



Program

AWA 2021 Conference & Tour



APRIL 27 - 3 MAY 2021 / GOLD COAST, QUEENSLAND

#wagyu-edge
ANNUAL AWA CONFERENCE & TOUR

WELCOME

Welcome to the Australian Wagyu Association's **2021 WagyuEdge Annual AWA Conference and Tour**. We trust you will find the event informative, enjoyable and provide food for thought in your Wagyu journey. The conference brings together a range of speakers to present you with knowledge on the Wagyu supply chain within our shores and beyond. During the lunch and tea breaks, we encourage you to visit our Sponsors' stands and take advantage to speak with their staff first hand. Take the opportunity to network and socialise during our Welcome Function and Gala Dinner. Secure those hard to obtain genetics during the Elite Wagyu Sale and finally, for those on the Tour, learn first hand how Australian Wagyu and genetic innovation operate.

Conference registrations open Tuesday 27 April from 10 am

Please make your way to the Registration Desk to receive your Delegate Satchel and identification lanyard. See pages 4-6 for registration desk opening times.

Your name lanyard must be worn at all times, as it is your entry pass to all conference sessions, social functions and the Tour.

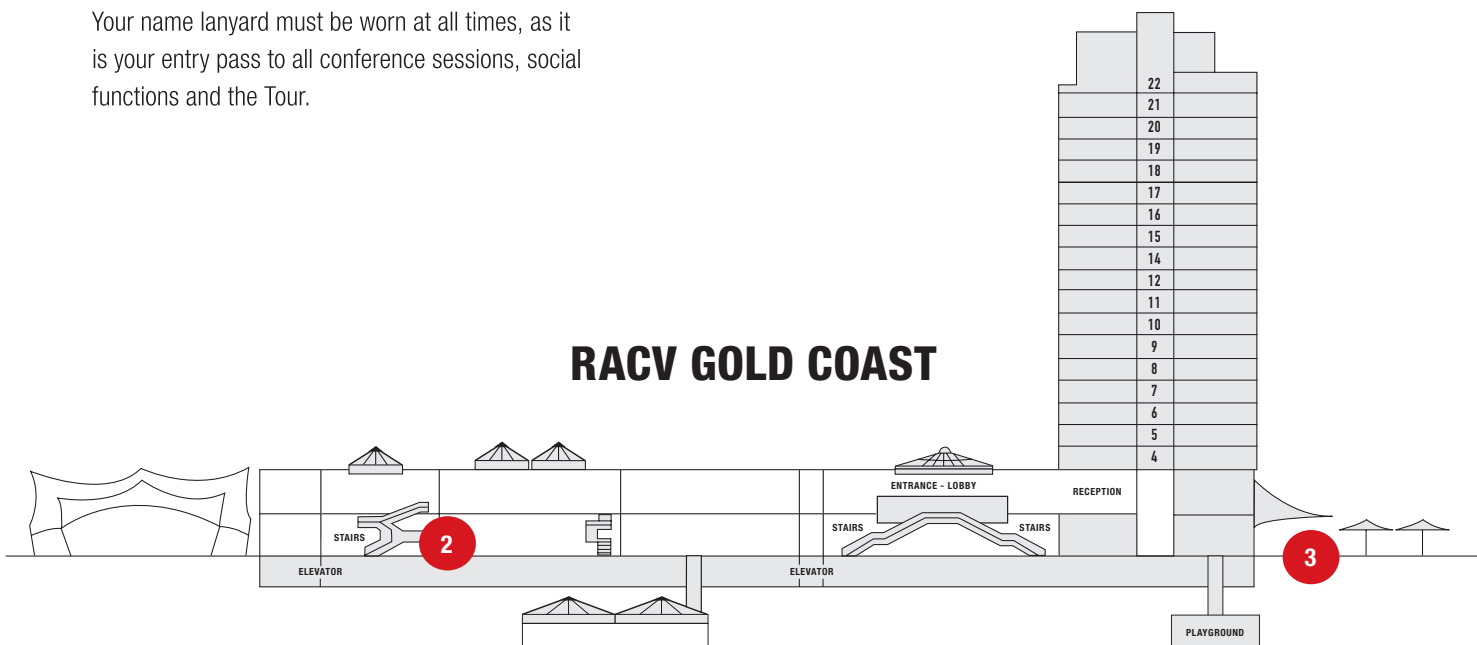
KEY CONFERENCE LOCATIONS

- 2** **REGISTRATION DESK AND THE TRADE EXPO** will be the **Marquis/Monarch Foyer**
- 2** **SPEAKER PRESENTATIONS** will be held in the **Marquis/Monarch** Room
- 3** Our **WELCOME FUNCTION** will be located poolside commencing at 6.30pm to 10pm. Dress is smart casual.
- 2** The **GALA DINNER** on Wednesday night will be held in the **Marquis/Monarch** Room commencing at 7pm for 7.30. Pre-dinner drinks in will be served the foyer. Dress is semi formal.



Join the Conversation!

Share your thoughts about the conference using the hashtag **#WagyuEdge** on Twitter and Facebook.



VENUE INFORMATION

KEY VENUE INFORMATION AND FACILITIES

- | | |
|------------------------------------|-----------------------------|
| 1 RACV HOTEL | 9 ONE SPA |
| 2 WagyuEdge CONFERENCE | 10 CHAPEL |
| 3 OUTDOOR POOL AND WATER PARK | 11 UNDERCOVER TENNIS COURTS |
| 4 UNDERCOVER CAR PARKING | 12 DRIVING RANGE |
| 5 SHUTTLE BUS PICK UP AND DROP OFF | 13 CHILDREN'S PLAYGROUND |
| 6 TEES' CLUBHOUSE | 14 PIRIE SPORTS FIELD |
| 7 GOLF AND TENNIS PRO SHOP | 15 PODIUM LAWNS |
| 8 OUTDOOR TENNIS COURTS | |



DAY ONE CONFERENCE

TUESDAY 27 APRIL - ROYAL PINES RESORT GOLD COAST



PRESENTED BY VETOQUINOL/REPRO 360

10am - 5pm **CONFERENCE REGISTRATION**
REGISTRATION DESK located in the Marquis/Monarch Foyer

12pm **LUNCH** served in Marquis/Monarch Foyer

SESSION 1: PROGENY TEST PROGRAM

CHAIR: Chantal Winter, Board Director, AWA

1pm **President's welcome and recognition of 25 years members**
Charlie Perry, President, AWA

1.15pm **2021-2031 Wagyu Progeny Test Program**
Dr Matt McDonagh, CEO AWA
Laura Penrose, Genetics Project Manager, AWA

2pm **Taking the Wagyu breed into the future with assisted reproduction**
Dr Sophia Edwards, Marketing and Technical Manager
Vetoquinol ANZ

2.30pm **AFTERNOON TEA** served in Marquis/Monarch Foyer

SESSION 2: WAGYU GENETIC IMPROVEMENT TOOLS

CHAIR: Dr Matt McDonagh, CEO, AWA

3.15pm **Updates on AWA systems**
Caroline Triebe, Members Services Manager, AWA
Emily Rabone, Member Services Officer, AWA

3.45pm **Technical update**
Carel Teseling, Technical Services Manager, AWA

4.15pm **Population structure and insights in Australian Wagyu**
Professor Rob Banks, Director, AGBU

4.45pm **Investigating Net Feed Intake and trait relationships in Wagyu**
Dr Kirsty Moore, Research Geneticist, AGBU

CONFERENCE WELCOME FUNCTION DINNER

6.30pm The Welcome Function is the first of three opportunities to celebrate the Wagyu industry.

To be held poolside. Delegates will have an opportunity to socialise in a relaxed atmosphere, in a BBQ atmosphere. Smart casual dress.

WELCOME FUNCTION MENU

Salads

New potatoes with saffron crème fraiche and bacon crumble

Celery, apple and fennel slaw, pickled ginger dressing
Mediterranean inspired salad with oregano and soft feta

Kale, roasted butternut pumpkin, pepita seeds, tamari and tahini dressing

From the Grill

Wagyu bolar blade, chimichurri

Barramundi fillets, chermoula, grilled lemon

Tandoori chicken thigh with raita and pappadums

House prepared Wagyu boerewors sausage, braised peppers

Vegetable dishes

Marinated grilled haloumi, artichokes and lemon

Barbequed sweet corn on husks with lime, queso fresco and dried chilli

Desserts

Apple and fig, almond frangipani tart

Espresso chocolate tart

Little passionfruit pavlova

DAY TWO CONFERENCE

WEDNESDAY 28 APRIL - ROYAL PINES RESORT GOLD COAST



PRESENTED BY ADVANTAGE FEEDERS

8am - 5.30pm **CONFERENCE REGISTRATION**
REGISTRATION DESK located in the Marquis/Monarch Foyer

SESSION 1: WAGYU MARKETS AND OPPORTUNITY

CHAIR: Charlie Perry, President, AWA

- 8.30am **Hall of Fame Award**
Presented by Charlie Perry, President AWA
- 8.45am **Market overview for premium beef exports**
Jason Strong, Managing Director
Meat & Livestock Australia
- 9.25am **StoneAxe Pastoral Wagyu program**
Scott Richardson, Managing Director, StoneAxe Pastoral
- 9.55am **ACC's diversification and Wagyu opportunities**
Anthony Lee, CEO, Australian Country Choice
- 10.35am **MORNING TEA** served in Marquis/Monarch Foyer

SESSION 2: APPLYING WAGYU TO AUSTRALIA

CHAIR: Gina Lincoln, Board Director, AWA

- 11.15am **Developing the Longford herd and future directions**
Arthur Dew, Longford Station
Honorary Life Member AWA
- 11.45am **New feeding strategies for optimal Wagyu performance**
Mr Gerard Roney, Managing Director, Advantage Feeders
- 12.05pm **Implementing learning on-farm**
Jeremy Seaton-Cooper, Wagyu Fellowship Recipient
- 12.55pm **LUNCH** served in Marquis/Monarch Foyer

SESSION 3: RESEARCH UPDATES IN JAPANESE BLACK

CHAIR: Selwyn Maller, Board Director, AWA

- 1.35pm **Changing production systems in Japan**
Professor Takafumi Gotoh, Kagoshima University Japan
- 2.05pm **Genetic improvement of Japanese Black / overview of Japanese Breeding Programs**
Professor Kenji Oyama, Food Resources Education and Research Center, Kobe University Japan
- 2.35pm **Genetic recessive conditions in Wagyu**
Dr Brendon O'Rourke, Team Leader Biotechnology, Elizabeth Macarthur Agricultural Institute
- 3.10pm **AFTERNOON TEA** served in Marquis/Monarch Foyer

4pm **APRIL 2021 ELITE WAGYU SALE**
HOSTED BY: GDL/RuralCo and Elite Livestock Auctions

Held live and streamed online, The Elite Wagyu Sale will offer buyers the opportunity to purchase live Lots and genetics, featuring multiple EBVs in the top 5% in each trait category (carcase, growth and maternal (gestation and milk) and a Breed \$Index in the top 1% of Wagyu BREEDPLAN.

Delegates can view the auction live in the auditorium or streamed via Elite Livestock Auctions. Bidders must be pre-register prior to the commencement of the auction with GDL/RuralCo and Elite Livestock Auctions.

We encourage bidders and vendors to discuss arrangements directly with GDL/RuralCo and Elite Livestock Auctions at their trade stand in the trade foyer at the Royal Pines Resort Gold Coast.

7pm **GALA DINNER**
Located in the Marquis/Monarch Room
Sponsored by StoneAxe Pastoral



STONE AXE
ORIGINAL AUSTRALIAN FULL BLOOD WAGYU

The Association would like to extend a huge thank you to the 2020 Grand Champion of the Wagyu Branded Beef Competition, Stone Axe Pastoral for providing the Wagyu for the Gala Dinner.

The Royal Pines Resort Head Chef, Glenn Bacon, has put together a menu that features Wagyu at its finest, with side dishes that heighten the experience.

GALA DINNER MENU

Cinnamon Myrtle Duck Breast

variations of citrus, pea shoots, carrot ginger dressing

Ink Gin and Pink Pepper and Cured Salmon

cucumber, beetroot mousse, salmon pearls

Stone Axe Fullblood Wagyu Striploin

slow roasted with aniseed myrtle braised shin tart tatin, beetroot variations, charred pearl onion jus

Gianduja Chocolate Praline Parfait

wattle seed cream, ribery macaron

Coffee Bavarian

Armagnac prunes, candied orange madeleines

Announcement of the Wagyu Branded Beef Competition 2021 Winners

DAY THREE CONFERENCE

THURSDAY 29 APRIL - ROYAL PINES RESORT GOLD COAST



PRESENTED BY AXICHAIN

8am - 3.30pm **CONFERENCE REGISTRATION**
REGISTRATION DESK located in the Marquis/Monarch Foyer

SESSION 1: VIEW FROM ABROAD

CHAIR: John Spreadborough, Board Director ,AWA

8.30am **Progress in genetic development for the LMR Fullblood herd**

Bob Estrin, Lone Mountain Cattle Co.
Reid Martin, Lone Mountain Wagyu / Cattle Co.

9.10am **Starzen Australia - part of the global Starzen Wagyu network**

Kosuke (Johnny) Shimazoe, Director, Starzen Australia
Kosuke (Oscar) Kuroda, Sales Manager, Starzen Australia

9.50am **Establishing South African Wagyu production**
Brian Angus, Woodview Wagyu

10.30am **MORNING TEA** served in Marquis/Monarch Foyer

SESSION 2: BUILDING OR REBUILDING A HERD

CHAIR: Chantal Winter, Board Director, AWA

11.15am **Through chain data management and trade solutions for Wagyu**

Linda Woodford, CEO AXICHAIN

11.35am **ACC's Wagyu program development and integration**

Christian Coffey, Southern Agri-group
Australian Country Choice

11.55am **AACo's innovation in breeding and genetics**

Matias Suarez, Regional Manager
Breeding and Genetics Australian Agricultural Company

12.15am **Optimising Irongate Wagyu genetic progress**

Peter Gilmour, Managing Director, Irongate Wagyu

12.35pm **Industry panel: herd rebuilding**

PANEL MEMBERS

Christian Coffey, Southern Agri-group
Australian Country Choice

Matias Suarez, Regional Manager
Breeding and Genetics AACo

Peter Gilmour, Managing Director
Irongate Wagyu

Arthur Dew, Longford Station,
Honorary Life Member AWA

Scott Richardson, Managing Director
StoneAxe Pastoral

1.15pm **LIGHT LUNCH** served in Marquis/Monarch Foyer

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SESSION 3: CUT AND COOK SESSION

CHAIR: Deb Andrich, Marketing and Communications Manager, AWA

2pm **Western vs Asian Wagyu Cut preparation**

Doug Piper, Retail and Corporate Butcher
Meat & Livestock Australia and
Kimio Osawa, Osawa Enterprises

3pm **President and CEO**

That's a wrap

3.30pm **WAGYU BRANDED BEEF TASTING BBQ**

served in the Podium Lawns

This year's annual Wagyu Branded Beef Competition held by the Australian Wagyu Association witnessed the very best of Australian Wagyu beef, showcasing the exceptional eating experience and quality of Australia's homegrown produce. The pinnacle of Australian beef was assessed by a peer group of Australia's top chefs and commentators. Aply assisted with our event partners Prime Cut Meats and Comcater the level of quality in this year's entries was exceptional.

Examples of Australia's highest quality and most expensive beef were judged with numerous marble score 9 and 9+ (Australia's highest possible) striploins presented.

Executive Chef John Alexander, once again was invaluable in his expertise to present the judges with the entries for the Wagyu Branded Beef Competition.

Winners of the Wagyu Branded Beef Competition will be announced Wednesday night during the Gala Dinner.

Samples of the Branded Beef Competition entries can be experienced on Thursday during the Wagyu Branded Beef Competition lunch.

WAGYU BRANDED BEEF COMPETITION SPONSORS



WITH SPECIAL THANKS TO OUR EVENT PARTNERS
Comcater and Prime Cut Meats



3-DAY TOUR PROGRAM

FRIDAY 30 APRIL TO MONDAY 3 MAY



PRESENTED BY AUSTRALIAN
COUNTRY CHOICE

FRIDAY 30 APRIL

- 7.30am **Depart RACV Gold Coast**
- 9am **ARRIVE:** Shamrock Vale Station and Goshu Wagyu
Shamrock Vale Station is located at Beaudesert and is home to the famous Tajima bred Goshu Wagyu herd. The Fullblood herd has been relocated from Victoria and acclimated to Southern Queensland to supply high marbling bulls for feeder production.
- 11.30am **LUNCH** served on-farm at Shamrock Vale Station
- 3pm **ARRIVE:** Stockyard Kerwee Feedlot Jondaryan
Kerwee Feedlot is home to the AWA Net Feed Intake Program which has now processed its 7th cohort of Wagyu feeders. Kerwee is home to one of the longest established high-quality Wagyu Feeder production programs in Australia, with the Stockyard Brand synonymous with export Wagyu.
- 6pm **ARRIVE:** Dalby, accommodation at Drovers Motor Inn, Dalby Fairway Motor Inn and Dalby Manor Motor Inn
- 7pm **DINNER** at the Urban Paddock

SATURDAY 1 MAY

- 7am **Depart from Dalby**
- 10am **ARRIVE:** Hamilton Park Wagyu at Wollumbilla North
Hamilton Park Wagyu is a large feeder production operation based on 2,500 breeding females (Fullblood and Purebred) and capacity to feed 2,000 head onsite, enabling drought-proof production feeding for optimal gains prior to feedlot entry.
- 11.30am **LUNCH** served on-farm at Hamilton Park Wagyu
- 2pm **ARRIVE:** Australian Country Choice Brindley Park
Brindley Park is a keystone property in the ACC Wagyu operation, home to the renown Shadai Farm and Hawkesbury Wagyu Herds. ACC has rapidly accelerated its breeding programs at Brindley Park as part of its premium quality product strategy.
- 6pm **ARRIVE:** Roma, accommodation at Roma Explorer Motel
- 7pm **DINNER** at the Explorers Motel Function Centre



SUNDAY 2 MAY

- 7am **Depart from Roma**
- 11.30am **ARRIVE:** Australian Agricultural Company Glentanna Station
Glentana is central to the expansive AACo Polled Wagyu program, which has achieved considerable scale over the last few years. Delegates can see how AACo has amplified its Westholme genetics through a unique Polled breeding program.
- 12pm **LUNCH** served on-farm at AACo
- 6pm **ARRIVE:** Emerald, accommodation at Western Gateway Motel
- 7pm **DINNER** served in Western Gateway Motel Restaurant

MONDAY 3 MAY

- 7am **Depart from Emerald**
- 7.15am **ARRIVE:** Codenwarra / Marathon Wagyu
Twenty-two years ago John and Robin McCosker, under the guidance of Simon Coates, established the Codenwarra Fullblood Wagyu herd through embryo transfer and AI programs. Presently, the Codenwarra and Marathon herds have in-excess of 1000 registered Fullblood Wagyu cattle with a focus on well-balanced high growth and good carcase quality cattle.
- 1pm **ARRIVE:** Rockhampton Beef2021

CONFERENCE SPEAKERS



DAY 1, SESSION 1 | Progeny Test Program

Dr Sophia Edwards

Marketing and Technical Manager, Vetoquinol– ANZ

With extensive practical experience as well as a PhD and post-doctoral fellowship studying Fixed Time AI in beef cattle, Dr Edwards is considered one of Australia's leading reproduction experts.

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.



DAY 1, SESSION 1 | Progeny Test Program

Laura Penrose

Genetic Projects Manager, AWA

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 and 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.



DAY 1, SESSION 2 | Wagyu Genetic Improvement Tools

Caroline Triebe

Member Services Manager, AWA

Caroline Triebe leads the AWA's Member Services team in providing industry with high level customer service and knowledge for the Association's commitment to supporting and advancing the Australian Wagyu industry.

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.



DAY 1, SESSION 2 | Wagyu Genetic Improvement Tools

Emily Rabone

Member Services Officer, AWA

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.



Carel Teseling

Technical Services Manager, AWA

DAY 1, SESSION 2 | Wagyu Genetic Improvement Tools

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.

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.



Professor Rob Banks

Director, Animal Genetics and Breeding Unit (AGBU)

DAY 1, SESSION 2 | Wagyu Genetic Improvement Tools

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.



Dr Kirsty Moore

Research Geneticist, Animal Genetics and Breeding Unit (AGBU)

DAY 1, SESSION 2 | Wagyu Genetic Improvement Tools

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 carcase, 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.



Jason Strong

Managing Director, Meat & Livestock Australia

DAY 2, SESSION 1 | Wagyu Markets and Opportunity

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.

CONFERENCE SPEAKERS



Scott Richardson
CEO, StoneAxe Pastoral

DAY 2, SESSION 1 | Wagyu Markets and Opportunity

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.



Anthony Lee
CEO, Australian Country Choice

DAY 2, SESSION 1 | Wagyu Markets and Opportunity

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.



Arthur Dew
Longford Station

DAY 2, SESSION 2 | Applying Wagyu to Australia

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.



Gerard Roney
Managing Director, Advantage Feeders

DAY 2, SESSION 2 | Applying Wagyu to Australia

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.



Jeremy Seaton-Cooper
Wagyu Fellowship Recipient

DAY 2, SESSION 2 | Applying Wagyu to Australia

Jeremy's area of expertise is in the establishment of profit driven beef cattle production systems. He 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 Takafumi Gotoh
Kagoshima University, Japan

DAY 2, SESSION 3 | Research Updates in Japanese Black

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.



Professor Kenji Oyama
Food Resources Education and Research Center, Kobe University, Japan

DAY 2, SESSION 3 | Research Updates in Japanese Black

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.



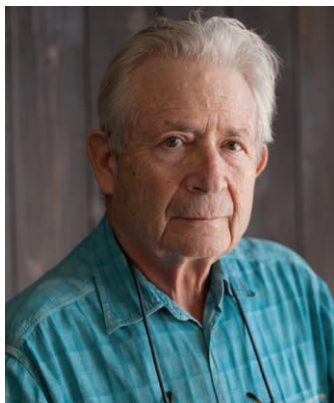
Dr Brendon O'Rourke
Team Leader Biotechnology, Elizabeth Macarthur Agricultural Institute

DAY 2, SESSION 3 | Research Updates in Japanese Black

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.

CONFERENCE SPEAKERS



Bob Estrin

Lone Mountain Cattle Co.

DAY 3, SESSION 1 | View from abroad

Bob Estrin took a circuitous route to becoming owner-operator of Lone Mountain Ranch in 1995. He 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.



Reid Martin

Chief Operating Officer, Lone Mountain Wagyu / Cattle Co.

DAY 3, SESSION 1 | View from abroad

I came to work for Lone Mountain in December 2016 initially as Head of Sales for the branded beef component of the business. Previously, I worked for Estancia Beef for nearly 10 years in the grass-fed industry in sales. Grew up in the business on a ranch and continued my education at California State University Chico where I studied business and judged livestock on the collegiate team. After university I worked for 2 years in Japan as an English Language teacher. My time in Japan was so special; it was an important part of my education and nicely fits with my Wagyu job at Lone Mountain. I've now transitioned from working almost entirely on the beef business to now being dedicated to both the cattle and beef businesses. It has been a dynamic time but am loving being involved in both sides of the business. It is a great fit for my background in both the cattle and beef business and my passion for both subjects.



Kosuke (Johnny) Shimazoe

Director, Starzen Australia

DAY 3, SESSION 1 | View from abroad

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.



Kosuke (Oscar) Kuroda

Sales Manager, Starzen Australia

DAY 3, SESSION 1 | View from abroad

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.



Brian Angus
Woodview Wagyu

DAY 3, SESSION 1 | View from abroad

Brian Angus started with Wagyu in South Africa in 1999. His first embryos, imported via the USA from Mr Shogo Takeda, originated from cows in Japan. He formed the South African Wagyu Society and ensured that all animals had to have their parentage verified upon registration. To expand his knowledge of Wagyu breeding, he regularly attends AWA conferences. An early adopter of Australian BREEDPLAN and as a result the South African society is a member of BREEDPLAN. Through Brian's connections with Australian breeders, he's overseen the export of Australian genetics into South Africa. 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.



Linda Woodford
CEO, AXIChain

DAY 3, SESSION 2 | Building or rebuilding a herd

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.



Christian Coffey
General Manager Southern Agri-group, Australian Country Choice

DAY 3, SESSION 2 | Building or rebuilding a herd

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.



Matias Suarez
Regional Manager, Breeding and Genetics Australian Agricultural Company

DAY 3, SESSION 2 | Building or rebuilding a herd

Matias joined AACo in October 2019 in a newly created role to manage the different breeding programs across the company. He has vast experience in working with beef breeding program across the world. Born and raised in Argentina, he worked as a farm manager and cattle veterinarian for five years before moving to Australia in 2002 to further his studies in genetics at University of New England (UNE) and work in different aspects of genetic improvement, genomic evaluation, business development and R&D. He's worked for the UNE, Pfizer and the NSW DPI developing solutions for beef producers across different breeds and countries. He is passionate about working in vertically integrated supply chain incorporating new practices and technologies while creating the best beef in the world.

CONFERENCE SPEAKERS



Peter Gilmour
Managing Director, Irongate Wagyu

DAY 3, SESSION 2 | Building or rebuilding a herd

Peter Gilmour runs vertically integrated 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 award-winning meat eating quality to domestic and international markets. As America's Cup coach and skipper of Nippon Challenge between 1994-2000, Peter learned of Japanese culture and in particular of Kobe beef and its taste, health aspects and genetics. This led to the acquisition of an initial herd of 40 Wagyu PTIC breeders and 3 bulls from the Coates Cattle Co. Irongate Wagyu has been expanded to allow 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.



Doug Piper
Retail and Corporate Butcher, Meat & Livestock Australia

DAY 3, SESSION 3 | Cut and cook session

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.

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.



Kimio Osawa
Osawa Enterprises

DAY 3, SESSION 3 | Cut and cook session

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 the past 10 years).

Osawa Enterprises are a Japanese Wagyu importer and an exclusive Kobe beef distributor in Australia.

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