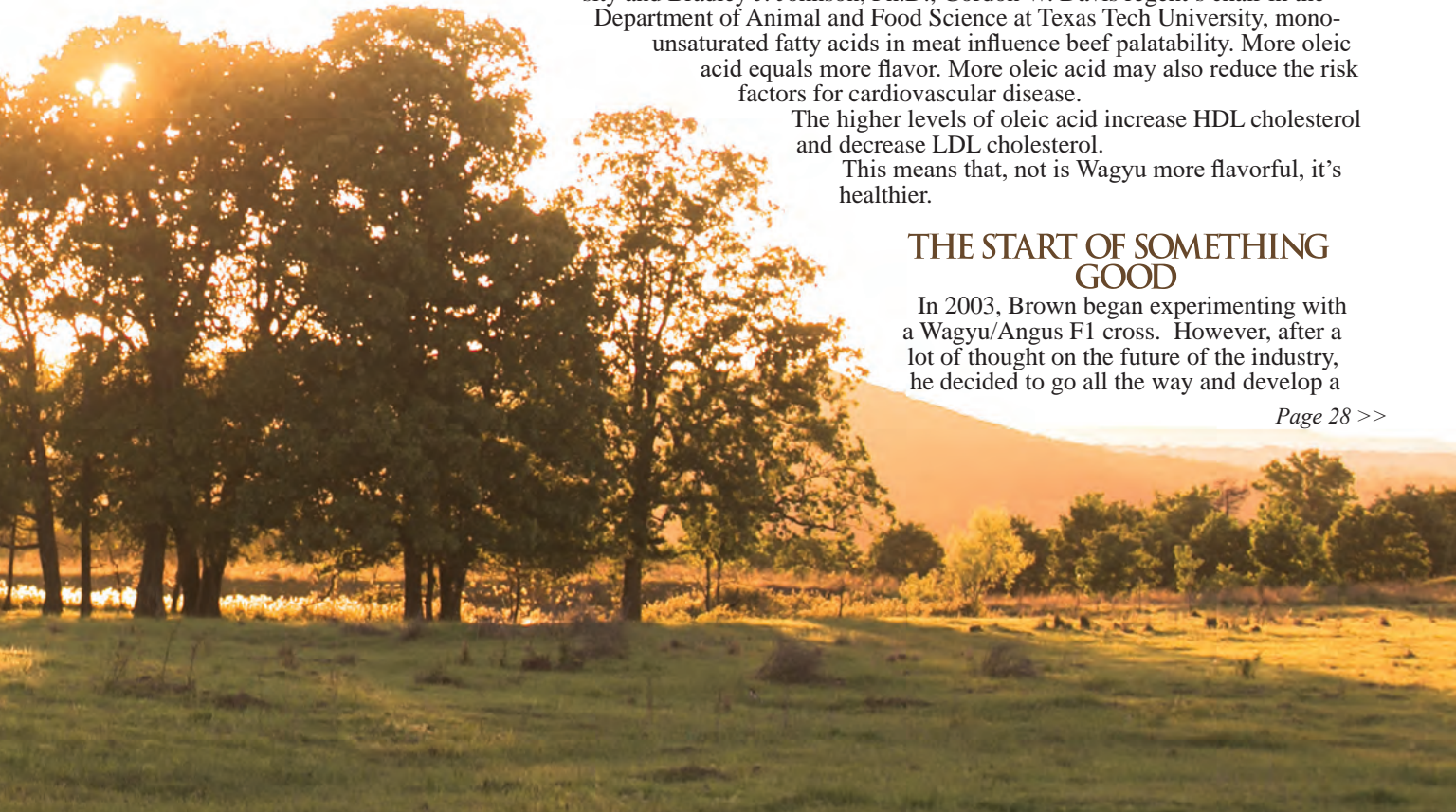
Department of Animal and Food Science at Texas Tech University, monounsaturated fatty acids in meat influence beef palatability. More oleic acid equals more flavor. More oleic acid may also reduce the risk factors for cardiovascular disease.

The higher levels of oleic acid increase HDL cholesterol and decrease LDL cholesterol.

This means that, not is Wagyu more flavorful, it's healthier.

THE START OF SOMETHING GOOD

In 2003, Brown began experimenting with a Wagyu/Angus F1 cross. However, after a lot of thought on the future of the industry, he decided to go all the way and develop a



fullblood Japanese Black Wagyu herd.

In 2006, with the help of Dr. Hyde Kojima and Ted Naruke from Shogo Takeda's Wagyu association, Brown began building his herd. Sepp Kraetz, founder of the German Wagyu Academy, accompanied Dr. Kojima on some of his trips to Triangle B.

"I picked those guy's brains to death," he said.

Dr. Kojima and Naruke helped Brown understand genetics and Japanese breeding methods.

"What you're trying to do, on the female side" he said, "is develop a balanced animal."

The Rotational Breeding Model, developed by Shogo Takeda, is commonly used among Wagyu producers in Japan to produce females and steers.

Brown explained the model he uses has a growth, marble, growth, marble rotation. He, for the most part, uses line-bred bulls. This method produces hybrid vigor with each generation and produces a balanced animal.

In 2012, at the first National Wagyu show in Denver, Triangle B won Grand Champion bull and the Reserve Grand Champion female.

Triangle B has since left the show industry and transitioned to the beef side of the industry.

"We still sell a lot genetics each year," Brown said. "Right now we're selling about 60 fullblood heifers a year."

Triangle B sells about 75 percentage --- a Wagyu Angus cross --- heifers each year and 75 percentage steers each year.

The fullblood steers and the remainder of the percentage steers go to their feeding pens.

Since November 2017, with the rollout of their online store, Triangle B Ranch has harvested about 12 animals per month.

From 2010 – 2015, Brown served as director at the American Wagyu Association. He also served at the first vice president and secretary in 2011 and 2012, president in 2013 and member-at-large in 2014.

THE NEXT BIG MOVE

With the exponential growth of business, Triangle B Ranch quickly outgrew its home in Valley View.

"The cost of land down there is very expensive," Brown said. "It was just ridiculous."

He, at the time was leasing much of his land, found he was running up and down the road to fix other people's fences. It was time for a change.



Brown looked in eastern and northeastern Oklahoma for his next ranch.

"I liked the terrain and the grasslands," he said. "I found this ranch on the Canadian River, and it's the most beautiful place you've ever seen in this part of the country."

Oklahoma has been in his blood since he was a kid. Brown lavished on the people and his community. He also found a wonderful church ---First Baptist Church --- where he is very active.

"The LORD is there," Brown said.

When the ranch was founded, Brown committed it to the LORD. He hopes to someday make it a place for disadvantaged kids to have an opportunity to get involved with agriculture and ranching.

COMMITTED TO QUALITY

On the feeding side, it took Triangle B a while to get a feeding program in place that mirrored what they do in Japan.

"The Japanese say beef is 40-percent genetics and 60-percent feed," Brown said. "It's a very intricate thing".

The cattle really do good on the native grasses, he said.

Brown worked with feed nutritionist Dr. Jimmy Horner, President and CEO of Protocol Naturals, to develop all the feed rations.

Steers are fed a grower/developer for 12 months and a finisher one for 12 months and a finisher two for six months.

Triangle B genetics have been tested rigorously over time, on both cow and sire lines, which allows the ranch to improve genetics with each new calf.

He is very proud of his farm-to-fork operation.

"Our meat is traceable," Brown said. "People can know that it is truly Wagyu beef."

This is the reasoning behind Triangle B's two product lines: 100-percent fullblood Japanese Black Wagyu and percentage. Brown calls this truth in marketing.

The complexities in processing today do not cater toward a high-end product, he said. It's hard to find a processor that really understands the value of these carcasses.

To ensure quality over time, Triangle B pays close attention to its cattle with help of the full-time ranch hand, Robby Robertson, and trusted veterinarians John and Marsha Labor from Haskell County Vet Clinic.

"We manage the entire life cycle of our steers to ensure humane treatments and a phenomenal end product," Brown said.

The steers are born on the ranch, raised humanely and fed well from 30 days old to 30 months old.

"You gotta really treat these animals with dignity and respect," Brown said. "They're very remarkable cattle."

Although Wagyu cattle require a little more hands-on than Angus or a similar breed, the end product is worth it.

Brown gauges his success by the success of his customers. He said that many of his customers become repeat customers and good friends.

"Exceptional customer service is the ranch's foundation and continues to be the driving force of the organization," Brown said. "We truly partner with our genetics, seedstock and beef customers to ensure long-term success."

Don would like to invite everyone to his 13th Annual "Spring of Opportunities Sale" on March 20th, 2021 at the ranch in Stigler, Oklahoma. 🌻

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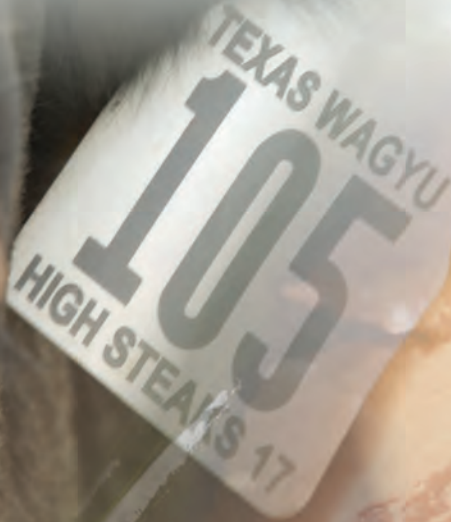
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OUT & ABOUT

Wagyu Sales, Shows, and Other Happenings

In the News

2021 AWA Board of Directors election results and AWA Board Officers for 2021

The results of the Board of Directors election for the year 2021.

Pamela Armstrong, Clarence, NY, Ryan Bagley, Logansport, LA and Matt Rainey, Landrum, SC were elected to serve 3 year terms beginning January 1, 2021.

Your American Wagyu Association Board of Directors is pleased to announce the newly elected Board Officers to serve for the year 2021.

Kyle Jurney - Marble Ranch, TX, elected as the Board President

Clem Kuns - Prime Valley Farms, IN, elected as the 1st Vice President and Secretary

Sheila Patinkin - Vermont Wagyu, VT, elected as the 2nd Vice President & Treasurer

Philip Bowman - Bowman Farms LLC, NC, elected as the Member-at-Large

AWA Recently Releases EPD Program

With the recent release of Expected Progeny Differences (EPD) by the American Wagyu Association questions arise about how EPD are computed and subsequently used for selection.

An EPD is simply a prediction of how future progeny are expected to perform in a particular trait relative to other animals in the same genetic evaluation. The prediction is computed based on past performance information that has been reported to the American Wagyu Association. In much the same way we might predict the outcome of an upcoming athletic event based on the past performance of the two teams playing. Those predictions are even stronger when both teams have played similar opponents. Additionally, the more games they have played against the same opponents the more certainty we have our prediction is reliable.

The EPD itself does not imply “good” or “bad” performance. But rather, the EPD gives a prediction of the average difference to expect in the performance for example between two sires. Furthermore, EPD are accompanied with an Accuracy (ACC) value. Accuracy is a measure of reliability regarding

the EPD and is reported as a decimal number between zero and one. Higher accuracy values indicate more certainty that the EPD will show little change as additional information is included in the next genetic evaluation.

Within any group of animals, we observe a range of performance which we refer to as phenotypic variation. An animal's phenotype is a function of its genetics and the environment to which it is exposed; Genetics + Environment = Phenotype. That portion of the phenotypic variation that is due to the genetics of an animal is called heritability (h^2). An EPD represents that part of the phenotype that is genetic and is heritable.

For example, a group of weaned calves in a group may range from 400 to 600 pounds, only a portion of this phenotypic variation that we observe in a group is due to genetics while the remaining portion of variation is due to the environment. Heritability for weaning weight in the Wagyu population is estimated at 0.30.

Because heritability is not 1 for performance traits, a large portion of the variation we observe is due to environmental effects. Therefore, using the same cow herd and herd bulls each year often gives us very different performance results in our herd from one year to the next. For example, during a year of a drought weaning weights may be down but the following year with more rain and better grass weaning weights are increased.

Because of differences we experience in environment from year to year or even across the fence line in the same season EPD do not predict actual performance but rather differences to expect when say using multiple sires in a breeding herd or between different cows in a herd when all are mated to the same sire.

Expected progeny differences are expressed in the same unit of measurement as trait which is measured. Birth weight, weaning weight, yearling weight, and maternal milk, are all traits that are expressed in pounds.

By taking the difference between the EPD of two sires the comparison of progeny differences that can be expected when mated to an infinite number of genetically identical cows in the same environment can then be made.

For example, if I selected two A.I. sires for breeding, one with a birth weight EPD of +1 and the other with a birth weight EPD of -1 and used them randomly on a set of commercial cows I would expect 2 pounds (the difference between -1 and 1) on average as the difference in birth weights for their calves. Certainly, there would be variation in birth

weights among the individual calves, but the average difference by sire group would be 2 pounds.

When EPD are available for multiple traits the producer is given the opportunity to select for numerous traits that will have an economic impact on their herd profitability, even when those traits may be antagonistic to each other. For example, for the available suite of EPD available today for Wagyu producers you can select for increased weaning weight while identifying sires to keep birth weight in check. While this is an important step for the American Wagyu Association there remains much more to do!

Historically, beef breed association genetic evaluations relied solely on progeny weaned and/or registered but often failed to collect information from females that failed to reproduce. Furthermore, often was the case performance data was only reported for calves that were registered.

By contrast, inventory-based Complete Animal Reporting (CAR) functions around the premise of the collection and reporting on an annual basis; the production history of every cow in the herd and performance of every calf in the herd raised through weaning.

Why an Inventory Based System

Collecting records on the production of every female allows for the calculation of unbiased reproductive genetic predictions, such as heifer pregnancy and Stayability, i.e. the probability a cow stays in production to the age of six. Similarly, collecting weaning weights on the whole calf crop allows for the calculation of unbiased genetic predictions for growth through weaning, as well as the ability to account for selection for post-weaning traits. The importance of the latter cannot be overstated.

The purpose of CAR is to accumulate reproductive and performance data on all animals in a producer's herd not to control which animals will be registered, that remains a decision of individual breeders.

Additionally, to further expand the list of EPD available to breeders of Wagyu cattle the AWA and several members are actively pursuing carcass data for the computation of valuable Carcass EPD. Many producers are collecting carcass data now on the cattle they raise, much of this data is likely useful to the AWA. If you would like to learn more about submitting carcass data to the AWA please contact the AWA office.

Being able to objectively measure performance followed by critical analysis of the data allows for improvement in economically measurable traits. By making improvements in both, data collection and analysis, the AWA can provide tools which result in measurable improvement with each succeeding generation produced.



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

Australian Wagyu Association Growth in BreedPlan Genetic Evaluation Phenotype Trends

In the last issue, we looked at the 10 year genetic trends for Wagyu within the Australian Wagyu Breedplan data, and continue with analysis of the 10-year trends for phenotype (trait) averages in Fullblood Wagyu cattle.

GROWTH DATA SUMMARY

The number of records for each growth trait, database average and minimums and maximums are provided in Table 1. This shows Birthweight is 29.7kg on average, with 200-day weight at 175.9kg on average (across male and female). By subtracting Birthweight from 200-day weight, the average daily gain across the database is 0.73kg per day to weaning.

TABLE 1
Growth data summary:

BIRTH WEIGHT	200-DAY WEIGHT	400-DAY WEIGHT	600-DAY WEIGHT	MATURE COW WEIGHT
35,419 records	32,287 records	29,215 records	15,170 records	2,096 records
Ave. 29.7 kg Min 15 kg Max 64 kg	Ave. 175.9 kg Min 46 kg Max 570 kg	Ave. 285.7 kg Min 82 kg Max 671 kg	Ave. 380.4 kg Min 120 kg Max 932 kg	Ave. 462.7 kg Min 252 kg Max 767 kg

The database average for 400-day weight (yearling weight) is 285.7kg. Based on the change in weight over the 200-400 day period, average post-weaning daily gain to yearling age is 0.55kg per day.

The database average for 600-day weight (feedlot entry weight) is 380.4kg. Based on the change in weight over the 400-600 day period, average post-yearling to feedlot entry daily gain is 0.47kg per day.

The growth data summary in Table 1 demonstrates relatively low rates of daily gain for Fullblood cattle prior to feedlot entry, particularly during the 400-600 day grow-out/back-grounding period. From birth to feedlot entry, average daily gain across all recorded Fullbloods (male and female) is 0.58kg per day.

In 2018, the Australian Wagyu Association released the Wagyu Feed Calculator tool to assist members with increasing growth rates to a consistent 0.7 - 0.8kg per day to better optimise baseline marbling deposition prior to feedlot entry. This figure is consistent with minimum growth rate targets developed through the Australian Beef Cooperative Research Centre (CRC) analysis, but below recommended targets from numerous Japanese studies (eg. The Japanese industry review of Motoyama et al., 2014 Meat Science 120: 10-18) where feeder calves are targeted to 280-300 kg at approximately 9 - 10 months of age (average daily gain, approximately 0.9kg per day).

Japanese Black cattle are then typically fed on concentrated diets from this point to slaughter at approximately 29 months of age and 755kg liveweight (Japan Ministry of Agriculture, Forestry and Fisheries – 2014). This amounts to a whole of life average daily gain of 0.77kg.

The data provided in Table 1 shows that the pre-feedlot entry growth rate averages are significantly lower than those recommended by the Australian Beef CRC and Japanese studies.

As shown in Table 1. Australian records hold relative few Mature cow weight records. The average of records held by the Australian Wagyu Association is 462.7kg for mature Full-

blood Wagyu cows, with range in phenotypes from 252kg up to 767kg. This database average is not substantially different from that reported by Motoyama et al. (2014) for Japanese Black breeding cows at 487kg, noting that the vast majority of breeding cows in Japan are maintained whole-of-life on feeding rations.

SCAN DATA SUMMARY

Although Intramuscular fat percentage (IMF%) data from ultrasound scanning is not used within the Wagyu BREEDPLAN analysis, it is important to note that subcutaneous fat thickness and Eye Muscle Area (EMA) measurements from live animals are used in the BREEDPLAN analysis. Importantly, these measurements are used in the calculation of other traits such as retail meat yield and carcass-Eye Muscle Area. Members are encouraged to use ultrasound scanning, as it can be important information in identifying animals with high EMA and relatively low subcutaneous fat at an early age.

TABLE 2
Scan data summary
for heifers and bulls.

HEIFER - RIB FAT	HEIFER - EMA	BULL - RIB FAT	BULL - EMA
7,390 records	11,922 records	4,483 records	4,479 records
Ave. 4.13 mm	Ave. 53.6 sq cm	Ave. 3.26 mm	Ave. 64 sq cm
Min. 1 mm	Min. 25 sq cm	Min. 1 mm	Min. 26 sq cm
Max. 14 mm	Max. 97 sq cm	Max. 8 mm	Max. 106 sq cm

In Table 2, heifer and bull ultrasound scan data is presented separately, with average rib fat being lower and Eye Muscle Area being higher in bulls compared to heifers. Average EMA for bulls is 64cm2 and rib fat is 3.26mm

CARCASE DATA SUMMARY

Carcass data is of keen interest to many Australian Wagyu Association members who supply feeder cattle through supply chains and provide data back to the Australian Association. As provided in Part 1 - Multi-trait Genetic Improvement, a total of 47 Australian members have submitted carcass data records to the Australian system. These records are provided through more than 15 different feedlots and supply chains.

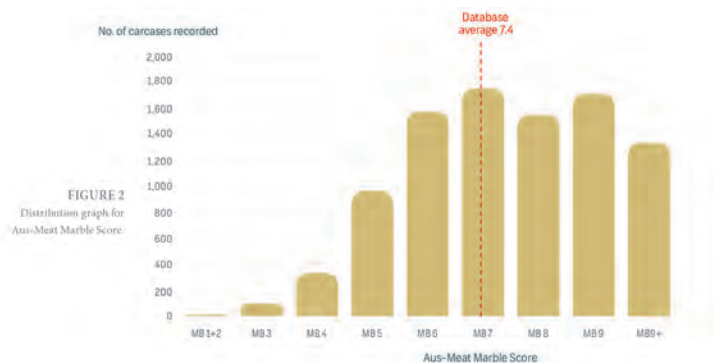
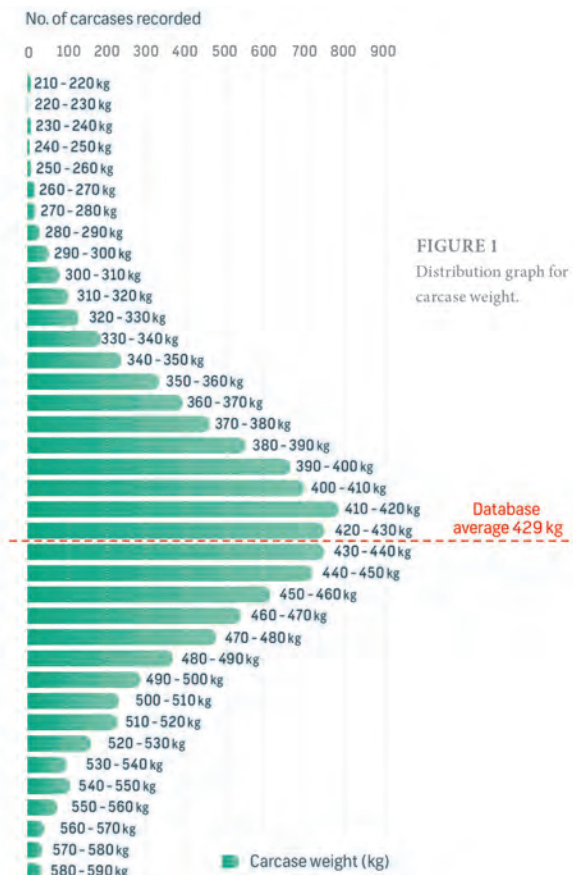
The phenotypic averages for the Australian Wagyu Association database are shown in Table 3. For carcass weight, more than 10,000 Fullblood records, the average carcass weight is 429 kg, with average age of slaughter at 32-33 months. Carcass weights range from a minimum of 213kg to a maximum of more than 600kg. In the four years 2010 to 2013, the phenotypic average for CWT was 423kg. In the

TABLE 3
Carcass data summary.

CWT	MS
CARCASS WEIGHT	MARBLE SCORE
10,080 records	9,786 records
Ave. 429	Ave. 7.4
Min. 213	Min. 1
Max. >620kg	Max. 9+

three years 2017 – 2019, the phenotypic average for CWT had increased to 440kg.

For Marble Score, the phenotypic average is Marble Score 7.4, with the full phenotypic range from MS1 to MS9+ recorded. When Aus-Meat MS values of 9+ are reported by graders, this is entered into BREEDPLAN numerically as a 10. In the four years 2010 to 2013, the phenotypic average for MS was 7.3. In the three years 2017 – 2019, the phenotypic average for MS had increased to 7.7.



The distribution graphs for Carcass Weight and Marble Score are shown in Figures 1 and 2, to demonstrate the range in data within each trait. For Carcass Weight, the ‘Bell Shaped’ curve shows the full range of carcass weights. There is significant range in carcass weight with more than 10% of carcasses being less than 350kg and 10% of carcasses being over 500kg.

For Marble Score, the curve is truncated, where the full

range of marbling is unable to be described by the Aus-Meat grading system. Even with the Aus-Meat 9+ grade being implemented recently for Wagyu carcasses, the full variation in marbling expression is unable to be captured by Aus-Meat grading (evident by the attenuation of the bell-shaped curve on the right-hand side of the graph).

It must be highlighted that this is not a market or marketing issue, it is an issue relating to the use of Aus-Meat grading data for accurately determining the genetic merit of animals for Marbling. Approximately 15% of carcasses within the Australian database are recorded as being graded Aus-Meat 9+. Increasing use of the MIJ-30 camera is showing that the full range of marbling is expressed using Digital Marble Scores out to DMS-15. Members wishing to obtain marbling grading data are encouraged to contact Australian Wagyu Association about using the MIJ-30 carcass camera.

MAKING SENSE OF PHENOTYPE INFORMATION

The Phenotype trend data is presented to explain whole-of-herd averages and to describe the range of phenotype records in the Australian database.

The data summary provided includes data from more than 120 individual members across production systems that show extreme variation and large year to year variation reflecting drought, floods and changes to farm management practices.

The data in the Australian database is derived from hundreds of different production systems, management units and year groupings. In considering this data and how it compares to your data, comparisons can only be made between individual animals within the same management groups.

It is not appropriate to look at your own information on individual animals (eg your Marble Score data) and state that the progeny of any particular bull is higher on average than the Australian Wagyu Association database average and should therefore have a higher than average EBV.

There is also large variation within any trait and the measurement system can limit our ability to accurately measure the trait. For example – Marble Score. It may be that a sire produces progeny that all score 9 or 9+ within a management group. However, about 30% of Fullblood Wagyu score 9 or 9+. What is important, is understanding how that sire's progeny compares to other progeny in the same management group.

Comparisons between animals are only relevant if those animals are raised in the same conditions in the same management groups (contemporary groups) and can be benchmarked against known standards (link sires). Genetic evaluation is designed to highlight the true differences between animals based on genetics, not environment.

Save the Date **Upcoming Events**

2021

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MARCH

- 20 Triangle B Ranch Spring of Opportunities Sale**
Stigler, Oklahoma
- 27 Bowman Farms Complete Dispersion Sale**
Roaring River, North Carolina

APRIL

- 10 M6 Ranch Family Wagyu Dispersion**
Alvarado, Texas
- 24 TWA Steaks Are High Sale**
Salado, Texas
- 27-29 AWA Wagyu Edge Conference**
Queensland, Australia

MAY

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

JUNE

- 4 Midwest Wagyu Meeting**
Salina, Kansas
- 5 Passion For Prime**
Salina, Kansas

SEPTEMBER

- 13 Prime Harvest Online Sale**
www.liveauctions.tv
- 23-25 American Wagyu Association AGM**
Fort Collins, Colorado

OCTOBER

- 23 Vermont Wagyu Production Sale**
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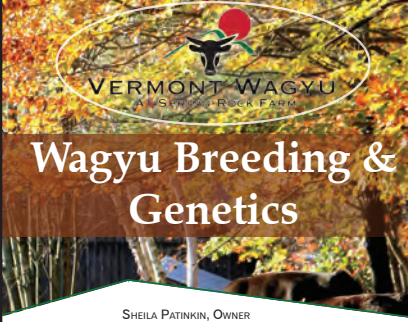
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carcase wt	+6	+15
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