

#WorldsLuxuryBeef    

Australian Wagyu Association  
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[www.wagyu.org.au/ews/](http://www.wagyu.org.au/ews/)

Dear Prospective 2025 Elite Wagyu Sale Vendor,

While considering your entry into the Elite Wagyu Sale for 2025, it is important to note some critical changes to the sale regulations in terms of catalogue information. To streamline the process, and ensure a world class catalogue can be presented, two main items have been added to the regulations, as below.

Item 24. **VIDEOS/PHOTOGRAPHS:** High quality photographs must be provided by the vendor for use in the sale catalogue and AWA reserve the right to request a new image if supplied is not of an acceptable standard. Images that are not to standard will not be included in the catalogue and if an appropriate image is unable to be provided the lot will be removed from the sale. See supplementary document for appropriate image quality/standard.

Item 26. **SUPPLEMENTARY INFORMATION:** After lot acceptance, if supplementary information is not supplied to the AWA by the cut off date, the AWA reserve the right to withdraw the lot from the sale.

To streamline the entry process, we won't ask for anything at time of entry except for animal IDs and a photo (to check phenotype), your final catalogue information as below, will be required once entries have been accepted/catalogued. All catalogue information is required by COB 14 February 2025.

#### LIVE ANIMAL CHECKLIST

- High-quality photo
- Vendor Comments
- Location

#### SEMEN CHECKLIST

- High-quality sire photo
- Export status of the lot
- Vendor Comments
- Storage Location

#### EMBRYO CHECKLIST

- High-quality photos (sire and dam)
- Export status of the lot
- Vendor Comments
- Storage Location

We recognise that not all vendors have the facilities or the resources to take high-quality photos. To achieve success in 2025, the AWA has provided below a list of well-respected livestock photographers to take your images/videos. High-quality photos are critical for promoting your animals and the Elite Wagyu Sale. If your photos are not to standard, they will not be printed in the Elite Wagyu Sale catalogue.

The photo (right) is an example of a good sale photo. It has:

- good lighting
- clean animal
- head up and turned slightly to the camera
- the animal is standing in the correct position



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### LIVESTOCK PHOTOGRAPHY CONTACTS

To ensure the best representation of your selected animals in the upcoming Elite Wagyu Sale, we kindly request that you provide high-quality images for the 2025 catalogue.

We understand the significance of high-quality photography in showcasing the excellence of each lot. Therefore, if you are unable to take your own quality images, we have created a list of recommended photographers who specialise in capturing the character and quality of livestock:

1. OGA Creative (Albury, NSW) - <https://ogadesign.com.au/>
2. BJS Livestock Photography (Albury, NSW) - Brandon Sykes, Contact: 0407 619 412
3. Stud Stock Sales - Struan and Monica (NSW) Website: <https://studstocksales.com/>
4. Mavstar Photography (VIC) - Ruby Canning, Contact: 0437 130 913
5. Andrew Pearson Photography (Tamworth, NSW), andrewpearsonphotography@hotmail.com, 0413 183 516
6. KB Consulting, Rockhampton, QLD: +61 488 279 796, kentward@bigpond.com

Each of these professionals are known for capturing livestock with outstanding clarity and detail.

If your preferred photographer is unavailable, it is likely that they can suggest other professionals in your area.

Should you have any questions about the sale or you require assistance with taking your lot images, please don't hesitate to get in touch with the AWA Communications team on [communications@wagyu.org.au](mailto:communications@wagyu.org.au).