WYNDFORD WAGYU

TWA & AWA Conference 2025

ABOUT ME...

JESS EDWARDS – COMMERCIAL DIRECTOR

2016 – Graduated from Harper Adams Agricultural University with a 2:1 Degree in Agriculture with Animal Science, with a 1st in my dissertation

Holstein UK – Worked in data analysis for nearly 3 years
Cogent Breeding – 1 year working in their Technical Development team

2020 – Started working for Wyndford Wagyu

Working on a Masters in Research alongside work – looking to complete a project on Wagyu calf vigor & survivability.

BEGINNINGS

WYNDFORD WAGYU LTD

2017 - Wyndford Holsteins Dispersal
2018 - First Wagyu arrived at Wyndford
2018 - First Embryos arrived, implanted & ET Calves born
2020 – Rob & Jess came onboard to run the operation
2021 - The start of big infrastructure improvements
2022 - Development of the Female & Bull Units
2023 – Starting to produce and sell Fullblood Wagyu meat
2024 – Progression of both the meat and genetics revenue
2025 – Focus on meat quality & sales

WE ARE FULLY INTERGRATED MEAT PRODUCERES
WE ALSO SELL GENETICS GLOBALLY – SEMEN, EMBRYOS & LIVE CATTLE.


THE WYNDFORD WAY
INNOVATION, EXCELLENCE... PERFECTION

7 YEARS ON...

WYNDFORD WAGYU TODAY

486 Registered Full Blood Wagyu
One of the biggest AWA International Members
Breeding for **genetic diversity** and the **Top 1%**
47% of the Wyndford Herd is in the Top 25% of the breed.

BFI- Top 1% - 21 animals | Top 5% - 70 animals (15%)
Top Animal Wyndford Boni 413M (+$761)
MS- Top 1%– 22 animals | Top 5% - 73 animals (15%)
Top Animal Wyndford Itoguni 308H (+4.8)
EMA – Top 1% - 20 animals | Top 5% - 71 animals (15%)
Top Animal Wyndford Boni 413M (+16.2)
CW – Top 1% - 13 animals | Top 5% - 45 animals (9%)
Top Animal Wyndford Conqueror (+93)
Milk – Top 1% - 7 Animals | Top 5% - 28 animals (6%)
Top Animal Wyndford Loxley (+9)

HOW DID WE GET HERE?

OUR RECIPIENT HERD

180 Holstein Recipients each year and counting...
Why? … to Fast track Genetic Gain

Arrive on farm at 11-13 months old
3 attempts at an embryo
Predomindantly Natural Heats

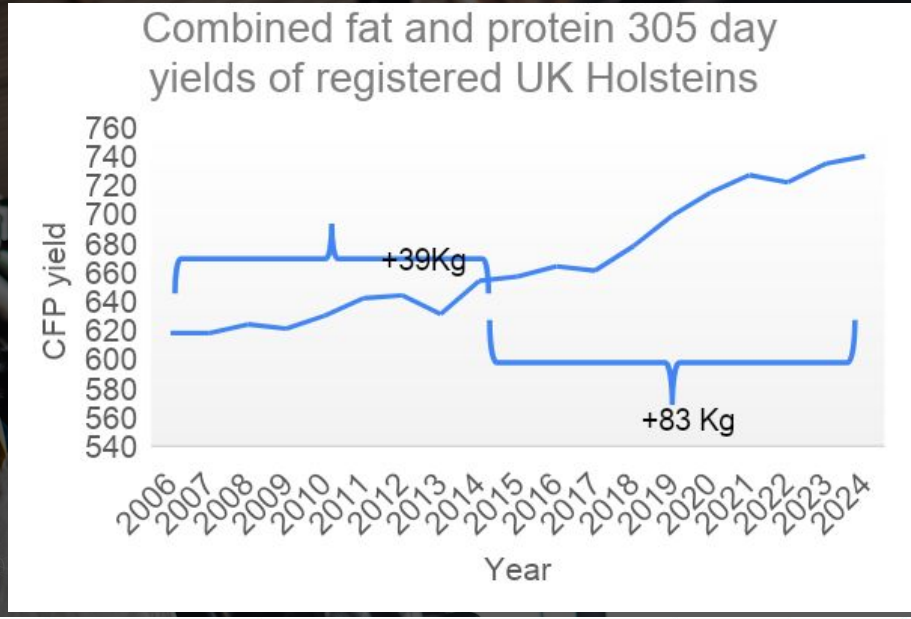
2024 – 115 Conventional Embryos implanted 46% Conception
87 IVF Embryos implanted 36% Conception

Embryo production is split between USA IVF production & UK Conventional production.
The USA operation enables us to split risk and utilize sires that don't qualify for the EU.

DAIRY INDUSTRY LESSONS

WHAT ELSE CAN WE LEARN?

Compulsory milk recording records have fast tracked genomic calibration in the dairy industry.
Herds that heavily utilized young genomic sires progressed faster.
Genomic selection enabled multi trait selection – increases in milk yield, fertility and combined fat and protein.
Development of Health & Fertility Traits.



Production Trait	Value	Reliability %
Milk KG	67	99
Fat KG	-4.2	99
Protein KG	-4.6	99
Fat %	-0.08	99
Protein %	-0.08	99
Persistency (%)	69	99
SCC (%)	-8	99

Health	Value	Reliability %
Mastitis (%)	1	99
TB Advantage	0.9	99
Lifespan (days)	18	99
Fertility Index	-9.8	99
Lameness Index	-2	99
Digital Dermatitis Index	-0.6	99
Calf Survival	1.6	99
Healthy Cow	-62	99

Management	Value	Reliability %
Gestation length	1	99
direct Calving Ease	-0.7	99
maternal Calving Ease	-0.8	99
Maintenance	10	
Feed Advantage	-94	70
EnviroCow	-0.8	99

FULLBLOOD WAGYU

THE BREEDING TOOLBOX

Not all Wagyu are made equal – but how do we measure success?
You can't manage what you don't measure!

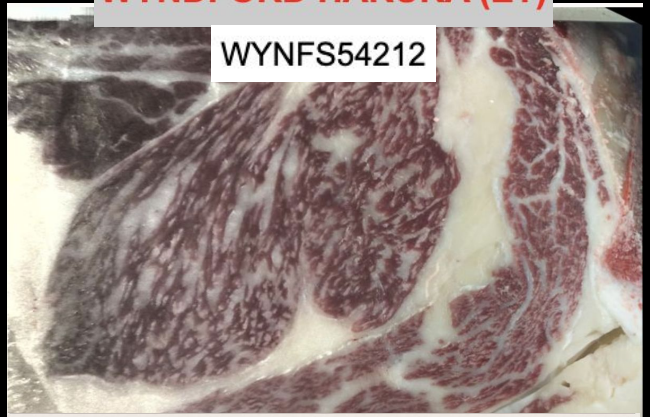
Pedigree | Phenotype | Production Data | Genomics | MIJ Camera

CARCASS IS KING | MATERNAL TRAITS SAVE MONEY

We need to continuously calibrate genomics….

Wagyu Animal Details

WYNDFORD HARUKA (ET)



Body no.	UK317544400212
DMp	47.58%
NFI-2	7.39
DMa (cm2)	99.77
DMs	14.04
DMs(AUSMEAT)	9+

May (Run 2) 2025 Wagyu BREEDPLAN

	Gestation Length (days)	Birth Wt (kg)	200 Day Wt (kg)	400 Day Wt (kg)	600 Day Wt (kg)	Mat Cow Wt (kg)	Milk (kg)	Scrotal Size (cm)	Carcase Wt (kg)	Eye Muscle Area (sq cm)	Rump Fat (mm)	Retail Beef Yield (%)	Marble Score	Marble Fineness (%)
EBV	+2.4	+6.3	+31	+48	+66	+82	+1	+1.9	+46	-4.2	+1.1	-1.5	+0.8	+0.20
Accuracy	61%	75%	72%	69%	68%	64%	63%	62%	65%	63%	63%	55%	63%	58%
Breed Avg. EBVs for 2023 Born Calves Click for Percentiles														
EBV	-0.3	+1.3	+11	+19	+26	+27	+0	-0.2	+22	+3.3	-0.2	+0.3	+1.4	+0.23

Traits Analysed: BWT,200WT(x2),CARC

USA OPERATION

WHY & HOW

49 head of Fullblood Wagyu Located in the USA
Minnesota - With Dustin Fischer of Northern Genetics
30 head commercial recips
Balances disease risk for frozen genetic production & sales
Enables us to utilize world leading sires that don't qualify for the EU
Using predominantly sexed semen in the USA – targeting matings with either male or female sexed.
Shipping embryos back to the UK for genetic gain

BENEFITS OF US HERD

UK HERD

IVF is so much more successful in the USA vs the UK which enables greater use of expensive semen straws.
Provides a greater understanding of our animal performance across various weather conditions.
Minnesota weather reduces disease risk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