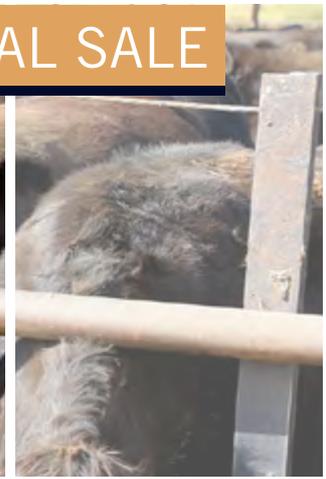


SPECIAL SALE



WAGYU-ONLY SPECIAL SALE

AUCTIONSPLUS
ONLINE **PREMIUM
WAGYU SALE**
WEDNESDAY 8 JUNE 2016

A special Wagyu-only online AuctionsPlus bi-monthly sale run by the Australian Wagyu Association will focus on high quality identifiable commercial Wagyu cattle.

The inaugural **PREMIUM WAGYU SALE** will be on Wednesday 8 June at 1 pm with entries being accepted from all agents who agree to operate under the normal AuctionsPlus Conditions of Sale and the special Wagyu Conditions of Sale.

WAGYU-ONLY MARKETPLACE

While the sale has a commercial focus with the majority of lots expected to be feeder steers and heifers, weaners and commercial breeding stock, it will also be open to registered seedstock bulls and females plus semen and embryos.

The move by Australian cattle producers into the Wagyu industry has generated widespread demand and AuctionsPlus has been identified as the ideal selling platform for Wagyu and Wagyu cross cattle according to AWA CEO Graham Truscott.

"The vendors and buyers of Wagyu and Wagyu cross cattle are investing strongly in the Wagyu breed which is generating premiums of up to 80% over traditional cattle so they deserve a Wagyu-only marketplace to transact business," he said.

Initially vendors won't need to be members of the AWA but all Wagyu content cattle must be by registered Wagyu sires with multiple sires accepted. Breeding cattle (bulls and females) must be AWA registered. Initially, unregistered Wagyu crossbred breeding females will be accepted. When the Wagyu Content Register becomes available in the near future, these breed types will need to be part of that register. All cattle offered need to carry the **Wagyu Trade Descriptors**

"The Premium Wagyu Sale will be strongly marketed through the AWA and AuctionPlus networks and in the rural media so vendors will gain stronger than usual exposure for their lots and subsequently increased demand.

"The sale is open to all agents and is predicted to become the premium market place for commercial Wagyu and Wagyu cross cattle. The sale at the annual Wagyu conference, where Wagyu semen sold at \$3,050/straw, will remain the elite marketplace for registered Wagyu seedstock genetics," said Mr Truscott.

FOR MORE SALE DAY INFORMATION

- Contact your agent
- Australian Wagyu Association
Geoff Phillips 0411 413 599



SALE INFORMATION

CONDITIONS OF SALE

- » The Australian Wagyu Association (AWA) will conduct a bi-monthly AuctionsPlus online simultaneous sale to be known as the **PREMIUM WAGYU SALE** comprising mainly commercial cattle plus seedstock animals, semen and embryos.
- » Open to all AuctionsPlus accredited agents who agree to operate under the special AWA conditions of sale and the usual AuctionsPlus conditions of sale.
- » Breeding animals carrying Wagyu genetics to be registered with AWA in the Herdbook or Wagyu Content Register (when this register is available) and carry a link to the AWA database pedigree and EBV performance page.
- » Non-Wagyu breeding animals (e.g. Angus females in calf to Wagyu sires or with Wagyu sired calves at foot) need not be registered but the joining sires must be AWA registered (multiple sires accepted).
- » Embryos to carry EBV mid-parent values supplied by AWA.
- » All lots to be described in **Wagyu Trade Descriptor** terminology
- » Feeder steers and heifers, fed cattle and weaners to be sired by registered Wagyu bulls (multiple sires acceptable).
- » Feeder steers and heifers to be pre-vaccinated for Bovine Respiratory Disease (bovine Rhinotracheitis).
- » Animals may be sold individually or in groups with no maximum size
- » AWA membership not required. Vendors of breeding animals would normally be members through registrations. Feeders may be supplied by backgrounders which may not currently be members. All vendors to be offered AWA membership at normal prices.
- » AWA to produce a sale catalogue on its website using ILR2/14 to link to the AuctionsPlus catalogue and provide the URL links to the AWA database pages for pedigree and performance details.
- » AWA **Wagyu Trade Descriptors** content to be utilised in lot descriptions, and in the AuctionsPlus breeding type when that facility becomes available.
- » Each lot to have only one breeding type eg. 100% Wagyu for Fullblood; or 100% Wagyu/Angus for Crossbred Wagyu (in the normal AuctionsPlus sale lots can comprise multiple crossbred types with the majority breed type stated on the breeding data field, but this is not permissible in this sale).
- » Standard AuctionsPlus per head fees of \$6.50/head commercial cattle and \$12.50/head seedstock/stud cattle would be charged by AuctionsPlus to the vendors.
- » Agents will charge their clients their negotiated commission and AWA will charge 1% commission on all sales to be collected by the agents and paid to AWA.
- » The sale will be advertised by:
 - AuctionsPlus through their 4,000 email contacts and 30,000 website visits per month.
 - AuctionsPlus to their 200 - 300 regular buyers (includes all major feedlots, processors etc) with a sale catalogue link sent to all buyer contacts.
 - AWA through its 2,000 eNews contacts and 6,000 website visits per month.
 - AWA will offer an advertising package to vendors e.g. AWA website, eNews list email.
- » The AuctionsPlus website sale catalogue will contain additional advertising slots (not in current AuctionsPlus catalogue).
- » The cut-off date for lot entries will be two days prior to the sale (current AuctionsPlus requirement).
- » A special report will be provided to participants in the sale - vendors and buyers - as an additional benefit for participation.



WAGYU BREED TRADE DESCRIPTORS

PRODUCED BY THE AUSTRALIAN WAGYU ASSOCIATION

The **Wagyu Trade Descriptors** are to be used as the terminology to accurately describe cattle entered in the **PREMIUM WAGYU SALE**. This will overcome confusion and inaccuracies. They are intended to provide clear definition of Wagyu breed content in live animals up to the point of slaughter and processing for meat.

PRODUCT DESCRIPTION of the meat and boxed beef product and its compliance with Consumer Law beyond that point in the supply chain is the responsibility of the processor/boxed beef producer and subsequent sectors of the supply chain.

WAGYU BREED CONTENT CLASSIFICATION

DEFINITION

WAGYU FULLBLOOD 100%

The offspring of a **WAGYU FULLBLOOD SIRE** and a **WAGYU FULLBLOOD DAM** whose forebears originate from Japan and whose pedigree shows no evidence of any crossbreeding.

PUREBRED WAGYU F4 93+%

Has greater than 93% Wagyu genetic content. For example, the result of at least four generations of crossbreeding using a **WAGYU FULLBLOOD SIRE** and a **CROSSBRED WAGYU F3 DAM**.

CROSSBRED WAGYU F3 87+%

Has greater than 87% Wagyu genetic content. For example is the result of at least three generations of crossbreeding, using a **WAGYU FULLBLOOD SIRE** and a **CROSSBRED WAGYU F2 DAM**.

CROSSBRED WAGYU F2 75%

Has 75% or higher Wagyu genetic content. For example is the result of at least two generations of crossbreeding, using a **WAGYU FULLBLOOD SIRE** and a **CROSSBRED WAGYU F1 DAM**.

CROSSBRED WAGYU F1 50%

Has 50% or higher Wagyu genetic content. For example the first generation of crossbreeding a **WAGYU FULLBLOOD SIRE** and the dam of another breed.



NEXT SALE

WEDNESDAY 8 JUNE 2016 at 1pm

