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September/October 2023





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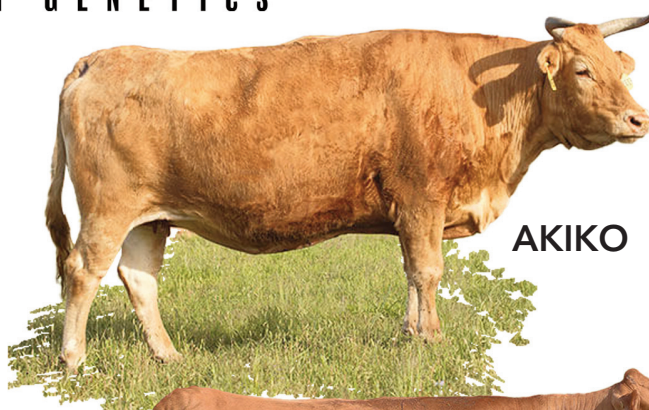
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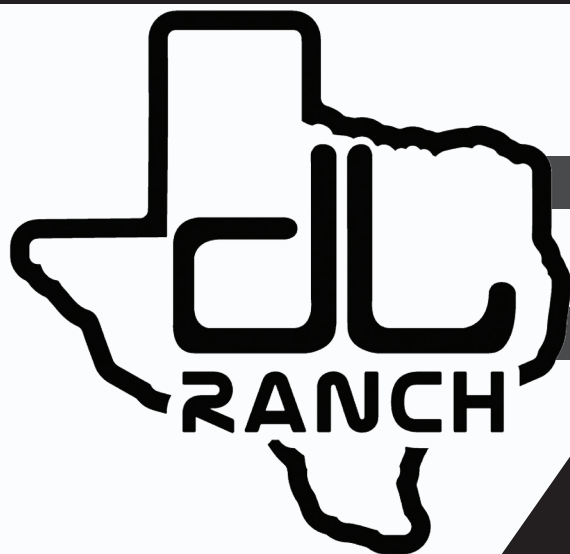


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September / October 2023
Volume 9, Number 6



14 PROGRAM PROFILE

Iron Table Wagyu

A great partnership, a few Wagyu females and a campfire discussion is what started this very exciting meat label in the Wagyu industry today. They are taking it to another level and with the foundation of their genetics being backed by excellent carcass data, the product they are delivering is on fire!

>> By Heather Smith-Thomas

22 MARKET MATTERS

Even Better Than It Looks

We as Wagyu enthusiasts know the value of the Wagyu product; we know the flavor, texture and tenderness is second to none but there is also the added aspect of the health benefit that we as breeders, feeders and promoters need to keep in our wheel house at all times. The added health benefit of the Wagyu product should always be discussed as this just solidifies it as the best beef anyone can ask for.

>> By Heather Smith-Thomas



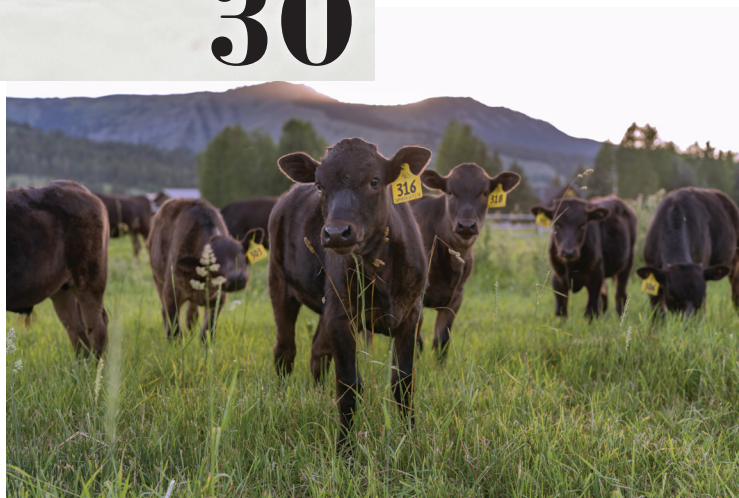
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30 PROGRAM PROFILE

22 Wagyu

We hear it all the time, after tasting the Wagyu product, beyond wanting more, cattlemen want to produce it themselves. This is the same for Colby Carpenter. Colby went from raising cattle to look good (show cattle) to raising cattle for excellent taste. When he and his dad changed the direction of their ranch, they never looked back and now today, Colby and his wife, Ashley have a prominent fullblood Wagyu program.

>> By Heather Smith-Thomas



40 OUT & ABOUT

FWe are almost ending the year and with this being said; make sure to study the upcoming events calendar to start marking your calendar with important dates for next year and beyond.

40



COVER>>

Courtesy of: 22 Wagyu
Location: Jackson, Wyoming

CELEBRATING 1 YEAR

The September/October issue marks one year for our team member, Emma-Shane!

Emma-Shane came to us from Nashville and with never meeting us in person and only a few phone interviews, made the move to Woodland, CA to join the JDA/Wagyu World team. When she arrived, it felt as if she belonged; she has gotten to know so many of you and has learned the ropes and also implemented new ways to better serve you all.

Her first auction was one of our largest and she survived. She has traveled to Texas (a few times), Kansas and even Canada assisting me with events. In one year, we at JDA have accomplished a ton together in the hope to better this breed, grow this breed and in the end make sure each of you only find success and enjoyment as Wagyu programs across the world.

Our team is small but mighty and with our new recruit, we can tackle anything. Thank you to Sherry, Emma-Shane and James (our Midwest associate) for coming together to be one of the best teams that this industry could ask for.

Congrats to your first year Emma-Shane; we are so happy you came on board!



Mercedes Danekas-Lohse - Editor





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 & Billing:

Emma-Shane Cowan

emma@jdaonline.com

(530) 668-1224

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DISCOVERY

This Issue's Two Contributors Share Themselves With Us.



**HEATHER
SMITH-THOMAS**
Rancher/Writer



**RONDA
APPLEGARTH**
Wagyu Breeder



The worst purchase I ever made was... I have made some that I thought were really bad at the time, but there was later some good from it or something learned and I can't really say it was all bad...

The best advice I have ever received is... from my Dad a long time ago: "Do your best, and leave the rest."

If I could single out one animal in my life that has made the largest impact on me, it would be...

actually a couple. One was a Thoroughbred filly that my dad bought from a rancher neighbor when I was very young, and he sent her to a cowboy "trainer" who was too rough with her and pretty much ruined her attitude toward people. I eventually won her over but it took a lot of time and a serious injury to her front leg (that I had to treat for almost a year) and I eventually gained her trust. It meant a lot because it was so hard won.

The other very special animal was a filly I raised from that mare a few years later--an Arab-Thoroughbred cross filly born in 1962 that became my best cow-horse ever and she spoiled me because I expected other horses to be as good as she was and none have ever measured up to her extreme agility, heart and cow sense

The worst purchase I ever made was... skinny jeans. Enough said.

The best advice I have ever received is... work hard. Be humble.

If I could single out one animal in my life that has made the largest impact on me, it would be... Dexter the Wonder Terrier. He helped me raise a couple really neat kids in some pretty hard times. His time in my life and the lessons I learned from a pint sized giant means I will never be without a Toy Fox Terrier as my ride or die.



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By Heather Smith-Thomas

A unique partnership in Texas created an ambitious breeding program that has now come to fruition. Iron wTable Wagyu started as a humble ambition with a big goal.

The program and vision of Iron Table Wagyu was quickly put to work with visionary Jim DiMeo forming the team that comprises brothers Jad and Will Tawater, James DiMeo, and Zac Walden.

Jad says this all started with an idea. Jim and Jad were sitting around a campfire with their families at their ranch near Gatesville, Texas in 2018. It was a great family moment and they wondered how they could share moments like this with everyone, with a great meal.

"We wanted to raise some high-quality beef for our families and that idea quickly expanded after that discussion around the campfire. Jim thought there was a bigger market for great meat, and that we should think bigger, so that's what we did," Jad says.

"Ranching is in our blood, so we hit the drawing board and started talking about how we could disrupt a beef industry that has left quality and honesty in the dust. We knew we were going up against a challenge, but that excited us even more." They decided to breed the best quality meat possible, which meant Wagyu.

"Jim realized there was a need in this country for domestic fullblood Wagyu. There were a lot of F1 cattle at that time (and some higher percentage cattle and "purebreds") but most of the fullbloods were being imported from either Japan or Australia. So our mission getting started, and still today, has been to stick to the 100% Japanese blacks because they marble the best," Jad says.

For the next 8 months, they brainstormed. "After that first conversation, I called my brother Will, who has a deep background in cattle—specifically Beefmasters. Will and I researched everything we could find. We knew that in order to get started, we had to build strong partnerships and a strong cow foundation," he says.

Will says that when they decided to start their Iron Table Program it would be like learning a new language. "We had to learn about different cattle, new pedigrees, etc. The Wagyu are more production-oriented, looking at the real beef rather than most breeds that focus more on seedstock and not the end product." The goal at Iron Table was to raise the absolute best and top-quality beef, and not just a better beef product.

The challenge would be to learn the pedigrees on the fullblood black Wagyu and find people who were willing to share carcass data on what they had, for the donor cows they'd be willing to sell. "We bought our first set of foundation cows in September of 2019, from Lone Mountain Cattle Company," Will says.

"We were still gathering cows, realizing there were some more out there that we needed, and then we found Marble Ranch. They had a sale that December and we purchased cows from them. We continued to buy private treaty donor cows from the Marble Ranch herd, to grow our herd, because we were able to find the most carcass data and some of the deepest pedigrees in their program—that complimented what we were trying to do," he says.

Jim says his background in business is much different than traditional ranching. "My wife grew up in the dairy business, and I loved Wagyu steaks. We were used to paying top dollar for A-3 to A-5 at restaurants and couldn't figure out why the U.S. beef industry hadn't figured out how to do the same thing. My research led me to a couple people. One was a veterinarian renowned for working with the Wagyu breed and he had some insight; he was doing a service for ranchers raising super high-quality animals. I met with him and we discussed the fact that proper nutrition also plays a big role. He happened to have a friend he wanted to put me in contact with—Dr. Jimmy Horner. The three of us got together to discuss goals," Jim says.

"My goal was simple; it was to establish a consistent A-5 product in the U.S. here in Texas. So we bought animals to establish a foundation herd—and worked from there to create foundation breeding rather than just throwing a bull with some cows. We were looking at phenotype and different things that are important, and looking at the Japanese market and Australia market and trying to get data," he says.

"What we noticed is that very few people in the Wagyu industry have much data on their animals. Coming from a business standpoint, that didn't work for me. You can't fix something that you don't have information on. We immediately started building a product, creating animals via AI, ET and genetics," Jim says.

"These two young men—Jad and Will—jumped in from the beginning and loved it and my goal was to not try to compete with F1 cattle or even with other local Wagyu breeders. It was to try to compete with the import products that are not grown in the U.S. This led us to the point that we now believe we have the strongest genetics for creating what we believe the future for Wagyu will be in the U.S."

Will says that the thing that makes Iron Table special is that their genetics program and data collection is second to none. "The partnerships we've been able to make are also important, with Dr. Darrel DeGroff, DVM, the embryologist in Loveland, Colorado (Colorado Genetics, Inc.), Deb Rest (Veterinary and Animal Health Technician at Colorado Genetics) and Dr. Jimmy Horner with Protocol Naturals, and what they do. Between the three of them, and us being able to utilize those partnerships, this has helped push us to the forefront of the breed. We still have a lot of growing to do and proving out our genetics, but those folks have certainly helped get us to where we are today."

At the home ranch, at Iron Table Wagyu, the donor cows are housed and flushed. "We have a state-of-the art repro facility where we flush embryos, do IVF and transfers at the ranch. We also have a set of recipient cows here, along with

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<< Page 15

the young females and bulls that we plan to keep and put back in the herd as we continue to grow. We also work with four other ranchers around the state of Texas and put embryos in their cows at their facilities. We utilize their cows under our protocols and buy back the calves at weaning," he says.

Those calves either come back to the ranch to be utilized as breeding stock in the future or they go to the feedlot, depending on their phenotype. "Do they look like heifers, do they look like bulls? Do they look like animals other cattlemen would want to select or are they animals you'd hide in the back pasture?"

"We also look at the carcass data gleaned from their mothers and their sires via the calves we get back. Every donor cow we utilize has some type of carcass data directly tied to her first and second generation. The big thing when we started was getting donor cows with carcass data on them. Because we selected cows with data, they were older cows, and

they are even older now, but we have young progeny from them that we are now utilizing heavily. This allowed us to get a jump start—by buying older cows with deep pedigrees that already had proven genetics, so we could build our herd from them," says Will.

For their beef company they use the MIJ carcass camera to grade all the carcasses. This gives their end customers transparency regarding the actual quality of the beef they are getting. "It was a tough battle with USDA to get 100% Wagyu on our beef labels so this transparency with the end consumer is extremely important," Jad says.

"This camera also gives us invaluable data for use in our future breeding plans. This is another thing that makes our program special. Everything that we do is based on data. We want data to back up all our systems, so that is extremely important to us."

Will explains that they have an in-house carcass database that is used extensively in all mating decisions.

"Every time we get a carcass back, we plug that data into the database where we also have all of our pictures. We compare data to the cows that made those carcasses and the sires, look at the rib eye size and shape, marbling distribution and fineness," Will says.

"We also look at feed efficiency. A big part of what we are trying to do is get higher-performing cattle and feed efficiency without sacrificing any marbling. If we can kill them at 24 to 26 months and not have to go 30 to 32 months, this is better, if we can still retain the high-quality marbling and good size on the hanging weight. If we can have all that together we feel that's a big win, in our program."

Jad says that they have not yet sold any genetics—no live animals, semen or embryos—because they want to first get the foundation established. "We are planning to host our first production sale in the fall 2024. Before we release anything to the public, we want all the data to back it up. This is the reason we've been flying under

the radar up until now; we've just been building our in-house carcass system and our data, getting ready," he says.

"We pride ourselves on holding off on selling anything for 5 years and this will be our first public offering. We also cull very heavily on the heifers and bulls we keep. We've sent a lot of bulls and females to slaughter that many people would have kept, but we wanted to get carcass data on them. We want to keep only the very best. We get the data from the carcasses and may then keep a full sib if the data is good—so it's a win-win. We can have the best from a certain mating and also have the data from the full brothers and sisters that maybe didn't meet all our criteria, to back that up," Will says.

They also have a large pen of young bulls that they are collecting semen from and have been using AI and ET extensively from the bulls they've raised. "We do have bulls with prog-

eny on the ground now and those are on feed. The bulls are still in the growing pen and may sit there for 3 or 4 years until we get data back on their progeny, and then if we find they are the real deal we can push them heavily, with confidence. We are very confident with data on the mothers and the sires and full-sib data, but we can have even more confidence when we have progeny directly from them," Will says.

Jad says by the time they started breeding and raising these animals they turned on their e-commerce platform, in February 2022. "This is [ironablewagyu.com](https://www.ironablewagyu.com) and it has been very strong for us—especially post-COVID. For a while everyone was ordering online and wanted to know where their beef was coming from. They really appreciated the quality product that we offered. That e-commerce platform has been great for us; it helped us build and strengthen our brand. It also helps being here in

the central Texas market, with Austin being a huge food community," Jad says.

"We've been able to partner with the likes of multiple Michelin starred Chef Phillip Frankland Lee and his wife Margarita Kallas Lee, who own and operate the Scratch Restaurants Group. They own several restaurants throughout the country and in Canada. Having someone like them behind our product is great. When we first met with Phillip, however, he was hesitant because he only allows the absolute best, in his restaurant. When we walked in, he said, 'I have to be honest with you; we only have the best of the best.' But it worked out well for us because our product speaks for itself—the 100% Wagyu, the genetics we've chosen, and our feed program. You can't cut any corners, for quality," he says.

Iron Table Wagyu now has about 30 restaurant accounts in Central Texas. "We also ship quite a bit of ground

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beef to Chicago's newest and hottest burger dive, Not a Damn Chance Burger, in Chicago. This has been a strong market for us, and we are in position to continue to scale up and service more chefs and consumers who appreciate this high-quality beef and this mission that we're on," Jad says.

As Iron Table Wagyu continues to grow, this is proving to be a great team effort, with the two Tawater brothers, Jim and his son James DiMeo, and Zac Walden. James has jumped with both feet in learning the business as fast as he can after selling his stake in a successful automotive software company. Zac also plays a critical role in the day to day of Iron Table Wagyu. He is the owner and operator of Walden Media Group and the brain child of the Iron Table Wagyu brand and their digital and social presence.

"He is also very instrumental in what we do. It's a family business with a good team and we are having a lot of fun with this. We have recently added team members, Tori Tawater (Manager of Wholesale Accounts) and Tug Rhoads (Manager of Ranch Operations). It's always fun when you get to see the hard work you've put in for 3 or 4 years evolve into a great end product, seeing consumers enjoy it," he says.

This all goes back to the name Iron Table. "We wanted a strong brand and the Iron Table represents family and enjoying this high quality beef, sharing it with the people who matter the most to you. That's been our reward, and it's been incredible to watch it grow and flourish and the future is extremely bright," he says.

"Farm Raised", and "Farm to Table" have never been just marketing phrases to this team. "At Iron Table Wagyu, we have an immense level of pride in the Wagyu beef we produce, as well as the thoughtful animal husbandry required to cultivate our cattle's premier genetics. Our mission is to bring our product to every table we can, and showcase what true craftsmanship in the world of natural, premium beef looks like. We want to make this experience accessible to as many people as we can and become a household name, one steak at a time," Will says.

Jim adds, "We really strive to be at the forefront for the U.S. with this product. We feel there is an enormous need. We are not trying to be in the same arena as the people doing large volumes. We want to head the charge to compete with the true Japanese product, and that's where we're at." 🍖



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BW	-2.4
200	-11
400	-14
600	-22
MCW	-33
M	-2
SS	-1.8
CW	-11
EMA	+51
RF	+0.1
RBF	-0.4
MS	+2.9
MF	+0.40
WBI	\$128
SRI	\$175
FTI	\$185
FITI	\$203

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GL	0.0
BW	-2.0
200	-3
400	-2
600	-10
MCW	-23
M	-1
SS	-1.9
CW	-2
EMA	+10.4
RF	+0.3
RBF	+1.0
MS	+3
MF	+0.43
WBI	\$222
SRI	\$270
FTI	\$247
FITI	\$255

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GL	-1.0
BW	+0.2
200	+6
400	+6
600	+9
MCW	+13
M	-4
SS	-11
CW	+4
EMA	+11.5
RF	+3.7
RBF	+1.8
MS	+31
MF	+0.36
WBI	\$282
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FTI	\$275
FITI	\$270

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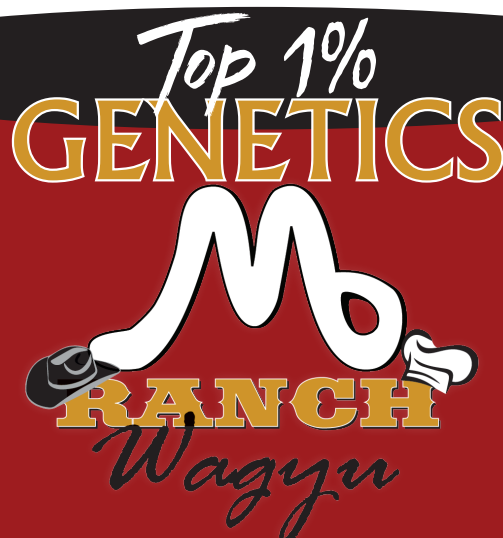


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#1 \$F1TI born in the USA

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16	12.9	3.5	0.46	\$279	\$318	\$307	\$306
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GATEWAY GATE KEEPER

37	5.8	3.6	0.59	\$317	\$344	\$286	\$269
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GATEWAY G113 GUARDIAN

42	6.7	3.2	0.56	\$291	\$331	\$305	\$298
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MAYURA L0010

44	5.7	2.8	0.32	\$285	\$288	\$278	\$257
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ARUBIAL BOND Q007

6	15.4	3.2	0.46	\$211	\$253	\$252	\$260
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#1 \$SRI, \$FTI & \$WBI Sire born in the USA

M6 ITOSHIGENAMI R073H

62	2.7	2.3	0.34	\$339	\$309	\$272	\$224
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#2 \$F1TI Sire born in the USA

M6 ITOSHIGENAMI R0128H

29	4.5	2.6	0.35	\$259	\$275	\$262	\$248
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MORE DETAILS TO COME

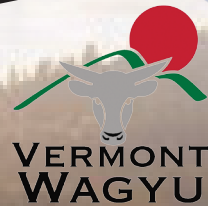
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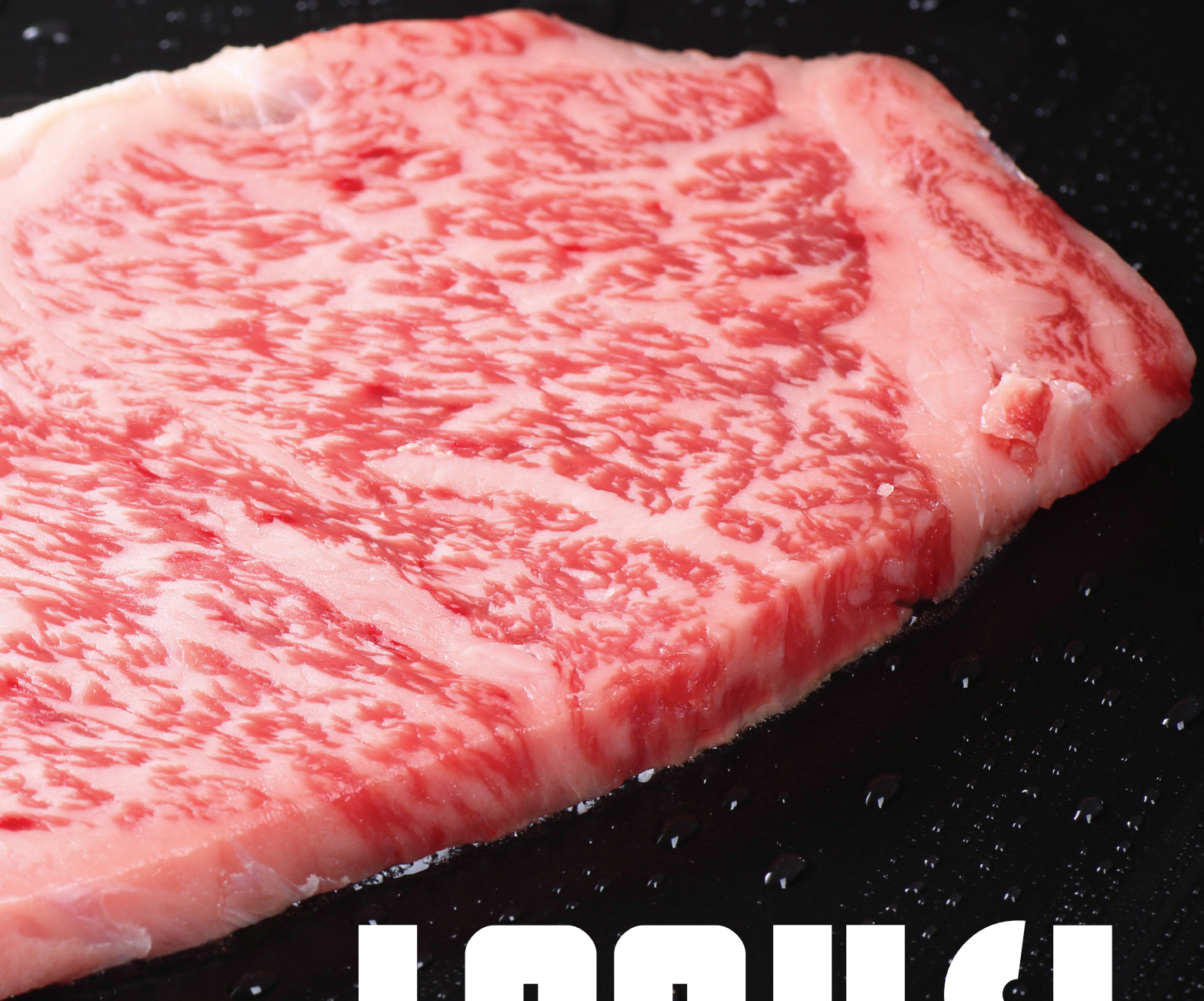
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Even Better Than It...





LOOKS!

By Heather Smith-Thomas

It took a while for the American public to learn about Wagyu, but during the past decade Wagyu cattle have gained a reputation for producing the ultimate best eating experience for folks who like to eat beef and more people are learning about it. The good news is that Wagyu beef is also a healthy food. This is a message that needs to be shared and spread. Wagyu breeders have an important task to help their customers—and potential customers—understand that they are eating (or could choose to be eating) the healthiest meat on the planet.

This isn't always an easy task, because Wagyu is the most highly marbled beef, with the most intramuscular fat, and three generations of consumers have been told that fat in the diet is unhealthy and leads to high cholesterol and heart attacks. Early science that looked into diet and health led everyone astray with some faulty assumptions; it has taken 75 years to show that those assumptions were in error.

During the 1950's there was a big push to change the American diet and encourage people to use vegetable oils and avoid animal fats. Food companies began selling margarine and touting it as a healthier choice than butter, dieticians recommended consuming more carbs, fruits and vegetables and less meat and dairy products, use low-fat milk, etc. Americans were beginning to have more problems with obesity and heart disease, as were people in some of the other affluent countries around the world, and early studies were attempting to link this trend with consumption of animal fats.

For instance, Ancel Keys, an American physiologist who studied the influence of diet on health during the 1940's and early 1950's, hypothesized that replacing dietary saturated fat with polyunsaturated fat reduced cardiovascular heart disease. He did his famous Seven Countries Study in the early 1950's and presented a graph in 1953 to show a link between saturated fat and heart disease by country. However, the same data could just as easily have implicated sugar, since the people in all of those countries eating higher amounts of fat were simultaneously eating more sugar.

Later studies have shown that life

expectancy increases as the intake of fat increases. Saturated fat is still linked to heart disease but science has shown that the carbs within a diet produce the saturated fats. Keys' study received criticism from people who argued that his Seven Countries Study excluded countries that did not fit his hypothesis. His critics raised four primary objections to the Seven Countries Study: (1) countries were selected and excluded based on a desired outcome; (2) France, a high-fat, low-heart disease country, was purposefully excluded from the survey; (3) dietary data in Greece taken during Lent introduced a distortion; and (4) sugar was not considered as a possible contributor to coronary heart disease.

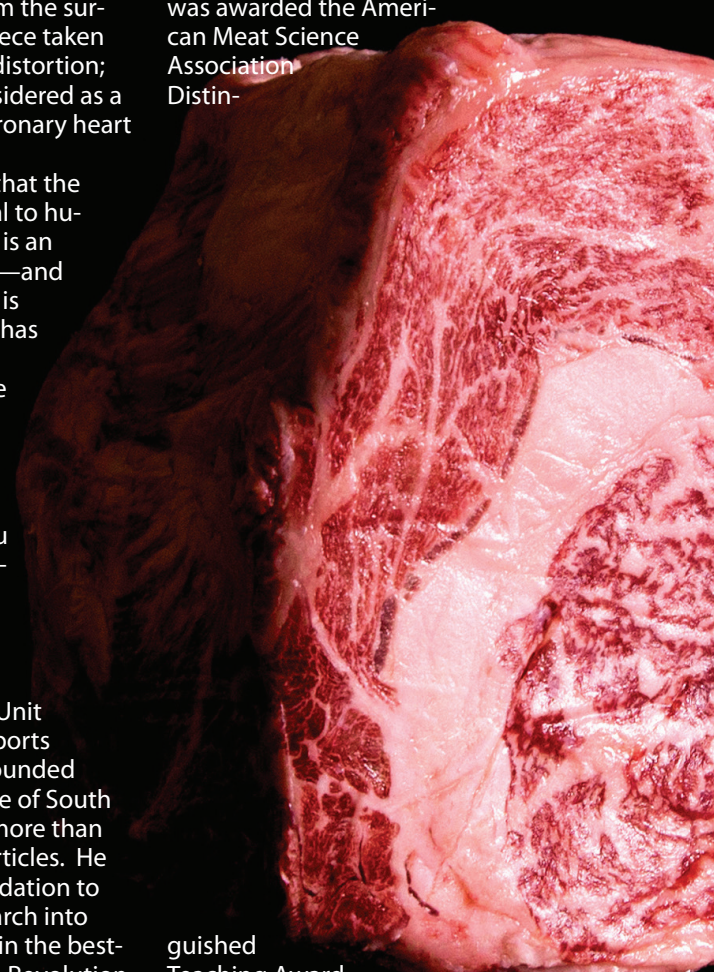
Science is now proving that the right kind of fats are crucial to human health and that meat is an important part of our diet—and we're learning that Wagyu is unique in that it generally has more of the "healthy" fats than any other beef. These facts were aptly pointed out by several speakers and papers presented at the second World Wagyu Congress hosted by Wagyu South Africa 10-12 November 2020.

Professor Tim Noakes (University of Cape Town, emeritus professor who retired from the Research Unit for Exercise Science and Sports Medicine) in 1995 he co-founded the Sports Science Institute of South Africa and has published more than 750 scientific books and articles. He founded The Noakes Foundation to support high-quality research into the eating plan described in the best-selling book *The Real Meal Revolution*. He is the co-founder and chief medical director of the Nutrition Network and devotes the majority of his time to promoting the low-carbohydrate, high-fat diet.

The paper he presented at the second World Wagyu Congress was entitled "The Case for Wagyu Meat as part of a Healthy Diet" and in that paper he stated that humans are designed to eat meat. "Having co-evolved with chimpanzees and gorillas around 6 million years ago, a massive developmental change occurred when hu-

mans added meat to their diet around 3 million years ago," he said.

Professor Dale Woerner also presented a paper. Woerner is a leading meat scientist in America with a clear understanding of the differences in fatty acid profiles that make Wagyu beef a unique product. He holds a PhD in meat science from Colorado State University, where he served on the faculty for nine years. Since 2018, he has been an associate professor in the Department of Animal and Food Sciences at Texas Tech University and was awarded the American Meat Science Association Distinguished



guished Teaching Award.

His paper was entitled "Wagyu - a Superior Beef Product" and he stated that Wagyu is in a league of its own in terms of flavor, tenderness and overall eating experience. "Its uniqueness comes down to the balance of fats – not only the quantity of intramuscular fat (marbling) but also the composition of these fats. When we look at fatty acids relative to nutritional value and overall health benefit, we are looking for oleic acid and palmitic acid, both monounsaturated fatty acids which epidemiological

studies have demonstrated to have a potential heart health or health benefit. In all beef, oleic acid increases with marbling but Wagyu has a unique ability to increase monounsaturated fatty acids even more than conventional highly marbled beef. The high level of marbling in combination with highly desirable monounsaturated fatty acids, primarily oleic acid, is what sets Wagyu apart."

Today, nutritionists and medical professionals around the world are recognizing the importance of fat in the diet and the importance it plays in heart health and as "brain food" in childhood development.

"Research data supports the presence in high values of oleic acid 18:1 and palmitic acid 16:1



which are monounsaturated fatty acids most closely associated with Wagyu. Both fatty acids are highly correlated with not only eating experience but with healthy eating. Wagyu beef also provides a higher amount of omega-3 fatty acid, perhaps enough to have a meaningful impact on health," he stated.

Beef is not only an excellent source of protein but also of vitamins and minerals most notably B vitamins (B12, niacin and riboflavin), iron and

zinc – significantly more so than pork or chicken. "A 100g serving of beef provides 25g of protein providing 180 calories to the diet. In order to get the same level of protein from non-meat protein alternatives, we increase calories—black beans 374 calories and peanut butter 670 calories for the same amount of protein. Beef is a calorie saver and can contribute to weight loss and a healthier lifestyle."

He stated that oleic acid is the marketing message relative to health as well as eating quality. "In the medical community, oleic acid has been well established as heart healthy and associated with reducing 'bad' cholesterol in humans, fighting infection and reducing the inflammatory effects of starches and carbohydrates in cardiovascular disease," said Woerner.

Dr. Jimmy Horner, a ruminant nutritionist who founded a company called Protocol Naturals in Bridgeport Texas, has been researching the health benefits of Wagyu beef for several decades and is one of the foremost nutrition consultants for producers who raise Wagyu cattle. "Our company has been collecting data on fatty acid profiles in the beef of some of our customers, for more than 10 years—having carcasses analyzed for fatty acid composition," he says.

"Research on this has also been done elsewhere, especially in Japan, Korea, and Vietnam, as well as Texas A&M and several other universities around the U.S., to get a good handle on this. It is obvious that Wagyu has a superior fatty acid profile, compared to any other beef breed. There is a genetic component, with the SCD (Stearoyl CA Desaturase) gene being expressed at a higher intensity and duration in Wagyu, and this is the gene responsible for converting saturated fat to monounsaturated fat," he explains.

"We, and several of our clients, have also compared Wagyu beef to other beef breeds, such as Certified Angus Beef (CAB), commercial beef at the grocery store, etc. Wagyu has a better fatty acid profile. If you look at the monounsaturated fatty acids versus saturated fatty acid ratio, Wagyu is

about 3 times higher than any other beef breed. Some of the data from Washington State University, Texas A&M, Penn State, and some of our clients' data, looking at the amount of cholesterol in Wagyu beef, show there is also a very favorable aspect, even compared to salmon, chicken, turkey, bison, etc.—the meat sources that people feel are lowest in cholesterol."

The oleic acid (Omega 9) content, considered good fatty acid, is higher in Wagyu than other beef breeds. "Often it will be as high as 50% or more in fullblood Wagyu. Studies have shown that oleic acid reduces coronary heart disease. A few studies showed it had no impact, but even that is a positive. This beef can benefit heart patients. If you want to consider just one component, oleic acid is a good one to focus on because it is the one fatty acid most correlated with health, in a positive way," Horner says.

"It also has the highest correlation with the good taste and smell of meat. We need to be touting this in our Wagyu beef, and looking at ways to get higher levels, even though it is already higher than in any other beef. We know it is fairly heritable, so if people start collecting fatty acid data on carcasses, they could start selecting cattle with the highest oleic acid," he says.

"We can certainly make the claim that Wagyu meat is healthier and tastes better. The Japanese have what they call the Go-Go 55 Program, a national program they launched several years ago in the Tottori Prefecture that awards producers who have more than 55% oleic acid in their beef. They get a premium for the meat, because the Japanese have identified the fact that oleic acid is very important for health and flavor. If you have a carcass in Japan that is over 55% oleic acid, you get a premium on top of the regular price," he says.

People in the U.S. are becoming more health conscious and something like this could be helpful. "We need to be getting the word out, about this beef. The naysayers will say that even though Wagyu has a better fatty acid profile and less cholesterol, it has so much fat that how can we say it's healthy?" Many people still have a phobia about fat because we were taught for so long that it's not healthy.

"However, even the saturated fat in

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now have egg on their face because the early data didn't pan out. Fat is important, but like anything else, it's best to eat it in moderation. None of us need a 12 to 15 ounce Wagyu steak! In Japan, typically 4 to 8 ounces is the most a person would eat at a restaurant. Anything we eat should be in moderation, but there is no question that Wagyu is the healthiest beef, and even healthier than other meat choices like poultry or fish. This fat is healthy because it is totally different, and when consumed in moderation it is very good for us," he says.

"We will be collecting more data as time goes on, and continue looking at ways to improve the fatty acid profile even more, but we already have a substantial amount of data that we are not utilizing enough, to show people what we have. We need to get the word out, especially to the media and some of the medical community," says Horner.

"Many folks already realize this beef tastes better, but we need to do a better job of touting the health benefits. We will be doing research here at our farm, looking at another feed additive that can hopefully directly impact

<< Page 25

Wagyu is higher in stearic acid, which has also been shown to have a beneficial effect on cholesterol and fatty acid. Even though Wagyu does have some saturated fat, like other beef, it is still a healthier saturated fat because of its fatty acid profile. People don't realize this," he says.

Humans always need some fat in their diet, but for more than half a century we've been told it is unhealthy. "A lot of the folks who early on recommended cutting out fat in the diet

fatty acid profile and elevate the oleic acid content in Wagyu beef above and beyond what it is already," he says.

"We know that the way we feed these animals can influence marbling—not just more marbling but also finer marbling. We've learned that farther out in the feeding phase the marbling doesn't stop; toward the end it starts to differentiate and proliferate. The fat globules start breaking up into finer particles. There is also a correlation with a higher oleic acid content. The longer these cattle are on feed, this can impact the final product. There are other ways we can beneficially impact this, too, so we are constantly looking at these possibilities."

The good news is that more people know about Wagyu now, compared to just 10 years ago, and more people have tried the meat. "We just need to do a better job of advocating the health benefits," he says. 🍖

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22 WAGYU

By Heather Smith-Thomas



Colby Carpenter says that the main reason he got started raising Wagyu, like most other Wagyu breeders in the business today, was eating a Wagyu steak and realizing it was the best thing in the world.

"My reaction was that 'I want to make this!' At that point in time I'd been thinking about raising and marketing show-quality calves, but once I discovered Wagyu, my goals totally changed," he says.

He talked about it with his dad, Scott, who said, "Let's do it!" They started the Wagyu business together in 2019 after two years of research while Colby was in college and working at a job in marketing in a different industry. He has held marketing and sales positions in the firearms, aviation and agricultural industries.

Colby has a Bachelor of Science in Biology and Psychology with a Business Minor, all from Texas Christian University in Fort Worth, Texas. His first two years of school were spent playing Quarterback for the University of Missouri during one of their most successful tenures as a team, 2013-2015. He studied Agribusiness while at Mizzou and worked at the Mizzou dairy in his off time.

While at TCU, he started a digital marketing and photography business, High Klick Studios, designing and managing websites, social media platforms and email databases for all types of companies, which is still in operation today. His main passion and purpose, however, is in the Wagyu industry, growing his company, 22 Wagyu, to its highest potential.

"I moved to Jackson, Wyoming to start the Wagyu program with my dad, and haven't looked back! I got my first Wagyu from Garth Monroe, in Soda Springs, Idaho; he was the closest breeder to us, and has a great reputation in the industry. I was fortunate to purchase fifteen red heifers and two bulls, one black and one red, from Garth in 2019. I didn't know much about the breed when I started, but went in full speed ahead with a thirst for knowledge, which I still maintain to this day."

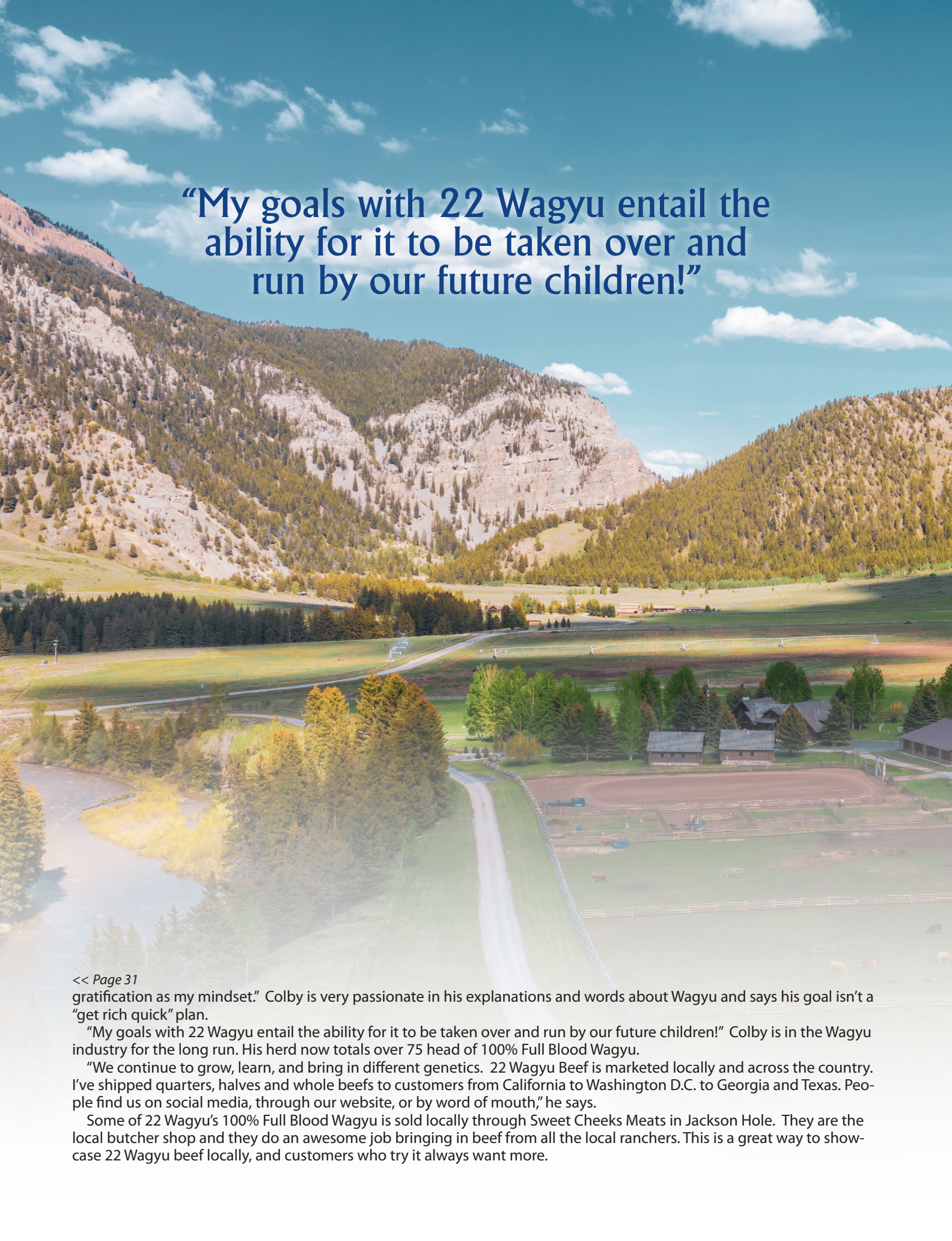
"As I learned more about Wagyu and the difference in meat each breed of Wagyu produced, I started leaning more toward the black Wagyu, with their ability to produce the finer marbling we are accustomed to seeing from Japan."

His goal when he started 22 Wagyu was to do things more like the way the Japanese do, focusing more on quality rather than quantity, while still increasing sales and feeder numbers each year.

He recently sold most of his red herd, with a focus on maintaining and improving his black herd. "It's always a work in progress, with delayed

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“My goals with 22 Wagyu entail the ability for it to be taken over and run by our future children!”

<< Page 31

gratification as my mindset.” Colby is very passionate in his explanations and words about Wagyu and says his goal isn’t a “get rich quick” plan.

“My goals with 22 Wagyu entail the ability for it to be taken over and run by our future children!” Colby is in the Wagyu industry for the long run. His herd now totals over 75 head of 100% Full Blood Wagyu.

“We continue to grow, learn, and bring in different genetics. 22 Wagyu Beef is marketed locally and across the country. I’ve shipped quarters, halves and whole beefs to customers from California to Washington D.C. to Georgia and Texas. People find us on social media, through our website, or by word of mouth,” he says.

Some of 22 Wagyu’s 100% Full Blood Wagyu is sold locally through Sweet Cheeks Meats in Jackson Hole. They are the local butcher shop and they do an awesome job bringing in beef from all the local ranchers. This is a great way to showcase 22 Wagyu beef locally, and customers who try it always want more.



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"We also have family beef packs and ground beef boxes on our website, 22wagyu.com, which is a great value for those not needing a freezer full yet!"

His wife, Ashley, was born and raised in Cody, Wyoming. She is a professional makeup artist, master esthetician and owns a successful bridal makeup business. Her talents have taken her from coast to coast, which has given her experience doing makeup in Hollywood, and for models during New York Fashion Week, Miss USA and she does countless weddings. She's also an outdoor girl who enjoys hiking, paddle-boarding, and snowboarding in the beautiful Wyoming backcountry.

Ashley loves the Wagyu. "She is with me every day checking the cows, opening and closing gates, and calving our Wagyu cows during the cold mornings of March to May. It's just her and myself running 22 Wagyu." Colby's dad handed over his half of the business as a gift this spring when they found out they were pregnant. Ashley still runs her makeup artistry business.



<< Page 33

"We feel very blessed to be in the Wagyu industry, doing something that we both love together. We couldn't have asked for a better life." It's a great industry to be involved in, with people who are very welcoming to newcomers. There is a lot of camaraderie and everyone is gracious and open to sharing their experiences and knowledge.

The Wagyu breed in this country is in its infancy but really starting to grow, as more people become familiar with these cattle and the wonderful meat they produce.

"Even in the four years since we started, I've found that now I'm not having to explain what it is, as often, and customers know more about the breed as a whole, which is awesome," Colby says

"We're dedicated to producing the very best Wagyu, providing a stress-free environment for them, implementing proper cattle handling techniques and finishing with only the highest quality local feeds available," Colby says.

22 WAGYU has evolved immensely from its humble beginnings, and today produces exceptional 100% Full Blood Wagyu beef and genetics. "As ranchers, we are tasked with taking care of the land, so we strive to be stewards of the gift and resources God blessed us with. When it comes to local food, we feel that knowing your rancher and understanding where your food is grown is important, and there is no better example than 22 Wagyu. Our Japanese cattle are raised with only the best in animal husbandry, feed and cattle handling techniques. We take immense pride in producing the best beef known to the world!" 🍖



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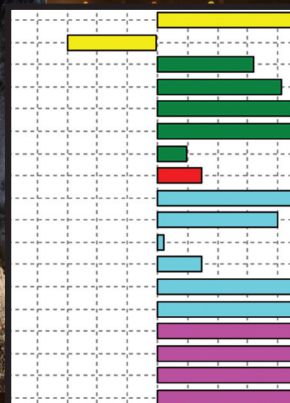


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8 **M6 Ranch Wagyu Frozen Genetics Sale**
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21 **DL Ranch Texas Production Sale**
Montgomery, Texas

NOVEMBER

4 **Stay WILD 2023 - Wilders Wagyu Production Sale**
Turkey, North Carolina

11 **TWA Fall Harvest**
Luling, Texas

2024

FEBRUARY

16 **The Invitational**
Sonoma, California

MARCH

2 **A5 Wagyu Production Sale**
Virginia

16 **Triangle B Ranch Production Sale**
Stigler, Oklahoma

APRIL

6 **M6 Ranch Bull & Female Production Sale**
Alvarado, Texas

27 **Booth Creek Wagyu Production Sale**
Oldsburg, Kansas

MAY

25 **Bar R Wagyu Production Sale**
Pullman, Washington

JUNE

8 **Passion For Prime**
Salina, Kansas

SEPTEMBER

19-21 **AWA Conference**
TBD

OCTOBER

19 **JDA Auction**
Houston, Texas

NOVEMBER

2 **Stay WILD 2024 - Wilders Wagyu Production Sale**
Turkey, North Carolina

9 **TWA Fall Harvest**
Luling, Texas

2025

MARCH

8 **FushimiSake Southern 300**
Bowie, Texas

15 **Triangle B Ranch Production Sale**
Stigler, Oklahoma

29 **Deep Oak Ranch Wagyu Production Sale**
Lincoln, Texas

APRIL

5 **M6 Ranch Bull & Female Production Sale**
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3 **Old Three Wagyu Production Sale**
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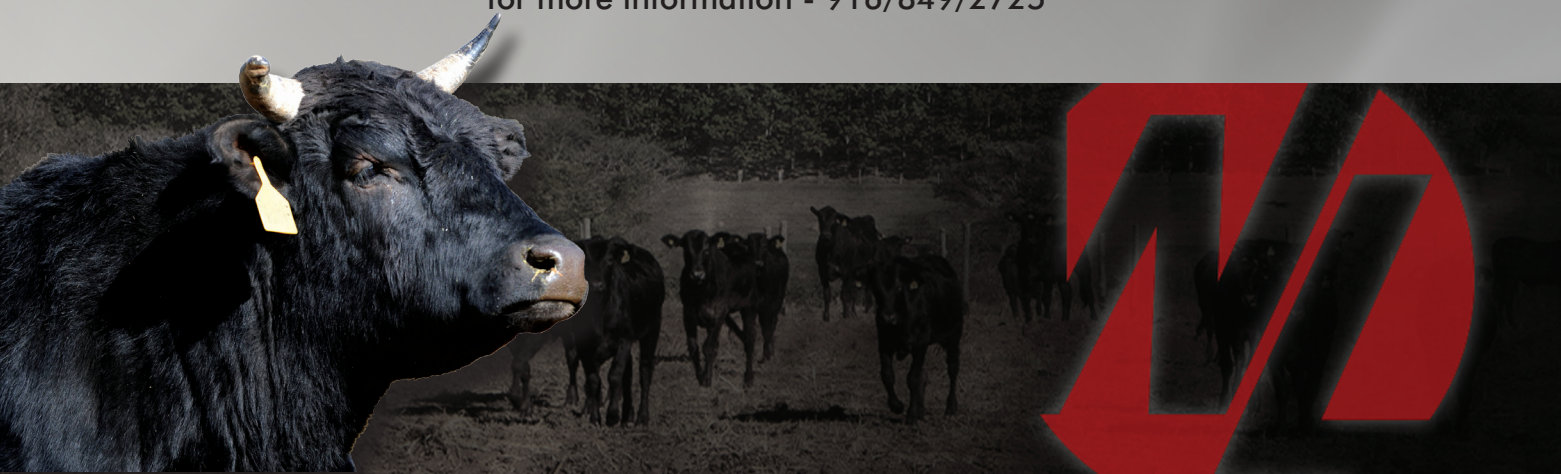
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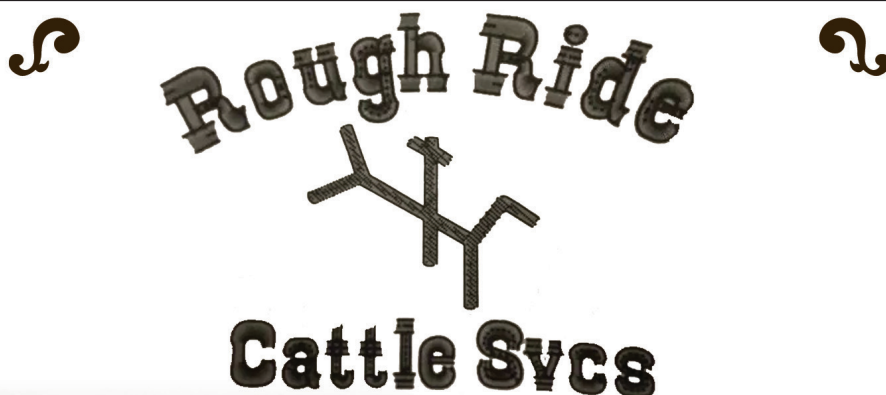
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- majority of animals in the sale will have been through the BCW in-house feed efficiency program
- select bulls will be sold with units available and will be included in the 2023 BCW progeny Test Program for sire evaluation - buyers will receive carcass data and a ranking for those bulls once progeny rolls through the custom feed program
- a portion of the animals in the sale will be full sibs to cattle on feed with carcass data coming through or out of dams with direct carcass data - this data will be shared to all buyers
- all buyers there would have an automatic connection to the custom feed program, and to our processing plant Meatworks Of Kansas, plus a profitable market for those carcasses on the rail through the BCW carcass grid

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#4 Top IMF EPD (US-AWA)



VT Ms Terusanhira J155
FB80300 DOB: 09/15/2021
Recessive Free

- This is the number four female in the US by EPD for IMF, top 1%, granddaughter of the original foundation bull, TF Terutani 40 as an outcrossed pedigree, with a low COI of 4.85%
- VT J155 has an extraordinary IMF % by ultrasound, ratioing to 1.42 compared to her contemporary group
- She is a granddaughter on the dam's side with high Tajima foundation bull, TF Itoshigenami 148
- The sire of this female, VT F138 Tornado, out of the original Terutani 40, was found to be a more rapidly marbling bull and to a higher level by sequential ultrasound testing through the University of Vermont, Dept of Sustainable Agriculture
- She is expected to have her first calf at side out of a Mayura L10 herd bull (FB61548) and grandson of Shigesheetani on his dam's side - due after 8/29/23

20230526 NCE Results		EPDs								
		Growth and Maternal					Carcass			
Subject	EPD	Birth Weight	Weaning Weight	Yearling Weight	Milk	Total Maternal	Weight	Ribeye Area	Fat Thickness	% IMF Index
		-4.0	-8	-12	-4	-8	-21	0.15	-0.04	2.28
% Ranked	% Rank	1	85	90	85	90	80	25	15	1

CC MS ITOSHIGENAMI 6021 (FB27690/ABNFB27690) **X**
GATEWAY GATEKEEPER (FB94421/GTFFS0024)
3 EMBRYOS

Dam is ranked in the top 25% in the US AWA and the top 15% in the AU AWA for marbling, and ranks in the top 15% for Ribeye Area in both countries

The Sire of this cross is Gateway's Gatekeeper, ranked highly in the AU, top 1% for marbling and top 15% for REA.

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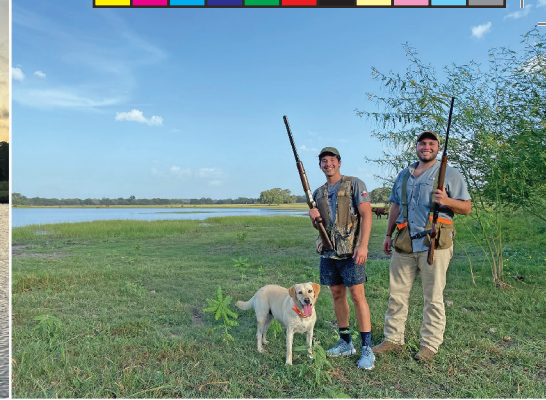
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A handwritten signature in black ink, which appears to read "Jay Miller".

