



BRITISH WAGYU

BREEDERS ASSOCIATION

Newsletter

Winter 2022/23

Welcome to the Winter 2022 edition of our Newsletter with news, events and features covering all things Wagyu. It is great to see the profile of British Wagyu gaining ground all the time whether in the food and farming press, social media as well as at events both domestic and international. We are seeing numbers constantly increasing through the data we receive on ear tags, DNA and

at slaughter so it will be interesting to see how Wagyu fares when the full BCMS figures for 2022 are released next spring – we are expecting another big jump on the 13,457 births seen in 2021. In closing, let me please ask you to ‘mark your calendars’ for a much-anticipated UK Wagyu Conference 17-18 May 2023 when we look to further build on the tremendous momentum being enjoyed by British Wagyu!



UK WAGYU CONFERENCE 17-18 MAY 2023

Warrendale Wagyu will be holding a two-day conference in and around Telford, Shropshire, in partnership with the Wagyu Breeders Association and supported by Wyndford Wagyu. The provisional programme includes visits to commercial and Fullblood farming enterprises, a conference with industry-leading speakers including Australian Wagyu Association CEO Matt McDonagh as well as a gala dinner and overnight stay at the Telford Hotel & Golf Resort in Shropshire. Please look out for further updates early in the new year.





BRITISH WAGYU ASSURANCE SCHEME BUILDS ON RED TRACTOR CERTIFICATION

The Wagyu Breeders Association (WBA) has teamed up with leading farm assurance certification bodies SAI Global and NSF to underpin their British Wagyu Assurance Scheme. As all its 200+ partner farmers are already Red Tractor members, the WBA 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 24 months



WBA Company Secretary Richard Saunders and Warrendale Wagyu Production Director Jamie Brownrigg pictured with Red Tractor Technical Manager Jemma Holden at October’s Borderway Agri Expo.



Richard Saunders & Jamie Brownrigg pictured with SAI Global UK & Ireland Agriculture Development Manager Nik Searston.

Commenting, WBA 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 WBA Assurance Scheme can be found on www.britishwagyu.co.uk.

WAGYU SHOWCASE AT BORDERWAY AGRI EXPO

Agri Expo provided a great showcase for British Wagyu & Warrendale Wagyu at Borderway Mart, Carlisle on Fri 28th October. Cattle pens of weanlings, yearlings and finished cattle joined with technical information, a meat counter as well as tasting sessions to give visitors a well-rounded view of the Wagyu beef industry. Meetings were held among others with representatives of Red Tractor and SAI Global to further the British Wagyu quality assurance scheme. Icing on the cake was receiving the Best Breed Society Stand award.



British Wagyu & Warrendale Wagyu stand Agri Expo.



Best Breed Soc stand award at Agri Expo Ed Martinson, Caitlin Brownrigg, Ella Hopwood, Alan Dickinson, Richard Saunders, Jamie Brownrigg, Lizz Clarke.



WARRENDALE WAGYU AT SIAL

In October, Warrendale Wagyu attended SIAL Paris 2022 – a global food trade show attracting over 310,000 visitors from more than 200 countries. Warrendale were part of the AHDB Great Britain stand along with a number of other processors and traders of British Meat, supported by levy payers. British Wagyu was very well received, with many markets previously unaware that there is a thriving British Wagyu industry. Warrendale have already sent first export loads into European markets and are building further on this with wider opportunities such as the Middle East, Far East and North America.

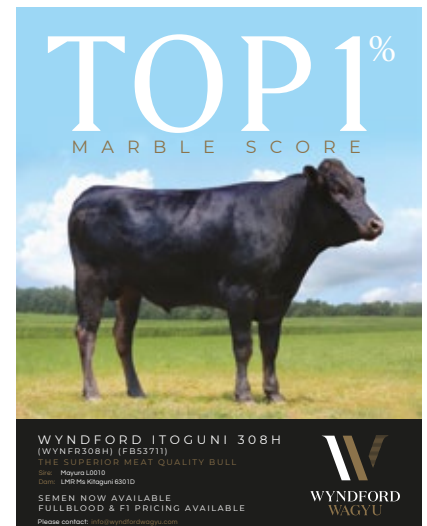


Pictured is Warrendale Wagyu's Export & Technical Manager, Charlotte Taylor.

WAGYU JOINS BCBC CONFERENCE

23-25 January, Telford, Shropshire

The WBA will once again be sponsoring the British Cattle Breeders Club 2023 conference being held under the theme 'Challenging Traditions' - chosen to challenge thinking on the way cattle are bred in Britain, promote discussion around how the industry can compete in the global marketplace and showcase how genetics and breeding practices can drive sustainability within British Agriculture. The conference attracts around 300 delegates over the two-and-a-half days, and covers both beef and dairy, with beef presentations on Tuesday (24th) and dairy on Wednesday (25th). See www.cattlebreeders.org.uk for full programme and how to book.



As part of the 75th Anniversary of the BCBC, this will include a charity auction to benefit the Farming Community Network towards which Wyndford Wagyu are donating two straws of their World Number One marbling bull Wyndford Itoguni 308H.

WAGYU TOPS WORLD STEAK CHALLENGE

Now in its eight year, the World Steak Challenge took place in Dublin on 28th September – a competition where global beef producers come together to battle it out have their steak crowned as 'The World's Best'. Aldi UK entered their British Wagyu steak range, taking home a Gold Medal for all their entries, showing that British Wagyu really does perform on the world stage. The overall winner was a Japanese Fullblood Wagyu 'Akune Gold' sirloin raised in the Kagoshima prefecture from Starzen Co, so Wagyu really did steal the show! Australian producer Jack's Creek won the Best Ribeye with another Wagyu entry.



World's Best Steak 2022 from Starzen Co, Japan.



REDEWATER WAGYU HERD DISPERSAL

Redewater, one of the first herds of Fullblood Wagyu cattle to be established in the UK, has recently been sold in its entirety to a farmer in Cumbria for an undisclosed fee by Steve Ramshaw, West Woodburn, Northumberland. Run under the Northumbrian Wagyu brand, they have regularly been featured on TV programmes like The Hairy Bikers and Great British Menu.

Having decided to retire, Steve advertised the herd for sale as a complete package of bulls, cows, calves and heifers. Within hours of the advert going live on the British Wagyu

website, the herd was sold with enquiries from prospective breeders as far away as France and Devon. Says Steve: "I am delighted that the herd has stayed in the north of the country to maintain the present supply chain to local customers."

Steve imported his first Fullblood Wagyu as embryos from the USA in 2007, going on to produce some outstanding progeny including bulls in the Top 3% in the world for marbling and another in the Top 1% for eye muscle area. Their offspring have continued to produce beef of exceptional quality selling for up to £180 per kg in local outlets.



BRITISH WAGYU ON SHOW AT EUROTIER

November 15-18, Hannover, Germany

The Wagyu Breeders Association and Wyndford Wagyu were part of the joint British Livestock stand at the world's leading indoor agricultural expo, EuroTier, at its biennial Hannover, Germany event. This was a great opportunity to build on existing business but also to forge relationships with potential customers and suppliers. Also present as exhibitors in their own right were German companies Holstein Wagyu, Marbleution and Wagyu Genetics Uwe Jerathe as well as representatives of the American Wagyu Association.

**EUROTIER 2024 *
SAVE THE DATE
* 12TH TO 15TH
NOVEMBER 2024**



Some of the British Livestock team at EuroTier.



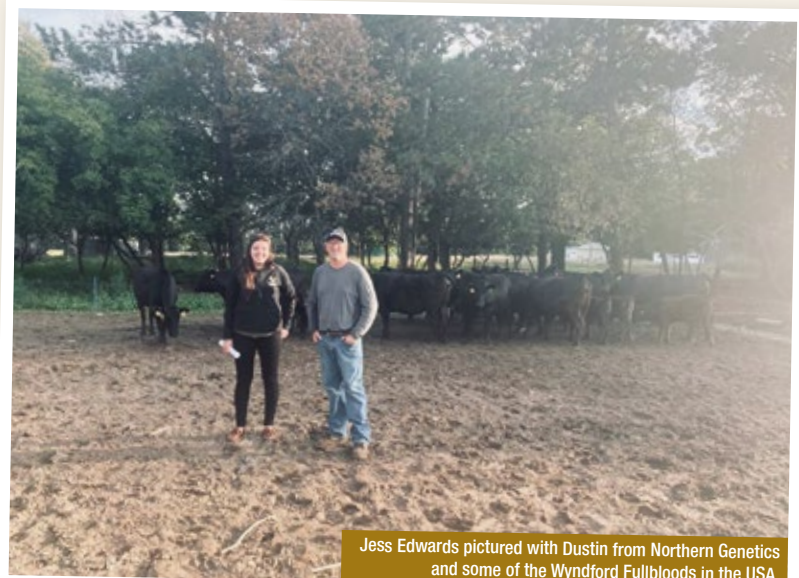
AMERICAN WAGYU CONFERENCE REPORT

Jess Edwards, Commercial Director at Wyndford Wagyu, reflects on her visit to the American Wagyu Association Conference in September...

Taking place 23-24 September 2022 in Charleston, South Carolina, this year's American Wagyu Conference was packed with interesting and thought-provoking talks from industry experts and Wagyu enthusiasts with current and future Wagyu breeders coming from far and wide to celebrate and learn more about this fantastic breed. Rob and Jess from Wyndford Wagyu were fortunate to attend the conference and connect with American breeders from all across the USA.

The conference opened with the usual formalities of welcomes and opening remarks from the President of the American Wagyu Association which led us into a wide range of presentations spanning the two-day event. With 17 talks in total, I will pick out and expand on what I feel were the most insightful.

The Wagyu Beef Marketing Panel discussion brought four Wagyu producers together to discuss the opportunities and challenges of marketing this great breed, some with years of experience like Reid Martin from the famous Lone Mountain Wagyu and Dave Dreiling from Booth Creek Wagyu to Jim DiMeo (Iron Table Wagyu) and Ryan Cade (RC Ranch) who are at the beginning of their Wagyu retail businesses.



Jess Edwards pictured with Dustin from Northern Genetics and some of the Wyndford Fullbloods in the USA.

This was a great insight into the world of retailing Wagyu beef in the USA, the challenges faced and the opportunities for the taking. All four panelists agreed that there is plenty of room in the market and that the demand for Wagyu beef has never been higher. It was interesting to listen to the journey of Booth Creek Wagyu who have set up the first dedicated Wagyu meat market and sampling kitchen where customers can taste test and discover the marble score that suits their palate and then purchase cuts to take away. All producers on the panel talked of 'disrupting' the beef industry and the importance of building a brand, some even promoting brand merchandise to accompany meat orders.

This dovetailed nicely with Maggie O'Quinn's presentation 'Premiumization During Inflation: Why Wagyu Consumer Demand Matters in 2022'. Having completed a great deal of consumer research, she set out to excite producers about the vast possibilities in Wagyu production and sales. Listeners were captivated with her insights into the type of consumer the Wagyu breed is aimed at and how to keep them motivated to purchase in the current and developing climate. To the surprise of the room, it was the convenience consumer making up the majority of F1 Wagyu meat sales with only 15% of beef consumers in the USA knowing about Wagyu. This meant that there was much more work to be done (and reward to be had) in promoting the breed to maximize this potential market.

The day was topped off with a great sale that evening hosted by StudWagyu Auctions which realized prices up to \$36,000 for elite females and \$38,000 per straw for semen proving there is still a great market for top Fullblood genetics overseas. See www.wagyuauCTIONhouse.com/auction/17525





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

Wagyu continues to be the breed of choice for dairy farmers looking for an integrated Dairy Beef Scheme that does what it says. With calf prices crashing plus feed and energy costs at an all-time high, Warrendale continue to keep a strong and above all transparent calf price and fulfil their commitment to collect calves.

October and November have been record months for semen sales into UK dairy herds but also record months for dairy farm recruitments as Genus and Warrendale field staff continue to work closely together to forge relationships that are both sustainable and profitable for the dairy farmer, Warrendale and Genus.

Wagyu sire Wyndford Peppermill now joins the elite club (along with Peppermill Grove, Prelude, Overture & Trent Bridge) of having a Dairy Calving Survey – see picture of a nice 10-day-old Wyndford Peppermill calf. Housed in



Australia and recently qualified for EU production, Arubial Rhythm is a new addition to the Warrendale Wagyu Scheme, being high for Eye Muscle Area and Marble Score and will now start this process with his first semen sold in September. Currently, we have four Wagyu bulls in stud at Genus with additional semen coming in from three top bulls in Australia.

The process of picking our next generation of bulls is a joined-up approach with ourselves and Warrendale as we look for short gestation and easy calving for the dairy farmer plus high Marble Scores for our customers. The Fullblood embryo programme goes from strength to strength with four bull calves and one heifer calf all going into the Wagyu programme at Genus with many Arubial Bond embryos currently surrogates too. Arubial Bond semen is now available for Fullblood Wagyu breeders and selling well with global interest thanks to his +3.3 for Marble Score and +0.54 for Marble Fineness – both within the Top 1% of the breed.

We now have over 5,000 kill records in our database and beginning to see some interesting data when looking at trends including:

- Marble Score vs Number of Movements
- Average Marble Score by Sire
- Average Days to Slaughter
- Female vs Male
- Marble Score
- CCW (Cold Carcase Weight)
- Age at Slaughter

Three cracking Producer Open Days have been held in Shropshire, Lancashire and Cumbria with well over 300 farmers attending - all left with a greater knowledge of the Wagyu breed and what it can offer their business. I also feel 'properly part' of the scheme as my first cattle have made it safely to Dovecote Park after arriving on-farm as three-week-old calves.

Please feel free to contact me if you have any questions regarding Genus' role in the Warrendale Wagyu Scheme or want to organise a visit to our bull studs in North Wales or Yorkshire.

Colin Lucas, Regional Business Manager, Genus Breeding plc E: Colin.Lucas@genusplc.com M: 07971118993



AUSTRALIA WAGYU EDGE CONFERENCE APRIL 2023



Hosted by the Australian Wagyu Association, the AWA Annual Conference & Tour takes place in and around Sydney, Australia 19-23 April 2023. The Australian Wagyu Association's annual conference, WagyuEdge 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 and the announcement of the Wagyu Branded Beef Competition. The Australian Wagyu Association Elite Wagyu Sale is set for 20th April 2023 and continues to be a hallmark sale event for the Wagyu Sector, with the 2022 sale reaching world record prices and an all-time high sale gross of AUS\$2.9 million. See www.wagyu.org.au.

AMERICAN WAGYU CONFERENCE & WORLD WAGYU CONFERENCE 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 provisional 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 at the conclusion of the American Wagyu Associations AGM & Conference in the historic city, San Antonio, Texas home of the Alamo, and end in historic Cowtown, Fort Worth, Texas. 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.

It is expected that international delegates will join both conferences over a nine-day period. Details for registration, agenda, and tour stops to be announced at a later date. For more information please contact:

American Wagyu Association E: office@wagyu.org






FORTHCOMING EVENTS 2023

- **23-25 January** - British Cattle Breeders Conference, Telford
- **19-23 April** - AWA Wagyu Edge Conference & Elite Sale, Sydney, Australia
- **17-18 May** - Warrendale Wagyu & British Wagyu Conference, Telford
- **21-29 September** - American Wagyu Association Annual Conference & World Wagyu Conference, Texas, USA
- **27 October** - Borderway Agri Expo, Carlisle

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:

 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. Look out for a new British Wagyu Instagram page coming soon!

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	£300
Commercial	£105
Friend Of WBA/Associate	£60

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.



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OF THE
WORLD WAGYU COUNCIL

www.worldwagyuCouncil.com – new website
now live

Wagyu Breeders Association Ltd

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