



SEPTEMBER 25-27, 2019

HILTON GARDEN INN & THE BELL TOWER
NASHVILLE, TENNESSEE



AWA 2019 ANNUAL CONFERENCE

FARM
TABLE

Excellence



SUPER PRIME BEEF

和州牛

Washugyu

Our Wagyu Beef

Our Wagyu beef comes from American-bred cattle, using a custom Japanese program that carefully selects superior genetic traits (Tajima Wagyu), cross breeding them with the finest Black Angus cattle. They are raised on a strict feeding program, using the highest quality feed available in the market. We achieved this by recruiting one of the most experienced Japanese Wagyu Breeder/feeder, a man with decades of experience and knowledge, who has come over to the U.S. to develop and monitor these programs.

Since the breeding, feeding and rearing of Wagyu cattle are a closely guarded secret - even in Japan - this knowledge has not been available in the United States, until now. Using this knowledge, and superior feeding programs, we produce a superior product. Beef with marbling and flavor that surpasses any other domestically-produced Wagyu beef currently available in the United States. Unlike U.S. domestic beef, 90% of our Wagyu beef is graded Prime and has a USDA Beef Marble Score (BMS) between of 9 and 10.

NHTC/HQB

Because our program has stricter standards and a higher quality than most domestic beef programs, our Wagyu cattle are certified Non-Hormone Treated Cattle (NHTC) and High Quality Beef (HQB) by the USDA. These certifications demand the highest quality control possible. No hormones or feed additives containing hormones are used in the production of our certified Wagyu cattle. The feed our cattle receive is certified as providing them with the energy levels required by the USDA Quality System Assessment (QSA) program. Any time this ration is changed, the USDA re-approves it*.

Our company is one out of only 11 Wagyu breeders in the U.S. granted these certifications. This combination of breeding, feeding, quality control, and USDA certification, means we can guarantee 100% traceability from ranch to fork. And, our stringent hygiene management controls are among the best in the world, which mean you can comfortably enjoy each bite of our high quality beef.

**When the cattle are exported to the European Union, the paperwork includes documentation of this ration, and proof that they have consumed it for the prior 100 days. Without the NHTC & HQB certification no beef is allowed to be exported to the EU countries.*

Our Feeding Program

Our 100% vegetarian feeding program consists of an all-natural, high energy grain feed diet. The feeding program starts between seven to nine-month-old. The calves are introduced to dry rice straw, which strengthens their stomach, allowing them to absorb most of the nutrients from the feed when they are switched to an all-grain diet. The Wagyu cattle are on this feeding program until 27 - 30 months; far longer than most domestic cattle in the U.S. Greater maturity translates to more flavorful and better marbled beef.

Typical western cattle are fed on the most inexpensive rations available, and harvested at 20 - 22 months of age, with the goal of producing a faster, cheaper product. The finished product: less flavorful and marbled beef.

JAPANESE STYLE US WAGYU BEEF

SUPER PRIME BEEF, INC.

424 246 2892 | info@washugyu.com | www.Washugyu.com

3420 Kashiwa Street, Torrance, California 90505 | Farm, 73375 Lindsay Feedlot Lane, Lexington, Oregon 97839

2019 AWA CONFERENCE SCHEDULE

**HILTON GARDEN INN
NASHVILLE DOWNTOWN/ CONVENTION CENTER**
305 Korean Veterans Blvd, Nashville, TN 37201
615.251.3013

THE BELL TOWER
400 4th Ave S, Nashville, TN 37201
615.369.6474

WEDNESDAY, SEPTEMBER 25, 2019

12:00 p.m. - 5:00 p.m.	Conference Registration	Bell Tower
1:00 p.m. - 2:00 p.m.	Board Meeting	Hilton Garden Inn
3:00 p.m. - 5:00 p.m.	Annual General Meeting	Bell Tower
6:00 p.m. - 8:00 p.m.	Wagyu Around the World	Hilton Garden Inn

THURSDAY, SEPTEMBER 26, 2019 (MORNING SESSION)

7:00 a.m. - 7:45 a.m.	Conference Registration & Continental Breakfast	Hilton Garden Inn
8:00 a.m.	TRADE SHOW OPENS	Hilton Garden Inn
8:00 a.m. - 8:30 a.m.	Welcome <i>Robert Williams</i>	Hilton Garden Inn
8:30 a.m. - 9:00 a.m.	Presidents Report <i>Pete Eshelman</i>	Hilton Garden Inn
9:00 a.m. - 9:30 a.m.	Office Update <i>Martha Patterson</i>	Hilton Garden Inn
9:30 a.m. - 10:00 a.m.	Digital Beef <i>Brad Wright</i>	Hilton Garden Inn
10:00 a.m. - 10:15 a.m.	Break/ Visit AWA Trade Show	Hilton Garden Inn
10:15 a.m. - 10:45 a.m.	Marketing Update <i>Robert Williams/ Jenny Tweedy/ Mike Kerby</i>	Hilton Garden Inn
10:45 a.m. - 11:15 a.m.	Breed Improvement Update <i>Robert Williams/ Jenny Tweedy</i>	Hilton Garden Inn
11:15 a.m. - 11:45 a.m.	Strategic Plan Update <i>Phil Bowman</i>	Hilton Garden Inn
12:15 p.m. - 1:45 p.m.	Lunch	Bell Tower

FRIDAY, SEPTEMBER 27, 2019 (MORNING SESSION)

7:00 a.m. - 7:45 a.m.	Continental Breakfast	Hilton Garden Inn
8:00 a.m.	TRADE SHOW OPENS	Hilton Garden Inn
8:00 a.m. - 8:30 a.m.	Uncle Sam & the Beef Industry <i>Congressman Marlin Stutzman</i>	Hilton Garden Inn
8:30 a.m. - 9:15 a.m.	Japanese Carcass Camera <i>Kiego Kuchida</i>	Hilton Garden Inn
9:15 a.m. - 9:45 a.m.	Fully Integrated Method of Production, Part 1 <i>David Blackmore</i>	Hilton Garden Inn
9:45 a.m. - 10:15 a.m.	Break & Visit Trade Show	Hilton Garden Inn
10:15 a.m. - 11:00 a.m.	Melting Point of Fat <i>Roger Dawkins/ Dan Hammond</i>	Hilton Garden Inn
11:00 a.m. - 11:30 a.m.	Wagyu Value Added Products <i>Chef Antonio Fiasche</i>	Hilton Garden Inn
12:00 p.m. - 1:30 p.m.	Lunch Value Added Wagyu	Bell Tower

THURSDAY, SEPTEMBER 26, 2019 (AFTERNOON SESSION)

2:00 p.m. - 2:45 p.m.	Understand the history to utilise the positives and reject the failures <i>David & Ben Blackmore</i>	Hilton Garden Inn
2:45 p.m. - 3:15 p.m.	Wagyu In America <i>Charley Gaskins</i>	Hilton Garden Inn
3:15 p.m. - 3:45 p.m.	Functional Physiology & Genetic Principles <i>Eldon Clawson</i>	Hilton Garden Inn
3:45 p.m. - 4:00 p.m.	Break & Visit Trade Show	Hilton Garden Inn
4:00 p.m. - 4:30 p.m.	Wagyu Husbandry <i>Jimmy Horner</i>	Hilton Garden Inn
4:30 p.m. - 4:45 p.m.	Meet the Trotter Group	Hilton Garden Inn
5:30 p.m.	TRADE SHOW CLOSES	Hilton Garden Inn
6:30 p.m. - 7:45 p.m.	Reception Signature Drinks & Appetizers	Bell Tower
7:45 p.m. - 9:45 p.m.	Auction by Wagyu 365	Bell Tower

FRIDAY, SEPTEMBER 27, 2019 (AFTERNOON SESSION)

2:00 p.m. - 2:45 p.m.	Fully Integrated Method of Production Part 2 <i>Ben Blackmore</i>	Hilton Garden Inn
2:45 p.m. - 3:15 p.m.	Heifer Development & Reproductive Technologies <i>Emily Taylor</i>	Hilton Garden Inn
3:15 p.m. - 3:30 p.m.	Break & Visit Trade Show	Hilton Garden Inn
3:30 p.m. - 4:00 p.m.	AWA Awards Ceremony	Hilton Garden Inn
5:00 p.m.	TRADE SHOW CLOSES	Hilton Garden Inn
5:30 p.m. - 10:00 p.m.	AWA Gala Dinner	Bell Tower

Indiana's *celebrated*
FARM TO FORK DESTINATION

Joseph Decuis



RESTAURANT
EMPORIUM
FARM
INN
FARMSTEAD INN
HISTORIC ROANOKE

191 NORTH MAIN STREET
ROANOKE, INDIANA
260-672-1715
josephdecuis.com

“ some of the **BEST WAGYU BEEF**
OUTSIDE OF **JAPAN** ”

Bloomberg Pursuits
Magazine

Joseph Decuis



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AWA PRESIDENT'S REPORT

- Pete Eshelman



PROGRESS! PROGRESS! PROGRESS!

Welcome to Nashville and the world of Wagyu!

By the end of 2018 AWA members wanted change and were very specific about changes needed to drive the AWA forward. You voted in new board members, new officers were elected, and since my election as president on January 11, 2019 I am pleased to report we have made great progress in tackling problems, seizing opportunities and providing new direction. In my convention address I will be very specific about progress and our future.

First, one thing is absolute, your board has worked tirelessly on your behalf. Over the past eight months we have had over 35 board meetings, all documented in minutes available for you to see. This is a huge commitment for a volunteer board. It is a testament of their commitment to the AWA and the breed. Board members have worked selflessly in a culture of respectful vigorous debate working together to solve problems. The litmus test for all decisions has been, “does the decision have the best interests of the membership and the AWA at heart.”

Every great organization has a distinctive culture. We immediately changed our culture to “members first.” We bolstered our office staff to provide excellent service. We hired a new executive director who has the experience, maturity and vision to lead the AWA. We encouraged member input and you have been very helpful in identifying problems and solutions. Based upon the decisions made this year, you know your voices have been heard and will continue to be heard.

I received an interesting criticism recently that I didn't expect. I was told by a member that the convention program agenda was too intense and did not leave room for fun. I responded by saying, that this was by design. This board are not “fun people” when it comes to honoring their responsibilities. This board is super serious about successfully driving the AWA and the breed forward. “Fun” will happen when the AWA contributes significant value to members. It reminds me of my time with the New York Yankees. The hard work during the season was tough but the “fun” happened after we won the World Series. We are working hard to drive the AWA and Wagyu to “World Series” status.

This convention will be a rich, valuable Wagyu experience: education, networking, world class culinary program, and best of all, celebrating the Wagyu breed which we all love.

In the 29th year of the AWA we have made great progress and continued hard work will ensure a bright future. Enjoy the convention, I guarantee it will be enjoyable and valuable.

Regards,
Pete

SEEKING PARTNERS IN PRODUCTION

Mishima Reserve's American Wagyu beef production ensures every part of our process - breeding, feeding, and care - is purposefully executed with the final culinary experience in mind.

We seek out and partner with calf producers who work with us in raising the cattle over 25 to 28 months, maximizing the superior characteristics of the prized Wagyu breed.

見島
特選

**MISHIMA
RESERVE**

AMERICAN WAGYU BEEF

- CONTACT -

Angus Brown, (520) 507-7793
Jenny Tweedy, (303) 910-2563

MUSIC CITY

SIGNATURE SERIES

*Selling
in the ...*

sale



Pearl's Pies

**HOMOZYGOUS
POLLED**

BARV TAZ 5U 754E

PB 35483 | Purebred | 98.44%
Calved 9.08.17 | S: Bar R 52Y | D: Bar R 5U

SELLING THESE THREE OPTIONS ...

- OPTION 1 Fall Possession & 2/3 semen interest
- OPTION 2 Fall Possession & 1/3 semen interest
- OPTION 3 Spring Possession and 1/3 semen interest

BarVTaz 5U 754E is a phenomenal young sire to usher in the new era of Polled Wagyu genetics. He displays tremendous phenotype, is homozygous polled, and is backed by a proven pedigree of polled genetics. His sire, Bar R52Y, is highly proven by the Robbins Island and Poll Wagyu program in Australia. In the last half year Robbins Island has processed more than 230 Bar R 52Y progeny resulting in an amazing average of 8.5 for Marbling and 1047 lbs. for Carcass Weight. That is proven carcass and growth performance! The dam of Tazsuru 753E is the fantastic brood cow Bar R 5U. She sold for \$34,000 through a Bar R sale and has repeatedly proven her value as truly elite brood cow by being the dam of numerous polled AI sires, including several who have been marketed internationally. This list includes the very popular Arimura 30B, 6123, and the red bull, Bar R 4504, who is now Australian owned. As the Wagyu breed moves forward and is incorporated into mainstream beef genetics this bull is what the market will be demanding. Taz 5U 754E is the total package combining carcass traits, growth, polled, recessive-free, and tested AA for SCD. He has it all! This is the bull of the future that you can be part of by owning a semen share interest. Don't miss out on being part of this very unique opportunity!

Dam of these two great homozygous polled herd sires and leading homozygous polled donor cow for Bar V. We are also selling 4 Grade 1, exportable embryos that are full siblings to both bulls.



DAM: BarR 5U



Vince & Laurita Berland
2333 Lark Road, Abilene, KS 67410
785.280.1672 | vberland1@hotmail.com
www.barvwagyu.com

A FULL BROTHER TO 754E

Thank You!!

Congratulations and a special thank you to JDH Wagyu for their purchase of full possession in this great homozygous polled herd sire. He is the \$85,000 valued bull and we also wish to thank the following firms for investing in this bull as well ...

Southern Cattle Co.
Bowman Farms

Wyndum Wagyu
McWilliams Wagyu
DCR Wagyu

Bar R Wagyu
J2 Wagyu



Pearl's Pics

**BARV
TAZSURU 753E**

Homozygous Polled
PB 35482 « Purebred « 99.71%
Calved 11.12.17 « S: Bar R 52Y « D: Bar R 5U
Red/Black « BW 74 lbs.

For Wagyu inquiries,
contact any of the
W365 team ...



BRANDING & MARKETING BY

Sales Representative	Randall O. Ratliff	615.330.2735	Randy@wagyu365.com
Sales Representative	Kiley McKinna	402.350.3447	Kiley@wagyu365.com
Office Management	Abby Lane	919.618.8098	Abby@wagyu365.com
International Affairs	P J Budler	682.597.0380	PJ@wagyu365.com



AWA EXECUTIVE DIRECTOR REPORT

- Robert Williams

It's been a flourish of activity since I've joined the AWA in June. It started off with a great interview where I felt the AWA board and I had very similar visions for where this breed of cattle could go and how that might be accomplished.

First and most importantly is a membership that believes in this breed of cattle and are ready to put their hearts and souls into the advancement of initiatives to drive membership growth, promotion of the breed, and programs to better characterize the genetics of the breed.

We've focused on service to the membership. I believe we've done that but we have more to do. We hear requests with an open mind and ask the questions if the rules and association policy is in the best interest of the breeder and the breed. We've made adjustments when it's necessary to achieve that goal. But we can't do this alone. We ask members to be a part of this and bring your ideas and thoughts forward. I can't promise that all will or can be implemented but I can promise that you will be heard and through a collective effort of the AWA membership, the AWA Board, and the AWA staff improvements will continue to be made.

The board is looking into taking a more progressive approach in the promotion of the breed and it starts at home by updating our website making it more informative and inviting for not only the membership but to others looking for information on the Wagyu breed. To assist in this initiative we have requested proposals from multiple companies and individuals who specialize in promotion and brand development. This won't be overnight but you will begin to see some progress this next year.

Here at this conference you will learn more about programs and action points put into place by your Board of Directors through the five year Strategic Plan. The plan has created enthusiasm by those who have read it, not only Wagyu breeders but other respected professionals within the beef industry. Again though, it's going to take a collective effort for success.

We all have our opinions and we are not only welcome to them but I believe you should be encouraged to voice those opinions. But we must come to our opinions based around the facts as we move forward. This was the attitude as your board of directors addressed a strategic plan for the next 5 years. It's bold, aggressive, and more importantly, it's achievable!

As you study and learn more about the AWA Strategic plan I believe you will agree that the time for Wagyu is now! The initiatives outlined within the plan sets the tone to deliver a roadmap which will lead to the growth of the Wagyu breed.

We have much work to do, but your staff, the AWA board, and I hope you will own the challenges as we do the opportunities.

MUSIC CITY
**SIGNATURE
SERIES**

sale
09.26.19

SELLING AS LOT #7



HARUKI NAMI B266

FB20430 | World K's Haruki 2 x Ms CHR Yasufuku 260

One of the finest Fullblood Donor Cows in the making! She proudly represents the Sullivan Farms Wagyu division where they are offering an embryo flush in the Signature Series Sale.

SULLIVAN

John, Dede, Sara & Sage • James • Nick
701 Iowa Ave, Dunlap, Iowa 51529 | sullivanfarms@sullivansupply.com
MARKETING REPRESENTATIVE
Randy Ratliff, Wagyu365 | 615.330.2735 | randy@wagyu365.com



25 Years in the Making!

Specializing in “Original Foundation Wagyu Genetics” since 1994.

To commemorate our 25 Year Wagyu Anniversary we are **DISCOUNTING** the **ENTIRE CHR SEMEN INVENTORY** for the week of our AWA Convention -
Monday, September 23rd - Friday, September 27th - while supplies last!

Inquiries are appreciated on the following list of breed leading genetics from the heart of the CHR program ...

CHR Shigeshigetani 5
Fukutsuru 068
Haruki

Hirashigetayasu
Itomoritaka
Kenhanafuji

Kikuyasu 400
Kitaguni Jr.

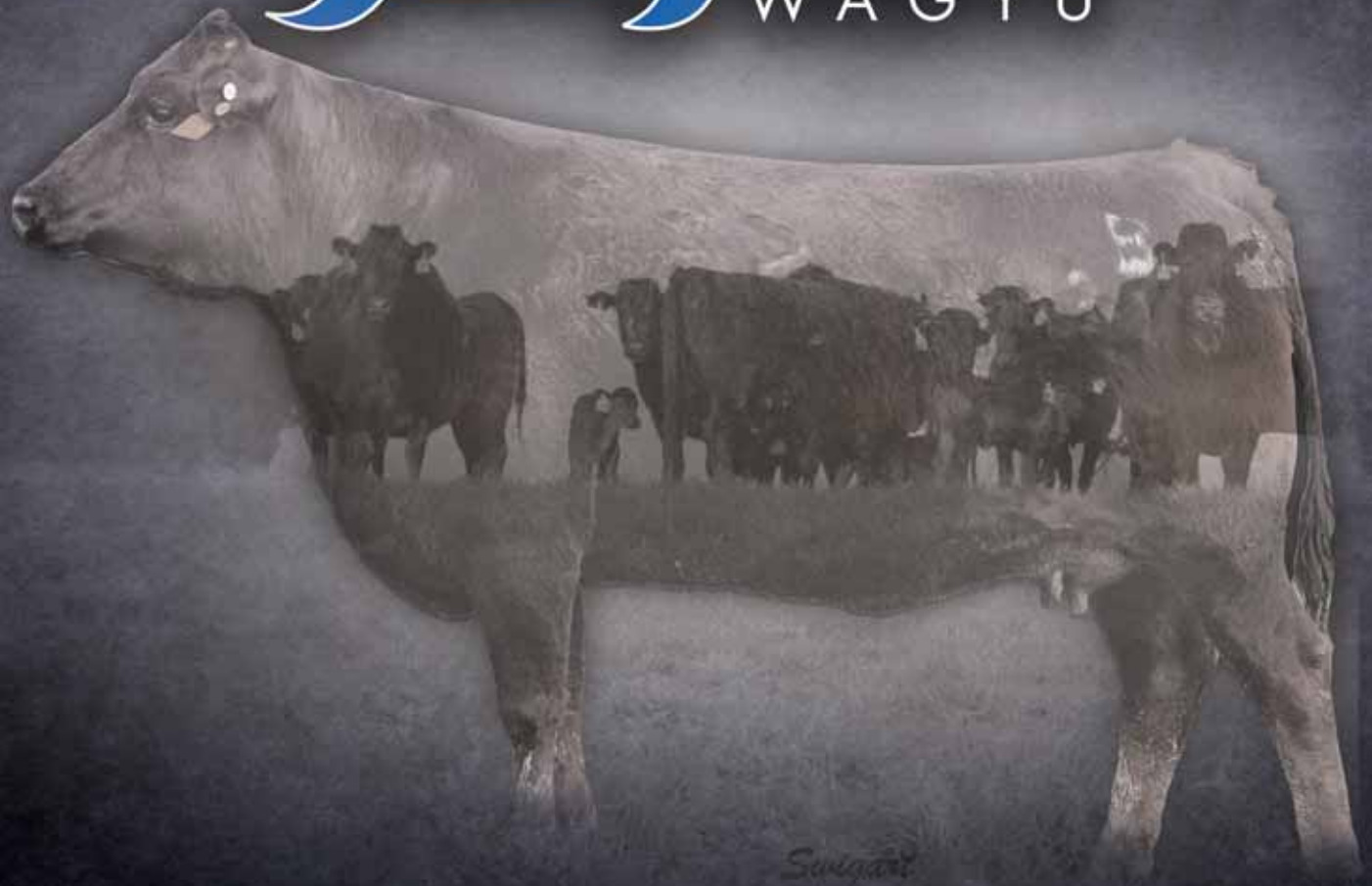
Michifuku
Mt. Fuji
Sanjirou

Shigefuku
Shigeshigetani
Takazakura

Sanjirou 3 sired bulls and heifers available for sale!

Ralph Valdez, 360.941.0644 | www.crescentharborranch.com

JDH, Inc. was created in 1985 as an original farming company where they began breeding cattle in 1990. With the influence of Wagyu genetics to the operation in 1999 and then a feedlot featuring Wagyu cattle started in year 2000. For nearly 30 years Joe and his wife Galynn and their family along with a strong list of employees grew their operation to the largest herd of Registered Wagyu in the United States to date.



JDH WAGYU IS OVER 20 YEARS IN THE MAKING!

JOE & GALYNN HOYE

Office, 712.763.4611 / Joe cell, 712.249.2076 / JOEH@NETINS.NET

HERDSMAN, Tony Orstad, 712.249.6979

64919 Yankton Rd., Villisca, IA 50864

2020-2025 AWA STRATEGIC PLAN

As Unanimously Approved by the American Wagyu Association Board of Directors
- July 29, 2019

On July 22 - 24, 2019, the AWA Board conducted a strategic planning retreat at Joseph Decuis Wagyu Farm in Indiana. Planning participants included Directors: Clem Kuns, Phil Bowman, Desi Cicale and Pete Eshelman. Additional participants included: Consultant, Emily Taylor and AWA Executive Director, Robert Williams. Through two days of intense sessions, a dynamic and robust five-year draft of a strategic plan was formulated. The plan was submitted

to the AWA Board of Directors for comments and suggestions before being unanimously adopted July 29, 2019. This plan provides a road map for the AWA's future and the execution of the plan will involve significant input and involvement of AWA members. The AWA Strategic plan is a living document to be reviewed and updated on an annual basis.

INTRODUCTION

- 1) The AWA has created a strategic plan to protect and promote the Wagyu brand, position the association for future growth and success, and provide exceptional benefits to its membership.
- a) This plan will provide a powerful, forward thinking blueprint for the Wagyu brand, the association and each member to grow and prosper.
- b) Achievement of strategic goals will realize the vast potential of Wagyu and revolutionize the beef industry in America and the world.
- c) In order to achieve sustainable growth and success, this plan will be bold and realistic to make the Wagyu Brand the discerning consumer's preference.
- d) In today's competitive, global market, a focused strategic plan will be critical for the Wagyu brand to reach its potential.

CURRENT POSITION

- 1) Association
 - a) The AWA is well established.
 - i) Celebrating its 30-year anniversary in 2020.
 - b) Strong Membership.
 - i) The AWA is 800 plus members strong.
 - ii) Diverse membership who breed and produce a range of products from Fullblood, Purebred and percentage Wagyu cattle.
 - c) Committed to financial integrity and transparency.
 - d) The AWA has limited personnel and financial resources essential to capitalize on opportunities for the benefit of its members.
 - e) The AWA is poised for future growth and success.
- 2) Brand
 - a) Wagyu beef is an established luxury brand recognized as a world-class culinary experience.
 - b) While the term "Wagyu" is internationally recognized, consumer confidence is at risk due to the inability to characterize and identify the variations which exist within the Wagyu brand.
- 3) Competitive Market Position
 - a) Wagyu attributes include prime-plus quality, exceptional eating experience, health and breeding benefits. These attributes are under-utilized and under-valued.
 - b) Market penetration is under-realized.
 - c) The lack of a long-term strategy to properly promote the benefits of the Wagyu brand has by default resulted in Wagyu competing in a commodity marketplace.
 - d) Other breeds are successfully utilizing the benefits of Wagyu to improve breed quality and capture market share, which weakens the integrity of the Wagyu brand.
 - e) Available grading systems in America are inadequate in recognizing the superior quality of Wagyu.

AWA FOCUS

- 1) Mission – As stated in the association by-laws, "The Corporation's mission is to promote, foster and encourage the development and popularity of Wagyu cattle in the United States, as well as promote and protect the improvement of Wagyu cattle; and to record and register Wagyu cattle."
- 2) Vision – The association's vision is to maximize the potential of the Wagyu brand, revolutionize the beef industry, and position the AWA as the international leader while providing exceptional benefits to its members.
- 3) Values – The association makes all decisions and conducts its business committed to its core values: integrity, exceptional member service, and promotion of the Wagyu brand.
- 4) Culture – Board, staff and members work as a team to solve problems in a respectful, professional, responsive manner in advancing the interest of the association.
- 5) Long-Term Planning – The AWA 5-year strategic plan provides a vision and roadmap for the growth and success of the association. While the association's 'Mission, Vision, Values and Culture' are permanent and foundational, the plan strategies may be adjusted as necessary to capitalize on opportunities as they arise.

STRATEGIES

- 1) Eight Core Strategies
 - a) Membership Value
 - b) Brand Integrity
 - c) Effective Organizational Structure
 - d) Research Leadership
 - e) Education
 - f) Promotion
 - g) Financial Independence
 - h) International Leadership

GOVERNANCE OF STRATEGIC PLAN

- 1) The AWA board shall engage in an annual strategic planning process.
- 2) The AWA Board of Directors will establish a strategic planning committee comprised of:
 - a) Past President
 - b) Current President
 - c) Executive Director
 - d) Two (2) active members in good standing approved by the board of directors
- 3) The strategic plan will be reviewed and updated annually by said committee and approved by the board. Any modifications will be reported to the membership at the following AGM.

STRATEGIES DEFINED

MEMBERSHIP VALUE

- 1) Description – For the cost of an AWA Membership, here is the value a member will receive in protecting and capitalizing on their Wagyu brand investment.
- 2) Strategy –
 - a) Registration – Animals that are registered with the AWA have significantly higher value than unregistered animals.
 - b) Performance Evaluation – More informed breeding decisions leads to higher value genetics and higher return on investment.
 - c) Genetic Testing – Through fact-based information, confirms genetic makeup and improves the accuracy of selection results in a higher return on investment.
 - d) Education – Access to internationally recognized best practices shortens the learning curve to be successful.
 - e) Networking / Relationships – Exchange of ideas with successful and experienced peers.
 - f) Participation – Opportunity to contribute and participate in the advancement of and value of the breed.
 - g) Promotion – Providing the centralized resource for exposure to a national and international audience increases sales opportunities.
 - h) International Commerce – Working with international associations to create protocols and opportunities world-wide.
 - i) Future Initiatives – Truth in labeling, advanced carcass evaluation, fatty acid profiling, cooperative research and investigation of emerging technologies.
- 3) Evaluating Success
 - a) Growth of the AWA.
 - i) Retention of membership
 - ii) Expand membership
 - iii) Increase registrations
 - iv) Increase testing
 - v) Committee participation
 - b) Implementation of new programs.
 - i) Wagyu performance program (WPP)
 - ii) Feeder-Calf Verification and Traceability Program

BRAND INTEGRITY

- 1) Description – Initiatives provided to protect the integrity of the Wagyu breed and brand.
- 2) Strategy
 - a) Truth in labeling
 - b) Authenticity
 - c) Transparency
 - d) Traceability
 - e) AWA Standardized Carcass Grading System
 - f) Fatty Acid Profiling – Identifying specific fatty acids which provide health benefits for the consumer.
 - g) Feeder-Calf Verification and Traceability Program
 - i) Verification of genetics and health.
- 3) Evaluating Success
 - a) Participation of the membership in adoption of these voluntary tools.

EFFECTIVE ORGANIZATIONAL STRUCTURE

- 1) Description – Provide the resources required to serve the membership and drive the association forward.
- 2) Strategy
 - a) Succession of Leadership – In order to create continuity of knowledge and leadership, the ex-president will be invited by the current president to participate as an advisor to AWA Board of Directors.
 - b) Committees – In order to harness the vast diverse expertise of the

membership, committees will be established dedicated to specific subject-matter initiatives. Committees will be comprised of a staff member, director(s) and members as appointed by the president and approved by the board. Committees may include:

- i) Executive
 - ii) Finance
 - iii) Audit
 - iv) IT
 - v) Strategic Planning
 - vi) Breed Improvement & Research
 - vii) Marketing
 - viii) Annual Conference
 - ix) Shows and Exhibitions
 - x) Education
 - xi) Culinary
 - xii) Brand Development
- c) Consultants – The AWA will retain the services of consultants who have subject-matter expertise. Consultants will be retained by the executive director as approved by the board. Such consultant services may include:
 - i) Data and Herd Management
 - ii) Special Projects
 - iii) Financial
 - (1) Controller Consultant
 - (2) Auditing Accountant
 - iv) Information Technology
 - d) Outsourcing – The AWA will outsource certain initiatives to companies that will provide value services to the association. Such outsourcing may include:
 - i) Marketing – website development/ Social Media/ Newsletter/ Magazines etc.
 - ii) Public Relations / Media Relations
 - e) System / Data / Technology Security – Establish state of the art data security.
 - i) Implement cloud-based infrastructure
 - ii) Protection of proprietary data
 - f) Regional Centers of Excellence – the AWA will establish regional centers be geographical territories in the United States that will enable the AWA and membership to better communicate and share information.
 - g) Membership Forum – AWA proprietary/private online portal where board, staff and members may post questions, solicit input and gain feedback. This forum will be overseen by an AWA moderator. This will provide a professional environment for the exchange of information within the AWA community.
- 3) Evaluating Success
 - a) Successful implementation of new strategies.

RESEARCH LEADERSHIP

- 1) Description – Independent validation of existing and emerging technologies and science as they pertain to Wagyu genetics, through partnerships and agreements with universities and industry leaders.
- 2) Strategy
 - a) Maximizing carcass utilization
 - i) Research initiatives exploring more effective utilization of the Wagyu carcass.
 - b) New and emerging technology.
 - i) Wagyu Meat Quality Traits
 - ii) Carcass Grading
 - iii) Lipid Analysis
 - iv) Reproductive
 - v) Husbandry
 - vi) Nutrition
 - vii) Structured Sire Evaluations (progeny testing)

- c) Academic and Industry Partnerships.
- d) Technical Leadership roles within Industry.
 - i) National Cattleman's Beef Association (NCBA)
 - ii) Beef Improvement Federation (BIF)
 - iii) United States Livestock Genetics Export (USLGE)
 - iv) American Meat Science Association
 - v) American Society of Animal Science
- 3) Evaluating Success
 - a) Successfully establishing the AWA EPD program.
 - b) Successfully establishing Academic and Industry partnerships.

EDUCATION

- 1) Description – The creation and assembly of educational materials that will empower members to be successful in the Wagyu business.
- 2) Strategy
 - a) Online educational library available through the AWA website, which includes published articles, videos etc.
 - b) AWA Educational Field Days.
 - c) AWA University.
 - i) Quarterly educational seminars hosted by the AWA in various parts of the country, providing information on best-practices ranging from genetics, breeding, husbandry, nutrition, fabrication, marketing/branding etc.
 - d) Establishment of a universal glossary of terms.
- 3) Evaluating Success
 - a) Successful implementation of strategies.

PROMOTION

- 1) Description – As per the AWA mission statement, the AWA will engage in specific programs and initiatives to promote the integrity and growth of the breed.
- 2) Strategy.
 - a) Events
 - i) Convention Shows and Exhibitions
 - ii) Carcass Competitions
 - iii) Taste of Wagyu Events
 - iv) Culinary School Seminars
 - v) Media Productions
 - vi) Speaking Engagements
 - vii) AWA Publications
 - b) Establishment of a separate subsidiary corporation dedicated to AWA promotion.
- 3) Evaluating Success
 - a) Substantial increase in industry awareness of the Wagyu brand and sales to members.

FINANCIAL INDEPENDENCE

- 1) Description – Establishment of multiple sustainable revenue streams, which will secure the financial future of the AWA and invest in new programs and projects that will greatly benefit the membership.
- 2) Strategy
 - a) Existing revenue streams – ensure that existing revenue streams are stable.
 - i) Livestock Registry Fees
 - ii) Testing
 - iii) Membership Fees
 - iv) Sponsorships
 - v) Annual Conference
 - b) New potential revenue streams
 - i) An aggressive sponsorship campaign.
 - (1) Corporate Sponsors
 - (2) Restaurateurs
 - (3) Distributors
 - (4) Abattoirs
 - ii) AWA Journal
 - iii) YouTube/TV Channel
 - iv) Special Wagyu Events
 - (1) Taste of Wagyu
 - (2) Carcass Competitions
 - v) AWA Merchandising
 - vi) Broadcast / media promotion
 - c) AWA Endowment - to fund specific initiatives such as:
 - i) Culinary exchanges
 - ii) Internships
 - iii) Scholarships
 - iv) Youth Development
 - v) Research
 - d) Grants for Research and Education.
- 3) Evaluating Success
 - a) Successful implementation of new strategies.

INTERNATIONAL LEADERSHIP

- 1) Description – The AWA will be a leader, partner and active participant working with international Wagyu associations to promote and grow the Wagyu brand.
- 2) Strategy
 - a) International Commerce
 - i) Develop relationships with international Wagyu associations to develop reciprocal protocols which will encourage and expedite international sales and trade of genetics.
 - b) Data Sharing
 - c) Knowledge Sharing
 - d) Wagyu World Congress
 - i) Participation
 - ii) Host
- 3) Evaluating Success
 - a) Successful implementation of new strategies.



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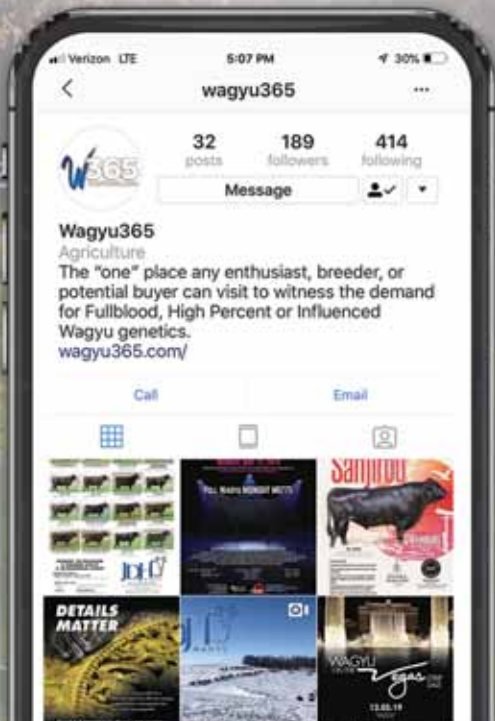
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International Affairs	P J Budler	682.597.0380	PJ@wagyu365.com

GUEST SPEAKERS



ROBERT E. WILLIAMS, Ph.D

Executive Director, American Wagyu Association

Williams earned his undergraduate degree from the Oklahoma State University Department of Animal Science and was recognized in 2014 by the Department as a Graduate of Distinction for his contributions to the beef cattle industry.

Williams was raised on a farm and ranch near Freedom, Oklahoma where along with his family remain active today with a farming and cow/calf operation. Williams began his career with Beefmaster Breeders Universal in San Antonio, Texas. During his tenure at BBU Williams was responsible for the classification and inspection services and organized the Junior Beefmaster Breeders Association. Williams then accepted a farm management position with Still Hills Beefmasters in Ft. Payne, Alabama. Following the dispersal of the beef herd at Still Hills Williams accepted a graduate assistantship at the University of Georgia completing his M.S. and Ph.D. degrees in Beef Breeding and Genetics. This led to Williams joining the staff of the American-International Charolais

Association as Director of Breed Improvement and Foreign Marketing Programs. During his time at AICA Williams was elected to the Beef Improvement Federations (BIF) Board of Directors and continues to serve BIF as Historian. Williams was instrumental in the organization of the Ultrasound Guidelines Council (UGC) for the beef industry having been a founding member and serving either as the chairman of the board or on its board of directors from its inception through 2015. Additionally Williams served two years on the board of directors for the United States Livestock Genetics Export Association. In his position with AICA Williams directed the release of the U.S. beef industry's first web based selection index, has authored or co-authored numerous research papers and educational articles, has traveled extensively promoting U.S. genetics worldwide in addition to serving as a beef cattle judge and invited speaker both domestically within the United States and internationally.

Prior to joining the American Wagyu Association, Williams was employed as the General Manager for Cain Cattle Company, with two ranching divisions in the state of Mississippi, directing all operations.



PETE ESHELMAN

President, American Wagyu Association & Owner, Joseph Decuis

Upon graduation from Williams College in 1976, Pete was drafted by the New York Yankees and after a shoulder injury ended his professional baseball career, he began his business career in the New York Yankees' front office working for owner, George Steinbrenner. Steinbrenner was one of the first owners to insure multi-year guaranteed contracts for players. Pete turned Steinbrenner's idea

into a business and over a 30 year period he founded two specialty sports insur-

ance businesses that became part of public companies.

In 2000 Pete, his wife Alice and his brother Tim, founded Joseph Decuis. Over the past 20 years, Joseph Decuis has grown from a private corporate dining facility to an award winning farm to table culinary destination renowned for the Wagyu it raises on its farm.

Pete has been a member of the AWA since 2006, served on the AWA marketing committee in 2013, was elected to the Board in 2018 and now serves as the AWA President.



MARTHA PATTERSON

Office Manager & Herdbook Administrator, American Wagyu Association

Martha Patterson started her career with the American Wagyu Association in July of 2011. During this time she has worked in every department for the corporation, including Receptionist, Registrar, Genetic Testing, Human Resources, Accounting, Board of Directors Clerk, and Member Services.

Liberal Studies with a concentration in Math and Science. Martha spent many years as co-leader of her daughter's sheep, beef, and horse 4H clubs. She also served on the Board of Directors for the Oregon State University Extension Services which ran the 4H program for all of Central Oregon.

Prior to joining the "Wagyu family", Martha was a Project Manager in the Log Home industry for over 20 years, working on fun projects such as Disney's Fort Wilderness Lodge in Orlando, FL and the Grand Californian Hotel at Disneyland.

Martha has a Bachelor of Science degree from San Diego State University in



BRAD WRIGHT

Consultant, American Wagyu Association & Owner Ranch Hand Analytics

Being raised around the registered cattle industry, some of my earliest memories are watching my dad manage Angus, Brangus, and Hereford ranches in Texas, Missouri and Tennessee (mostly Texas). After graduating high school in Glen Rose, TX, I pursued degrees at Texas A&M University where I double majored in Genetics and Animal Science.

Upon completion of undergraduate work, I went on to receive a Master's degree from Texas A&M in Animal Breeding and Genetics with the focus of my thesis on heterosis retention and reciprocal cross differences in multi-generational Brahman-Hereford females.

I spent the next 8 years in various aspects of the beef industry from managing an ET calf raiser program, managing an embryo transfer company, semen sales, bull sales, managing a large cooperater bull program and sale management.

In July 2014, I wanted to focus on my passion for the data and statistics used in beef cattle breeding and the information needed to make sound business deci-

sions in the beef industry. At that time, I founded Ranch Hand Analytics with a focus on better data collection practices throughout the beef industry. Ranch Hand Analytics is now working with over 70 herds across 15 states and reporting data to 10 different breed associations. I assist breeders with data collection, contemporary group structure, and understanding of EPDs and genomics. In addition to data management and consulting, Ranch Hand Analytics provides custom database designs to solve unique problems within the industry, as well as offering turn-key auction clerking services to manage sale information efficiently.

Ranch Hand Analytics is based in Hearne, TX where I reside with my wife, Janeen, and daughter, Clara. We currently employ one full-time employee, Jessica Hoerster, who is vital to staying on top of breeder data and making that data available for decision-making in a timely manner.

I look forward to working with breeders across the country in developing the right processes for each herd to improve their genetic selection, and ultimately, their bottom line.



JENNY TWEEDY

Board of Directors, American Wagyu Association & Manager, Mishima Reserve American Wagyu Beef

Jenny Tweedy is the Livestock Production Manager for Mishima Reserve American Wagyu Beef and serves on the Board of Directors for the American Wagyu Association. She graduated from Colorado State University in the Fall of 2013 where she attained a Bachelor of Sciences in Animal Sciences.

Jenny's role at Mishima Reserve focuses on feeder cattle supply chain management and optimizing their production program. Mishima Reserve has had tremendous growth since the company's inception, and It has been a priority to continually improve the quality of the cattle and the beef product. She works with

calf producers to produce cross bred calves out of genetics with proven carcass merit, monitors performance in the feed yard, and collects and analyzes growth and terminal data to help continually make better selection decisions.

Jenny was elected onto the Board of Directors for the AWA in fall of 2018. She has been appointed the Chair of both the Breed Improvement Committee and the Industry Committee. Both committees are exploring the opportunities to help Wagyu Producers increase the marketability of their animals. The Breed Improvement Committee is focusing on data collection and submission for the development of EPD's and The Industry Committee is looking at platforms to increase marketing opportunities for producers marketing feeder cattle. Jenny resides in Fort Collins, CO with her two children: Landon (5) and Bailey (2).



PHILLIP BOWMAN

Board of Directors, American Wagyu Association & Owner, Bowman Farms

Philip Bowman is the Owner of Bowman Farms from the Charlotte, North Carolina area. He's spent the last twenty-years building a medical device distribution company that serves North and South Carolina with a team of nearly eighty highly trained employees. His passion for the medical device industry has been driven by having the privilege of

representing the best orthopedic medical device manufacturers in the world.

He, his family and the Bowman Farms Team manage the day to day operations and have approached Fullblood Wagyu in a similar fashion as their other business. Bowman Farms believes the Wagyu breed produces the best and most unique product the beef industry has to offer. They are determined to work dili-

gently with a trusted advisory team, other Wagyu breeders and the AWA to gather fact based data to make better breeding decisions. He feels this approach will help his farm and other Wagyu breeders to continually build on the best Wagyu genetics to ultimately produce the best Wagyu Beef possible in the USA.

Over the past four years Bowman Farms has grown from four Fullblood Wagyu cows to nearly two hundred registered Fullblood Wagyu by the end of 2019. They are heavily invested in some of the rarest and more heavily sought after genetics, cutting edge infrastructure, data gathering tools (New MIJ camera/Ultrasound etc.) and a tenured team dedicated to being the best.

The Bowman Farms Mission is "Committed to Excellence in Wagyu genetics for the Farmer and the Consumer."



DAVID BLACKMORE

David Blackmore, Founder Blackmore Wagyu Beef

David Blackmore is a fifth generation Australian farmer, founding Blackmore Wagyu Beef in 1988. He has consulted on farming methods and cattle breeding in Mexico, Korea, China, U.S., Japan and numerous European countries.

Blackmore Wagyu Beef has developed a fine reputation, both domestically and internationally, where the product is sought after by some of the world's most famous chefs. This reputation has been built up by not just its beef quality, but its attention to detail in genetic breeding, method of production, animal husbandry and welfare, protection of the environment, sustainable farming including financial viability, and a strong marketing program which continually involves its customers.

Blackmore Wagyu Beef's success comes from using unique farming methods, combining old world traditional Japanese farming, with new technically sound scientific methodologies, none more exciting than our self-funded genomic research project that is setting world standards in the genomic selection of cattle and will enhance high value in agriculture exports.

The business, David, and the product have received multiple awards and accolades. These include:

2007 - Vogue E&T Best Product & Producer of the Year,

2011 - Telstra Regional Business of the Year,

2012 - Livestock Producer of the Year

2016 - Delicious Produce Award For Outstanding Contribution to Australian Food

This is third party recognition that a good farmer with a sound business produces a great product.



BEN BLACKMORE

Ben Blackmore, CEO Blackmore Wagyu Beef Pty Ltd

Ben Blackmore is a sixth generation farmer and is the CEO of Blackmore Wagyu Beef and has worked within the family business for more than 10 years. Blackmore Wagyu Beef is a 100% family owned and run business that produces Fullblood Wagyu beef in Southern Australia.

After completing a Bachelor of Business (Marketing) from Monash University, he worked for two Japanese meat compa-

nies for more than 5 years. His initial role was to develop the Australian and South East Asia beef market for Itoham Foods Sydney. Then a move back to Melbourne saw him take a role with Sojitz. This role saw him purchase more than 20,000 tonnes of beef per year from Australian packers for Sojitz Foods Japan.

Blackmore Wagyu Beef is sold to gourmet butchers and high end restaurants domestically and internationally. Leading Australian chefs Curtis Stone, Neil Perry, Peter Gilmore, Martin Benn and David Pynt are all regular users of the product. Since 2009 Blackmore Wagyu Beef has expanded into 20 countries.



CHARLEY T. GASKINS, Ph.D.

Professor Emeritus, Washington State University & Past Executive Director, American Wagyu Association

Dr. Charles T. Gaskins is an Emeritus faculty member at Washington State University where he was a member of the Animal Science Department from 1976 to 2010. Until 2000 he held an appointment in the Program in Statistics as well. Dr. Gaskins taught classes in animal genetics, applied statistics, introduction to animal science and beef cow-calf management. He served as the interim chair of the Program in Statistics for two years and two years for the Department of Animal Science. His research has included work in computer modeling of livestock produc-

tion systems and the genetic improvement of beef cattle. He studied the genetics of marbling and other carcass traits in Wagyu cattle and has computed Expected Progeny Differences (EPD's) for the Wagyu breed since 1999. Dr. Gaskins worked closely with the American Wagyu Association from 2000 when the Association moved from Texas to Washington until 2012. Dr. Gaskins worked with Jeanne deAvila, who was the registrar, to manage the Association, plan annual meetings and attend trade shows.

Dr. Gaskins is married to Jan Mallett Gaskins and they have two children and three grandchildren.



ELDON CLAWSON

Past Board Member, American Wagyu Association & Owner, Rocky Mountain Wagyu

Objectives are to develop the most profitable sustainable cattle possible for any given environment, and teach others in the cattle industry how they can dramatically improve the value and functionality of their cattle with a better understanding of cattle and the cattle industry.

Continue learning, teaching, and mentoring. The more informed and educated anyone is the

more able they are to make good choices.

Higher Formal Education:

B.S. (Pre Vet.-Pre Med.)

M.S. Reproductive Physiology

Real Education: Grew up on a cattle ranch in New Mexico where only the most fault free cattle thrive. Learned traditions and traditional cattle evaluation

from other ranchers and educators and began a journey of learning about cattle. Managed a 1000 head cattle ranch in Tennessee.

Managed a small grass based finishing operation in Tennessee (2000 head) doing all ration evaluations.

Worked with American Breeders Service for over twenty years, trained to evaluate cattle traits for their genetic mating service and their genetic trait summary programs visiting hundreds of cattle operations representing all major breeds, both beef and dairy.

Has owned and operated registered cattle for over 30 years, developing, testing, showing, and selling seed stock.

For the last eight years Eldon has aggressively studied Wagyu pedigrees and evaluated Wagyu cattle, investing more time and effort in this study and evaluation than spent on University degrees.



JIMMY L. HORNER, Ph.D.

Ph.D., P.A.S., Diplomate American College Of Animal Nutrition

Dr. Horner has served as President/ CEO/ Founder of Protocol Technologies, Inc. since its inception in 1994. Dr. Horner also serves as President & CEO of Protocol Naturals, Inc. and Horner Industries, Inc. This group of corporations is focused on providing all-natural animal nutrition and biotechnology-based solutions for livestock, dairy and wildlife producers worldwide. Dr.

Horner also continues to work as a nutrition consultant to beef, dairy and wildlife operations throughout the U.S. and internationally with over 33 years of experience. Dr. Horner and his team conducted the first U.S. livestock studies evaluating the viability of all-natural based feeding programs. He is recognized

as an international authority on all-natural feeding programs, use of natural vasodilators as feed additives, and the feeding and husbandry of Japanese Wagyu cattle. Dr. Horner received his Ph.D. in ruminant nutrition from Texas A&M University, a M.S. in Animal Science from Oklahoma State University and a B.S. in Agricultural Education from Tarleton State University. He has authored or co-authored over 120 scientific and industry manuscripts and has served as a speaker/lecturer at animal nutrition seminars, conferences, shortcourses and state and national conventions throughout the U.S., Mexico, Canada, and Japan. Horner is certified as a Professional Animal Scientist and is a Charter Member and Diplomate of the American College of Animal Nutrition. Dr. Horner has been married to his wife, Teresa for over 38 years and they have two children and five grandchildren. The Horners reside in Decatur, Texas.



CONGRESSMAN MARLIN STUTZMAN

Owner, Schonbrook Farms

Marlin Stutzman is a fourth-generation farmer, business owner, and former U.S. Congressman from Howe, Indiana. Marlin and his wife, Christy, have two sons, Payton and Preston. Marlin is currently Managing Partner at Osmium Holdings and past President of WishBone Medical, Inc. Marlin and Christy are also co-owners of Stutzman Power Equipment and Stutzman Brothers Meat Company. The Stutzmans continue to maintain their family farm, Schönbrook Farm & Inn, in Howe where they raise Wagyu Beef, Thoroughbred Horses, as well as opening their historic Victorian Style home as an Inn.

Marlin's first experience in business was at the age of 16 when he started his own beef cattle operation. At the age of 18, he became a partner with his father Albert and family and built Stutzman Family Farms into a multi-million dollar operation. Growing seed corn, green beans, corn, soybeans, venturing into organic crop production, Marlin soon added a trucking company to the family operation to compliment the needs of their crop production.

At the age of 25, Marlin was elected to the Indiana State House, working part-time as the youngest serving state legislator for eight years while still working full-time with the family business. Elected to the US House of Representatives in November, 2010, U.S. Congressman Marlin Stutzman quickly emerged as a pro-business, pro-family, conservative leader for Northeast Indiana. As a member of the Financial Services Committee, Agriculture Committee, the Budget Committee, Veterans Affairs Committee, and the Dean of Indiana's Republican delegation in the House, Marlin worked hard to bring common sense to an out of control federal government. Congressman Stutzman was proud to serve the needs of the hardworking Hoosier families who call Indiana's Third Congressional District home.

Marlin graduated from Lake Area Christian School and attended Trine University where he now serves on the Board of Trustees. The Stutzman's attend Northside Baptist Church in Elkhart and live in Middlebury. Marlin's heart for mission work has led to short-term mission trips in Russia, Haiti, Mexico, and Guatemala. Marlin is also a Board Member for the Indiana Chamber of Commerce.



KEIGO KUCHIDA, Ph.D

Director & Professor, Obihiro University

Dr. Keigo Kuchida, MIJ director and Professor at Obihiro University of Agriculture and Veterinary Medicine in Hokkaido Japan, will join us at the 2019 Annual Conference to discuss a new technology that your high-end marbling Wagyu will benefit from!

Dr. Kuchida is the leading expert in the Meat

Image Japanese (MIJ) grading camera. This device reduces human error by providing an objective view of the carcass. Images are taken from the cut ribeye surface and predict marbling score, marbling fineness, ribeye area, fat color, meat color, and BMS grade. This technology is still new to the U.S., however, has been extensively used in both Japan (country of origin) as well as Australia. Commercial level technology is upon us – learn more about the benefits that the MIJ carcass camera can provide for your operation!



DANIEL JAMES HAMMOND, M.S., M.D.

Owner, MOGO Farms, LLC

Daniel Hammond, owner of MOGO Farms, LLC of, Florence, Alabama, has been actively raising Wagyu for 12 years and is a member of the AWA. A Charolais breeder for over 25 years, Dr., Hammond currently is breeding and marketing Wagyu x Charolais beef (GYULAIS®). MOGO Farms utilizes genomics identified and categorized by the C Y O'CONNOR Research foundation to

produce Wagyu seedstock and Gyulais with higher MUFA content to produce healthy beef.

- 1971 B.S. University of Alabama, Biology/ Mathematics (Magna Cum Laude, Phi Beta Kappa)
- 1974 M.S.M.D. University of Alabama School of Medicine (M.S. Basic Medical Science)
- 1974 - Pediatric Residency Le Bonheur Children's Hospital, 1977 Memphis, Tennessee
- 1978 - Founder Shoals Pediatric Group
- Present (Four Doctor Group Serving Northwest Alabama)
- 1990 Founder MOGO Farms LLC Breeding Gyulais® Cattle (Charolais since 1994, Wagyu since 2008)



EMILY TAYLOR, Ph.D

Consultant, American Wagyu Association and Lecturer, Purdue University

Dr. Emily Taylor began her studies at the Indiana University - Purdue University Indianapolis, where she received her Bachelor's degree in Biology. She then continued at Purdue University, receiving her Master's and doctorate degrees while researching the nutritional effects on reproductive performance in beef animals.

Specifically, her primary area of emphasis is how specific nutrients fed during gestation and lactation can influence the cow, and heifer and bull offspring. Dr.

Taylor is currently a Continuing Lecturer and Undergraduate Support Specialist at Purdue University and teaches three of the Animal Sciences core undergraduate classes (Applied Animal Nutrition, Reproductive Physiology and Introduction to Animal Agriculture). Also, Dr. Taylor works for the American Society of Animal Science, where she handles all communications for the Society. She is passionate about teaching, and this extends to extension outreach programs in the state. Dr. Taylor has been the invited speaker to many Indiana Breed Associations and extension field days. She will be discussing heifer development and reproductive technologies at the 2019 AWA Annual Conference.

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Maternal Characteristics: Milk, mothering ability and fertility. Calving at two-years-of-age and producing a calf every year.

Balance: Our selection criteria combines feed efficiency maternal characteristics, and Umami.

Adaptability: With no more de-horning requirements, Polled Wagyu can now be easily introduced into any herd without operational impact.

Pre-Weaning Growth: Growth performance among our polled Wagyu calves at both ranches are well above average.

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BZ Elvis 018D

FB23395 | Fullblood | S: World K's Haruki 2
D: ESF Itomi 031-071 (sired by BR Itomichi 0602)



PV Cain

FB18474 | Fullblood | S: JVP Kikuyasu-400 (son of Kikuyasu Doi 575)
D: CHR Ms Kitangui 339 (sired by CHR Kitaguni 07K)



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CHEFS



ROBERT HOUDE, CHEF

Board of Directors, Co-Vice President, The Trotter Project and President of Robert Houde Wines

Robert Houde has been in the wine and food business for over 25 years, including fine dining service at Lela B's restaurant in San Antonio, the Fairmont Hotel in Chicago, and classic French restaurant Chez Ardid in San Antonio. Afterward, Robert returned to Chicago to work with world-renowned restaurant Charlie Trotter's. After four intense years with Chef Trotter's wine team, he was promoted to head sommelier, and continued in that role for two more years. During his tenure, Robert helped the restaurant achieve The Wine Spectator's award for "America's Best Restaurant," The Wine Spectator's reader's poll award for "Best Restaurant in the World for Wine & Food," as well as the James Beard Award for "Outstanding Restaurant" in 2000.

In 2009, Robert and a partner launched Robert Houde Wines, LLC, an Illinois-based importer and distributor specializing in artisanal European wines.



DERREK HULL, CHEF

Executive Director and Co-Founder, The Trotter Project

Derrek Hull leads the mission and multi-year strategic plan, developed to open doors through education, mentorship, and the pursuit of excellence in the global culinary and hospitality industries. Before joining The Trotter Project, Derrek was director of marketing and communications for Michelin-starred chef Homaro Cantu's Cantu Restaurant Group. His brand strategy, advocacy and nonprofit experience also include major roles at the National Restaurant Association, where he led marketing and communications, as well as an effort to refine its Educational Foundation around a mission to develop a strong workforce by educating students on the restaurant business through the ProStart program – running in high schools nationwide.

Additionally, Derrek served as Assistant Press Secretary at the Chicago Department of Cultural Affairs while promoting Chicago as a premier travel destination. As director of the U.S. Department of State's International Press Center Chicago, Derrek provided U.S.-based international bureau chiefs and journalists with a variety of services to aid their reporting on American society, politics, and culture.

Derrek is an advisory board member of Spain's Instituto Cervantes and a board of director at The Montessori School of Englewood.



ANTONIO FIASCHE, CHEF

- The son of an Italian immigrant family has been curing salami for five generations.
- He grew up bussing tables and easily fell into kitchen life.
- Antonio joined the team at Publican Quality Meats as a private events cook and worked there for almost two years.
- He partnered with his Calabrian father, Agostino to open 'Nduja Artisans.
- What started with a few hundred pounds of 'nduja and a prayer is now a 30,000-pound-a-month curing operation.
- Fiasche expanded his range and offerings at Tempesta Market
- For Fiasche, Tempesta is the beginning of an expansion plan that will introduce consumers, locally and across the country, to the glories of cured meats and Calabrian chiles.



CHEF MICHAEL SHRADER, CHEF

Culinary direction for Offshore is led by Executive Chef Michael Shrader, a protégé of Jeremiah Tower, who is credited as a pioneer in California cuisine. Michael has previously served as Executive Chef for The N9NE Group and was the Founder and Executive Chef at Urban Union Chicago. Chef Shrader focuses on seasonal, modern American cuisine with global influences served as small, shareable plates.



DAVID HARKER, CHEF

- Area Executive Chef for Omni Hotels, opened Omni Nashville in 2013.
- Prior to Nashville Chef Harker held numerous positions and roles including:
- Executive Chef at the four star, four diamond Omni Interlocken Resort in Broomfield, Colorado 2007 – 2013
- Consulting Executive Chef and Director of Food
- Graduated with honors from Western Culinary Institute in Portland, Oregon, also attended Metropolitan State University of Denver.
- Involved in numerous Omni Hotels Master Chefs series: CIA Hyde Park, New York, and CIA San Antonio
- Has been invited to cook at the prestigious Chefs Club New York in May of 2018 along with three other Chefs.



SCOTT FOGLE, CHEF

Scott has always enjoyed cooking and smoking various types of meats, it wasn't until 2014 that he began cooking full time. He started to learn from some of the very best in the industry, including Miguel Vidal of Valentina's, a small trailer located in a gas station parking lot. But Fogle couldn't resist the opportunity to join the Treaty Oak team and lead a talented team of seven strong at the 28-acre ranch, where he'll introduce a refreshed menu this month, reflecting traditional Texas BBQ, like brisket, pork ribs, pork butt, turkey and sausage, with his signature spin. Much like Treaty Oak's bourbon, he plans to push culinary limits in an attempt to elevate the cuisine. For Fogle, that means using science to pair the various meats with fruits and vegetables, using different fermentation and pickling techniques, which use the acidity to cut through the fat. Prior to his days behind the grill, Scott studied Communication from Baylor University and went on to work in media sales, before transitioning into the family business of construction management for the next 15 years. Originally from Dallas, Scott now calls South Austin home but plans to make a move to Dripping Springs in the near future.



TATSUYA WATANABE, CHEF

- Head chef with restaurant experience
- Professional Chef Sales Specialist
- 15 years of experience as an owner/chef
- Production Supervisor (HACCP) and National Restaurant Sales Manager
- Proposal for Washugyu Menu
- Processing of specific cost advantage areas and retail tips
- Consulting and analysis for sales at the retail stores
- Immigrated to America to help launch a Japanese style BBQ restaurant as a head chef, and assist in kitchen management.
- Consulted for a Ramen restaurant, Izakaya, and Research & Development for a Fusion cuisine.
- In 2016, joined Super Prime Beef Inc.
- Refer meats and cooking recipes that match the customers' menu concept.
- Demonstration on how to cut Washugyu



Bar R Arimura 30B

PB17438 | Homozygous Polled Purebred
 Bar R 52Y X Bar R 5U (Homozygous Polled donor for Bar V)

Arimura 30B is involved in two different progeny tests involving carcass data which will add value to his offspring. He is free of all tested genetic defects. His semen qualifies for export to Europe.

Owned with Bar R Cattle Company, Pullman, WA

Bar R Nakagishiro 74A

FB18642
 Bar R Nakagishiro 56T X Bar R 68P (Bar R Michisuru 2K)

Bar R Nakagishiro 74A's dam, Bar R 68P, is also the dam of Bar R Shigheshigetani 30T, the most balanced carcass bull Bar R Cattle Company has produced in 27 years. Because of his elite dam, 74A was considered for further evaluation in our program. We are confident the calves produced from this bull will have both growth and carcass quality. Bar R Nakagishiro 74A is in two different progeny test and will be evaluated for carcass traits. (Qualified for export to South Africa)

Owned with Bar R Cattle Company, Pullman, WA



One of the South's Largest Sources of Fullblood, Purebred & Polled Wagyu Genetics!!



Bar R Nakagishiro 57A

FB18640

Bar R Nakagishiro 56T X Bar R 24S (World K's Shigesigetani)

Bar R Nakagishiro 57A was in our GrowSafe trial (2014) involving 13 Bar R Nakagishiro 56T sons. 57A ranked #1 in the average daily gain (ADG) X residual feed intake (RFI) index. He had an ADG of 3.1 lb/day with an RFI of -7.58. The pedigree of 57A shows both tremendous growth and carcass value. His sire has extreme phenotypic eye appeal, while his dam's side of the pedigree has extreme carcass quality with Shigesigetani 30T and Michifuku respresented. Bar R Nakagishiro 57A has offspring in two different progeny tests, which will be used to evaluate his carcass traits. (Qualified for export to South Africa)

Owned with Bar R Cattle Company, Pullman, WA

Bar R R-MCC Shigenami 82A

FB16754

Bar R Itoshigenami 49U X MCC Ms Itomichi 803F (BR Itimochi 0602)

Bar R-MCC Shigenami 82A is our selection to continue the Itoshigenami line, which has shown to be a very important carcass-valued line in the Wagyu breed. This bull has a tremendous carcass pedigree and an impressive phenotype due to the influence of the 0602 grand-sire. OShigenami 82A has semen qualified for Europe and South Africa.

Owned with Bar R Cattle Company, Pullman, WA



CATTLE

SOUTHERN

COMPANY

4226 N Highway 231
Marianna, FL 32446
Owner, John Downs