



BRITISH WAGYU ASSOCIATION

Newsletter

Summer 2023

Welcome to the Summer 2023 Newsletter where we bring you up-to-speed with all the recent news, events and features on British Wagyu. It was great to see so many of you at the May conference in Telford – there was a real buzz about the event which received excellent feedback. Thank you to Warrendale and Wyndford for putting on such a tremendous programme with a perfect balance of cattle, technical and marketing presentations not forgetting fantastic food and entertainment! Please read on for a full report and pictorial round-up.

British Wagyu continues to build momentum thanks to the efforts of our Members and commercial partners – hardly a day goes by without a news story, article or event featured on social media or in the food and farming press highlighting this remarkable journey!

It is, however, as the saying goes ‘all about the product’ and our breed is known for its unique marbling and tenderness which produces the world’s luxury beef. The British Wagyu Board’s stated aim is to encourage all producers to join the Association and market their beef under its Quality Assurance scheme and established set of standards.

We are therefore now embarking on a programme to meet with retailers, processors and farmers to underline the merits of working together to promote British Wagyu, safeguard the premium Wagyu brand and return value to the whole of the supply chain. Please look out for further updates including a planned symposium for Wagyu crossbred producers in autumn 2023.

We hope you enjoy the Newsletter which comes as part of your membership of the British Wagyu Association.



NEW PROJECTS ANNOUNCED

As stated above, the BWA Executive is embarking on two major projects funded by the association to help align the industry to a shared vision of British Wagyu.

Breeder/Member Symposium

A symposium is planned for later in the year to bring together Fullblood and F1 producers to explain what the ambitions of the BWA are and to demonstrate what can be achieved by working together in order to safeguard quality and return premium to all. These include: expanding the use of marble score grading, accessing MIJ (Meat Image Japan) carcass camera technology and adopting British Wagyu assurance standards. Working together and sharing information means there is more data at our collective disposal leading to greater accuracy of performance figures via AWA/Breedplan evaluations. This ultimately leads to better genetics – for example, more efficient animals with improved carcass yield and marbling – and helps inform future breeding decisions. We all benefit from improved genetics yet are free to develop our own individual marketing and Wagyu brands.

Retailer Marketing Plan

Meetings are planned with the major retailers, a number of whom are already selling Wagyu beef but not necessarily under the British Wagyu Assured standard. During these meetings, we will set out the vision of British Wagyu and encourage the adoption of our quality marque explaining its rules on Wagyu content, finishing time and traceability. The emphasis will be on maintaining a high-quality product but one which leaves a premium for all parts of the supply chain. The ‘bigger picture’ sees the customer educated on buying on marble score differentiated by price. This may be initially through the use of grading cards but ultimately via MIJ technology as the UK begins to move away from the EUROP grid to reward eating quality, and as the British Wagyu quality standard and branding continues to resonate with consumers.



BRITISH WAGYU MOMENTUM BUILDS AT 250-STRONG CONFERENCE

- *Warrendale Wagyu Conference 17-18 May 2023, Telford, Shrops*
- *Held in partnership with British Wagyu Association & Wyndford Wagyu*
- *High-profile retailer, processor and farmer presence*

250 people attended a two-day conference in and around Telford, Shropshire 17-18 May as momentum for British Wagyu beef continues to build. Welcoming retailers, processors and a strong line-up of UK and international speakers as well as both current and prospective farmer partners, the event was staged by the East-Yorkshire family farming business, Warrendale Wagyu, who run a fully integrated Wagyu beef supply chain.

After a Wagyu-themed lunch provided by Dovecote Park’s New Product Development team, Day One comprised four conference sessions. Setting the scene, Warrendale MD, Tom Richardson, went through their story so far before explaining where the business was going as Warrendale Wagyu moves towards 800 farmers producing up to 1,000 cattle per week.

Irene Breider & Neil Wharton from Genus then presented the results of the data sets they had collected for both maternal and terminal traits – these included calving surveys, bull proofs and carcass figures incorporating Meat Image Japan (MIJ) carcass camera technology. Nick Rose, Buying Director for Aldi UK, then updated the audience on the exciting journey to date, shared their successes and accolades, before turning to how they will continue to grow and deliver Aldi’s long-term ambitions with Warrendale.

Session Two saw Matt McDonagh, CEO of the Australian Wagyu Association (AWA), bring delegates up-to-speed with Wagyu developments worldwide before exploring future opportunities for the UK to enhance the value of Wagyu. At its heart is the analysis of 14 key Wagyu production traits across 250,000 animals within a global evaluation. Angela Tant from Red Tractor then explained the numbers behind the Red Tractor logo and why so many consumers recognise and trust this flagship brand of British food and farming.

In the third session, Wyndford Wagyu’s Commercial Director, Jess Edwards, gave delegates an insight into the growth of their 400-head Fullblood Wyndford herd which was being developed in pursuit of elite herd status with lasting connections in the Wagyu world.

An excellent Q&A session rounded off the formal programme. This was chaired





Jess Edwards



Farmer panel



After-dinner Speaker Simon Shaw MBE



by BWA Director, Chris Dickinson, with farmer and processor representatives comprising: Laurie Ibbotson (Commercial Director, Dovecote Park); Andrew Ward (Dairy - Littleton Farm, Dumfries & Galloway); Eddie Rixon (Grower - Lopemedede Farm, Oxon) and Paul Metcalfe (Finisher - Gillingwood Hall, N Yorks).

Rounding off the first day was a Drinks Reception sponsored by Oxbury Bank followed by a Gala Dinner with a main course of Wagyu tomahawk steaks provided by Aldi with wine sponsored jointly by Caisley and Genus. There followed the presentation of the inaugural British Wagyu Ambassador Award to the late Mike Tucker, founding Chairman of the BWA who passed away in 2018, and this was made by Michael Carpenter of Kelvin Cave Ltd to Mike's son Andrew. After-dinner speaker was former England rugby international Simon Shaw MBE who talked about his sporting career dovetailing with his experiences in the beef industry and restaurant trade.

The evening's Charity Raffle and Silent Auction raised a combined £8,219 to jointly benefit the Farming Community Network (FCN) and the My Name's 5 Doddie Foundation (Motor Neurone Disease).

Day Two was spent at nearby Wyndford Wagyu with visitors able to experience first-hand the passion for producing top quality cattle, semen and embryos at this Fullblood herd with a sharp focus on accurate performance data collection and genomics.

Addressing the conference, BWA Company Secretary, Richard Saunders said: "In the space of just a few short years, the British Wagyu industry has grown as we forge partnerships with some truly outstanding and pioneering organisations. Our future growth plans reflect the ambition of working with these world-leading partners to not only deliver a consistently great product to the consumer but also build trust, grow the British Wagyu brand and importantly earn a premium for everyone in the supply chain. Ultimately, it's all about the product and this is what gives all of us here the confidence to invest in the bright future that is British Wagyu Beef."



Grateful thanks are extended to all the team at Warrendale Wagyu, Wyndford Wagyu and to all industry partners, sponsors and farmer partners for making the event such a success.





CONFERENCE HIGHLIGHTS



Jim Bloom, Warrendale Wagyu Founder

I just wanted to say on a personal note how much we all enjoyed the conference and farm visit. It is inspiring to see how much belief and passion goes into the Warrendale Wagyu, and Wyndford Wagyu businesses, and that enthusiasm is a little bit contagious, I think. Thanks for organising such an enjoyable and interesting conference. **Helen Moon, Farmer**

It was lovely to meet you all at the conference last week. I would like to thank you for the work you did. It was a really well put on event. I will definitely be coming again for the next one. For me one of the most interesting aspects was the MIJ camera. If I could have official figures on the marbling I am producing that would be brilliant. It would allow me to be more data driven and push marbling further. **Sam Frost, Farmer**

I had such a fun trip to the UK for the Warrendale conference. I want to congratulate you on what you and the Warrendale team put together for your conference. The programme was very good, the meals were great, the atmosphere was energised and engaged and you drew in a great crowd. I was very pleased to see well over 200 attendees and the level of planning you put in really showed through with the quality of delivery. **Matt McDonagh, Australian Wagyu Association**

Thank you all very much for hosting an excellent Wagyu conference last week. I really believed the speakers were all very informative and engaging, I liked the fact that the compere kept to the scheduled times introducing each speaker which in turn drew my attention and interest to the individual. The drinks reception, evening meal and entertainment was first class. You provided a great balance of dinner, charity support, entertainment whilst still allowing good conversation amongst fellow attendees. Unfortunately, I could not attend the farm walk the following day but having heard Jess Edwards speak I'm sure it was a good day. Please pass my thanks onto everyone at Warrendale Wagyu and the team that made this event happen. **Nigel Fawdry, Farmer**

I hope you have all had chance to recover after the conference last week, although I'm sure it's been just as hectic trying to catch up after all being out of the office! I just wanted to thank you for including us and giving us an opportunity to have a stand, we all really enjoyed it and learnt lots as well! I felt it was a great success, you had plenty of attendees and they all seemed to leave very happy and very full!! Congratulations again! **Andy Venables, Hillsgreen**





It was an excellent conference and one of the best I have been to. I hope you are very proud of what you achieved. Every farmer I spoke to seemed really happy. **Nick Evans, Oxbury**

We would like to say a very special thank you to all at Warrendale for inviting us to the Warrendale Wagyu Conference last week. The programme of events we found to be most informative and very interesting, and we came away feeling that we had learned a lot from attending the conference. Finally, the food, from the lunch to the gala dinner and then the next day at Wyndford Wagyu, was absolutely fantastic. A real credit to everyone involved. **Jill & Brian Jones, Farmers**

I sadly didn't make the conference in the end but I heard it was fantastic. And the dinner in the evening was great fun and I felt very honoured to receive the Ambassador Award on Dad's behalf. Thank you for all your hard work in organising the event and I hope you are now getting some down time. **Andrew Tucker, Farmer**

Excellent conference - informative and very well put together. I thought the conference was a real credit to you and the Warrendale Team. I've already picked up a new customer from a conversation on the day and am seeing another later this week. We hope to continue our support of the Association in the future. **Michael Carpenter, Technical Director, Kelvin Cave Ltd**



A quick note to say thank you for the invite to the Wagyu Conference and congratulations on the content and organisation of the event, it was all very impressive. **Matt Nightingale, Farmer**

I work at the Telford Golf Hotel & Spa and a couple of days ago you had your conference with us. A number of your products were cooked, and as staff members we were allowed to try it. I tried one of your beef burgers, and your beef slow cooked with barbecue beans. I have to say, I have never tried a burger like that in my life, it was absolutely beautiful and seasoned to perfection. As a mum of three, I wouldn't usually get the opportunity to try such food, so I wanted to thank you for letting me have the opportunity to try your products. **Staff Member, Telford Spa Hotel**

Firstly, a huge thank you to the Warrendale team and your fellow sponsors and partners for a fantastic conference this week. You all worked incredibly hard, and Louisa and I were privileged to be able to join you and learnt a huge amount. We also enjoyed the visit to Wyndford Wagyu on Thursday, an absolute knock-out cattle enterprise. **Tom Hulme, Farmer**





CONFERENCE PRESENTATION – MATT MCDONAGH, AWA

For those Members that couldn't make the recent conference, here are some of the slides from AWA CEO Matt McDonagh's presentation....

Overview


1. How did Wagyu happen?
2. Global view
3. The AWA – our role and strategic plan
4. Current innovation
 - Genetic Trends
 - Objective measurement in Wagyu
5. Protecting the brand
6. Opportunities for the UK Wagyu Industry



AUSTRALIAN WAGYU ASSOCIATION
Wagyu world's luxury beef

1. How did Wagyu happen globally?


- Cattle were introduced into Japan after the second century AD
- Used as farm animals until Meiji Era (1860's) – meat eating was prohibited
- Other cattle breeds introduced into Japan 1867, these were crossed with Japanese Black (Black Wagyu) and Japanese Brown (Red Wagyu)
- Breeding back to 'type' from 1880's

AUSTRALIAN WAGYU ASSOCIATION — advancing the world's luxury beef


Breeds contributing to Wagyu

Name of modern breed	Prefecture	Foreign breed
Modern Global Genetics	Japanese Black	Brown Swiss
	Kyoto	Shorthorn, Devon, Brown Swiss
	Hyogo	Shorthorn, Devon
	Okayama	Shorthorn, Devon
	Hiroshima	Simmental, Brown Swiss, Shorthorn, Ayrshire
	Tottori	Brown Swiss, Shorthorn
	Shimane	Devon, Brown Swiss, Simmental, Ayrshire
	Yamaguchi	Devon, Ayrshire, Brown Swiss
	Ehime	Shorthorn
	Ohita	Brown Swiss, Simmental
Japanese Brown	Kagoshima	Brown Swiss, Devon, Holstein
	Kochi	Simmental, Korean Cattle
	Kumamoto	Simmental, Korean Cattle, Devon



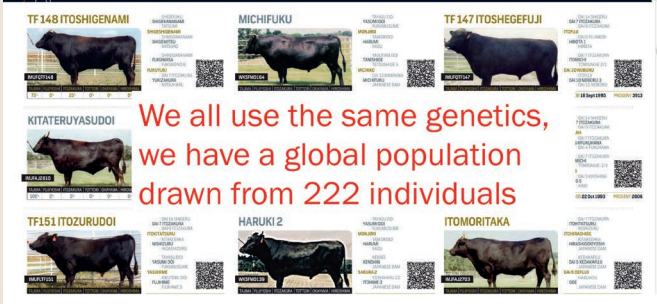
AUSTRALIAN WAGYU ASSOCIATION

AUSTRALIAN WAGYU FOUNDATION SIRES JAPANESE BLACK



AUSTRALIAN WAGYU ASSOCIATION — advancing the world's luxury beef

AUSTRALIAN WAGYU FOUNDATION SIRES JAPANESE BLACK



We all use the same genetics, we have a global population drawn from 222 individuals

AUSTRALIAN WAGYU ASSOCIATION

2. Global View

- Japan is the largest producer of Wagyu: annual production~500,000 head 7% exported (11,000 Tonnes)
- Australia is the largest exporter of Wagyu Beef: annual production ~300,000 head 90% exported (70,000 Tonnes)
- USA, New Zealand, Sth America export low volumes of Wagyu
- Global Market currently estimated at \$2 billion in value now, increasing to \$3.6 Billion (2029) major markets:
USA, Korea, Hong Kong, Singapore, Taiwan, SEA, UAE, EU, UK

AUSTRALIAN WAGYU ASSOCIATION — advancing the world's luxury beef

3. Who is the AWA?

- Largest global Wagyu registry
- 1,100 breeders who register cattle
- 30 different countries:
 - 450 total international breeders
 - 650 Australian breeders
- Combined global database for registration and genetic improvement

www.wagyu.org.au



AUSTRALIAN WAGYU ASSOCIATION
ADVANCING THE WORLD'S LUXURY BEEF
#WorldsLuxuryBeef



AWA VISION

To be the world leader in innovation and delivery for the Wagyu Sector

PEOPLE

KEEP PEOPLE AT THE FOREFRONT OF AWA CORE VALUES AND PRINCIPLES

→ Attract and retain high

DATA MANAGEMENT & INTEGRITY

LEVERAGE DATA COLLECTION AND ANALYSIS TO INCREASE VALUE, EFFICIENCY AND UNDERPIN THE INTEGRITY

TECHNOLOGY & INNOVATION

INVEST IN R&D TO CONTINUALLY IMPROVE THE EFFICIENCY AND QUALITY OF THE WAGYU HERD

SOCIAL RESPONSIBILITY

OPERATE WITH INTEGRITY TO DELIVER SOCIAL, SUSTAINABLE AND ETHICAL OUTCOMES

DELIVERY OF SERVICES

DRIVE CONTINUOUS IMPROVEMENT IN QUALITY AND EFFICIENCY OF CORE SERVICES

BRAND AWARENESS & INTEGRITY

RESEARCH, IMPROVE AND MARKET BRAND TRAITS TO BUILD CONSUMER AWARENESS

STRATEGIC PILLARS

We are an innovation and value add company – working for our members

From 222 to > 250,000 registered Wagyu

- >150,000 cows (have calves recorded against them)
- >22,000 sires (have calves recorded against them)
- >80,000 calves registered not yet with calves of their own

>15% of registered animals are international

Drive Wagyu Genetic Gain Together

- +8 kg CWT = \$20 million per year
- +1 sq cm EMA = \$8 million per year
- +0.6 MS = \$25 million per year

Significant increases in genetic merit for core traits over the last 5 years

Largest gain in CWT, particularly last 2 years

Consistent trend in increasing EMA and MS

= +\$53 million in additional value per year

4. Current Innovation in Wagyu

www.wagyu.org.au

- Global genomic and phenotype database for registration and genetic improvement
- MIJ Camera technology
- Wagyu Feeder Check – XB carcass performance
- Net Feed Intake (feed efficiency)

Global performance recording over time

advancing the world's luxury beef

MIJ Mobile now available to AWA members

- AWA has 34 camera users, 10 of these are international members
- This data can be used within Wagyu BREEDPLAN genetic analysis
- This data can be used by members and brand owners to support their own breeding programs and brand strategies.

Wagyu world's luxury beef

MIJ Mobile in chiller assessment

- Has a separate light sources allowing for long battery life for imaging of over 400 carcass in one session
- Has the same geometry and configuration as the proven MIJ-30
- Has high reliability and repeatability against the MIJ-30
- Designed for use by all Wagyu Breeders and Brands

MIJ labo

MIJ labo

5. Protecting the Brand

Wagyu is a global brand

It's a competitive brand marketplace. As a Brand: You have to compete and meet your consumers expectations

9+ WAGYU 100% CARPACCIO

Opportunities for UK Wagyu

- Use all the available tools
- Join the global Wagyu industry – we improve together
- The data and genetics available now can jump you forward 10+ years
- Record and benchmark yourselves
- Know your market and meet your consumers expectations
- Reach out if you need us

Wagyu world's luxury beef



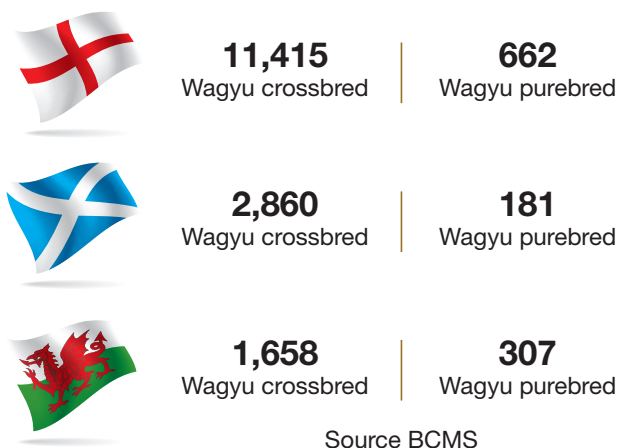
WAGYU BIRTHS UP BY +27% IN 2022 BCMS FIGURES

Figures released by the British Cattle Movement Service (BCMS) for 2022 show that British Wagyu, known for its highly marbled premium beef, has increased its numbers by 27% on the year. The figures, for beef cattle born in England, Wales & Scotland, reveal over 17,000 Wagyu-sired calves were born in 2022. Of these, 15,933 were crossbred (sired by a Wagyu bull) and 1,150 purebred or Fullblood - totalling 17,083 head of Wagyu animals when compared to 13,457 in 2021. The continued growth and impact of Wagyu is underlined by past totals for 2020 and 2019 of 9,435 and 5,699 respectively with the breed now representing almost 1% of the circa 1.8 million beef-sired calves born in Great Britain annually.

Says WBA Director Chris Dickinson: "It's great to see British Wagyu numbers continuing to grow year-on-year and a further sign that Wagyu in the UK is much more than just a 'fad'. The profile of the breed has risen dramatically over the past 2-3 years and is now a significant player in the UK beef industry. As both Wagyu producer and WBA Director, I can't wait to see where we can get to in the coming years."

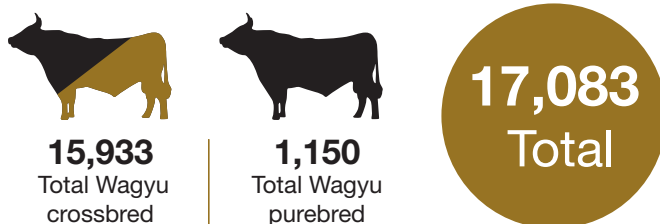


You will find a breakdown by country below:



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.

Consumer demand for the world's luxury beef shows no sign of slowing.



WAGYU 'FIRST' AT SCOTLAND'S BEEF EVENT

Warrendale Wagyu teamed up with the British Wagyu Association with a joint stand at Scotland's Beef Event held on Tuesday 6th June 2023 at Dalswinton Estate near Dumfries. Attended by several thousand visitors, a busy day was had talking to farmers and the wider industry about opportunities for British Wagyu. As well as information about the breed, the farm-to-fork approach started with a chiller display followed by tasting a range of Wagyu cuts. These were the usual fillet, sirloin and rump but also cuts like goose skirt, flat iron, Denver and bavette which are eminently 'steakable' thanks to Wagyu's unique tenderness and marbling. Warrendale are actively looking in Scotland for

new calf rearers, growers and finishers for their integrated beef scheme with Jamie Brownrigg, Katrina Donaldson and – new to the team – Lucy Corner on hand to give advice. Overall, an enjoyable and successful event! Thank you to Alan Dickinson of North Netherscales, Cumbria for supplying the stand with six Wagyu-cross stores and finishers ranging from 18 to 26 months of age.





CEREALS – The Arable Event

British Wagyu was at the Cereals Event 13-14 June 2023, Thoresby Estate, Notts visiting the Warrendale Wagyu stand. With arable farmers increasingly looking to bring livestock back into the rotation, they are drawn to Wagyu not only as something 'in the news' but which also comes with a clear pathway via an integrated supply chain like Warrendale's. Wagyu is the 'go-to' breed giving farmers the confidence to invest, backed by a strong brand and business model.



COTSWOLD WAGYU GET A VISIT FROM THE HAIRY BIKERS

The Hairy Bikers are back, this time with an important mission: to play matchmaker and bring together the best local restaurants with the most innovative local suppliers. So, we were all glued to our screens on 5th January to watch the episode when Si and Dave paid a visit to Andrew Tucker's Cotswold Wagyu enterprise based in Long Newnton, Gloucs. Series 1 Episode 3 of 'The Hairy Bikers Go Local' is available on BBC i-player



WARRENDALE ON BBC COUNTRYFILE

3rd March saw BWA Director Chris Dickinson on BBC Countryfile. The 10-minute piece with Adam Henson focused on the profiles of three Cumbrian farms who are working together with Warrendale Wagyu to produce British Wagyu beef in an innovative, sustainable and welfare-friendly system. Says Chris: "The Warrendale model has gone from strength to strength securing long-term, secure contracts whilst offering farmers stable and fair incomes - it was great to help them promote their impressive brand."

The programme did a fantastic job showcasing the great work that farmers in particular do in producing quality, safe food for the public whilst being custodians of Britain's beautiful countryside. "It's not always easy to put your head above the parapet but I think it's important to open our doors to consumers and show them where their food comes from and how much care and attention is put into producing it," adds Chris.

If you missed the programme, you can catch it on this link <https://lnkd.in/em-a5Ye4>



Adam Henson (centre) with Chris & Alan Dickinson



INAUGURAL BRITISH WAGYU AMBASSADOR AWARD

PRESENTED IN HONOUR OF MIKE TUCKER

The British Wagyu Association (BWA) has seen fit to establish a brand-new award, The British Wagyu Ambassador Award, to recognize a person who has made a significant contribution to the British Wagyu industry.

At the recent Warrendale Wagyu Conference held in Telford 17-18 May 2023, the award was accepted by Andrew Tucker in honour of his late father, Mike Tucker, founding Board Member and Chairman of the BWA, who passed away in 2018 aged 73.

In announcing the award, BWA Secretary Richard Saunders said: "Much as all of us involved in the British Wagyu industry are extremely forward looking, it is also very much worthwhile on these occasions to pause for thought and to reflect on what has been achieved. And not only on what has been achieved but on the people who have been central to all that has been accomplished."

The following citation was then read out:

"Mike was the original driving force behind the formation of the British Wagyu Association. Someone who worked tirelessly for the benefit of the Breed, never for personal gain but always for the greater good. A person whose great energy, wit and huge personality drove everyone forward on a wave of enthusiasm."

Presenting the award at the Wagyu Gala Dinner in front of 250 guests was Michael Carpenter, Technical Director of Kelvin Cave Ltd. It is fitting that Kelvin himself was not only at the BWA Launch at Mike's home at Church Farm, Long Newnton, Tetbury in 2014 but going back further still, one of Kelvin's first customers when he started up in business was Mike – who at the time was running his well-known pedigree Holstein herd.

Andrew and his wife Georgie, together with Mike's widow, Angela, continue Mike's legacy with their Cotswold Wagyu enterprise. www.cotswoldwagyu.co.uk



L-R Richard Saunders, Georgie Tucker, Andrew Tucker, Michael Carpenter



30th November 1944 - 28th March 2018





AUSTRALIAN WAGYU EDGE CONFERENCE WOWS

Hosted by the Australian Wagyu Association, the AWA Annual Conference & Tour took place in and around Sydney, Australia 19-23 April 2023. The annual WagyuEdge conference has become an iconic event not just for Wagyu, but for the greater red meat industry. Drawing interest from around the world, delegates gain Wagyu-specific knowledge from the specialist conference speakers, as well as appreciating the role Wagyu plays at the leading edge of high-value global markets. A trade expo is run in conjunction with the conference to enable unique supply chain partners and service providers to connect with existing and new customers alike. During the conference, the Association holds a Gala Dinner and Charity Auction alongside the announcement of the Wagyu Branded Beef Competition results.

Here, Warrendale Wagyu MD Tom Richardson shares an insight into the AWA Conference...

It was a great privilege to attend the AWA conference and tour in Sydney along with representatives from the Wagyu industry globally. The Australian sector is thriving on the back of strong global demand from their many international markets, with export being their primary focus into Asia, USA and the Middle East. It is no surprise that Australia is totally different from a production point of view with large acreage properties for breeding and growing cattle before they enter feedlots for long finishing programmes to deliver the marbling requirements. The scale and efficiency in the industry is something to admire, but in the UK we have our own niche which we must compete on. Most Australian Wagyu producers have their own brand identity through to their end market so the farmers are very in touch with market requirements and adapt their businesses accordingly.

The Australian Association has gained really strong industry support with their focus on taking the breed forward through the capturing of genetic and performance data. There is a real sense of collaboration in the industry as well as some strong competition that was seen in the branded beef competition where all the individual Wagyu brands enter products to be tested and judged for their quality attributes; this is something I hope we can emulate in the UK through the British Wagyu Association.

At the conference we heard from a wide range of industry key note speakers on the opportunities and challenges ahead for the industry - all these are available through the Australian Wagyu Association website. In summary, the outtakes were positive with the demand for quality meat globally. Meat is good for us and the planet; it is one of the most nutritionally dense foods available to us; the ability to create 'lab grown' on a commercial basis is a long way off so the growth for our industry looks strong.

The wide range of Wagyu farmers that spoke all had a key thread in common – continuous improvement in genetics



and the use of genomics to manage their businesses more efficiently. The overarching theme of the conference was that the Wagyu brand has enormous growth potential and that we must strive to protect the brand, the value and the goodwill associated with the World's best tasting beef.

Elite Wagyu Sale

The Australian Wagyu Association Elite Wagyu Sale took place on 20th April and continues to be a hallmark sale event for the Wagyu Sector, with the 2023 sale again exceeding expectations.

RESULTS

Females

19/22 Sold - 86% Clearance
Average \$56,789
Top \$250,000 - Lot 15

Semen

15/15 Sold - 100% Clearance
Average \$4,770 (per straw)
Top \$13,000 (per straw) - Lot 29

Bulls

17/18 Sold - 94% Clearance
Average \$46,588
Top \$160,000 - Lot 43

Embryos

10/11 Sold - 91% Clearance
Average \$6,890 (per embryo)
Top \$20,000 (per embryo) - Lot 62A

For full report see www.wagyu.org.au



SUPPLYING WAGYU BEEF TO THE HOSPITALITY SECTOR

A Guide for Small Producers

Northumbrian Wagyu's Steve Ramshaw shares his experiences of supplying Wagyu beef into the hospitality sector.

"Wagyu beef is now accepted as a premium brand by most chefs across the UK, however not all Wagyu beef is of the same quality which is why it is important that producers here in the UK strive for outstanding quality - making use, for example, of the British Wagyu assurance scheme or by applying a minimum quality standard in terms of marbling score.

Most top chefs don't just want Wagyu beef, they want the story of how it is produced and the provenance behind the product. It is therefore important to tell the full story of your Wagyu beef and how the British Wagyu herd is growing to fill the demand.

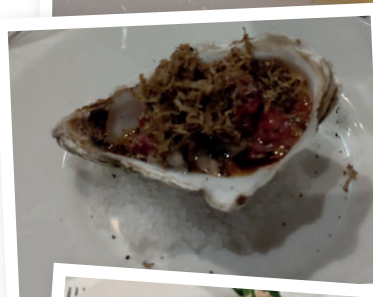
This is best done in the form of a simple printed leaflet, and it is also worth including a cooking guide within it as many chefs may not be aware that Wagyu fats melt at a lower temperature than traditional beef and in my opinion Wagyu does not require to be cooked any more than medium rare.

Wagyu beef varies considerably in grade typically from grade 1 with little or no IMF (intra-muscular fat or marbling) to grade 10 very high in IMF. In all cases, it is important to be truthful about grades of Wagyu when you sell it and price it according to grade. You are, after all, asking a premium price for a very special product. In my experience, some of the best Wagyu F1 (first generation cross) beef can grade better than some purebred or fullblood Wagyu so be mindful of this. Wagyu is another level up from even the 'best' British beef but selling on the name alone is not sufficient - the product quality must be right, branded correctly and sold according to the quality. Genetics and feed clearly have a big influence on the end product.

Supplying the hospitality sector can be very demanding - most chefs will only require the best steak cuts of Wagyu, typically the choice cuts i.e sirloin, rib, rump and fillet. However, for that all-important balance, it is important to work with the sector to encourage chefs to utilize more of the carcass for not only steaks but diced and minced. With high-grade Wagyu, some of the more traditional roasting joints can be steaked such as topside or silverside, rump cap (picanha), rib caps, flat iron and flank steak (bavette), chuck steak, Denver, hanger, goose skirt and top round.

Diced steak for pies and stews is great and is ideal for lunchtime menus or early evening specials. Wagyu burgers are also now very popular and can use up a lot of mince if prepared to a high standard. Let's not forget the bones - many top chefs will take the marrow bones and bones for stock.

If you can, try to encourage the chefs you supply to take full



or half carcasses - you may have to butcher and pack them to their specifications and in some cases freeze and store some cuts. It is also worth remembering that the hospitality sector usually requires credit terms which in some cases can be one to three months so if you have hung the carcass for 14 or more days and are supplying a restaurant on a weekly basis then this does impact your cashflow.

These observations are based on my experience over the past 15 years, and I hope you found them useful. Please get in touch if I can help further."

Yours in Wagyu,
Steve
E: info@northumbrianwagyu.co.uk



SAI GLOBAL



BRITISH WAGYU ASSURANCE SCHEME BUILDS ON RED TRACTOR CERTIFICATION

We 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. Please note, we have reduced the minimum slaughter age from 24 to 22 months to reflect both weights and marbling being achieved at fewer days.

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. As all its partner farmers are already working towards Red Tractor status, the BWA has added a 'bolt-on' to the farm's regular Red Tractor 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.

These include:

- Whole-life Red Tractor assured status
- 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

Commenting, BWA Director Chris Dickinson said: "The British Wagyu assurance scheme leads the industry in terms of traceability, animal welfare and consumer trust, enhancing in turn the integrity and value of premium Wagyu beef."

Red Tractor Beef & Lamb Board Chairman, John Dracup, added: "As the UK's most trusted assurance scheme, Red Tractor provides the confidence to UK shoppers and diners, that beef carrying its logo has been produced with care, and delivers the high standards expected of British farmers and growers. Red Tractor ensures that the Wagyu beef scheme is a traceable product which meets high levels of animal welfare."

Full rules around the BWA Assurance Scheme can be found on www.britishwagyu.co.uk.



IN MEMORIAM – SHOGO TAKEDA

Mr Shogo Takeda, considered by many as the founding father of the Wagyu breed outside Japan, recently passed away. Here, we reproduce a tribute which appeared in the Australian Wagyu Association News Update on 21 March.

"Mr Takeda dedicated much of his life to enabling the development of the global Wagyu industry outside of Japan and there is little doubt that a large part of the international success and scale of the Wagyu industry today is a result of his efforts.

He was a pioneer of Wagyu in Japan, just as he was for the rest of the world, being credited as the first person to introduce Wagyu cattle into the island of Hokkaido in northern Japan in 1954. Believing the World would benefit from Wagyu genetics, he made the decision to export 35 females and 5 males to the USA in 1995. Many of those females were in calf. A second shipment of 45 females and 6 males occurred in 1996.

He was highly regarded around the world for his mastery of breeding highly productive cattle that achieved top carcass performance, but also had milking ability and maternal performance. During the formative years of Australian and American Wagyu, Mr Takeda worked hand-in-hand with many international breeders to help them understand Wagyu genetics and his rotational breeding programme.

As a measure of the scale of Mr Takeda's impact on the global Wagyu industry, the Australian Wagyu Association records note that from the genetics of his Takeda Farm animals, there are now more than 37,000 animals with a Takeda Farm grandparent in their pedigree and more than 71,000 animals with a Takeda Farm great grandparent in their pedigree.

We reflect on a great man whose vision was for the whole World to experience his wonderful Japanese Wagyu cattle and their beef."





WORLD WAGYU CONFERENCE & AMERICAN WAGYU CONFERENCE SEPTEMBER 2023

Held every three years, the World Wagyu Conference will take place in and around Texas, USA within the American Wagyu Conference & AGM during September 2023. This promises to be a fantastic opportunity for international breeders and producers to meet up, exchange ideas and enjoy some real Texas hospitality!



American Wagyu Association AGM & Conference

**September 21-23, 2023
San Antonio, Texas**

The programme includes a conference at Texas A&M University (Regenerative Agriculture, Marketing & Promotion, Meat Science, Feed Intake, Cattle Handling, Genetics and Nutrition) plus visits to feedlots, a bull stud, embryo transfer facility and ranches.



World Wagyu Conference & Tour

**September 24-29, 2023
San Antonio, Texas & Fort Worth, Texas**

The World Wagyu Conference will start with the conclusion of the American Wagyu Associations AGM & Conference in the historic city, San Antonio, TX home of the Alamo, and end in historic Cowtown, Fort Worth, TX. For the World Wagyu Conference and Tour, we will travel the great state of Texas visiting Wagyu and other industry facilities associated with the production of Wagyu cattle. Our journey will also include numerous social and networking events and of course accompanied by great Texas hospitality.



SCHEDULE OF EVENTS

American Wagyu Association AGM & Conference Thursday- September 21, 2023 9:00 AM Workshops 12:00 PM Registration 12:00 PM Trade Show Opens 3:00 PM Annual General Membership Meeting 6:00 PM Reception	World Wagyu Council Conference & Tour Sunday- September 24, 2023 8:00 AM Buses Depart San Antonio Ranch Tours Monday- September 25, 2023 8:30 AM Welcome and Texas A&M Tour 1:00 PM WWC Committee Meetings 3:30 PM WWC Business Meetings Tuesday- September 26, 2023 8:30 AM WWC Member Country Reports 3:00 PM Tour Wednesday- September 27, 2023 9:00 AM Buses Depart for Tours Thursday- September 28, 2023 8:00 AM Buses Depart of Tours Friday- September 29, 2023 8:00 AM Buses Depart of Tours 2:00 PM Arrive Fort Worth Stockyards Saturday- September 30, 2023 8:00 AM Buses Depart for San Antonio
Friday- September 22, 2023 8:00 AM Educational Presentations 8:00 AM Trade Show Opens 4:00 PM Reception and Auction Saturday- September 23, 2023 8:00 AM Educational Presentations 8:00 AM Trade Show Opens 5:30 PM Reception, Gala Dinner & Entertainment	



It is expected that international delegates will join both conferences over a nine-day period. For more information please contact: American Wagyu Association E: office@wagyu.org

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 W: www.caisleytags.co.uk. Each new customer receives a free tag applicator and vial storage box with their first order.





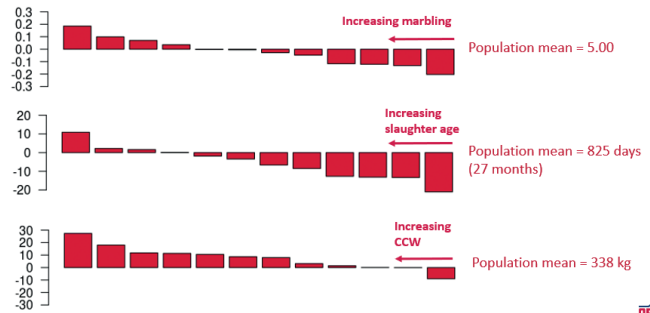
GENUS VALIDATIONS

From a standing start, Genus reports a lift in semen sales by 400% in the space of three years. Wagyu is now their third most popular breed having pushed Limousin and Hereford down to fourth. As they continue to capture and combine data, great progress is already being made genetically which should place Wagyu in a great place as we look to combine the “must have” Dairy farmer traits like calving ease, gestation length, calf survivability and semen fertility with “must have” beef farmer and retailer traits such as meat quality, marble score, cold carcass weight, feed conversion rate (FCR), tenderness and affordability.

The data shows we can grow the cattle quicker, produce higher marbled beef AND produce a higher weight carcass at finishing. That’s the holy grail in beef production.



Phenotypic analysis: Sire influence



Data up to January, after QC: 6,262 records; 12 sires and 75 finishers

Graphic 1 shows the spread of progeny by different sires. Some bulls finish cattle early with high marble score and high weights; some bulls finish cattle later but have no lift in marble score or weights hence less efficient. This means we can select and use the best genetics for optimum results.

WAGYU IN THE PRESS



British Wagyu has recently enjoyed fantastic coverage in the farming and food press including the following articles:

- Farmers Weekly “British Wagyu - building a quality beef brand on taste and texture” (www.fwi.co.uk)
- Meat Management “British Wagyu momentum builds” (www.meatmanagement.com)
- The Grocer “Aldi planning to ramp up its own label range of British Wagyu beef. Aldi extends its Wagyu range across its entire estate over the next two years”

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





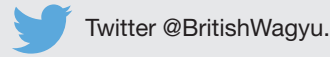
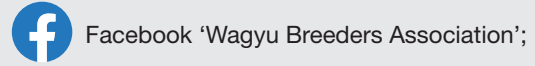
FORTHCOMING EVENTS 2023-24

- **21-29 September** - American Wagyu Association Annual Conference & World Wagyu Conference, Texas, USA
- **27 October** - Borderway Agri Expo, Carlisle
- **Autumn 2023** - Warrendale Wagyu & British Wagyu Symposium
- **22-24 January** - British Cattle Breeders Conference, Telford
- **10-12 April** - AWA Wagyu Edge Conference & Elite Sale, Cairns, Queensland, Australia

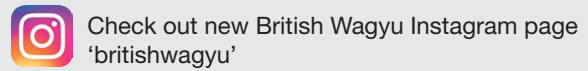
WEBSITE & SOCIAL MEDIA

To find out more about the Wagyu Breeders Association or Wagyu cattle, please visit www.britishwagyu.co.uk.

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



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.



JOIN THE WBA



Thank 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 website by completing a simple online form or by contacting Company Secretary Richard Saunders on info@britishwagyu.co.uk.

Membership fees

Full	£330
Commercial	£115
Associate	£65

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.



FOUNDING MEMBER
OF THE
WORLD WAGYU COUNCIL

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 eight countries across four continents representing 2000+ individual members.

BRITISH WAGYU ASSOCIATION

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

www.britishwagyu.co.uk • info@britishwagyu.co.uk

AFFILIATIONS

