



WAGYU
the marbling breed

the world's best tasting tender beef

AUSTRALIAN WAGYU ASSOCIATION

MARKETING WAGYU

To achieve the best results from your Wagyu investment a structured approach to marketing your product is often beneficial. This section provides brief process to assist in developing and delivering a Wagyu Marketing Plan.

MARKET PLANNING

MARKET RESEARCH

Research your market using the wide range of Wagyu Australia sources:

- The AWA website  www.wagyu.org.au
- Wagyu supply chain contacts at  www.wagyu.org.au/Marketplace
- Call and/or meet with contacts to introduce yourself, understand their views, information and services; and build their confidence in you and your product
- Attend the annual AWA National Conference – build contact networks and receive business development information
- Become a member of the  **Australian Wagyu Association** to receive regular information on the Wagyu industry in Australia and globally

MARKET POSITION

Define your market position ie. where you want to be in the market. Be a price maker, not a price taker.


BRAND DEVELOPMENT

Establish your brand – This is not just your logo, it is the image you want your customers to see and the emotions you want them to feel when they think of you and your product eg. High integrity, always delivers the product as specified. Friendly, easy to deal with. Knows their product.

MARKETING OBJECTIVES

Set market objectives ie. what you want to achieve from your marketing. Aim always to create “top of mind awareness” for your product/brand so that your customers will always think of you when considering purchase of your type of product.

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PRODUCT

Define the product for sale, such as:

Registered seedstock

- Bulls/females
- Semen from registered sires
- Embryos from registered sires and dams

Commercial breeding females eg. Wagyu Fullblood 100%, Crossbred Wagyu 50+% F1 – registered to confirm Wagyu breed content



Animal registration offers very real commercial benefits - see benefits of registration

www.wagyu.org.au/breeding-wagyu/seedstock-sires-dams/benefits-of-registration



Export breeding cattle – AWA registered and ILRIC/ACGEA certified

www.ilric.com/index.php?option=com_content&view=article&id=5&Itemid=6

to ensure breed and animal quality for long term repeat customers.

Feeder steers and heifers - AWA Wagyu Breed Verified to confirm Wagyu breed content

Export steers - AWA Wagyu Breed Verified to confirm Wagyu breed content

Finished carcasses – from AWA Wagyu Breed Verified animals to confirm Wagyu breed content

Branded boxed beef – carrying the AWA Wagyu Verified trademark to confirm Wagyu breed content

Feedlot services – delivering AWA Wagyu Breed Verified animals to confirm Wagyu breed content

TARGET MARKET

Define the target market – who will buy your product?

PRODUCT PRICING

Establish the price levels you will require for your product.

MARKETING CHANNELS

Define your marketing channels – how will you reach your target market?

MARKET REACH

Determine how you will reach out to your defined market to find you buyers and attract them to purchase your product. This generally involves advertising.

ADVERTISING YOUR WAGYU BRAND/PRODUCT WITH THE AUSTRALIAN WAGYU ASSOCIATION

The association provides a wide range of advertising services to ensure you and your product are clearly identified in the Wagyu marketplace. These range from delivering immediate impact to building longer term, solid and ongoing brand recognition:

Immediate – **AWA EMAIL NETWORK** – classified buy/sell advertisement reach 500 specialist Wagyu members domestically and in 25 countries

Monthly – **AWA WAGYU eNEWS** reach 1800 specialist Wagyu members domestically and in 25 countries plus broader industry contacts

4 Monthly – **AWA WAGYU UPDATE MAGAZINE** – strongly demanded by members reach 500 specialist Wagyu members domestically and in 25 countries

Continuous – **AWA WAGYU WEBSITE** - central repository of AWA Wagyu information reach 1300 visits per month

Continuous – **ONLINE WAGYU SALE CATALOGUES** – with real time interactive access to animal pedigree and performance EBVs reach 1300 visits per month

- Semen catalogues
- Sale catalogues
 - private treaty – buyer negotiates privately with seller*
 - public sale – generally by auction, may be single or multi-vendor. AWA can also extract Lot data from these on-line catalogues and provide them to your printer to develop an expanded paper-based catalogue.*

Annual Milestone Event – **AWA WAGYU FULLBLOOD 100% INTERNATIONAL SALE** reach world-wide

- Culminates at National Conference
- Advertised domestically through
 - All AWA communications channels*
 - Fairfax Agricultural Media – Rural Press*
 - Beef Central*
- Internationally through
 - AWA communication channels*
 - Wagyu World magazine and email network*
 - American Wagyu Association magazine and email network*