MERRY CHRISTMAS
AND
HAPPY NEW YEAR

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This will be my last update in my role as the AWA’s President, CEO and Chairman of the Board of Directors, a role that I have proudly and dutifully served for the past two years. This has become almost a full-time job for the AWA. Corporate structure, as defined in our bylaws, requires the President to manage the affairs of the Executive Director, as well as manage Board meetings, which we have regularly held by conference call every month. This job is non-paid and is an enormous time commitment consuming regularly 30-40 hours each week. Anyone that has been in a leadership position knows that a leader must deal with the toughest and most sensitive issues, which is part of the job but not a lot of fun and painful for many who have a tough time dealing with reality and change. I would describe my tenure as President as being focused mostly on important foundational issues. These issues are not fun issues but issues critical to the AWA well-being and future.

For example:

**Rules:** When I took over as President, the AWA did not have a rule book. With the Board and Executive Director, I spent a lot of time developing rules that would protect the integrity of the AWA. Rule making is an ongoing project as the AWA grows and times change.

**Operating Platform:** We changed our operating platform from ABRI to Digital Beef. Digital Beef is a superior operating program well-known to the American cattle industry. I sympathize with the pain many members experienced in switching platforms and in hindsight I admit we should have done a better job in helping the transition. However, this new operating platform will strengthen the AWA's ability to manage data and grow. At 700 members today when we grow to 1,500-3,000 an efficient operating system will be essential to growth. Personally, I would rather have pain today than pain down the road which would be much harder or impossible to treat.

**EPDs** will be critical to all members ability to make the best breeding decisions and while the CAR system is new just give it time because within a few years, we will have the largest data resource on Wagyu which will be a significant asset to being an AWA member. Like any new initiative we found bumps in the road with CAR. We are reviewing suggestions from our membership on how to fix these and the Board is now actively engaged in finding ways to improve the CAR program.

**Board Communication:** Board of Director’s Code of Conduct and Confidentiality revision allowing more open discussion of board activities and plans.

**Wagyu Registration Clarity:** Implementation of Red, Black and Red/Black Wagyu registration categories.

**AGM:** I believe our most recent AGM in Fort Worth was a game changer, I think we made great progress. At the AGM four hours were devoted to member input and we received great member input and suggestions. Also, the lifetime achievement award honoring our first recipient Shogo Takeda was a great success as we honored an international Wagyu pioneer and honored the Japanese heritage and legacy of Wagyu. There is much pride in being in the Wagyu business.

All of the above were accomplished in working with the Board. We were certainly not always in agreement, but we worked it out together and I have developed some great relationships there. I would especially like to express my thanks and appreciation of working with our ED, George Owen and the office staff. They work very hard and their roles have been made more difficult in enforcing new rules and implementing new systems. I know they all aim to provide good customer service and think their jobs will get easier as the new changes get settled in.

While I’m leaving the Board and role as the President, Chairman & CEO, I offer to the next AWA President if called upon, my support. I am particularly interested in supporting the new strategic planning committee. I remain committed to the AWA success and contributing to the achievement of the Wagyu’s potential in the U.S. and the world.

Respectfully,

Weldon Mahan
Greetings,

Congratulations AWA Members! We are on the eve of closing out another great year at the AWA that has seen new programs, systems, record setting sales and new memberships. Traveling around county this past year attending conventions, shows and sales, it was a pleasure to speak with current members and new members to learn more about their programs and their goals within the Wagyu breed.

One notable point from my conversations is the growing enthusiasm and excitement for the Wagyu breed both within the AWA membership and from the cattle industry throughout. The secret is out about what Wagyu can do for the industry! This enthusiasm is reflected in the growth the AWA has experienced in 2018 with the addition of 200 new members and a double digit percentage increase in registrations.

Thank you to all the members who have embraced and are committed to working with the new systems and programs. With the membership’s commitment to these new programs, the AWA has been able to put into motion an exciting new chapter for Wagyu in the U.S. The new programs for data collection are showing an immediate impact with more than 2000 weaning weights submitted in the last 11 months. The AWA is well on its way to providing the information that our members and their customers need to be successful in the cattle business.

Your hard work, patience and dedication towards the future success of the Wagyu breed should be commended.

“Coming together is a beginning; keeping together is progress; working together is success.”
Edward Everett Hale

Look for additional AWA programs/projects in the upcoming year that will continue the growth and success of Wagyu in the U.S.

Have a safe and happy holidays and a Merry Christmas,

George Owen

CONTACT ME OR ANY OF THE AWA STAFF AT 208-262-8100 OR FIND US AT WWW.WAGYU.ORG

MEMBERSHIP UPDATE

By the time of publishing this newsletter, the AWA stands strong at 723 members. This includes 200 new members that joined in 2018. Wow! We are really growing and we are on our way to 1000. The AWA is a vibrant growing organization and we thank our members for your support and passionate belief in the Wagyu breed.

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INTERNATIONAL
Mexico          | 2             |
Canada          | 9             |
S. Africa       | 1             |
Spain           | 1             |
Indonesia       | 1             |
AU              | 1             |
During the holiday season there is something very special about the experience of enjoying and sharing the traditional holiday roast. We all know that the Wagyu ribeye (bone in or boneless) and/or the Wagyu striploin takes the holiday roast to the ultimate level. In this article two prominent chefs who work with Wagyu every day share their techniques on how to cook lesser used cuts, the top round and the tri-tip. Their techniques turn these two cuts into incredible Wagyu roast feasts.

**Sous-vide Wagyu Top Round Roast**

**Ingredients:**
- 1-3 pound top round
- 1 Tbs salt
- 1 Tbs pepper
- 5 garlic cloves
- 3 sprigs of rosemary
- 1 cup coarse panko breadcrumbs
- 2 medium shallots, minced
- 1 Tbs. roughly chopped fresh thyme
- 1 Tbs. roughly chopped fresh marjoram
- 3 Tbs. melted unsalted butter
- 1/3 cup Dijon mustard

**Directions:**
Trim top round of any silver skin or undesirable pieces. Put garlic, rosemary, and S&P in bag with top round, massage the meat with ingredients and seal the bag. Fill a large enough container to fit the meat and be generously submerged in water. Set sous-vide wand to 129 degrees and set a timer for 24 hrs. Combine panko, thyme, marjoram and butter in a bowl and thoroughly mix, in another small bowl combine mustard and shallots. When time has elapsed, pull meat out and pat dry. Thickly brush mustard mixture on top round and gently press bread crumbs into the coating of mustard. Roast beef in oven at 425 until the breadcrumb mixture is golden brown. Make sure to check after 5 minutes so it doesn’t burn. Pull out and let cool slightly before slicing to desired thickness and enjoy!

For more exciting Wagyu recipes, please visit www.wagyu.org
Wagyu tri tip, or Santa Maria roast, is a flavorful piece of beef that feeds a small crowd quickly – cooking time in most cases is just 20 minutes. Here we give it a tasty spice rub and finish it with Romesco sauce, pesto’s slightly sexier Spanish cousin that’s just as easy to make.

Holiday Roasted Wagyu Tri Tip with Romesco Sauce

Yield: Serves 8

Ingredients:
1 Wagyu Beef Tri Tip
Kosher salt

FOR THE RUB
1 Tbs finely ground coffee
1 Tbs brown sugar
1 Tsp onion powder
1 Tsp garlic powder
½ Tsp chipotle chili powder
½ Tsp ground black pepper

FOR THE RUB
2 large roasted red peppers in olive oil
1 large clove garlic
¼ cup Marcona almonds
¼ cup tomato purée
2 Tbs chopped flat-leaf parsley
2 Tbs Sherry vinegar
1 Tsp smoked paprika
1/2 Tsp cayenne pepper
1/2 cup extra-virgin olive oil

Recipe Notes: Romesco can be made several days in advance; store covered in the refrigerator until ready to use. Leftover sauce is delicious on grilled vegetables, buffalo, venison, wild boar, tossed with pasta, or even in a sandwich.

Directions:
1. Remove tri tip from the refrigerator about an hour before cooking. Trim excess silver skin. Make a note of how the grain of the meat runs. In tri tip, the direction of the grain may change; after cooking make sure to cut against the grain. Season both sides with kosher salt.
2. In a small bowl, stir together coffee, brown sugar, onion powder, garlic powder, chipotle powder, and pepper until well mixed. Liberally season both sides of the tri tip with the rub.
3. TO GRILL: preheat a charcoal or gas grill to high. Place tri tip over direct heat and cook for about 5-6 minutes, flip and cook about 5-6 minutes more. Then lower gas to medium, or move the meat to a cooler part of the charcoal grill. Turn meat again and cook another 7-8 minutes, or until an instant-read thermometer inserted into the thickest part of the meat registers 130 degrees F for medium-rare. Rest roast on a cutting board for 10-20 minutes. Proceed to step 5.
4. TO PAN-ROAST: Preheat oven to 350 degrees F. Heat 2 tablespoons of neutral oil in a heavy, oven-safe pan (we like cast iron) over high heat until nearly smoking. Add tri tip to pan and immediately reduce heat to medium-high. Sear for about 4 minutes then flip and put pan into the preheated oven. Roast for about 15 minutes, or until an instant-read thermometer inserted into the thickest part of the meat registers 130 degrees F for medium-rare. Rest roast on a cutting board for 10-20 minutes.
5. Meanwhile make the sauce: To the bowl of a food processor add red peppers, garlic, almonds, tomato purée, parsley, vinegar, paprika, and cayenne. Pulse until very finely chopped. With the processor running, slowly add in olive oil; process until smooth. Season to taste with salt and pepper.
6. Slice tri tip against the grain and serve with romesco sauce.
The Wagyu industry has seen tremendous growth around the world with a strong sales year for 2018. Throughout the year sales records were repeatedly broken on multiple continents. The common theme being a demand for superior proven genetics and a trending emphasis on the polled gene. Sale topping animals were sired by proven breed leaders including Itoshigenami, Sanjirou, Shigeshigetani, Hirashidgetayasu and more. Beyond this extreme demand was shown for polled animals and progeny of leading next generation sires such as TF Yasutani 1012, Mayura Itoshigenami JNR, Westholme Kitaftonami, Sumo Cattle Co Michifuku F126, KR Front Line 115, Dow Ranches DWBF24, and more. Below is a detailed sales summary from around the globe for 2018!

**JANUARY:**
Mile High Wagyu Experience – Colorado, USA  
Top: CHR Michiyoshi II (FB25170) - $30,000 Sired by World K’s Sanjirou

**FEBRUARY:**
Beyond Beef Wagyu Sale – South Africa  
Top: Beyond Beef Bonga $420,000 Rand (~$29,250 USD)  
Sired by Takeda Farms Fukutsuru 004  
Florida Wagyu Production Sale – Florida, USA  
Top: CL Ms Fuku Chiro 407 (FB10587) - $48,000 Sired by Bar R Ichiro 32R

**MARCH:**
Woodview Wagyu Auction – South Africa  
Top: $440,000 Rand (~$30,700 USD)

**APRIL:**
Synergy Wagyu Female Sale – Pennsylvania, USA  
Top: Stonyrun Shig Hikokura 15 - $56,000 Sired by World K’s Shigeshigetani  
TWA The Steaks are High Producer Sale  
Top: JC Ms Shigefuku 109 (FB18481) - $21,000 Sired by Shigefuku J182

**MAY:**
Elite Wagyu Sale – Australia  
Top: Poll Wagyu Midnight M0775 (PWYPM0775) - $185,000 AUD (~$132,900 USD)  
Sired by Mayura Itoshigenami JNR  
Fullblood Wagyu Sale – Australia Top: Sahara Park M0042 (SPWFM0042) - $35,000 AUD (~$25,000 USD)  
Sired by Wightman Itoshigenami X91  
German International Wagyu Classic Sale – Germany  
Top: Yoly VB005 - €12,600 Sired by World K’s Yasufuku Jr  
Bar R Cattle Company Production Sale – Washington, USA  
Top: BAR R-AB 6123 ET (PB32174) - $115,000 Sired by Dow Ranches DWBF24

**JUNE:**
Passion For Prime Sale – Oklahoma, USA  
Top: CC Ms Hiramichi 6019, $15,000 Sired by TF 148 Itoshigenami  
U.K. Wagyu Sale – United Kingdom  
Top: Warrendale Wagyu heifer sold with Peppermill Grove L0013 sired heifer calf - 13,000 gns (~$15,900 USD)

**JULY:**
Premium Wagyu Sale – Australia  
Top: Westholme H0755 (AACFH0755), $15,600 AUD (~$11,250 USD)  
Sired by Westholme Kitaftonami

**AUGUST:**
Wagyu South Africa’s Elite Wagyu Sale – South Africa  
Top: Cradle CWJ18001, $410,000 Rand (~$28,350 USD)  
Sired by Sumo Cattle Co Michifuku F126  
Vermont Wagyu Production Sale – Vermont, USA  
Top: VT Yasutani 1012 F09 ET, $40,000 USD Sired by TF Yasutani 1012

**SEPTEMBER:**
Darley Wagyu Sale – Australia  
Average on bulls: $13,500 AUD (~$9,700 USD)  
Premium Wagyu Sale – Australia  
Top: Irongate Itoshigenami M409 (IGWFM0409) – $20,000 AUD (~$14,400 USD)  
Sired by TF 148 Itoshigenami  
European Wagyu Gala Sale – Germany  
Top: Mr Kiku Star: $42,500 Euro (~$47,700 USD)  
Sired by JVP Kikayasus 400  
Certified Wagyu Breeders Auction – South Africa  
Top: Woodview BA 130852 $390,000 Rand (~$28,000 USD)  
Sired by TF 148 Itoshigenami

**OCTOBER:**
M6 “Good to the Bone” Sale – Texas, USA  
Top: KR Ms New Level 167 (FB17802) - 15,000 USD Sired by KR Front Line 115  
JW Wagyu Dispersal Sale – California, USA  
Top: WEBBCO Hira Rebecca 133C (FB23953) - $30,000 USD Sired by Westholme Hirashidgetayasu J2351

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As 2018 comes to an end, the staff and board members of the American Wagyu Association are gearing up for the 2019 Show Circuit. Currently there are four shows that we plan to utilize to promote the benefits of the Wagyu breed.

The NAILE (North American International Livestock Show) was just held November 12-14 and will be held on November 5-21, 2019. This show opens the market to the international breeder and runs in conjunction with the Taste of Wagyu and Triple Crown Steak Challenge.

The National Western Stock Show held in Denver January 12-27, the Wagyu Show January 13, 2019. Watch for more information on hotel and show dates on the AWA website.

The NCBA (National Cattleman’s Beef Association Show) January 30 – February 1, 2019 brings up the next major show which will be held in New Orleans. NCBA is known for being a premier agriculture event.

The Houston Livestock Show and Rodeo February 25 – March 17, 2019 are the dates. The Houston Livestock Show started in 1932 and is considered one of the most family friendly shows in the country. This is a great show to plan a vacation around since Houston has a lot to offer your family. A unique side line to the show is they have been able to raise more than $475 million that has been donated to the youth of Texas.

The board and office staff are always looking for ways to stretch our member’s money by picking these premier events, which will help grow the Wagyu name and benefits to producers and consumers alike. We invite all members to stop by the booth and say hi and see how the association is working on your behalf.

**SEE MANY OF YOU AT THESE UPCOMING EVENTS!**

For a complete list of exciting Wagyu events, please visit www.wagyu.org
The AWA Board is a hard working group committed to the success and growth of the AWA and the promotion of the integrity of the Wagyu breed. Current Board members include:

- Weldon Mahan, President, CEO, Chairman
- Justin Jackman, First Vice President, Secretary
- Janell Henschel, Second Vice President, Treasurer
- Julie Barnes, Member at Large
- Ralph Valdez
- Pete Eshelman
- Eldon Clawson
- Dennis Kuempel Jr
- Mike Kerby

Three Board members have fulfilled their three year terms and are retiring. Their service is greatly appreciated by all. We ask them to share some of their thoughts. These retiring board members are: Weldon Mahan, Eldon Clawson and Julie Barnes.

**Weldon Mahan**

1. **How long have you been in the Wagyu business** – Five years.

2. **What motivated you to get in the business** – I had a steak at The Bellagio in Vegas. Our family has been ranching for years and I was looking at what to do with some of the acreage. We had raised commercial cattle for years and I was not interested in continuing a typical cow-calf operation, so Wagyu looked exciting.

3. **How long have you served on the board** – Three years. First as Treasurer and then as President/CEO and Chairman the past two years.

4. **Why do you believe in the AWA** – I think the AWA does a great job of maintaining and protecting our registry. Some say we are overly protective. The core reason for the AWA is registration of Wagyu. I know I can count on my data to be protected and defended by an established association that is well financially and growing in the use of the latest DNA technology.

5. **What are your hobbies** – I have played Raquetball competitively for years. I am also a musician and have played keyboards (piano, organ, synths) in R&B/Rock Bands off and on since High School.

6. **What do you see as the future of the Wagyu breed in the US and the world** – I think Wagyu breed will continue grow rapidly worldwide. More will be developed on the health benefits of the meat. Whenever Millennials figure out that the Wagyu can be easily age/source verified and the health benefits realized the wagyu market will boom.

7. **What is your greatest accomplishment as a Wagyu board member** – That would be serving as Treasurer my first year. Our ED, Michael Beatty resigned early in the year and Ralph Valdez serving as President had to take sick leave for cancer treatment. This left me and Joe Hoye the job of running the AWA business with Martha Patterson. It was not at all what I had expected, but I learned a lot. The experience helped me greatly in serving as President. I am also very proud of changes put place to improve our association in the future during my terms as President.

8. **What will you miss about not being on the board** – I will miss not being a part of the decision making and contributing to the future success of the AWA.
**Eldon Clawson**

1. **How long have you been in the Wagyu business** – 7 years.

2. **What motivated you to get in the business** – The phenotype of the cattle amazed me, their ability to move and travel, their soundness on their feet and legs.

3. **How long have you served on the board** – 2 years and 10 ½ months, finishing three year term.

4. **Why do you believe in the AWA** – The association has the potential to further the future and awareness of the breed.

5. **What are your hobbies** – 90% of everything I do involves into making Wagyu cattle more functional. I have turned my love of artwork into a passion to try to make these cattle as good as they can be.

6. **What do you see as the future of the Wagyu breed in the US and the world** - It is almost unlimited, I see a time when more cattle have Wagyu genetics in them than don’t. There is that much opportunity. Whether or not it happens, depends on how few missteps and slow we go. We can accomplish so much if as a Board we remain committed to the good of the breed and the membership.

7. **What will you miss about not being on the board** – Working closely with some really fine people.

**Julie Barnes**

1. **How long have you been in the Wagyu business** – I have been in the Wagyu business since 2001.

2. **What motivated you to get in the business** – My husband had friends in Silverton, Oregon that asked us to manage their Wagyu herd while they resided in Mexico.

3. **How long have you served on the board** – I have served on the AWA board of directors for 7 consecutive years.

4. **Why do you believe in the AWA** – I believe the AWA, with the right leadership, can bring the Wagyu breed to a National level of recognition of superior quality beyond any breed currently in the US.

5. **What are your hobbies** – My hobbies are playing the guitar, leather craft, family outings, raising animals, and spending time with my grandchildren.

6. **What do you see as the future of the Wagyu breed in the US as well as worldwide** - I feel the future of the Wagyu breed in the US as well as worldwide, is the fact that the end product is the ultimate in dining pleasure, as well as the best cross for any breed.

7. **What is your greatest accomplishment as a Wagyu board member** – It took several years of being on the BOD to get support in re-writing the AWA Breeder’s Handbook. Though it is a work in progress, I feel very confident that it is finally being recognized as a vital part of the structure and ultimate mission of the AWA.

8. **What will you miss about not being on the board** - I have valued the membership’s confidence in me, to allow me to work toward keeping our breed association progressive and competitive in the cattle industry. I will miss working with other board members and the AWA office. I feel we have progressed tremendously over the past 5 years and I look forward to sitting back and watching the new board members share their ideas. It takes a lot of passion to stick with this board. Lots of hours of commitment to keep things rolling. This is the most diverse board I have ever had the pleasure of sitting on. It has been an unforgettable experience. I thank everyone for their confidence in me, the tolerance of my persistence, and the opportunity to be a part of the great progress of this breed. Good luck to the new members of the AWA board of directors!
Three new Board members have been elected and in the new year will become officially active on the Board. We asked them some questions so you can get to know them better.

**John Hall**

1. **Briefly describe your background and experience.** – I currently serve as the Vice President and General manager Technology Service Corporation (TSC) overseeing the corporate Space payload development and Intelligence programs. My wife Jessica and I own and operate JH2 Wagyu Ranch in Texas focusing on quality herd genetics across multiple traits. Additionally I serve in the Army Reserves and a C-12 King Air pilot supporting Joint Operations under the 6-52nd Aviation Battalion.

2. **What motivated you to get into the Wagyu business?** – As I looked across other breeds I saw a key component missing which was the ability to provide consistent high quality marbling in the cattle. Growing up in southern Missouri the angus cattle dominated most of the landscape, however, I saw more focus on size than quality. From the beginning I was impressed with not only the quality in Wagyu beef but also the growth potential for the Wagyu industry as a whole. The market area is vast with many parts continuing to be untapped. If the association works together I am convinced the Wagyu breed can dominate key sections of the market.

3. **Do you have specific goals in mind for the AWA?** – My hope is to merge my business background with my family cattle experience. There are several areas that I hope to support help AWA directors and association members. Initially I hope to support and refine the development of a five year Strategy Plan to include Annual Operating Goal. As a part of the Strategic plan we must develop an aggressive marketing campaign. Additionally with over 20 years of software development and implementation experience I hope to help the other directors with a clear path forward in regard to herd data collection. At the forefront of all that, clear communication to our members is a vital key to our success.

**Clem Kuns**

1. **Briefly describe your background and experience.** – While growing up, I was involved with crop production on family land as a secondary occupation. Today I am a licensed Professional Engineer (PE), managing the planning, design and contracts for land development and public infrastructure projects.

2. **What motivated you to get into the Wagyu business?** – A return to agriculture world offered my family and I a reprieve from the professional world of real estate and land development. I feel like Wagyu production is one of the very few agricultural endeavors that one can actually start from the ground up and have a chance at being successful.

3. **Do you have specific goals in mind for the AWA?** – My near term goal is to solicit as much input from the membership as possible, then immediately delve into the development of an AWA Strategic Plan.

**Jenny Tweedy**

1. **Briefly describe your background and experience.** – I live in Fort Collins, CO, and I obtained a Bachelor of Science in Animal Sciences at Colorado State University. Upon graduation I worked for a large seedstock operation called Leachman Cattle of Colorado. Several years later I met Shane Lindsay, and accepted the position as Livestock Production Manager for Mishima Reserve Wagyu Beef. My responsibilities have included: seedstock selection for cooperating calf producers, working with consulting veterinarians and nutritionists, collecting growth and carcass quality traits, and supply chain management.

2. **What motivated you to get into the Wagyu business?** – I enjoy the vertical integration. I am very motivated to continually find ways to optimize our production system.

3. **Do you have specific goals in mind for the AWA?** – I see a lot of growth potential for the AWA. I believe focusing on EPD production will create great growth opportunities for the Wagyu breed.
In the new year, the new Board will be in place and a new President and officers will be elected. Working closely with our Executive Director, the Board will establish the business agenda for the year and the future. While this agenda is yet to be established, we do know that many initiatives currently in progress will be addressed for the benefit of the AWA and the membership. Such issues include: ways to make Digital Beef more user friendly, looking for ways to improve the CAR structure, implementing financial management protocols, exploring ways to collect carcass data, ways to monitor and assess the health benefits of Wagyus, proactively addressing truth in labeling to enhance consumer confidence, initiating marketing territories, enhancing Board communication with the membership, establishing a marketing plan and budget and creating an AWA strategic plan. A full plate!

2019 can be the greatest year for the AWA and with so many opportunities to address it is likely that many new committees will be established and these committees will include Board members and members who have subject matter expertise and will volunteer their services. The AWA will work hard to capture the vast expertise and experience and diversity we have in our membership. Stay tuned!