



# BRITISH WAGYU ASSOCIATION

# Newsletter

## Winter 2023/24

**W**elcome to the latest British Wagyu Winter 2023/24 Newsletter and thank you for reading! In this edition, we bring you up-to-date with British Wagyu news, events and features as well as issues affecting the wider Wagyu industry at home and abroad.

We report on the continued growth of the UK herd seen in the latest BCMS figures; this is equivalent to a 1.5% market share so whilst there's no room for complacency, there's also no danger that we will saturate the market anytime soon. There is plenty of room for growth as more and more major retailers, butchers and farm shops plan a Wagyu offering. Underpinning this, of course, is the demand from consumers who recognize our beef as the best in the world.

Work on our 'Partnership Programme' is progressing well. BWA Director, Chris Dickinson, and myself have met with a number of retailers and industry bodies to promote our assurance and quality standards and to encourage them to work with the Association and market their beef under our marque. The Wagyu breed is known for its unique marbling, tenderness and flavour so it is important the whole supply chain works together to promote British Wagyu, safeguard the premium Wagyu brand and return value to all.

As a founding member of the World Wagyu Council (WWC), the British Wagyu Association is part of a joint project to define the health benefits of Wagyu fat – the aim is to have a published, peer-reviewed scientific research paper substantiating what factual health claims can be made about our beef. This clearly has great marketing potential going forward for the Wagyu breed internationally.

In closing, a big thank you to all our members, farmers and industry partners for their support over the past twelve months. We hope you enjoy the Newsletter which comes as part of your membership of the British Wagyu Association.

Wishing you all a healthy and prosperous 2024!

Regards,  
Richard

**Richard Saunders**  
Company Secretary





# LATEST BCMS FIGURES REFLECT CONTINUED WAGYU GROWTH

Figures released by the British Cattle Movement Service (BCMS) for the first nine months of 2023 reveal a marked increase in births of British Wagyu-sired calves. Known for its highly marbled premium beef, the period January to September saw 23,808 Wagyu births in England, Wales & Scotland compared to 17,083 in the whole of the previous year. Of these, 22071 were crossbred (sired by a Wagyu bull), and 1737 purebred or Fullblood. From a standing start, Wagyu now represents 1.5% of the 1.62 million beef-sired calves born in Great Britain Jan-Sept 2023 – up from 1% in 2022. A number of factors are influencing the success of Wagyu, including: its reputation as the world’s luxury beef; consumers eating ‘less but best’; farmers wanting shorter gestation, lower birthweight and calving ease; continued growth in beef from the dairy herd; and the supply chain looking to differentiate by price and quality.

You will find a breakdown by country below:

	England	Scotland	Wales	Total
Wagyu crossbred	14,355	3,564	4,152	22,071
Wagyu purebred	968	400	369	1,737
<b>Total</b>				<b>23,808</b>

Source BCMS Figs Jan-Sept 2023

Look out for full 2023 BCMS figures once data is released early next year as more and more beef and dairy farmers turn to Wagyu on the back of demand from consumers and retailers.

“It is great to see once again that Wagyu numbers continue to grow in the UK. British Wagyu is becoming a household name in UK livestock farming and, alongside an increased demand for quality, well-marbled British Wagyu beef, is definitely here to stay.”



The figures are backed by a British Wagyu quality assured branded beef scheme now entering its third year alongside MIJ (Meat Image Japan) carcass camera technology which takes digital images from the cut ribeye surface to objectively measure and reward marbling score, marbling fineness and ribeye area giving an overall Beef Marbling Score (BMS) grade.

## BRITISH WAGYU ANNOUNCED AS FIRST BEEF EXPO GOLD SPONSOR

Saturday 27th April 2024, North West Auctions, J36, Cumbria



Beef Expo, the annual flagship beef event organised by the National Beef Association (NBA), will see British Wagyu take centre-stage as a Gold Sponsor. Working together with Yorkshire-based Warrendale Wagyu, who will also be running the pre-event exhibitor BBQ on the Friday night, the event provides a showcase for all things British Wagyu. This will include a display of Wagyu beef cuts, demonstration of the MIJ (Meat Image Japan) carcass camera, information on Fullblood genetics as well as details of how farmers can join Warrendale’s integrated British Wagyu supply chain. Various ages and types of cattle will also be exhibited on the stand.

Says British Wagyu Association Company Secretary Richard Saunders: “As the fastest growing UK breed, Beef Expo is a great opportunity for British Wagyu to demonstrate what we have achieved so far and where we are going from here. Having forged strong relationships with farmers and built strategic ties with industry, we aim to capitalise on this growth to meet consumer demand.”





# NEW PARTNERSHIP PROGRAMME UNDERWAY

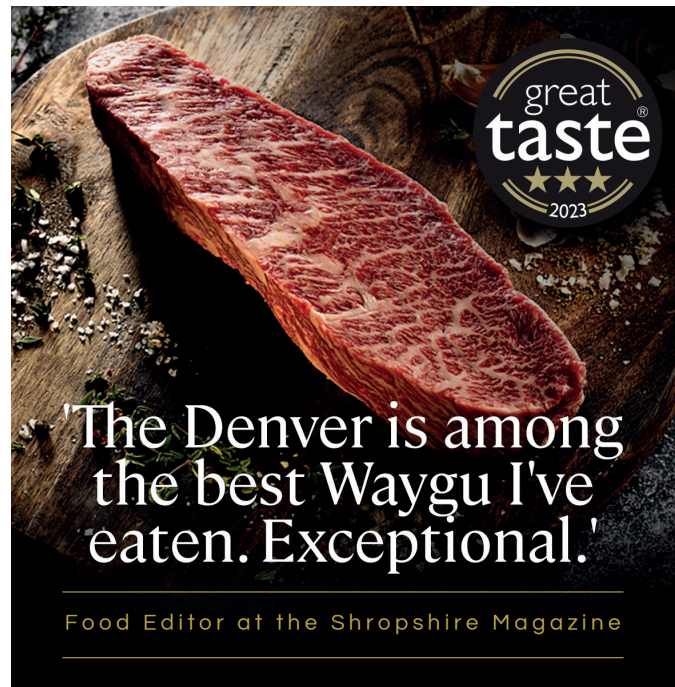
The BWA Executive, through Richard Saunders & Chris Dickinson, has embarked on a new partnership programme, funded by the association, with industry including butchers, farm shops, wholesalers and retailers. The aim is to promote British Wagyu beef – both to those who are not currently offering our product; as well as to those who are perhaps already selling Wagyu beef but not necessarily under the British Wagyu Assured standard. By encouraging the adoption of our quality marque, and explaining its rules on Wagyu content, finishing time and traceability, we hope to increase the demand for British Wagyu with an emphasis on maintaining a high-quality product but one which leaves a premium for all parts of the supply chain.

## WYDNFORD WAGYU WINS 3\* GREAT TASTE AWARD

Wyndford Wagyu has been awarded a prestigious 3\* Great Taste Award for their Fullblood Denver Steak. Says Wyndford's Commercial Director, Jess Edwards: "Our commitment to excellence and exceptional flavour has been recognised, and we couldn't be more proud. This award is testament to the hard work of our dedicated team and the exceptional quality of our premium Wagyu beef. From our ethical farming practices to our passion for sustainability, every step is taken with the utmost care and that's reflected in our Wagyu!" You can experience the taste that earned them a Great Taste Award, and order your award-winning Wyndford Wagyu today!



[www.wyndfordwagyu.com](http://www.wyndfordwagyu.com)



## WARRENDALE WAGYU GOLD AT WORLD STEAK CHALLENGE

On Monday 13 November 2023, over 150 people from across the globe gathered at Smith & Wollensky, London for the 2023 World Steak Challenge awards ceremony. Warrendale Wagyu picked up a Gold Medal for their British Wagyu Sirloin Steak. You will find their sirloin and other cuts on their website - why not be the judge yourself?



[www.warrendale-wagyu.co.uk](http://www.warrendale-wagyu.co.uk)  
[www.worldsteakchallenge.com](http://www.worldsteakchallenge.com)



L-R Nick Rose (Aldi), Richard Canvin (Dovecote Park), Tom Richardson (Warrendale Wagyu)

[www.britishwagyu.co.uk](http://www.britishwagyu.co.uk)



# WORLD WAGYU CONFERENCE HAILED A GREAT SUCCESS



*British Wagyu Association (BWA) Director, Chris Dickinson, attended the World Wagyu Council Conference 24-31 September which was preceded by the American Wagyu Conference held in Texas, USA 22nd-24th. He was joined in the Lone Star State by Jess Edwards & Rob Edwards (Wyndford Wagyu) and James Thornton (Warrendale Farms).*

Chris takes up the story: I had the great pleasure in September of attending the American Wagyu Association (AmWA) Conference in Texas followed by the World Wagyu Council (WWC) tour where we got to visit different Wagyu businesses in the State. In my role as a Director of the BWA I also sit on the Technical Committee for the WWC and it was great to meet my fellow Council members from around the world and compare thoughts and future goals for the breed.

One of the things I really noticed in the USA is that Wagyu has more notoriety than in the UK. In the restaurants, hotels and bars we visited when we explained we were on the world Wagyu tour they were all aware of what Wagyu beef was, but you would maybe expect that given the fact the United States is the largest consumer of beef and the market is so huge.

The trip kicked off with a four-day conference for the American Wagyu Association welcoming around 500 delegates to the Marriott Hotel, San Antonio. One of my first observations was that there were a lot of producers there with just a handful of cattle and just starting off in the industry - I later learned that the average herd size of an AmWA Member is around 30. It was also clear that many of the producers were new in to farming or even first-time farmers that have been successful in other areas of business.

The conference had a great array of trade stands with everything from feed companies to meat businesses to our very own Wyndford Wagyu from the UK. This was a great way to meet people and create contacts. The conference itself was very impressive with speakers from all around the world and even a sale of the best world genetics. The wide range of talks included 'Premium

Perspectives at the Meat Case: Trends and Insights Into Today's Consumer' which underlined the fact that we must continue to connect and expand our reach; and that we can't just expect consumers to come and find us. The message was that consumers will pay for quality even in a tough market.

There was also a great history report from former AmWA Chairman, Pete Eshelman, a fascinating character who gave us all a great insight to how the organisation has grown. A former pitcher for the New York Yankees, this followed with a successful business career which led to tasting Wagyu in one of his restaurants and then a passion for farming it on his own ranch.

The AmWA conference was followed by a five-day trip all around Texas taking in a mixture of tourist activities including Texas A&M college campus, the famous stockyards at Fort Worth and the Alamo and riverwalk in San Antonio. We also visited a number of Wagyu businesses including genetics companies, meat traders and cattle ranches. On the tour we visited several AI companies who producers supply semen to.

These included Trans Ova Genetics who provide industry-leading reproductive technologies to breeders looking to advance and extend superior genetics. They have forty years of experience, coupled with their commitment to a team approach which they say ensures greater success with the embryo transfer process and has helped them become an industry standard of excellence. There we heard from industry specialists on how Wagyu has helped grow their business and were then treated to some delicious Fullblood wagyu from one of their local customers and then a demonstration of making ice cream using Wagyu fat followed by a discussion on the opportunity presented to make hand creams and other health products. This really opened my eyes to the potential of added value products associated with the strong brand that Wagyu is.

One of the visits that really stood out was Deep Oak Ranch in Cameron, TX when the Tour bus pulled up and experienced a



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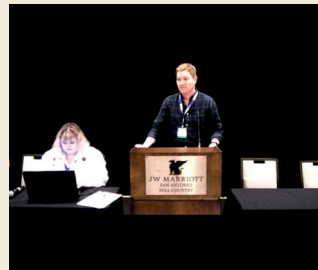


real Texas-styled tailgate. There were A&M tents, seating, and more tailgate themed decorations. After the group enjoyed some charcuterie and a quick drink they were promoted to different stations around the ranch. The stations included a tour and several educational presentations. Deep Oak Ranch operates on a 2,700-acre cattle ranch where they have raised and sold registered and commercial cattle in central Texas for 25+ years with a facility designed to intake, process and ship cattle on a large commercial scale. They also have the unique ability to grow most of their cattle feed on the ranch. While they have not always had Wagyu, they have begun to focus on Wagyu genetics and believe that Wagyu is a tool to complement any ranching operation.

We also visited La Roca Ranch which is owned by Rick Beard & Family with La Roca situated about 30 minutes west of

Weatherford, TX. The cattle herds graze on three different properties which total about 10,000 acres – giving them plenty of space to grow and develop to their full potential. The visit included a trailer tour to view some of the pasture cattle, a discussion on the ranch’s system with the owners followed by evening entertainment.

The trip did really give me a real passion to grow our own British Association similar to how the Australians and Americans have done. I also feel the WWC Council can play a key part in growing each country’s market. For example, we should be focusing on bringing together all of the various studies done on the health benefits of Wagyu fat - getting them independently verified into one far reaching study we could all use. As with most things, we are all stronger when we stand and work together collaboratively.





# FOCUS ON NORFOLK WAGYU BEEF

*Sam Frost, Norfolk Wagyu Beef, Silver Street, Besthorpe, Norfolk*

Norfolk Wagyu Beef was established in 2018 by Sam Frost, then aged 23, to complement the family farming business which comprises 500 acres of arable and 40,000 turkeys contract-reared for Gressingham. This runs alongside Rookery Business Park established by his father, Philip, some 20 years ago and which grew from converting the original farm buildings into rental units. Cropping is a rotation of OSR, sugar beet, barley and wheat with grassland rented for the cattle side. Sam's sister, Rosanna, also works full-time in the business.

There are at present around 60 head of Wagyu cattle on the farm comprising Fullbloods as well as first, second and third generation crosses. As with any new enterprise, Sam freely admits to a 'bit of a learning curve' along the way but the herd is now taking shape, becoming more consistent and getting to a type he is looking for. "These are brilliant animals to learn from, start a breeding programme and work with. They are calm, easy to handle, fertile, long-lived and easy calving which ticks a lot of boxes for me. And, of course, the beef is amazing!"

Currently putting through 10 head per year, sold through a number of outlets including a wholesaler in London, via local butchers plus some private sales of beef boxes off-farm, the number of cattle are increasing year-on-year with 15 bodies of beef forecast for 2024, all processed through Blakes of Norwich.

The foundation of the current herd has been built on Fullblood females purchased from the Redewater (Steve Ramshaw) and Uprising (Peter Stevens) prefixes along with other purebred and crossbred Wagyu's, some with Angus genetics. Working in partnership with a dairy local farm, semen has also been used over their cows, a Friesian-Jersey type, to produce F1 dams to cross back onto a Wagyu. For the commercial cattle, Sam is currently using a three-year-old purebred bull

purchased from Worstead Farms; on the Fullblood side, embryos purchased last year from Ty Dewi (Rob Cumine) in Pembrokeshire have resulted in a Fullblood bull calf and three Fullblood heifer calves registered under 'Norfolk Wagyu' with the Australian Wagyu Association (AWA) through a reciprocal arrangement with the British Wagyu Association (BWA).

As of late November, the sixteen in-calf cows were still out at grass, this being land with predominantly sandy soil and in a part of the country with generally mild winters. We saw cows being mob grazed on a 16ha field electric-fenced into 1ha paddocks with cattle moved on every couple of days. Sam is aiming to increase cow numbers to around 25. Due to calve in mid-February, the cows are due to be brought inside before Christmas. Everything calves at two.

The next part of the farm held a further 27-head but this time strip-grazing on fodder beet and keeping very clean despite all the late autumn rain due in large part to the light land found here. This batch included 16 calves weaned off cows this year - now at six months of age and above - together with 5 two-year old dairy-bred F1 crosses, and the three Fullblood heifer calves. Says Sam: "This is the first time I've used fodder beet, being rich in sugar and starch. The animals love it and are very quiet and content. This is a big cost saving compared to barley and works out at around £0.04p per kilo dry matter. My plan is to finish these two-year-olds over winter off fodder beet and I believe it will improve carcass quality - time will tell!" He has a batch of 5 similarly-bred cattle indoors on silage plus a finishing ration so it will be interesting to compare how the two groups kill out, adds Sam. Ideally the Frosts would like to have a majority of stock outside to finish, partly to keep costs down but also to benefit animal health. The goal is for animals to eat around 2% of their bodyweight per day in dry matter equivalent which is then calculated to decide the number of rows of beet although a caveat is to introduce this feed gradually to avoid bloat.

As a rule of thumb, calves are creep fed and receive around 1kg per head per day of a ration formulated by Manor Farm Feeds, Owston, Rutland: 16% protein cattle rearer mix for

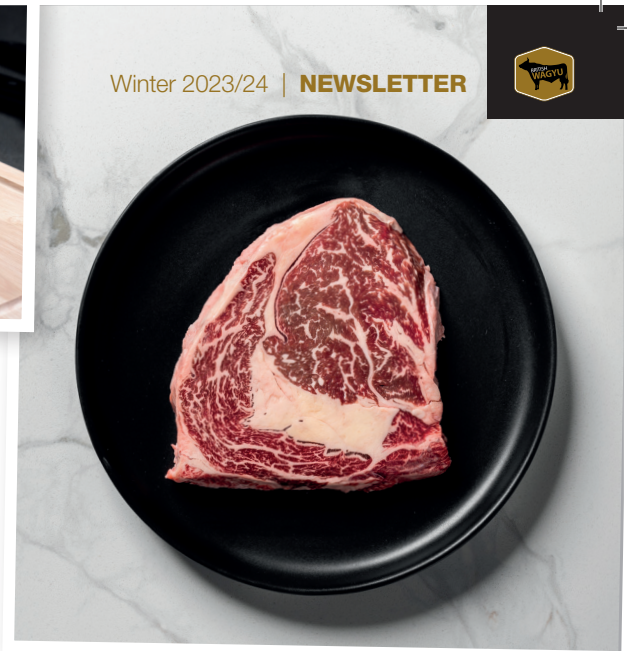


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the youngstock and 14% protein ration for the growers and finishers. "I tend to feed straw rather than silage as I've read that silage tends to have a higher vitamin A content which is said to adversely affect marbling. I would say that we are currently killing at around 30-32 months of age and getting good marble scores, typically 6-8, with a nice fat colour. However, the aim is to reduce this to around 26+ months which will free up ground as well as save on additional processing costs required for OTM (Over 30 Months) cattle.

In terms of his breeding programme, Sam is well on his way to producing a good and even batch of cattle. By concentrating at this moment in time on getting milky genetics into the herd in order to put a strong maternal stamp on his future breeding females, Norfolk Wagyu Beef then plan to add carcass and marbling traits at the next stage. [www.norfolkwagyu.beef.co.uk](http://www.norfolkwagyu.beef.co.uk)



## FROM THE FIELD TO THE CITY

### FARM SHOP COMES TO MAYFAIR

During November, we took a trip to London to see how plans were going for a new Farm Shop opening in the heart of Mayfair. Behind this venture is one of the BWA's founding members, Horseley Farm Partnership, who run the Durslade Herd in Hardway, Bruton, Somerset. The Farm Shop also boasts a butchery and eatery and we look forward to visiting again after the grand opening on 4th December.



### FLAT IRON FLYS THE FLAG FOR BRITISH WAGYU

With 12 restaurants already in London, and a recent opening in Cambridge, Flat Iron is now also opening in Leeds. According to Flat Iron: "It felt only natural to venture to Yorkshire, which has been the home of our Flat Iron herd for 10 years. The menu at Flat Iron Leeds will boast all our usual suspects: the signature Flat Iron steak and sides of beef dripping chips, crispy bone marrow garlic mash and creamed spinach to name a few. Beef specials will include a Wagyu cut of the day." [www.flatironsteak.co.uk](http://www.flatironsteak.co.uk)



**FLAT IRON**

# CITY MEAT LECTURE

**O**n Thursday 23rd November, 160 industry representatives gathered for the annual City Meat Lecture at Butchers Hall, London to listen to speaker Prof David Hughes. An inspiring communicator, Prof Hughes gave an entertaining but at times sobering presentation on the theme of “Positive Directions for the British Meat Industry over the next 5-10 years” assessing whether the tide is turning on the negative narrative around meat and what the sector can do to accelerate that with positive stories.

Key take-home messages included the stark ‘Go Green or Go Broke’ in terms of engaging with consumers on environmental issues and the benefits of farmed animals, particularly pasture-reared. Upping the ante on progressing initiatives to reduce environmental impact of livestock, production and processing, on animal welfare and on the intrinsic health benefits of red meat, he said, was key to getting a positive message across to the consumer. In terms of marketing meat products, he said we need to provide ‘meal solutions rather than meal problems’ so that industry and retailers market meat in an accessible format to the modern consumer such as ready



meals and easy-to-cook menu suggestions. David’s presentation was followed by a Q&A session with additional panellists Stuart Roberts (livestock farmer and former NFU Vice President), Harriet Wilson (Meat Business Women Partnerships Director) and Katherine Haenelt (UK MD of the OSI Group).

City Meat  
Lecture 2023

# GENUS VALIDATIONS

*Regional Business Manager North of England for Genus ABS, Colin Lucas, gives an update on recent British Wagyu performance. Genus is an intrinsic part of the Warrendale supply chain.*

**“W**agyu semen sales for our latest quarter (Jul-Sept 2023) have continued to grow - up a massive 36% on the same period last year which should result in an additional 1,700 Wagyu-sired calves in the May to July period next year, that’s if the summer heat has not hampered conception rates on our dairy farms. Into October and Wagyu semen sales are very strong as dairy farmers continue to re-order. Whilst the calf price continues to be competitive, it is the easy calving nature of the breed that is the number one reason why farmers come back. On the Wagyu calf front, we are getting really good feedback from dairy farmers saying how quick they are to their feet and what great drinkers they are - all key traits when dairy farmers are looking to purchase semen for the first time or to re-order.

The first of the NUERA Wagyu bulls, Nuera Ultimate, from our own NUERA WAGYU programme based in the UK has completed isolation and produced his first straws during November. A second high marbling bull, Nuera Azzaro by Arubial Anticipated Q0014, is currently in isolation and due for collection end-December. His Marble Score of +2.2, which puts him in the breed top 10%, will no doubt make him a favourite with dairy farmers who are taking their progeny through to fat, giving them around an extra 10p per kilo for every point of Marble Score above a 5.

The data continues to build and whether it’s days to slaughter by finishing farm or marble score by bull, all the data is giving us a great scientific approach to selecting our next generation of Wagyu dams and sires. The NUERA WAGYU programme continues to grow with 20 calves on the ground born between April 2022 and September 2023 – pictured is Nuera Coco born January 2023 and sired by Arubial Anticipated Q007.

Again, many thanks to customers that have re-ordered their semen and a big thankyou to all the new calf rearers, growers and finishing farms who have joined Warrendale Wagyu during the last 12 months. We have created a truly integrated supply chain with DNA verification and data at its core.



NuEra Coco

Have a great festive season and a prosperous New Year! Please feel free to get in touch if you have any questions regarding the bulls or the data we collect.”

Email: Colin.Lucas@genusplc.com  
Office: 01270 616616  
Mobile: 07971 118993  
www.absglobal.com/uk







# AHDB & UK GOVT BACK RED MEAT EXPORTS

ANUGA 7-11 Oct 2023

Anuga, held every two years in Cologne, Germany, is the world’s biggest agri-food trade show attracting more than 170,000 trade buyers from 187 countries. It provides the ideal platform for exporters to connect with international buyers, build new relationships and expand their presence in the global market. Earlier this year, the Government committed to investing £2 Million to boost its programme of global trade shows and missions and £1.6 Million for the GREAT food and drink campaign. This will complement AHDB’s £8 Million annual investment in exports to facilitate trade and grow our reputation as a producer of quality, safe and wholesome food.

“We aim to lay the groundwork for every British producer to see how important exporting is in underpinning the future of their farmgate returns. Anuga presents a unique opportunity to further strengthen existing partnerships, establish new connections and bolster the reputation of British red meat and dairy in the global marketplace.”

At the event, Kevin Hollinrake MP, Minister for Enterprise, Markets and Small Business at the Department for Business and Trade (DBT), threw his support behind red meat exporters in the British Meat Pavilion.



Warrendale Wagyu were one of 13 red meat exporters showcasing their products on the UK stand which included dedicated meeting areas and featured high-end dishes for visitors to sample from British farmers.

During the summer, the Government launched a recruitment drive to appoint five extra agri-food attachés to help boost the UK’s agri-food exports; this brings the total number of dedicated UK agri-food attachés to 16. The new attachés will cover northern Europe, southern Europe, Australia/New Zealand, South Korea and Africa.



Jonathan Eckley, AHDB Head of International Trade Development, said: “We are excited to showcase the Union Flag at Anuga 2023 and highlight the exceptional quality of British red meat and dairy products. Our participation reflects the commitment to deliver on the objectives to develop international markets for our producers, provide valuable market analysis and insights, and promote the reputation of our products to foreign buyers.

## \$60K LILLIBET SELLS IN TEXAS AUCTION

The 2023 Texas Wagyu Association Fall Harvest Sale held on 11 November at the 2 Bar C Ranch in Luling, Texas, USA saw Wyndford Lillibet 206K sell in a \$US60,000 deal to joint purchasers Landgraf Ranch & Watters World Ranch. Bred and owned by Wyndford Wagyu, Newport, Shropshire this June 2022 maiden heifer is by Wyndford Itoguni 308H (a son of Mayura Itoshigenami Jnr) and ranked in the top 1% on Breedplan for many traits including +\$340 SRI (Self Replacing Index), +3.4 MS (Marbling Score) and +0.54 MF (Marbling Fineness) as well as strong figures for EMA (Eye Muscle Area) +6.0 and Gestation (-1.1).



[www.britishwagyu.co.uk](http://www.britishwagyu.co.uk)



# WAGYU EDGE CONFERENCE & INTERNATIONAL TOUR – BOOKINGS OPEN!

Australia, 2-18 April 2024

The next Australian Wagyu Association (AWA) WagyuEdge Conference is due to take place in the city of Cairns Weds 10th - Fri 12th April 2024. This in itself promises to be a tremendous stand-alone event with keynote speakers, a Wagyu Elite genetics sale as well as the Branded Beef awards ceremony. The AWA has put together a wrap-around tour for a group of up to 30 international Wagyu enthusiasts starting 2nd April in Sydney and finishing 18th April in Brisbane with the WagyuEdge Conference in the middle. Please note, Easter Sunday and Monday are 31st March and 1st April 2024. The provisional itinerary is as follows and includes visits to farms, retailers, processors and feedlots as well as some days thrown in for sightseeing. The cost is AU\$12,500 per person based on double or twin occupancy and includes hotels, meals and all domestic Australian travel. International flights are not included.

See [www.wagyu.org.au](http://www.wagyu.org.au) for full information. Please note, bookings close 2 February 2024 and places are limited!



## PROVISIONAL ITINERARY

<b>Tuesday, 2 April 2024</b>	All visitors arrive in Sydney NSW - Dinner at 6-Head restaurant at Opera House and Harbour Bridge
<b>Wednesday, 3 April 2024</b>	Fly to Armidale in the AM, have lunch on the road and visit Trent Bridge Wagyu PM in Aberfoyle NSW
<b>Thursday, 4 April 2024</b>	Drive to Rangers Valley Feedlot, Glen Innes NSW, return to Armidale, dinner at Tatts
<b>Friday, 5 April 2024</b>	Fly to Sydney, free day in Sydney
<b>Saturday, 6 April 2024</b>	Fly to Mt Gambier. Visit Mayura Station, Millicent SA. Dinner at the Tasting Room
<b>Sunday, 7 April 2024</b>	Drive to Dimboola Feedlot, Dimboola VIC for a visit
<b>Monday, 8 April 2024</b>	Visit GK O'Connors Processors, Pakenham VIC in the morning, free time in Melbourne
<b>Tuesday, 9 April 2024</b>	Fly Melbourne to Cairns early - free rest of day in Cairns
<b>Wednesday, 10 April 2024</b>	AWA Conference in Cairns
<b>Thursday, 11 April 2024</b>	AWA Conference in Cairns
<b>Friday, 12 April 2024</b>	AWA Conference in Cairns
<b>Saturday, 13 April 2024</b>	Fly to Rockhampton and visit Bar H Wagyu, Comet QLD
<b>Sunday, 14 April 2024</b>	Drive to Emerald and visit Marathon Wagyu, Emerald QLD
<b>Monday, 15 April 2024</b>	Drive to Roma and visit ACC (Australian Country Choice)
<b>Tuesday, 16 April 2024</b>	Drive to Lillyvale and stay at Miles. Visit Lillyvale Feedlot/Arubial Wagyu, Condamine QLD
<b>Wednesday, 17 April 2024</b>	Drive to Macquarie Wagyu, Leyburn QLD and stay at Toowoomba
<b>Thursday, 18 April 2024</b>	Drive to Brisbane and finish at Brisbane Airport or Hotel

## BRITISH WAGYU TAGS

Members are reminded that for the quality assurance scheme, all animals must be tagged with British Wagyu-branded approved Caisley DNA tissue-punch tags incorporating a liquid (rather than dessicate) tissue vial. All animals to have at least 50% Wagyu content and be sired by a DNA-verified and registered Fullblood Wagyu bull. Please see the WBA website for full scheme rules. Caisley have produced a leaflet showing all available Wagyu tag combos, prices and how to order which is also on the British Wagyu website. Caisley T: 01765-530296, E: [sales@caisleytags.co.uk](mailto:sales@caisleytags.co.uk) W: [www.caisleytags.co.uk](http://www.caisleytags.co.uk). Each new customer receives a free tag applicator and vial storage box with their first order.



[www.britishwagyu.co.uk](http://www.britishwagyu.co.uk)



# BRITISH WAGYU ASSURANCE SCHEME

**W**e encourage all Wagyu producers to be part of British Wagyu Assured. A number of producers and retailers are already successfully selling under the scheme with more planning to join.

- British Wagyu-branded approved eartag
- Wagyu DNA sire verification
- Dams either dairy-bred or native breeds
- BVD tested virus negative
- Minimum slaughter age 22 months

The British Wagyu Association (BWA) has teamed up with leading farm assurance certification bodies SAI Global and NSF to underpin their British Wagyu Assurance Scheme. This means a 'bolt-on' to the farm's regular farm assurance audit for cost-effectiveness and ease of use. This means assessors can check the additional stipulations of the WBA Assurance Scheme at the same time as the usual on-farm audit.

Full rules around the BWA Assurance Scheme can be found on [www.britishwagyu.co.uk](http://www.britishwagyu.co.uk).

These include:

- All farms to be working towards whole-life farm assured status (ie Red Tractor, FAWL, QMS or NIBL FQAS - LMC)



# WAGYU IN THE PRESS

Recent coverage of British Wagyu in the food and farming press has included:

- National Craft Butchers magazine Nov/Dec 2023 – Why Britain is Waking up to Wagyu ([www.nationalcraftbutchers.co.uk](http://www.nationalcraftbutchers.co.uk))
- Meat Management magazine – interview with Tom Richardson, MD Warrendale Wagyu ([www.meatmanagement.com](http://www.meatmanagement.com))
- Farmers Mart magazine Aug/Sept 2023 – feature on British Wagyu Association ([www.farmers-mart.co.uk](http://www.farmers-mart.co.uk))
- National Beef Association magazine Winter 2023/24 – British Wagyu news page ([www.nationalbeefassociation.com](http://www.nationalbeefassociation.com))

*Please let us have any of your Wagyu news or stories so we have the opportunity of sharing them on social media or through the Newsletter E: [info@britishwagyu.co.uk](mailto:info@britishwagyu.co.uk)*



[www.britishwagyu.co.uk](http://www.britishwagyu.co.uk)




# FORTHCOMING EVENTS 2023-24


- **22-24 January** British Cattle Breeders Conference, Telford
- **2-18 April** AWA International Tour, Australia
- **10-12 April** AWA Wagyu Edge Conference & Elite Sale, Cairns, Queensland, Australia
- **27 April** NBA Beef Expo, J36, Kendal
- **Sept/Oct** British Wagyu Conference Lincs/Notts

# WEBSITE & SOCIAL MEDIA


To find out more about the Wagyu Breeders Association or Wagyu cattle, please visit [www.britishwagyu.co.uk](http://www.britishwagyu.co.uk).

Please also link into our Facebook & Twitter pages as follows:

 Facebook 'Wagyu Breeders Association';

 Twitter @BritishWagyu.

The Facebook page 'Wagyu Producer Group' is open to all Friends of & Full Members to help producers to market their Wagyu carcasses and animals as well as linking up those with animals or beef to sell with those in the catering or meat trade looking to source premium Wagyu beef.

 Check out new British Wagyu Instagram page 'britishwagyu'

# JOIN THE WBA



**T**hank you to all re-joining members for their continued support. If you wish to join the WBA you

can do so via the [www.britishwagyu.co.uk](http://www.britishwagyu.co.uk) website by completing a simple online form or by contacting Company Secretary Richard Saunders on [info@britishwagyu.co.uk](mailto:info@britishwagyu.co.uk).

## Membership fees

<b>Full</b>	<b>£330</b>
<b>Commercial</b>	<b>£115</b>
<b>Associate</b>	<b>£65</b>

*Prices exclusive of VAT*

Please note, Full Members automatically become Overseas Members of the Australian Wagyu Association (AWA) allowing them to register animals with AWA, one of the foremost Wagyu organisations worldwide, as well as benefiting from their ABRI/ Breedplan performance recording system.



**INVOICE REMINDER** – Could those Commercial & Full Members who have NOT yet paid their subs, please do so by the end of January. Thank you!



FOUNDING MEMBER  
OF THE  
WORLD WAGYU COUNCIL

[www.worldwagyuCouncil.com](http://www.worldwagyuCouncil.com)

There are a number of sponsorship opportunities available aimed at breeders and associated businesses looking to promote themselves to a worldwide Wagyu audience of ten countries across five continents representing 3000+ individual members.

## BRITISH WAGYU ASSOCIATION

Company Secretary **Richard Saunders** M: 07901 768904

[www.britishwagyu.co.uk](http://www.britishwagyu.co.uk) • [info@britishwagyu.co.uk](mailto:info@britishwagyu.co.uk)

AFFILIATIONS

