



AWA 2020 ANNUAL VIRTUAL CONVENTION

ART &
SCIENCE
Producing World-Class Wagyu

THURSDAY, OCTOBER 29, 2020

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SCHEDULE

Schedule

2020 AWA VIRTUAL ANNUAL MEETING SCHEDULE

Log-in information will be provided after registration, contact the AWA for registration.
Phone: 208.262.8100 or email: office@wagyu.org

**Thursday, October 29, 2020 -
Noon to 4:00 P.M. Eastern Daylight Time (9:00 A.M. to 1:00 P.M. Pacific Daylight Time)**

THURSDAY, OCTOBER 29, 2020

12:00 Noon E.S.T.

MEETING AGENDA

- Call to Order
- Approval of the Minutes for 2019 AGM
- AWA Reports
 - President
 - Treasurer
 - Executive Director
- Board Nominations
- New Business
- Sponsorship Recognition
- Welcome 2021 AGM & Conference, Fort Collins, CO
- Adjournment

4:00 P.M. E.S.T.

7:00 P.M. E.S.T.

Wagyu365 Signature Series Wagyu Sale 2.0
www.wagyu365.com

CONFERENCE PRESENTATIONS

(available on demand with registration)

Francis Fluharty, Ph.D.

*Animal & Dairy Science | Professor & Department Head,
University of Georgia*

Topic: Nutrition of the Cow Herd, and Implications for Reproductive Performance, Fetal Development and Calf Performance

Matt Spangler, Ph.D.

Professor, Extension Beef Genetics Specialist, University of Nebraska

Topic: The Value of Phenotypes in A Genomic World

Mark Gardiner

Gardiner Angus Ranch, Ashland, KS

Topic: Data Based Selection and Technology Application Used for Progress at Gardiner Angus Ranch

William Herring, Ph.D.

Director of Genetic Development, PIC, Hendersonville, TN

Topic: How Science Continues to Impact Livestock Production

Jamie Courter, M.S.

Beef Product Manager, Neogen

Topic: Advancements in Genomics

Mike MacNeil, Ph.D.

Delta G, Miles City, Montana

Topic: Inbreeding and Linebreeding

Harvey Blackburn, Ph.D.

USDA Agricultural Research Service's National Animal Germplasm Program, Fort Collins, CO

Topic: Genetic Diversity in the American Wagyu Population

Joe Heitzeberg

CEO & Co-Founder, Crowd Cow

Topic: Farm to Fork Wagyu in 2020 and Beyond

For the best in Wagyu Destination Dining

Joseph Decuis Farm & Restaurant/Northeast Indiana

With two restaurants, we offer the best of both worlds - our award-winning fine dining restaurant for romantic dinners, business entertaining, family get-togethers and special occasions and also the more casual Emporium for lunches, take-out, local foods, Wagyu cuts, charcuterie and wines.

Our farm is where we raise the food we serve at our restaurants - the 100% fullblood Wagyu raised from start to finish is the star of the show. Winner and Grand Champion of last year's Triple Crown Steak Challenge, our Wagyu are raised humanely, drug free and we are proud to say with lots of love. Add to that 150 varieties of vegetables, herbs and flowers as well as hens for their eggs and Mangalitsa pork, we are truly farm to fork - local and fresh.

In addition, we have two inns, the Farmstead on the farm and the Inn in town near the restaurant. Meticulously decorated, they are the perfect blend of old-fashioned charm and modern convenience with a good night's sleep and they include a hot served breakfast. The town of Roanoke where the restaurant and Inn are located, is a charmingly restored small town with shops, galleries, restaurants, and bars. Fun to explore & visit.

Make your reservation today! If you would like more information, visit our website and we are on Facebook and Instagram. We look forward to seeing you here.

Alice & Pete Eshelman

JOSEPH DECUIS | 191 N. MAIN STREET | ROANOKE, INDIANA
Josephdecuis.com 260-672-1715



"For some of the best Wagyu outside of Japan
the surprising answer is Roanoke Indiana."
Bloomberg Pursuits, Spring 2013



REPORT

President's Report

Welcome to this year's virtual American Wagyu Association Annual Meeting brought to you in cyberspace! 2020 will be a year to remember for the many ways normal life has been unexpectedly disrupted. Our hearts go out to those who have suffered.

We thought 2019 was a great year of progress for the AWA and despite the unprecedented challenges of 2020 our accomplishments eclipsed 2019's progress. We have continued our growth and success for the benefit of all members and the Wagyu brand in America.

During our virtual AGM, I will outline our top 10 accomplishments in 2020. Executive Director, Robert Williams, PHD, as "clean-up hitter," will detail these accomplishments and strategies to drive the AWA forward. ("Go Mr. October!")

As your President for the past two years, I am very proud to have served with the tremendous board you elected and with our experienced, professional staff led by our Executive Director. During my report, I will tell you why this team is a model for future AWA management and governance. One thing for sure, this team has put in the effort: 33 meetings and over 1,000 hours of combined voluntary effort. As my dad always used to tell me, "Success is luck. The harder you work, the luckier you get."

The American Wagyu Association's membership is a diverse group. Members engage in all facets of the Wagyu business serving different markets in creative ways. Over the years some have criticized the AWA as having too broad of a membership – Percentage Producers, Purebred Producers and Fullblood Producers and that "it's impossible to serve all." **I completely disagree!!!** Diversity in our membership is our Association's strength; it gives us many ways to reach customers and create profitable Wagyu businesses. We are not a "one trick pony." We have many ways to be successful and capture Wagyu's potential.

Here is something we should all be proud of. In the current challenging environment, we have enjoyed the largest new member growth in our 30-year history. Today, depending on how Wagyu Breed Associations count members, we believe have the largest membership of any Wagyu Breed Association in the world, and if not the largest, certainly at the top. What this means, is that we have the strength to be a growing force in America's cattle industry, a world leader in the Wagyu industry, and our size and success will be attractive to new stake holders.

What is the value that drives the AWA's progress? It can be capsulized in one word, INTEGRITY. As President over the past two years, I can say with certainty, that every issue, problem, and opportunity has been dealt with honesty and with the interests of the AWA and our members first. The input from AWA members has been positive and productive. We are not perfect, but one thing is certain, we've listened and will continue to do so. A culture of integrity always drives success and I thank the many members who have contributed and engaged in the progress of the AWA.

We have a clear path forward. We have made great progress in the first year of our five-year strategic plan. The AWA 2020-2025 Strategic Plan is one of the best strategic plans I have seen. It is bold, realistic, manageable, and a clear path for success.

Wagyu's future in America is bright and our opportunity is enormous.

- We are a player in an important industry. The USDA calls the cattle industry "the most important agricultural industry accounting for \$66.2 billion in cash receipts representing 18% of the \$374 billion in total cash receipts for agricultural commodities."
 - We are an essential industry!
- The U.S. is the largest beef cattle producer in the world. We produce 20% of the world's beef production.
 - We are an essential industry!
- Wagyu can capture a strong position in the U.S. prime beef market which is a multi-billion-dollar opportunity.
 - This is something any investor would be excited about.
- Americans consume more beef than any country in the world.
 - Our marketplace is in our backyard.

Our job is simply to manage opportunity and growth!!!

As I complete 40 years in business, 16 years as a Wagyu producer, 14 years as an AWA member, three years on the AWA board, and two years as President, I am more convinced today than ever before, that the continued strong, spirited, well thought-out business approach to the management of the AWA will be instrumental in helping members get a bite of that multi-billion-dollar pie!

This is the big picture. During our Annual Meeting we will be very specific about accomplishments, challenges, opportunities and priorities as we continue the work to enhance the integrity of the Wagyu brand and grow the Wagyu industry for the benefit of all AWA members.

See you in cyber space on October 29th, 2020.

Regards,

Pete Eshelman
President, AWA



- Pete Eshelman, AWA President

PRODUCTION SALE OCTOBER 24 | 2020

HERD SIRE PROSPECTS - BRED COWS - HEIFERS - EMBRYOS

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EXCEPTIONAL FULLBLOOD WAGYU

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MEAT PRODUCTION AND
STRICT CULLING STANDARDS,
WE STRIVE TO BETTER OUR
PERFORMANCE AND THE BREED

TASTE WINNER
2019 & 2018 TRIPLE CROWN STEAK CHALLENGE

PEOPLE'S CHOICE AWARD
2019 TASTE OF VERMONT

RESERVE GRAND CHAMPION, GRAIN FED
2019 AMERICAN ROYAL STEAK CONTEST



blazing the trail since the beginning
improving upon original sires with each generation

specializing in
FEMALE SELECTION UTILIZING ULTRASOUND DATA
females come equipped with data

to assist the buyer in their selection

concentrating on **MARBLING - RIB EYE - GROWTH**



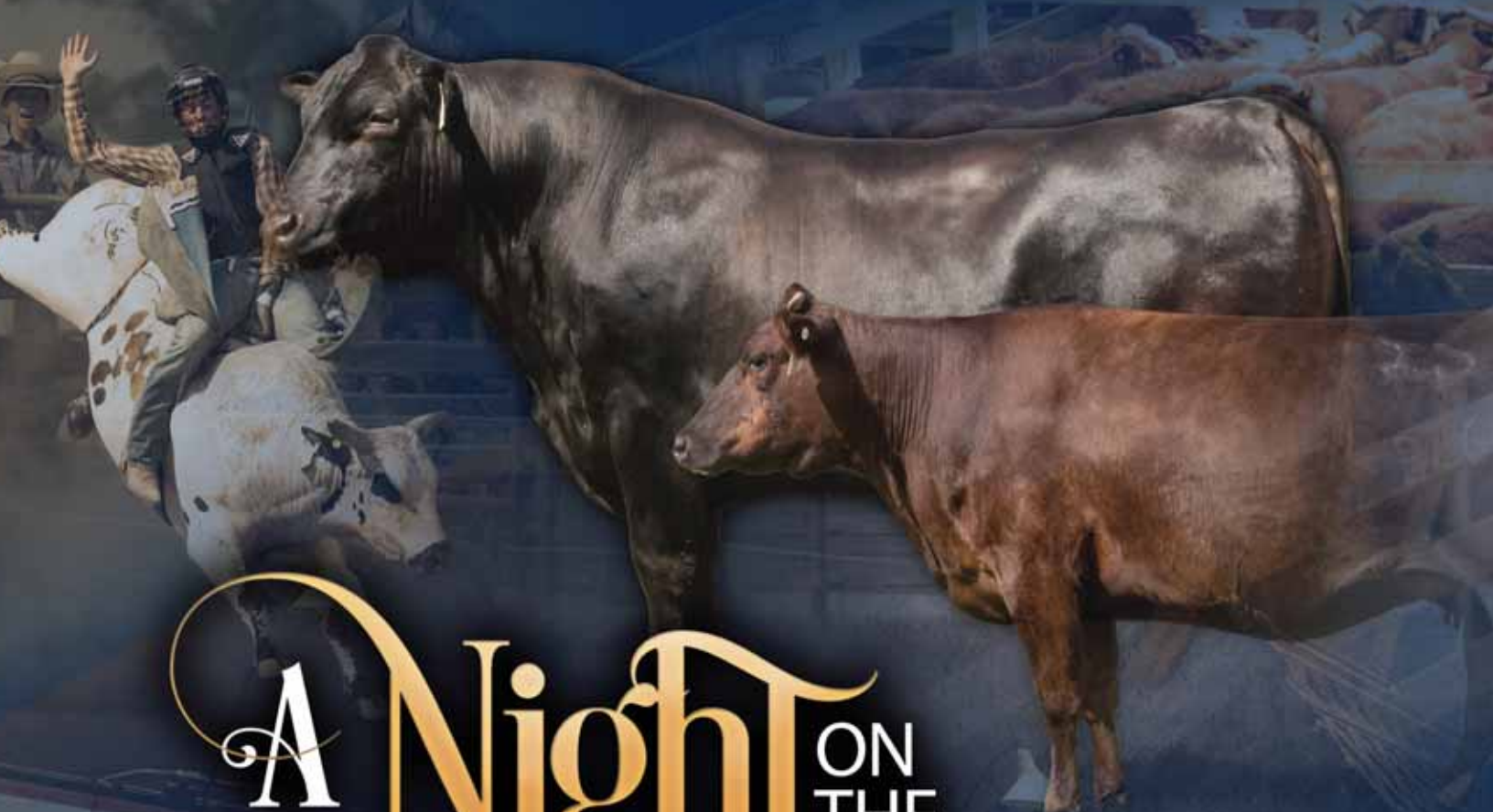
BROADCASTING LIVE



MORE INFO:

www.jdaonline.com





A Night ON THE TOWN Sale III

WAGYU EDITION

IN CONJUNCTION WITH THE Wrangler 2020 NFR Experience

Selling 50 of the Finest of Wagyu Genetics!!

12.05.2020

SCHEDULE

- 11:30 a.m. Complimentary hors d'oeuvres & refreshments
- 1:00 p.m. **A NIGHT ON THE TOWN SALE Starts**
- 6:45 p.m. National Finals Rodeo starts (20 minutes from the sale)

SALE LOCATION & ACCOMODATIONS

Springhill Suites Fort Worth Historic Stockyards 682.255.5100
2315 North Main Street, Fort Worth, TX 76164

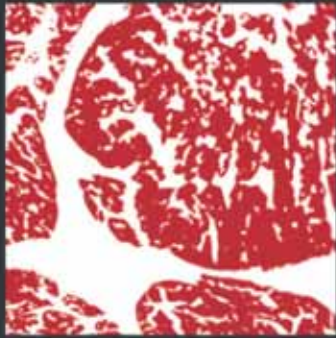
** Cowboy Christmas will be located near the sale site

AUCTIONEER, Doak Lambert | 972.839.6485

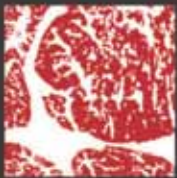
BRANDING & MARKETING ...



Sales Representative	Randall O. Ralliff		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



MARBLE GENETICS



MARBLE GENETICS

Dish to Plate Genetics

From day one our goal has been to develop a herd that will perform at the ranch and on the rail.

USDA approved embryo export facilities, a unique feeding concept and objective carcass grading, using one of the few Japanese carcass cameras in the US, are all tools we utilize in producing genetics that have both a local renown and global reach.

GENETICS AVAILABLE

BRED FEMALES, PAIRS, BULLS, HEIFERS, FROZEN GENETICS & STEERS (ALL STAGES)

Contact us to see how our embryos, pregnancies, females, and bulls can move your genetics from **Dish to Plate**.

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Contact: Kyle Journey
Marble Ranch, IOLA, TX
(979) 450-3842
kyle@marbleranch.com
www.marbleranch.com

REPORT

Executive Director Report

Welcome to the 2020 Annual General Membership and Conference of the American Wagyu Association. As we look forward to this virtual AGM & Conference we do want to remember those who have suffered personally with COVID-19. If you're like me you have friends and family who have had to deal with this infectious disease. Our thoughts and prayers go out to them.

As an association and as producers, we've faced many business and marketing challenges unlike those we've faced in the past. I'm confident that those will one day be distant memories and we won't remember the challenges as much as we do the opportunities.

"Keep Going. Your hardest times often lead to the greatest moments of your life. Keep going. Tough situations build strong people in the end."

- Roy T. Bennett, *The Light in the Heart*



- Robert Williams,
AWA Executive Director

We are blessed with a membership that believes in this breed of cattle and are ready to put their hearts and souls into helping drive membership growth. This has paid off with the largest membership in the history of the American Wagyu Association!

I've heard from many Wagyu producers this year who have reported increased online demand or increased sales directly to consumers, it's changed the way some will do business in the future. The challenges of access to harvest facilities will settle back to some normalcy as supply and availability find their balance once again. We've seen and heard reports of new smaller and midsize facilities coming available to address some of the concerns which became evident under COVID-19.

The United States is the world's largest producer of beef and the world's largest consumer of beef, roughly 21% of the beef consumed in the world. The opportunities to expand the market of Wagyu beef is in front of us! Couple this with the expansion of on-line markets and an increased demand for farm-to-fork programs as producers we've perhaps never had a better opportunity than we have today!

The enthusiasm for this incredible breed is evident, and the opportunity to join other Wagyu breeders perhaps has never been greater. For those unfamiliar with Wagyu it presents a paradigm shift in the way production of beef is viewed. While many more conventional producers, and rightfully so, place much of their focus on efficiency of lean pounds produced, the Wagyu producer's focus is on efficiency of producing the world's highest quality beef, the driver of profitability shifts. But the opportunity to capture additional value from the carcass is real and financially rewarding for those who take on the challenge.

In my career I've been involved with several breeds as either a producer or as a representative of an association. I've never seen this much interest in a breed of cattle from either the media or consumers as I've witnessed here at the American Wagyu Association. We are contacted on a regular basis by those wanting to know more about Wagyu and Wagyu beef. It's incredibly rewarding to know you have a product that's in demand. As an association and as producers our challenge is to fill that demand.

The theme for this year's conference is The Art and Science of Producing World Class Wagyu.

We can trace our understanding of genetics back to Gregor Mendel and his pea plants in a small garden plot. We can also trace much of the art in producing Wagyu beef back to farmers in Japan who created these extraordinary animals and their management to capitalize on the genetics. Blending world leading genetics for quality with a management program to produce the best product in the world is our focus.

We've assembled a world-class group of speakers that are among the very best in their field and we are delighted they have agreed to prepare presentations for us. You will want to hear what they have to say on topics such as nutrition, management, genetics, and marketing. Be sure to review their biographical information in this program.

We look forward to your presence at the the 2020 Virtual AGM & Conference.

"Someone's sitting in the shade today because someone planted a tree a long time ago."

- Warren Buffett



First ever

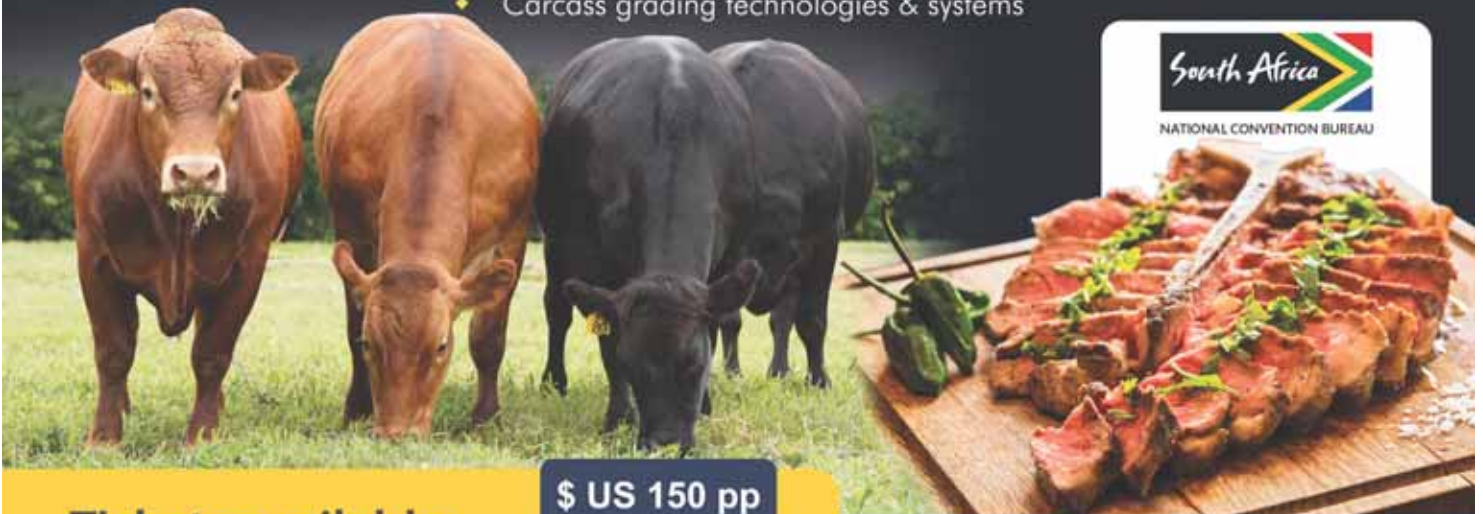
Wagyu Virtual INTERNATIONAL CONFERENCE

In partnership with: South African Wagyu Society & South African National Convention Bureau

10 - 12 November 2020

HIGHLIGHTS INCLUDES:

- ♦ Why Wagyu can make the claim that it has a superior product
 - ♦ International Wagyu cookoff by the world's best chefs
- ♦ The reasons to be optimistic about Wagyu's international demand
 - ♦ The case for Wagyu as part of a healthy diet
 - ♦ Carcass grading technologies & systems



Tickets available:

\$ US 150 pp

<https://www.quicket.co.za/events/114068-wagyu-virtual-international-conference>

+27 (0)51 492 1852 | +27 (0)76 408 4123
www.wagyu.org.za

Wagyu Virtual International Conference

10-12 November 2020

Forward by

Pete Eshelman, American Wagyu Association President

It is my honor as President of the American Wagyu Association, to welcome all Wagyu producing countries participating in the second Wagyu World Congress with a special thank you to the South African Wagyu Association for stepping up to host and manage this historic event.

The first Wagyu World Congress was held in Australia in May of 2015. We are all indebted to the Australian Wagyu Association for their vision and leadership in initiating the first and successful Wagyu World Congress.

The American Wagyu Association solidly supports the purpose of the Wagyu World Congress. We believe this Congress provides an appropriate business structure to enable Wagyu producing countries to share ideas and work together on common goals.

I was in professional sports in the U.S. and I learned about the value and strength of teamwork and collaboration. On a global stage, the greatest example to me is the International Olympic Committee (IOC) whose purpose is to bring countries in the world together through peaceful athletic competition. In my insurance career my company insured two Olympic games and I experienced first-hand the diplomatic value of global collaboration.

I see the same diplomatic value in what this Congress brings to the world of Wagyu. While each country represented in this Congress has different markets and approaches, common goals bring us together. We want to grow the Wagyu industry and protect and enhance the Wagyu brand.

Sharing ideas and working together on strategic initiatives, will help each of our countries become stronger as we pursue the enormous potential of Wagyu as the true "international culinary treasure." This is culinary diplomacy at its best - "bringing the world together with Wagyu."

You will enjoy this Congress. Michael Bradfield, Executive Director of the South African Wagyu Society and his team, have developed a very robust, informative, and important business agenda and we look forward to an exceptional second Wagyu World Congress.

Regards,
Pete Eshelman
President, American Wagyu Association on behalf of the American Wagyu Association

Wagyu refers to all Japanese beef cattle.
"Wa" means Japanese and "gyu" means cow.

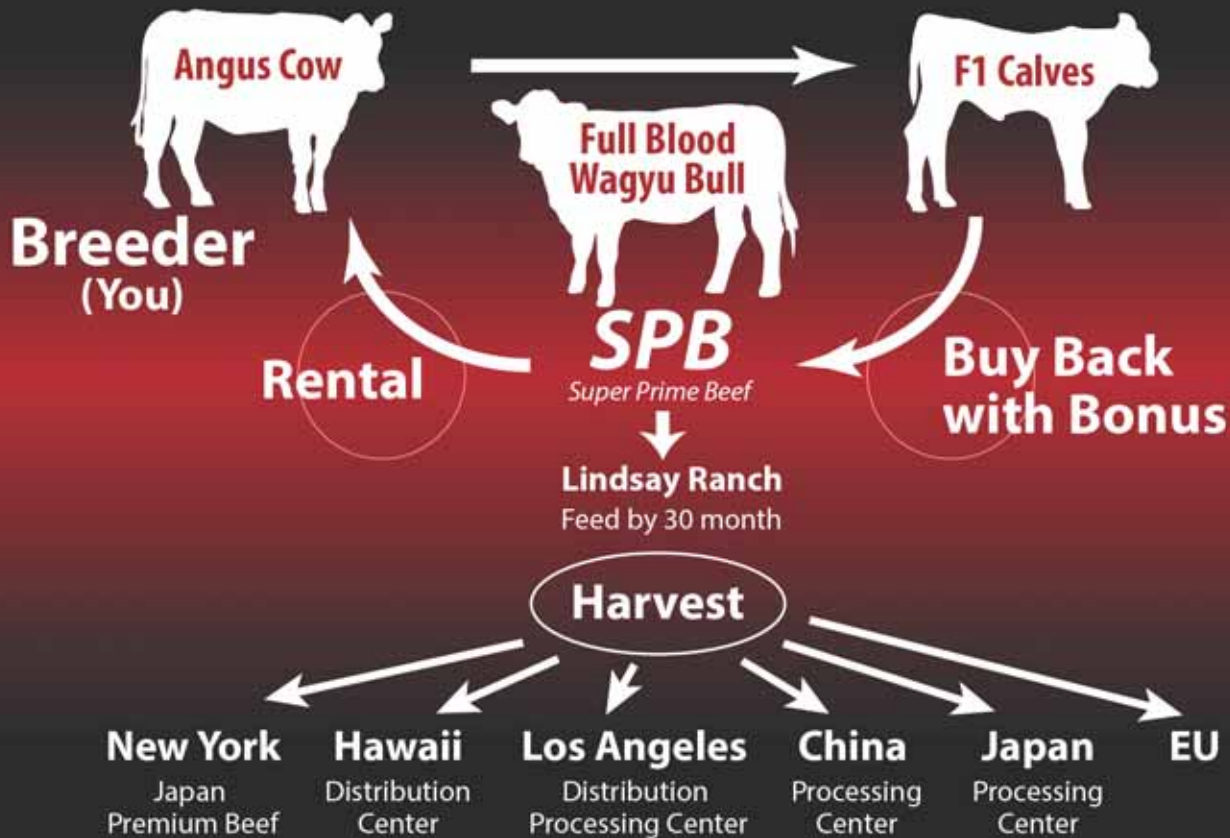
和牛



SUPER PRIME BEEF INC, **[WASHUGYU]** are looking for breeders that will join our **[WASHUGYU BREEDING DIRECT CHAIN SYSTEM]**

Super Prime Beef Inc owns the Washugyu(和州牛)Trade Mark. Our company processes WASHUGYU and sells to Domestic, EU and Asian Countries.

WASHUGYU BREEDING DIRECT CHAIN SYSTEM



Contact Information

Lindsay Ranch

73375 Lidsay Feedlot Lane, Lexington, OR 97839
 TEL: 541-989-8478
 E-mail: lindsayranch@machmedia.net
 Contact: Corrine Lindsay

Turri Family Farms

P.O. Box 2158, Flournoy, CA 96029
 TEL: 530-570-1276
 E-mail: tony@turrifamilyfarms.com
 Contact: Tony Turri

Washugyu Official Feedlot

Lindsay Ranch

73375 Lidsay Feedlot Lane, Lexington, OR 97839
 TEL: 541-989-8478
 E-mail: lindsayranch@machmedia.net
 Contact: Corrine Lindsay

Masami Ranch

18250 Rancho Tehama Road Corning, CA 96021
 TEL: 530-585-2532
 E-mail: yoshinori311@msn.com
 Contact: Nori Kanda

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[Washugyu Breeding Chain System]



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WAGYU *safe* 2.0

10.29.2020

LIVE ONLINE AT WWW.WAGYU365.COM at 7:00 P.M. E.S.T.

4 EXPORTABLE IVF Embryos ...

S: Tyddewi N4431 **X D:** LMR Ms Michifuku 0162X FB11181

4 EXPORTABLE IVF Embryos ...

S: Tyddewi N4431 **X D:** LMR Ms Kitaguni 1252Y FB13108

4 EXPORTABLE IVF Embryos ...

S: Tyddewi N4431 **X D:** LMR Ms Kitaguni 8723F FB58032

4 EXPORTABLE IVF Embryos ...

S: Itozurudoï TF151 **X D:** LMR Ms Michifuku 0162X FB11181

4 EXPORTABLE IVF Embryos ...

S: Tyddewi N4431 **X D:** LMR Ms Kitaguni 8724F FB58032

4 DOMESTIC IVF Embryos ...

S: Itozurudoï TF151 **X D:** LMR Ms Kitaguni 1252Y FB13108

8 DOMESTIC IVF Embryos ...

S: Itozurudoï TF151 **X D:** LMR Ms Kitaguni 8168U FB8968

8 EXPORTABLE IVF Embryos ...

S: Tyddewi N4431 **X D:** LMR Ms Kitaguni 8168U FB8968

8 DOMESTIC IVF Embryos ...

S: Itozurudoï TF151 **X D:** LMR Ms Kimifuku 6101D FB44227

4 DOMESTIC Conventional Embryos ...

S: LMR Ms Itoshigefuji 0206X FB11739 **X D:** Mayura L0010

4 DOMESTIC Conventional Embryos ...

S: LMR Ms Kitaguni 1252Y FB13108 **X D:** TF Itohana 2

4 DOMESTIC Conventional Embryos ...

S: LMR Ms Kitaguni 1265Y FB13110 **X D:** TF Terutani

Robert Estrin, Owner | Stan Hartman, Ranch Manager | Reid Marton, COO
505.281.1432 ... Ranch | 415.314.8989 ... Reid Martin ... reid@lonemountainwagyu.com
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LONE MOUNTAIN IS PROUD TO BE "THE" SOURCE FOR THE FINEST IN ALL DNA-CERTIFIED FULLBLOOD JAPANESE BLACK WAGYU.

2020-2025 AWA Strategic Plan

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

FORWARD

AWA Five Year Strategic Plan

Success of the American Wagyu Association will largely be achieved through a series of decisions by the membership and AWA Board of Directors. Success requires leadership and innovative thought to address changes in the production, management, technology, and marketing of Wagyu cattle.

As an association we must recognize challenges and opportunities.

Last year the AWA Board of Directors adopted a dynamic and robust five-year Strategic Plan that is a living document to be reviewed and updated on an annual basis. Giving direction and focus for the AWA's future is the key objective. The execution of the plan will involve significant input and involvement of AWA elected leadership and members.

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.

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.

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.

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) National Cattle 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 National Cattle Evaluation (WNCE)
 - 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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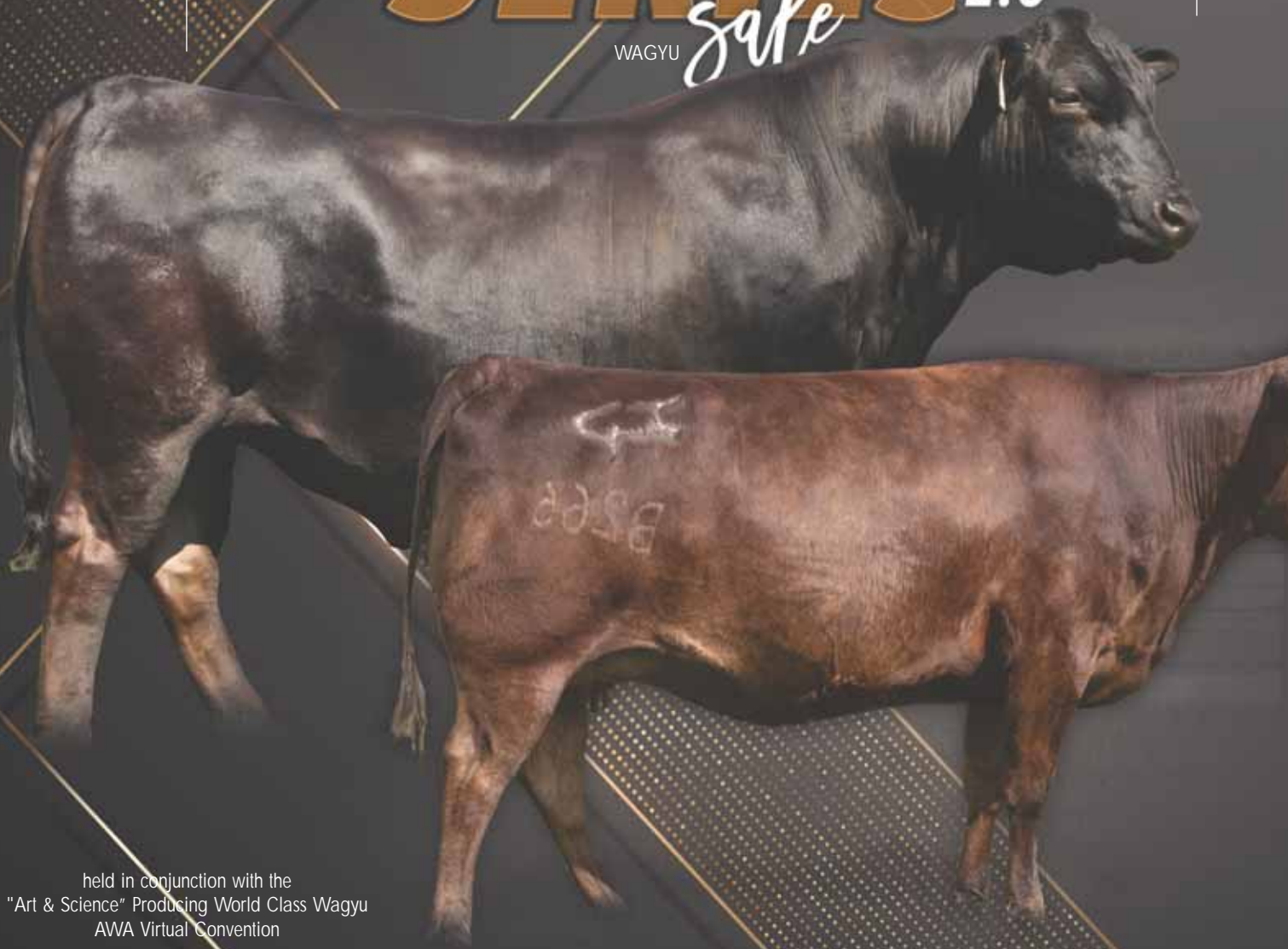
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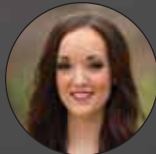
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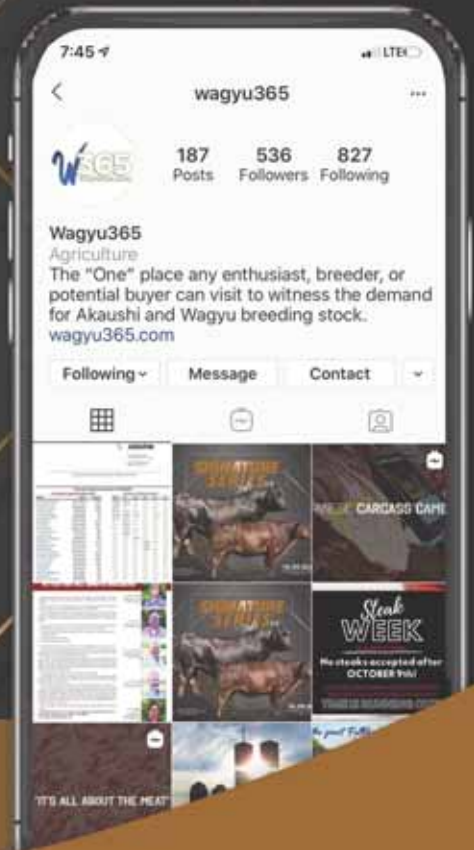
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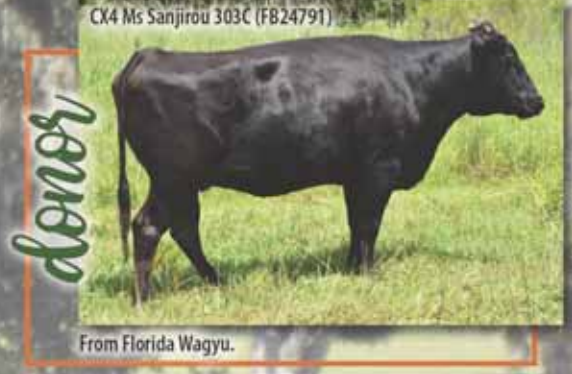
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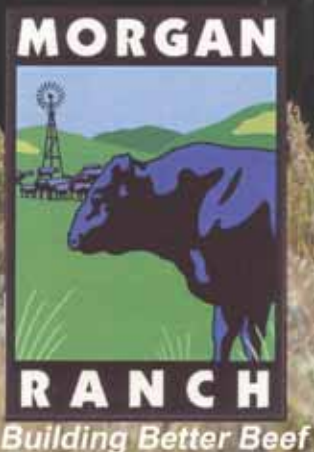
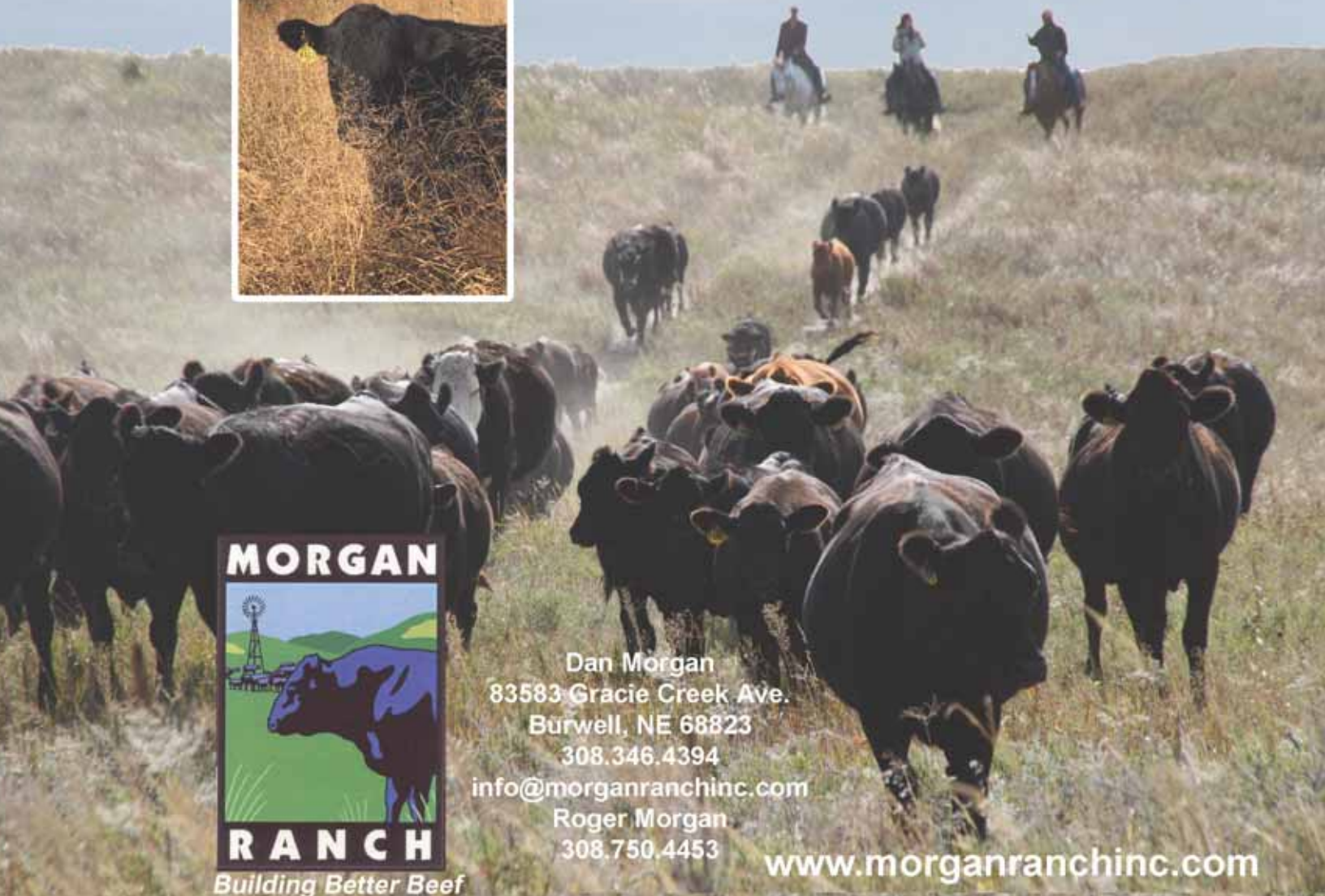
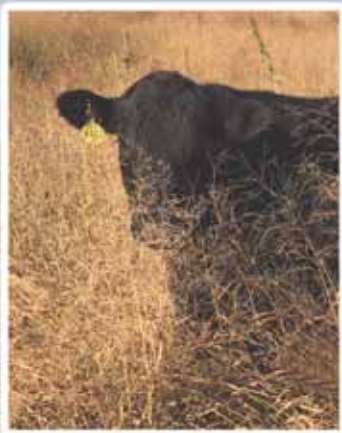
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S P E A K E R S

Guest Speakers

FRANCIS FLUHARTY, PH.D.

Animal & Dairy Science / Professor & Department Head / University of Georgia

TOPIC: Nutrition of the Cow Herd, and Implications for Reproductive Performance, Fetal Development and Calf Performance



Dr. Francis L. Fluharty, head of the Animal and Dairy Science Department at the University of Georgia, came to UGA in May 2018. He was raised on a cow-calf and stocker operation in Eastern Ohio. He had a 35-year career at The Ohio State University prior to coming to UGA. He received his BS (1982), MS (1987), and PhD (1993) degrees from The Ohio State University. In 1982 he was hired as the manager of the OSU feedlot in Wooster, Ohio, and he completed his graduate degrees while being a full-time feedlot manager. After completing his PhD., he joined the faculty of the Animal Sciences Department, and from 1999 through 2018, has served as Coordinator of the Ohio Beef Industry Center at The Ohio State University. In this role, he coordinated Extension, research, and educational activities affecting Ohio's beef industry, obtaining over \$7.3 million in grant funds from both private and public entities, and developed interdisciplinary teams comprised of departmental faculty, county extension educators, not-for-profit organizations, and industry commodity group associations. He has facilitated multidisciplinary research and outreach education programs that link agriculture with consumers. He has worked with agriculturally-based economic development in the U.S. and South America. He has authored 72 peer-reviewed manuscripts, 68 abstracts, and 80 proceedings, popular press, and research reports.

Dr. Fluharty has consulted in feedlot nutrition and management, and forage-based production systems throughout the U.S., Canada, Japan, Chile, Brazil, Argentina, Uruguay, The Netherlands, Belgium, Germany, Ireland, England, France, and Italy, and has given 89 international invited talks as well as 72 invited talks in the United States. His invited talks cover all aspects of ruminant nutrition and management, as well as marketing branded meat products. Dr. Fluharty's primary Extension programming was through the creation of both cow-calf and feedlot management schools throughout Ohio. These schools required producers to attend an eight-week course with 24 hours of instructional time. Dr. Fluharty was also instrumental in development of the Ohio Heifer Development Program, and he was instrumental in establishing the Ohio Professional Beef Producer (OPBP) Program. One of the main objectives of the OPBP program is to provide for consistency of information to our beef producers while offering advanced educational opportunities and getting Ohio's producers recognition for their professionalism and the quality of the cattle they produce in order to enhance marketing opportunities. Over the past 12 years, over 950 cattle producers have attended cow-calf and feedlot management schools sponsored jointly by The Ohio State University and the Ohio Cattlemen's Association, and achieved membership in the OPBP program.

MATT SPANGLER, PH.D.

Professor, Extension Beef Genetics Specialist / University of Nebraska

TOPIC: The Value of Phenotypes in A Genomic World



Matt Spangler grew up on a diversified crop and livestock farm in Kansas. He received degrees from Kansas State University (BS; 2001), Iowa State University (MS; 2003), and the University of Georgia (PhD; 2006) and is currently a Professor and Extension Beef Genetics Specialist at the University of Nebraska. He works as part of a team with colleagues at UNL and US MARC to improve genetic/genomic selection tools and methods and currently leads a USDA funded project to develop web-based decision support tools for genetic selection.

S P E A K E R S

Guest Speakers

MARK GARDINER

Gardiner Angus Ranch / Ashland, Kansas

TOPIC: Data Based Selection and Technology Application Used for Progress at Gardiner Angus Ranch



Mark Gardiner is the president of Gardiner Angus Ranch, Inc. This family-owned, generational beef operation is located in Ashland, Kansas. Gardiner graduated with a B.S. degree in Animal Sciences and Industry from Kansas State University in 1983.

In early 2000, Mark assumed management of the day to day ranch operations from his father, Henry Gardiner. Under Mark's direction, the ranch has grown an embryo transfer program that makes over 3,500 transfers a year, making it one of the largest AI/ET beef operations in the world. In the last decade, Mark has overseen the modernization of the ranch's infrastructure, enabling many cost effective and more efficient business practices.

Gardiner is a founding board member and stockholder of U.S. Premium Beef; a fully integrated producer owned beef packing company. USPB has processed over 17 million head to date and returned over 800 million dollars in premiums to the beef producers that marketed these cattle. Gardiner still serves on the USPB board, currently serving as the Chairman. Mark is a former board member of the American Angus Association, former chairman of the NCBA Seedstock Council and former President of the Kansas Angus Association. Additionally, Gardiner is active in the Beef Improvement Federation.

The ranch breeds over 4,500 head of Angus females each year and calves approximately 2,000 cows each fall and spring. The balance of the females is marketed in four sales annually. Both registered and commercial Angus are settled by either embryo transfer or artificial insemination. In other words, no clean up bulls have been used since 1964—more than half a century!

The commercial cows not settled by ET are artificially inseminated. Steer calves are placed in feed yards and carcass data is collected on all ranch AI sires. Since 1970, carcass data has been collected on all the ranch's home raised steers. This carcass data accounts for 43% (over 12,000 head) of the current American Angus Association database.

Gardiner Angus Ranch now markets over 2,600 Angus bulls a year. To date, GAR has produced over 120 bulls that have served or are now in AI bull studs, including bulls at Select Sires, ABS, and GENEX.

Gardiner Angus Ranch was named one of seven regional winners of the NCBA Cattle Business of the Century award. Also, Gardiner Angus Ranch received the National Cattlemen's Foundation Vision Award.

WILLIAM HERRING, PH.D.

Director of Genetic Development, PIC / Hendersonville, TN

TOPIC: How Science Continues to Impact Livestock Production



Dr. William Herring joined PIC as Director of Genetic Development in September 2012. In this role, he leads the global genetic improvement team and program for PIC's product portfolio. PIC is the international leader of genetic improvement in swine breeding stock as well as providing world class technical support to the global pork supply chain. PIC combines quantitative analytics with leading-edge biotechnology to develop breeding stock that helps its customers maximize profitability. The company, a division of Genus plc and founded by UK pig farmers in 1962, operates in 30 countries on six continents.

SPEAKERS

Guest Speakers

JAMIE COURTER, M.S.

Beef Product Manager / Neogen

TOPIC: Advancements in Genomics

Originally from Henderson, North Carolina, Jamie received a bachelor's degree in Animal Science from North Carolina State University. It was here that her passion for the beef industry began. Following graduation, she went on to obtain a Master's degree in Animal Breeding and Genetics from South Dakota State University. During her tenure there she interacted with and learned from producers of all ages and backgrounds. Her thesis research was conducted at the U.S. Meat Animal Research Center in Clay Center, NE, working with leading geneticists to perfect calculations of GE-EPD's. This knowledge and experience led to her decision to attend the University of Nebraska-Lincoln for a doctoral degree, where she worked alongside Drs. Ron Lewis, Matthew Spangler, and Temple Grandin to better quantify docility for genetic evaluations. Following graduation, Jamie accepted a position as beef product manager at Neogen and is excited to bring her passion and experience to the industry, while also absorbing years of knowledge from existing industry leaders to not only educate others, but utilize herself.



MIKE MACNEIL, PH.D.

Delta G / Miles City, Montana

TOPIC: Inbreeding and Linebreeding

Dr. Michael MacNeil received his BS in agriculture from Cornell University in 1974, MS in animal science from Montana State University in 1978, and Ph.D. in animal breeding and genetics from South Dakota State University in 1982. From 1980 until 1988, he worked at the U.S. Meat Animal Research Center at Clay Center, NE as statistician and research animal scientist in the production systems unit. Dr. MacNeil then transferred to Fort Keogh Livestock and Range Research Laboratory at Miles City, MT where he served as research geneticist and led the Line 1 Hereford breeding program. After retiring from USDA Agricultural Research Service in December 2011, he founded Delta G to continue working in quantitative genetics, statistics, and systems analysis with breed associations, private industry and government research organizations, both domestically and internationally. He is author or coauthor of more than 170 articles appearing in the refereed scientific literature and this work has been cited more than 4200 times. Dr. MacNeil has been awarded the Continuing Service and Pioneer Awards by the Beef Improvement Federation and the Rockefeller-Prentice Animal Breeding Award by the American Society of Animal Science (ASAS). He was named a Distinguished Alumnus of South Dakota State University for his outstanding professional achievements in 2010 and an honorary member of the South African Society for Animal Science in 2012. In 2017, he was named a Research Fellow of the ASAS.





S P E A K E R S

Guest Speakers

HARVEY BLACKBURN, PH.D.

*USDA Agricultural Research Services' National Animal Germplasm Program
Fort Collins, CO*

TOPIC: Genetic Diversity in the American Wagyu Population

Since 1999, Dr. Blackburn has managed the USDA Agricultural Research Service's National Animal Germplasm Program, located in Fort Collins, CO. The mission of the program is to conserve and assess animal genetic resources of the United States. Prior to his current assignment, he worked for ARS in Idaho, and the World Bank in Washington, D.C. He received his Ph.D. from Texas A&M University in Animal Breeding and Genetics. He is originally from eastern Colorado.



JOE HEITZBERG

CEO & Co-Founder, Crowd Cow

TOPIC: Farm to Fork Wagyu in 2020 and Beyond

Joe Heitzberg is the CEO and co-founder of Crowd Cow, a company offering the widest assortment of local, sustainable and premium beef, pork, chicken and seafood direct from the producer, delivered to your door. Prior to Crowd Cow, he was the co-founder and President of Madrona Venture Labs, a startup incubator and was the co-founder and CEO of MediaPiston (acquired by UpWork in 2012, IPO in 2018) and Snapvine (acquired by WhitePages in 2008). Joe graduated from the University of Washington with a degree in Computer Science and has a MBA from MIT.



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WAGYU *Donations*

All donated items will be sold following the Signature Series 2.0 Wagyu Sale, October 29th starting at 7:00 P.M. E.S.T.

Proceeds will benefit the AWA and the Junior Wagyu Association. Log onto www.wagyu365.com to the auction section to bid online or call any of the Wagyu365 team members if you have any questions.

Donation A

JEWELRY CHAIN | Value \$750 | Donated by Shannon Bagby of Kansas City, Mo

About the Designer

Shannon Bagby, the woman behind Maggie Jones fine jewelry, is a hard-working creative who recalibrated her life after a near-fatal accident in college. Her Grandmother, the real Maggie Jones, inspired and encouraged her to follow a more truthful path – healing first, finding her passion, and then a working towards fully weaving that into her life. She began by taking classes at the University of Kansas and later at the new approach school in Tennessee. She honed her skills while apprenticing as a metalsmith and stone setter in Kansas City.

Her love for jewelry led her to launch her own design business. She named it after her beloved Grammie Maggie to remind herself of her journey and her grandmother's constant love and support. One way she has realized she can help spread that supportive and positive ideology is through working with children. She has taught numerous workshops on metalsmithing to young children for many different organizations including the girl scouts and the boys and girls club.

In addition to manufacturing her collection, Shannon has continued her education at the Gemological Institute of America and will graduate with the GIA Graduate Gemologist Certificate, one of the most prestigious credentials in the industry. She was recently accepted into the American Craft Council and has participated in fairs across the south and midwestern United States. Her collections have been featured in the KC Magazine and the September Issue of British Vogue.

Shannon lives and works out of her studio in her historic home in Kansas City, Missouri. When she's not setting stones, she can be found in her extensive garden, taking care of her chickens and her new puppy, Pearl, and laughing amongst her friends whom she frequently hosts for meals on her back porch.

About the Jewelry "The Oklahoma Collection"

This piece is from a special collection called "The Oklahoma Collection," named for where the stones come from. The stones are from my dad's family ranch in Freedom, OK. There are natural salt flats on the property giving the mica a unique luster and hardness much different from mica found in other parts of the world.



WAGYU *Donations*



Donation B

BREEDER'S GUIDE **INSIDE FRONT COVER** | Value \$350
Donated by the American Wagyu Association, Post Falls, ID

Donation C

BREEDER'S GUIDE **OPPOSITE INSIDE FRONT COVER** | Value \$350
Donated by the American Wagyu Association, Post Falls, ID

Donation D

BREEDER'S GUIDE **MIDDLE TWO PAGE SPREAD** | Value \$700
Donated by the American Wagyu Association, Post Falls, ID

Donation E

BREEDER'S GUIDE **INSIDE BACK COVER** | Value \$350
Donated by the American Wagyu Association, Post Falls, ID

Donation F

BREEDER'S GUIDE **BACK COVER** | Value \$350
Donated by the American Wagyu Association, Post Falls, ID

WAGYU *Donations*

Donation G

TROPHY WHITETAIL DEER HUNT | Value \$3,000
Donated by Bob Mehall of Still Waters Ranch, Bulverde, Texas

This \$3,000 gift certificate can be applied to a four-day, three-night trophy whitetail deer hunt at Still Waters Ranch in Bulverde, Texas. Abundant white-tail deer in a high fence hunting preserve will allow you the opportunity to take a trophy buck up to 150" SCI for \$3,000 or up to 200" SCI for \$6,500. Bigger bucks up to and over 300" SCI are possible. This fully guided hunt includes first class accommodations in an outstanding setting on a historical ranch founded in the 1860's. Accompanying guests and/or additional hunters are welcome and arrangements can be made for them to join you on your hunt of a lifetime.

For a more detailed description of the ranch facilities as well as photos of representative deer that might be seen and taken are available on the ranch website www.stillwatersranchtx.com and also at www.vrbo.com/1292442.



Donation H

FISHING TRIP
Donated by Ralph & Helene Valdez
of Crescent Harbor, Oak Harbor, WA

Come Salmon fishing in Washington state with Ralph and Helene Valdez. Visit Crescent Harbor Ranch and dine on excellent seafood and Wagyu.





WAGYU *Donations*

Donation I

WAGYU WEEKEND GETAWAY FOR TWO | Value \$1,500 Donated by Alice & Pete Eshelman of Joseph Decuis in Columbia City, IN

Joseph Decuis, Grand Champion winner of the 2019 Triple Crown Great Steak Championship, offers an idyllic get-away from your farm – to ours - for an auction item. Joseph Decuis Wagyu Farm raising full blood Wagyu in northeast Indiana, provides a world-class culinary experience, especially for Wagyu connoisseurs.

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Your dinner is at our award-winning restaurant, Joseph Decuis in nearby Roanoke, Indiana, a charming Hoosier village known for its local, attractive shops and galleries. Our fine-dining restaurant is a AAA Four Diamond and Wine Spectator Best of the Award of Excellence recipient and you will enjoy sumptuous Wagyu degustation dinners plus lunches next door at the more casual Emporium for Wagyu burgers, Wagyu Reubens, salads, etc. A total WAGYU extravaganza!

Anything special you would like to see or do while you are here? Let's talk! We have beautiful trails in the woods for nature and athletic enthusiasts, horses for a horse drawn carriage ride, and more. We look forward to seeing you here!

Alice & Pete Eshelman, Owners



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