



#wagyuEdge

ANNUAL AWA CONFERENCE & TOUR

The 2021 WagyuEdge annual conference brings together the very best in speakers specific to the Wagyu sector.

DAY 1

<p>Dr. Sophia Edwards Marketing and Technical Manager Vetoquinol– ANZ</p>	<p>Taking the Wagyu breed into the future with assisted reproduction</p>	<p>Day 1, Session 1</p>
<p>With extensive practical experience as well as a PhD and postdoctoral fellowship studying Fixed Time AI in beef cattle, Dr Edwards is considered one of Australia’s leading reproduction experts.</p> <p>Sophia’s expertise combined with her local and global connections, have seen her develop a reputation for improving and solving even the most complex reproductive issues within beef herds.</p>		

<p>Laura Penrose Genetic Projects Manager Australian Wagyu Association</p>	<p>2021 – 2031 Wagyu Progeny Test Program</p>	<p>Day 1, Session 1</p>
<p>Laura has recently joined the team as the AWA Genetic Projects Manager to manage the AWA-Progeny Test Program and assist with genetic research and analysis of data. Laura holds a Bachelor degree in Genetics and Animal Science & Veterinary Studies as well as a First Class Honours Degree in the field of Quantitative Genetics from the University of New England. Laura and her partner Jason run a beef cattle stud on the Northern Tablelands, both sharing a passion for the Beef Industry, in particular the role genetics can have in improving quality, productivity and profitability for beef producers.</p>		

<p>Carel Teseling Technical Services Manager Australian Wagyu Association</p>	<p>Technical Update</p>	<p>Day 1, Session 2</p>
<p>Carel leads the Wagyu breed’s genetic and genomic development and all aspects of increasing the rate of genetic gain and product performance in the industry through collaboration with AGBU, ABRI and University of Queensland. Carel has worked extensively with these organisations to implement genetic tools such as Wagyu Single-Step BREEDPLAN and BreedObject \$Indexes for the Association.</p> <p>Working with the supply chain, Carel works with stakeholders to contribute to animal performance data as well as providing advice and consultation on technical aspects of genetics.</p>		

<p>Caroline Triebe Member Services Manager Australian Wagyu Association</p>	<p>Updates on AWA Systems</p>	<p>Day 1, Session 2</p>
<p>Caroline Triebe leads the AWA’s member services officers in providing industry with high level customer service and knowledge for the Association’s commitment to supporting and advancing the Australian Wagyu industry.</p> <p>Caroline’s experience in facilitating membership, Herdbook, BREEDPLAN and other Association tools as well as leadership sees her well respected within the industry. Caroline has a Bachelor of Livestock Science from University of New England.</p>		



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<p>Emily Rabone Member Services Officer Australian Wagyu Association</p>	<p>Updates on AWA Systems</p>	<p>Day 1, Session 2</p>
<p>Emily sits within the Member Services team and predominantly organises all aspects of DNA testing for members, from submission of test requests to the delivery of results. Emily has a very strong background in cattle operations, including seedstock experience. Along with her family, Emily operates a small Hereford stud and crossbred herd. Emily has a Bachelor of Agriculture from the University of New England and has previously worked for Practical Systems and AuctionsPlus before commencing with AWA in 2019.</p>		

<p>Professor Rob Banks Animal Genetics & Breeding Unit</p>	<p>Population structure and insights into Australian Wagyu</p>	<p>Day 1, Session 2</p>
<p>Professor Rob Banks is the Director of the Animal Genetics and Breeding Unit (AGBU). Rob has implemented research programs within AGBU to allow the Australian livestock industries to keep pace with the changes in genomics technologies during the past seven years. He has worked extensively with Meat & Livestock Australia in developing research into pasture improvement, climate change adaptation and genomic technologies.</p>		

<p>Dr Kirsty Moore Animal Genetics & Breeding Unit</p>	<p>Investigating Net Feed Intake and trait relationships in Wagyu</p>	<p>Day 1, Session 2</p>
<p>Kirsty first became aware of EBVs when her father started breeding Santa Gertrudis cattle. Fascinated with the science behind EBVs, she joined AGBU as an honours student before working as a beef research assistant. After completing a PhD looking at methods to estimate the size of SNP effects, she moved to Edinburgh. Working with Scotland's Rural College, she looked after UK beef and sheep genetic evaluations and worked on a number of research projects including genomic selection and utilising industry wide commercial records in genetic evaluations for carcass, female fertility and survival traits. Since returning to AGBU Kirsty her main area of work has been the coordination, design and analysis of beef reference populations.</p>		

DAY 2

<p>Mr Jason Strong Managing Director Meat & Livestock Australia</p>	<p>Market overview for premium beef exports</p>	<p>Day 2, Session 1</p>
<p>Jason Strong has more than 30 years' red meat and livestock experience, knowledge and connections from the farm through to the end consumer in both domestic and international markets. He is a well-recognised and respected senior executive with extensive skills in commercial and industry business management and administration, supply chain development, meat science and grading, genetics and marketing as well as on-farm experience. Jason Strong is Managing Director of Meat & Livestock Australia Ltd and is a director of Integrity Systems Company Limited, MLA Donor Company Limited, AUS-MEAT Limited and Red Meat Traceability Systems Pty Ltd.</p>		

<p>Mr Scott Richardson CEO StoneAxe Pastoral</p>	<p>StoneAxe Pastoral Wagyu Program</p>	<p>Day 2, Session 1</p>
<p>Scott Richardson has more than 30 years' experience in corporate agriculture and food production, specialising in premium livestock production, processing and marketing. His unique understanding of the complete 'supply chain' has enabled him to develop a competitive edge that has been instrumental in positioning businesses for greater profitability. He has worked in a range of sectors within the agricultural industry including livestock production, premium beef production and meat processing, packaging, brand development and marketing, value-add food processing and industrial, hospitality and food service throughout Asia and Australia.</p>		

<p>Mr Anthony Lee CEO Australian Country Choice</p>	<p>Australian Country Choice – Diversification and Wagyu Opportunities</p>	<p>Day 2, Session 1</p>
<p>Anthony Lee recently assumed the role of Chief Executive Officer at Australian Country Choice. He joined the company in 1994 and has worked across most parts of the business, including labouring roles and supervisory, management and executive positions in processing and agribusiness. He holds a Bachelor of Business Management from the University of Queensland.</p>		

<p>Mr Arthur Dew Longford Station</p>	<p>Developing the Longford Herd and Future Directions</p>	<p>Day 2, Session 2</p>
<p>Arthur Dew's Longford Station is well respected for its Fullblood production, producing some of the best Wagyu bulls in the country as well as a longstanding live export market with Japan. An early pioneer in the industry, Arthur has a commitment to improving the genetics of the Australian herd</p>		



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Gerard Roney Managing Director Advantage Feeders	New feeding strategies for optimal Wagyu performance	Day 2, Session 2
Gerard Roney is the Founder and Managing Director of Advantage Feeders. Commencing in 2007, Advantage Feeders is now a global brand, with subsidiary companies in New Zealand, UK, Ireland, USA and Canada and is the largest stationary feeder company in the world.		

Mr Jeremy Seaton-Cooper Wagyu Fellowship Recipient	Implementing learnings from Japan	Day 2, Session 2
Jeremy's area of expertise is in the establishment of profit driven beef cattle production systems. Jeremy approaches herd management laterally which allows indirect and creative thinking to identify profit draining habits which he systematically rebuilds, so that all steps of the production pathway work in synergy maximising profit by delivering best case fertility, growth and eating quality sensation outcomes. Jeremy draws on 29+ years of skin in the game and a large industry network, to deliver practical and realistic solutions. Together with his wife Carmen, Jeremy currently supplies both Wagyu and Angus bulls to the commercial industry under the Circle8bulls brand.		

Professor Kenji Oyama, Researcher, Kobe University	Genetic improvement Japanese Black/overview of Japanese breeding programs	Day 2, Session 3
Kenji Oyama finished his Bachelor degree at Miyazaki University in 1992, and completed his doctorate at Kobe University in 1997. He is now with the Food Resources Education and Research Center of Kobe University where he is now a professor and manages the University farm, raising approximately 100 Tajima cattle. His interest is in genetic improvement of Wagyu cattle through statistical genetics. He serves as many public committee members. They include national agriculture committee or a head of Central Judgement Committee of Wagyu Registry Association.		

Professor Takafumi Gotoh, Researcher Kagoshima University, Guest professor Kyushu University, Japan	Changing production systems in Japan	Day 2, Session 3
A professor at Kagoshima University, Professor Gotoh specialises in functional anatomy, nutritional physiology and management of Japanese Black cattle (Wagyu). His research topic is the 'creation of beef production systems by using metabolic programming in Wagyu' by understanding marbling and production systems.		

Dr Brendon O'Rourke NSW Dept of Primary Industries	Wagyu genetic recessives	Day 2, Session 3
Brendon is currently the Team Lead of the Biotechnology department at the Elizabeth Macarthur Agricultural Institute. His team focuses on the genetics and genomics of both inherited and infectious disease affecting agriculture. Brendon completed his PhD in molecular genetics in 2010 with the University of Melbourne. focusing on the genetics influencing muscle mass in cattle.		



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DAY 3

<p>Mr Bob Estrin Lone Mountain Ranch, USA</p>	<p>LMR - progress in genetic development of US Fullblood Herd</p>	<p>Day 3, Session 1</p>
<p>Bob Estrin took a circuitous route to becoming owner-operator of Lone Mountain Ranch in 1995. Bob began his journey in the US Marine Corps, succeeded by a Master of Fine Arts Degree in Photography/Film at the San Francisco Art Institute, and followed by a 25-year career in film editing and finishing with 9 years as Professor of Film at the University of Southern California. The 365 head of the commercial cow-calf operation at Lone Mountain soon morphed into a Fullblood Wagyu herd, now numbering 980 cows and calves. Driven by attention to detail, Bob oversees the herd pedigrees, mating decisions and, to a lesser degree, sales – the day-to-day ranch and beef operations are increasingly handled by COO Reid Martin and Griff Foxley.</p>		

<p>Mr Reid Martin COO Lone Mountain Ranch, USA</p>	<p>LMR - progress in genetic development of US Fullblood Herd</p>	<p>Day 3, Session 1</p>
<p>Reid Martin joined Lone Mountain in December of 2016 initially as head of sales for the branded beef component of the business and has a background in sales for grass-fed. Studying business at California State University Chico where he studied business and judged livestock on the collegiate team. After university Reid worked for two years in Japan as an English Language teacher, giving an education in Japanese culture that has become a nice fit with Wagyu at Lone Mountain. Reid now oversees both the cattle and beef businesses for Lone Mountain utilising his expertise and experience across both sectors</p>		

<p>Mr Kosuke (Johnny) Shimazoe Director, Starzen Australia</p>	<p>Starzen Australia - part of the global Starzen Wagyu network</p>	<p>Day 3, Session 1</p>
<p>Mr Shimzoe first arrived in 2018 with extensive experience in importing beef, poultry and pork working with Starzen, Japan. Starzen Australia's aim is to enhance business operations with Australian agriculture as part of the global Starzen network.</p>		

<p>Mr Kosuke (Oscar) Kuroda Sales Manager, Starzen Australia</p>	<p>Starzen Australia - part of the global Starzen Wagyu network</p>	<p>Day 3, Session 1</p>
<p>Mr Kuroda joined Starzen Australia in 2019 as the Sales Manager. His extensive experience in food service, wholesale and retail have been a positive contribution to Starzen Australia. As a resident in Australia for 25 years, Mr Kuroda has a deep understanding of both worlds and is passion about being the bridge between Australian and Japan.</p>		



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<p>Mr Brian Angus Woodview Wagyu, Sth Africa</p>	<p>Establishing South African Wagyu production and Woodview Wagyu</p>	<p>Day 3, Session 1</p>
<p>Brian Angus started with Wagyu in South Africa in 1999. His first embryos were imported from the USA from Mr Shogo Takeda, they were from the original cows imported from Japan. He formed the South African Wagyu Society and ensured that all animals had to have their parentage verified upon registration. To gain more information on Wagyu breeding he started attending the Australian Wagyu Conference and has been a regular attendee. He was an early adopter of the Australian BREEDPLAN and as a result the South African society is a member of BREEDPLAN. Over the years he has made many friends in Australia and has opened the door for the export of Australian genetics into South Africa.</p> <p>He and his daughter Megan set up a vertically integrated business, breeding, feeding, branding, marketing and exporting their beef. The Certified South African Wagyu Beef programme has been a driver for the growth in the industry</p>		

<p>Linda Woodford CEO AXIChain</p>	<p>Through chain data management and trade solutions for Wagyu,</p>	<p>Day 3, Session 2</p>
<p>Linda's background is predominantly situated in Finance and Trade. She has successfully raised USD\$13 million for a gold mine in South Africa and has 10 years in trading under her belt as the director of Kaizen Consulting Asia-Pacific. Linda's experience and network spans sectors, including Oil/Gas, Mining, Agriculture, Food and Beverage. She has established a trading network across Asia, (China, Vietnam, Singapore, Indonesia), into Europe and the USA. Linda has lead the AXIchain start-up from its conception to what it is now 2.5 years later. The team has grown to 20 and is successfully delivering technology to support SMEs and international commodity trading.</p>		

<p>Christian Coffey General Manager Southern Agri-group Australian Country Choice</p>	<p>ACC Wagyu program development and integration</p>	<p>Day 3, Session 2</p>
<p>Christian oversees a portfolio of eight properties with a carrying capacity of 80,000 head covering 540,000ha and supplying more than 70,000 feeder cattle annually into the company's fully integrated supply chain. He also oversees two managers running 8100ha growing silage, hay and grain for the feedlots. His career spans more than 25 years in the northern beef industry, working 13 years in the Australian Agricultural Company and five years with Paraway Pastoral Company before joining ACC in 2015.</p>		



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<p>Mr Matias Suarez Regional Manager, Breeding and Genetics Australian Agriculture Co</p>	<p>AACo's innovation breeding and genetics</p>	<p>Day 3, Session 2</p>
<p>Matias joined AACo in October 2019 to this newly created role to manage the different breeding programs across the company.</p> <p>Matias has vast experience in working with beef breeding program across the world. Born and raised in Argentina, worked as a farm manager and as a cattle veterinarian for five years before making the move to Australia in 2002. Migrating to Australia allowed Matias to further his studies in genetics (UNE) and to work in different aspects of the business of genetic improvement including the genetic and genomic evaluation, business development as well as research and development and project management.</p> <p>For the past 18 years Matias worked for the University of New England, Pfizer and the NSW Department of Primary Industries developing solutions for beef producers across different breeds and countries.</p> <p>Matias is passionate about working in a vertically integrated supply chain such as AACO, incorporating new practices and technologies while creating the best beef in the world.</p>		

<p>Mr Peter Gilmour Irongate Wagyu</p>	<p>Optimising Irongate genetic progress</p>	<p>Day 3, Session 2</p>
<p>Peter Gilmour runs the Irongate Wagyu stud that exclusively supplies their Futari Wagyu branded beef from Western Australia, focusing on the genetic quality of the herd, data collection, animal welfare and the ultimate meat eating quality. A vertically integrated award-winning business that sells both to domestic and international markets.</p> <p>Peter spent several years living in Japan as the America's Cup coach and skipper of Nippon Challenge between 1994 – 2000 during which time he was engaged with and learning about the Japanese culture. Of particular interest was the Kobe or Wagyu beef phenomenon. He was attracted to the taste and health aspects as well as highly curious about the specialized production involved through the centuries-old genetic development.</p> <p>This then led to the acquisition of an initial herd of 40 Wagyu PTIC breeders and 3 bulls from the Coates Cattle Company in Queensland. Irongate Wagyu has been expanded by significant AI (Artificial Insemination) and ET (Embryo Transfer) work that has allowed the business to develop and improve the quality of their 100% Fullblood Wagyu stud cattle. Peter was a former Board Member and President of the Australian Wagyu Association for six years.</p>		

<p>Mr Doug Piper Corporate Butcher Meat & Livestock Australia</p>	<p>Wagyu cuts</p>	<p>Day 3, Session 3</p>
<p>With more than four decades experience in the meat industry Doug Piper is a specialist retail butcher with extensive training, supervisory and business development experience across the independent retail butcher channel to high volume retail meat departments including foodservice and wholesale sectors.</p> <p>During the past 14 years Doug has worked for Meat & Livestock Australia (MLA) as their Corporate Butcher sharing his knowledge and experience by delivering educational training programs on value adding, whole carcass utilisation and the use and value of secondary cuts with consumers, trade, hospitality and major multi-channel foodservice operators and wholesalers around Australia, North America, Asia and Europe.</p>		



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Mr Kimio Osawa Osawa Enterprises	Wagyu cuts	Day 3, Session 3
<p>Kimio started Osawa Enterprises wholesale business in Sydney in 2000. As a Japanese specialist in Sydney, the business covers most Asian markets (Japanese, Korean and Chinese). We have been a leading authority of all different cuts and brands for the market for for the past 10 years). Osawa Enterprises are a Japanese Wagyu importer and an exclusive Kobe beef distributor in Australia.</p>		