



# WARRENDALE WAGYU CONFERENCE

IN PARTNERSHIP WITH THE  
BRITISH WAGYU ASSOCIATION & WYNDFORD WAGYU

**WEDNESDAY 17<sup>TH</sup> - THURSDAY 18<sup>TH</sup> MAY 2023**

**THE TELFORD HOTEL, SPA & GOLF RESORT**  
14 GREAT HAY DRIVE, SUTTON HILL, TELFORD, TF7 4EU



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



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



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



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



## WELCOME & INTRODUCTION

---

**W**e bid you a warm welcome to the 2023 Warrendale Wagyu conference being held in partnership with the British Wagyu Association and Wyndford Wagyu. In the first session, we will bring you up-to-date with how our commercial supply chain is developing and you will hear first-hand from our farmers as well as industry partners. The second part brings together industry-leading speakers to share with you their vision for Wagyu both in Britain and globally. We then hear from Wyndford Wagyu in anticipation of a visit to their Fullblood herd on the following day and close with a Farmer Panel Q&A session. This packed programme is then followed by a social get-together giving us the opportunity to talk about all things Wagyu in a relaxed setting and enjoy the best of British Wagyu beef. In closing, may I extend a big thank you to all the speakers, partners and sponsors who have made this event possible - it is greatly appreciated. Wishing you all an informative and enjoyable conference!

**Jim Bloom**

*Founder, Warrendale Wagyu*

# PROGRAMME

---

## WEDS 17<sup>TH</sup> MAY

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

**12.30-1.30** Lunch (kindly provided by Dovecote Park)

**1.30-1.45** Conference Welcome & Introductions

- Richard Saunders (Secretary, British Wagyu Association)
- Jim Bloom (Founder, Warrendale Wagyu)

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

- Setting the Scene - Tom Richardson, MD, Warrendale Wagyu (1.45-2.10)
- Supply Chain Perspectives - Irene Breider & Neil Wharton, Genus (2.10-2.35)
- The Retailer View - Nick Rose, Buying Director, Aldi UK (2.35-3.00)
- Q&A (3.00-3.15)

**3.15-3.30** Break

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

- Matt McDonagh, CEO Australian Wagyu Association (3.30-3.55)
- Angela Tant, Commercial Partnerships Controller, Red Tractor (3.55-4.20)
- Q&A (4.20-4.30)

**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

**5.15-5.45** Conference Session 4 - Farmer Panel Q&A

- Chris Dickinson, North Netherscales Farm, Cumbria & WBA Director (Panel Chair)
- Laurie Ibbotson, Commercial Director, Dovecote Park Ltd & AHDB Board Member
- John Swainson, How End Farm, Cumbria (Dairy farmer)
- Eddie Rixon, Lopemedede Farm, Oxon (Grower)
- Paul Metcalfe, Gillingwood Hall, N Yorks (Finisher)
- Jamie Brownrigg, Production Director, Warrendale Wagyu

# EVENING ENTERTAINMENT

- 7-7.30** **Drinks reception**  
Kindly sponsored by Oxbury Bank
- 7.30-9.30** **Dinner**  
Beef kindly provided by Aldi. Wine sponsored by Caisley & Genus
- 9.30** **Presentation of 'Wagyu Ambassador Award' followed by after-dinner speaker Simon Shaw and Charity Raffle**  
Ambassador Award sponsored by Kelvin Cave Ltd
- 1am** **Bar closes**

## THURS 18<sup>TH</sup> 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**
- 1-3pm** **Optional tour of PDM Produce 'The Salad Growers' [www.pdmproduce.co.uk](http://www.pdmproduce.co.uk)**

## PARTNERS

---



# SPEAKER & PARTNER PROFILES

---

## WARRENDALE WAGYU

Warrendale Wagyu is a Yorkshire-based Wagyu beef business, currently working in partnership with farmers across the UK. Our unique integrated supply chain is founded on the principle of producing the highest quality British Wagyu Beef consistently and in a sustainable manner.

We are the first sire-verified integrated beef system into retail in the UK, which essentially means that not only do we know it's Wagyu, but we know the exact sire and the full story of each animal's life. Join us as we explore Warrendale Wagyu's commercial supply chain which starts with world-leading genetics into the dairy herd, before reaching our processor and retail customers via our rearer, grower and finisher farm partners.



W: [www.wagyufarmers.co.uk](http://www.wagyufarmers.co.uk)

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

## IRENE BREIDER, PHD, BEEF GENETICIST, GENUS

I'm Dr Irene Breider, a geneticist for beef product development within Genus ABS. My background in animal breeding and genetics started with a BSc in animal science and an MSc in animal breeding and genetics at Wageningen University. I then followed on with a PhD in methane emission in dairy cattle at the University of Nottingham and SRUC. After a post doc at the Roslin Institute, I moved on to my current role in industry. I will be sharing an overview of, and giving insights into the data Warrendale Wagyu and Genus ABS have collected over the past years, what we have learned from the data so far and what we aim to achieve going forward.



Genus and Warrendale have been working together for nearly three-and-a-half years now, sourcing bulls, implanting embryos and collecting DNA. Our respective field staff are also collaborating to bring on more Warrendale Wagyu farms and make sure every farmer's experience is a positive one. These farms may be dairy farms providing Wagyu calves to the rearers or they may be former dairy farmers wishing to grow or finish Wagyu cattle to utilize existing buildings and grass.

We have very much enjoyed the journey to date and already have six Wagyu bulls with full calving surveys on dairy cows, three bulls housed for collection in the UK and multiple others in Australia. We continue to review and learn more about the breed all the time with data showing that we can get Wagyu cattle finished earlier with high marble scores if the genetics and the feeding is right. This can only be good for the sustainability of the supply chain as well as for the profitability of all the producers within the chain. Many thanks for making Genus feel so part of the supply chain and I hope we are bringing valuable genetics, data and expertise to you all.



W: [www.absglobal.com](http://www.absglobal.com)  
E: [irene.breider@genusplc.com](mailto:irene.breider@genusplc.com)  
E: [colin.lucas@genusplc.com](mailto:colin.lucas@genusplc.com)  
E: [neil.wharton@genusplc.com](mailto:neil.wharton@genusplc.com)

## NICK ROSE, BUYING DIRECTOR, ALDI UK

ALDI have worked in partnership with Warrendale for over 3 years to build one of the largest integrated beef schemes in the UK. It is a great pleasure for me to speak today to the people who have made this scheme possible as well as to introduce the scheme to prospective members. I will update you on the exciting journey to date, sharing our successes and industry-leading accolades before turning to the future, to discuss how we will continue to grow and deliver on our long-term ambitions for the partnership with Warrendale. Enjoy the day and myself and my team look forward to speaking to many of you throughout the event.



W: [www.aldi.co.uk](http://www.aldi.co.uk)



# DR MATT MCDONAGH, CEO, AUSTRALIAN WAGYU ASSOCIATION

The Australian Wagyu Association (AWA) was formed in 1989 and is at the forefront of Wagyu breeding globally with more than 1,000 members from 30 different countries. The AWA maintains the world's largest Wagyu database for parentage and genetic analysis with over 22,000 sires and 150,000 dams registered in the system. Each year, more than 25,000 calves are added into the database. Analysis is undertaken by a leading genetic evaluation system on 14 key Wagyu production traits and four selection indexes reporting the results every two weeks so breeders can make informed breeding decisions with the latest information. Over 100,000 genotypes are included in this analysis across 250,000 animals spanning up to ten generations. The AWA is at the forefront of Wagyu R&D - projects that have contributed to the past decade of enhanced value in Wagyu include:



- Breeding indexes
- Sire Progeny Net Feed Intake Program & 2021-2031 Progeny Test Program
- Crossbred Wagyu Genomics Testing
- MIJ (Meat Image Japan) Objective Carcase Measurement

In his talk, Matt will bring us up-to-speed with Wagyu developments worldwide and explore the future opportunities for Wagyu markets globally. Matt has worked in research labs in Australia and the US on developing new technologies for animal production and physiology, before leading national R&D programs within the Australian red meat industry. Matt joined the AWA in 2017 and has worked with his team to implement new technologies to advance the Wagyu Sector. Says Matt: "Our vision for the future is to support our global membership, promote the Wagyu sector and advance production to benefit the world-wide Wagyu community."



**W:** [www.wagyu.org.au](http://www.wagyu.org.au)

**E:** [matt@wagyu.org.au](mailto:matt@wagyu.org.au)

# ANGELA TANT, COMMERCIAL PARTNERSHIPS CONTROLLER, RED TRACTOR

Founded in 2000, Red Tractor is a world-leading food chain assurance scheme that underpins the high standards of British food & drink. We are the flagship logo of British food and farming, providing assurance at every stage of the production process, from farms to pack.

The British Wagyu Association (WBA) has teamed up with leading farm assurance certification bodies SAI Global and NSF to underpin their British Wagyu Assurance Scheme. As all Warrendale 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 22 months

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. 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.



**W:** [www.redtractor.org.uk](http://www.redtractor.org.uk)

**E:** [angela.tant@redtractor.org.uk](mailto:angela.tant@redtractor.org.uk)



# JESS EDWARDS, COMMERCIAL DIRECTOR, WYNSFORD WAGYU

Wynsford Wagyu is the largest Fullblood Wagyu herd in Europe. Established in 2018, we have since developed a genetically elite and diverse foundation herd to be proud of! We have learnt from renowned breeders around the world whilst investing in first class genetics. We are passionately committed to producing top quality cattle, semen and embryos from a fully integrated production system. With a sharp focus on accurate performance data collection, we offer full transparency in pursuit of a genuinely Elite herd and lasting connections in the Wagyu world. We look forward to seeing you on the morning of Thursday 18th May to show you around our 400+ Fullblood Wagyu herd and explain our breeding programme.



**W:** [www.wynsfordwagyu.com](http://www.wynsfordwagyu.com)  
**E:** [jess@wynsfordwagyu.com](mailto:jess@wynsfordwagyu.com)  
**M:** 07710 308 611

# LAURIE IBBOTSON, COMMERCIAL DIRECTOR, DOVECOTE PARK LTD

Established in 1997, Dovecote Park is an independently owned British Food Processor with two sites in Pontefract, West Yorkshire and Skellingthorpe, Lincolnshire. Dovecote Park produce some of the UK's leading British Beef, Veal and Venison products and supply

customers such as Waitrose, ALDI, Burger King, Hawksmoor and Hello Fresh. Meat is sourced from working closely with a supply base of 700 industry-leading producers, from calf production to finishing animals. Laurie and her team source over 2,000 cattle a week along with Farmed and Park Venison and a bespoke British Veal supply chain. Her role covers end-to-end production with responsibilities for sales, new product development and driving best practice on farm where high Welfare and provenance as key drivers to



the success of the business. Dovecote Park are dedicated processing partners for the Wagyu supply chain with Warrendale Wagyu. Laurie also sits on the Beef and Lamb Sector Council for AHDB and outside her day job Laurie is a seventh-generation beef and sheep farmer from the Peak District in north Derbyshire.



**W:** [www.dovecotepark.co.uk](http://www.dovecotepark.co.uk)  
**E:** [laurie.ibbotson@dovecotepark.co.uk](mailto:laurie.ibbotson@dovecotepark.co.uk)

## BRITISH WAGYU ASSOCIATION

The British Wagyu Association (WBA) was formed in 2014 by a group of Wagyu breeders and enthusiasts from around the UK, its aim being to promote British Wagyu beef and represent the interests of its members in producing the world's luxury beef! A British Wagyu Quality Assurance Scheme 'WBA-Approved British Wagyu' was established in 2020 to create a minimum set of standards for customers to rely on and at the same time safeguard the premium British Wagyu brand and return value to our Members. The WBA is a founding member of the World Wagyu Council whose mission is to enhance the Wagyu breed and brand internationally. Already looking to the future, the UK and Germany will co-host the World Wagyu Conference in 2029.



**W:** [www.britishwagyu.co.uk](http://www.britishwagyu.co.uk)  
**E:** [info@britishwagyu.co.uk](mailto:info@britishwagyu.co.uk)

## AFTER-DINNER SPEAKER SIMON SHAW

Simon Shaw MBE is one of the biggest names in professional rugby. A former rugby union player, he played for Bristol, London Wasps and Toulon, winning 73 caps for England during an international career that spanned 16 years including three World Cups and three British & Irish Lions tours. He was part of the 2003 Rugby World Cup winning side. Simon is now President of 'Love of the Game' and a shareholder in the Rare Restaurant group which includes Gaucho and M Restaurants.



# BRITISH WAGYU AMBASSADOR AWARD

We are delighted to announce the establishment of a British Wagyu Ambassador Award which will be presented at the conference dinner on 17th May. With the winner being announced on the night, this new award will go to a person who has made a significant contribution to the British Wagyu industry. A big thank you goes to Kelvin Cave Ltd for supporting this award and to their Technical Director, Michael Carpenter, who will be making the presentation on the night.

## CHARITY RAFFLE

A number of lots have generously been put forward for a charity raffle to benefit the My Name's5 Doddie Foundation (motor neurone disease) and FCN (Farming Community Network). These include: one-night golf break, Ivy Asia voucher, Warrendale Wagyu beef box, cow hide, Hakkasan voucher, one-week Portugal villa stay and many more. Please place your cash donation (suggested £20) in the envelopes provided on your table which will go into the raffle draw. Full details on the night. Good luck!

## SPONSORS

Grateful thanks are extended to the following companies for their generous support

- Aldi
- Dovecote Park
- Genus ABS
- Caisley
- Wyndford Wagyu
- Wagyu Breeders Association
- Kelvin Cave
- Oxbury Bank
- Hillsgreen
- Red Tractor
- Fusion for Business
- Australian Wagyu Association

# SPONSOR PROFILES

---

## CAISLEY EARTAG LTD

Caisley is a manufacturer of high-quality animal identification products including tissue sampling ear tags, electronic (EID) and visual ear tags, and is the exclusive supplier of branded DNA tags to the British Wagyu assurance scheme.

Product innovation and quality control are central to everything that we do at Caisley. Our FlexoPlus range has a retention rate of over 99%\* in a wide range of husbandry environments. Caisley's tissue sampling tag is the only tag system on the market that takes the sample and safely secures it in the sample tube all in the same action when inserting the tag into the animal's ear. With tissue sampling increasingly becoming the sample method of choice for disease eradication and management programmes, farmers can have 100% confidence in the sample integrity using a Caisley tag.



**W:** [www.caisleytags.co.uk](http://www.caisleytags.co.uk)

**E:** [info@caisleytags.co.uk](mailto:info@caisleytags.co.uk)

## OXBURY BANK PLC

Oxbury is the UK's only specialist agricultural bank and the only bank that has a singular focus on British agriculture. We provide a range of specialised lending products, designed to support farmers in running their businesses. Our competitive savings accounts are available to any individual or business, every pound saved with Oxbury is ploughed back into British food and farming. A key part of the business is the team of Relationship Managers who understand both farming and banking.

Oxbury and Warrendale Wagyu work in close partnership and have created a bespoke scheme funding 100% of the initial upfront cost of the cattle, whatever stage of the rearing process. With no repayments while on farm, the farmer can concentrate on growing the cattle to specification while Oxbury help to support cashflow.



**w:** [www.oxbury.com](http://www.oxbury.com)

## KELVIN CAVE LTD

Maximising liveweight gain from forage, supplemented with home-grown or locally sourced cereals and proteins is the key to profitable and sustainable beef production. Combined with the reduced reliance on imported feeds, this also improves the carbon footprint of the farm and benefits environment. Kelvin Cave Ltd offers a complete range of additives, equipment, and clamp management products, backed up by technical support, to minimise losses and unlock the full potential of all home-grown feeds.



W: [www.kelvincave.com](http://www.kelvincave.com)

## HILLSGREEN

Hillsgreen is the leading marketing agency dedicated to connecting agriculture. Helping our clients reach more customers, uncover deeper insights, support farmers around the world and achieve greater success across all their marketing efforts. We are grateful to Hillsgreen for sponsoring the conference presentations.



HILLSGREEN

E: [hello@hillsgreen.co.uk](mailto:hello@hillsgreen.co.uk)

T: 01260 541 400

## FUSION FOR BUSINESS

At Fusion for Business, our role is to provide an honest and fair solution to UK businesses, so that when it comes to your business energy costs, we're your trusted partner. Committed to uncovering significant cost and carbon savings to improve the sustainability of your business.

Led by a team of experts with a wealth of experience in business consultancy and utility procurement, we identified a large gap in the market where UK businesses were being dramatically underserved and paying over the odds for their basic energy services. Even with the help of comparison sites and brokers, some business owners are still struggling to navigate the market, causing a bigger dent in their cash flows than they had predicted. We decided it was time to alter the direction our industry was heading, creating a fair playing field for business owners, by providing solutions that improve TODAY, prepare for TOMORROW and rectify any wrongdoings of YESTERDAY.

We are grateful to Fusion For Business for sponsoring the delegate bags.



W: [www.fusionforbusiness.co.uk](http://www.fusionforbusiness.co.uk)

E: [matthew.lamb@fusionforbusiness.co.uk](mailto:matthew.lamb@fusionforbusiness.co.uk)







**THE TELFORD HOTEL, SPA & GOLF RESORT**  
14 GREAT HAY DRIVE, SUTTON HILL, TELFORD, TF7 4EU



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