



WARRENDALE WAGYU CONFERENCE

**WEDS 17TH -
THURS 18TH
MAY 2023**
TELFORD,
SHROPSHIRE

IN PARTNERSHIP WITH THE BRITISH WAGYU BREEDERS ASSOCIATION & WYNDFORD WAGYU

INVITATION

Warrendale Wagyu is holding a two-day conference in and around Telford, Shropshire, UK on Weds 17th and Thurs 18th May 2023 in partnership with the British Wagyu Breeders Association and Wyndford Wagyu. The first part of the programme focuses on Warrendale Wagyu's commercial supply chain followed by presentations from industry-leading speakers, as well as a gala dinner and overnight stay at the Telford Hotel, Spa & Golf Resort. The following morning will see a visit to Wyndford's 400-head Fullblood Wagyu enterprise.

The conference is open to Warrendale partner farmers, Wagyu Breeders Association members and invited guests. If you would like to attend, please complete the booking form overleaf and return asap

(by 31 March at latest, please) – after which one of our team will get in touch to confirm arrangements.

Please note that the main two-day conference itself (including presentations, refreshments, lunch and visits) is free of charge, however accommodation and dinner are chargeable but at what is a discounted rate.

We look forward to seeing you at Telford in May to learn more about Warrendale Wagyu and be part of the vision for Wagyu in both Britain and globally; not forgetting a 'bit of craic', a drink or two and a chance to enjoy the world's luxury beef!



Jim Bloom
Founder, Warrendale Wagyu



www.britishwagyu.co.uk



www.wyndfordwagyu.com



www.warrendale-wagyu.co.uk



www.wagyufarmers.co.uk

PROVISIONAL PROGRAMME

WEDS 17TH MAY

Venue: The Telford Hotel, Spa & Golf Resort, 14 Great Hay Drive, Sutton Hill, Telford, TF7 4EU

12-12.30: Delegates arrive – registration and check-in

12.30-1.30: Lunch

1.30-1.45: Conference Welcome & Introductions

1.45-3.15: Conference Session 1 - Theme “Warrendale Wagyu - The Story So Far”.

This session features a number of talks on the Warrendale Wagyu scheme to include: Supply chain view (Genus – AI, calf health); Processor perspective (Dovecote Park - carcase data, marbling and MIJ Meat Image Japan carcase camera technology); Farmer view; Retailer perspective (Aldi). Followed by Q&A.

3.15-3.30: Break

3.30-4.30: Conference Session 2 - Theme “Future Perspectives for Wagyu Globally”.

Two presentations: Dr Matt McDonagh, CEO Australian Wagyu Association; Angela Tant, Head of Commercial Partnerships at Red Tractor. Followed by Q&A.

4.30-4.45: Break

4.45-5.15: Conference Session 3 – Theme “The Potential of Wagyu Fullblood Genetics”.

Jess Edwards, Commercial Director Wyndford Wagyu www.wyndfordwagyu.com

EVENING ENTERTAINMENT

7-7.30: Drinks reception

7.30-9.30: Dinner

9.30: After-dinner speaker – Simon Shaw former England & Lions rugby player and co-owner of Gaucho restaurants

1am: bar closes

THURS 18TH MAY

10 – 10.30: Arrival & refreshments at Wyndford Wagyu (20 mins drive – own car)

Venue: Chadwell Court Farm, Chadwell, Newport, Shropshire, TF10 9BG

10.30-11: Welcome & Introduction

11-12.30: Wyndford Wagyu tour of Fullblood herd

12.30-1: Lunch

1-2pm: Optional tour of PDM Produce ‘The Salad Growers’ www.pdmproduce.co.uk

PARTNERS

Oxbury///
The Agricultural Bank

Genus **ABS**

ALDI

DOVECOTE PARK

Caisley
CARTAG LIMITED

BOOKING FORM

Name:	
Address:	
Tel:	
Email:	

Day 1 – Warrendale Wagyu Conference

Names of those attending	
Accommodation Weds 17 th May (please tick):	B&B – double occupancy £115 per room <input type="checkbox"/>
	B&B – twin occupancy £115 per room <input type="checkbox"/>
	B&B - single occupancy £85 per room <input type="checkbox"/>

(Note – subject to demand, this may be an alternative nearby hotel)

Drinks reception, dinner incl wine on table £30+VATpp

Names of those attending	
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Day 2 – Wyndford Wagyu Herd Visit

Names of those attending	
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Optional additional visit to PDM Produce

Names of those attending	
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Please scan back to ella@warrendale-wagyu.co.uk by 31st March

All enquiries please to Warrendale Wagyu: Ella Hopwood (ella@warrendale-wagyu.co.uk) or Hannah Lendon (hannah@warrendale-wagyu.co.uk)



Warrendale Wagyu, Quarry House, Cattle Hill, Warter, York, YO42 1XG