

What are Wagyu worth?



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2016 National Wagyu Conference

Anna Speer

AuctionsPlus – CEO

aspeer@auctionsplus.com.au





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Shining a light on the Wagyu market

- F1 Steer Indicators
 - Jan 2015 – 360c/kg live
 - July 2015 – 420c/kg live
 - 3rd July AuctionsPlus – 557c/kg live
- Direct market disruption
- Visible Price information

Over 3 weeks increased to make 604c/kg live

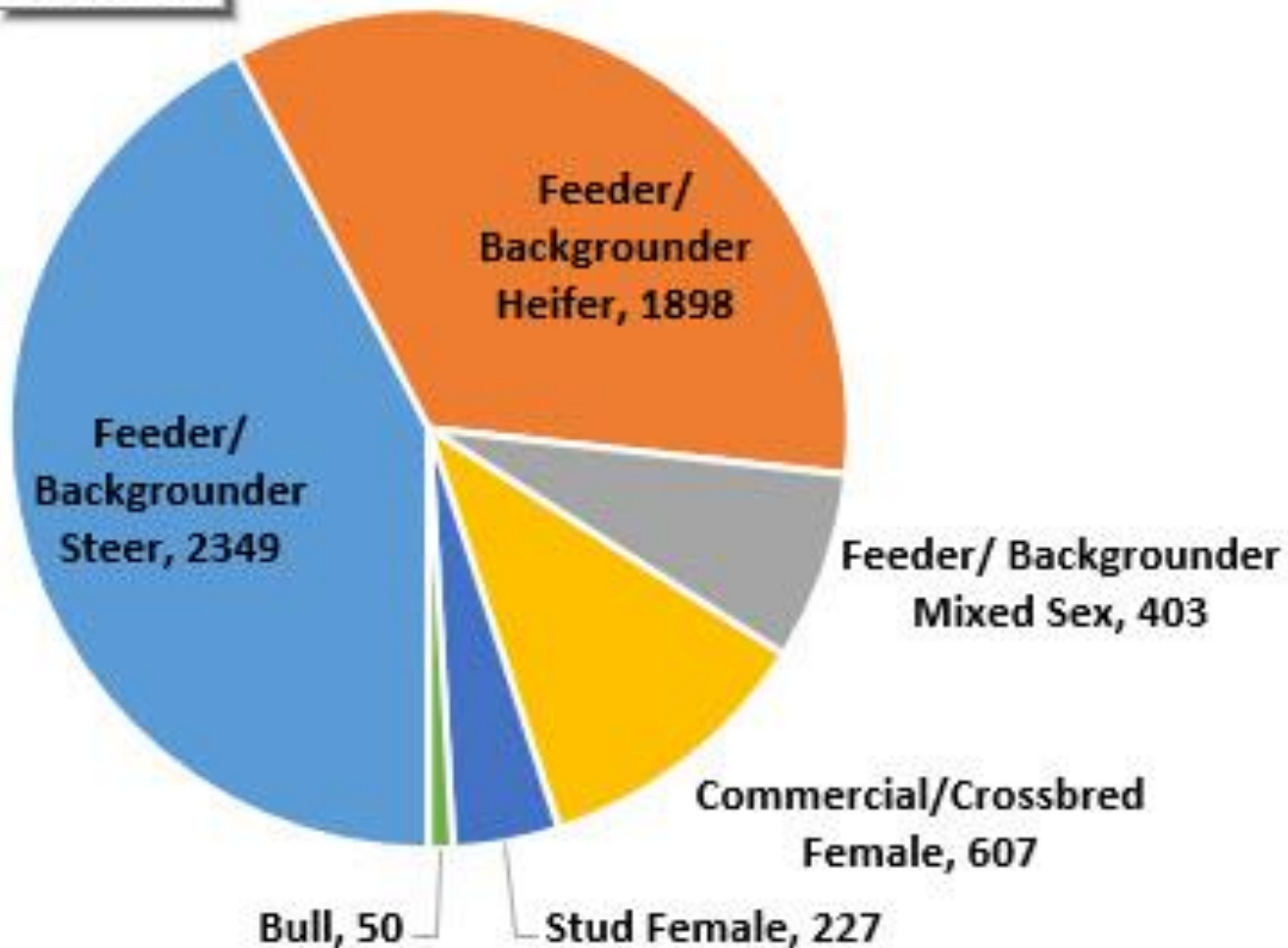




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Wagyu Offering by Type

Chart Area



The volume of Wagyu's on AuctionsPlus is growing.....

July 2015 – April 2016

The Evolution of the Auction System



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The evolution of AuctionsPlus

Connecting & empowering buyers and sellers nationally through simple technology that redefines livestock trading



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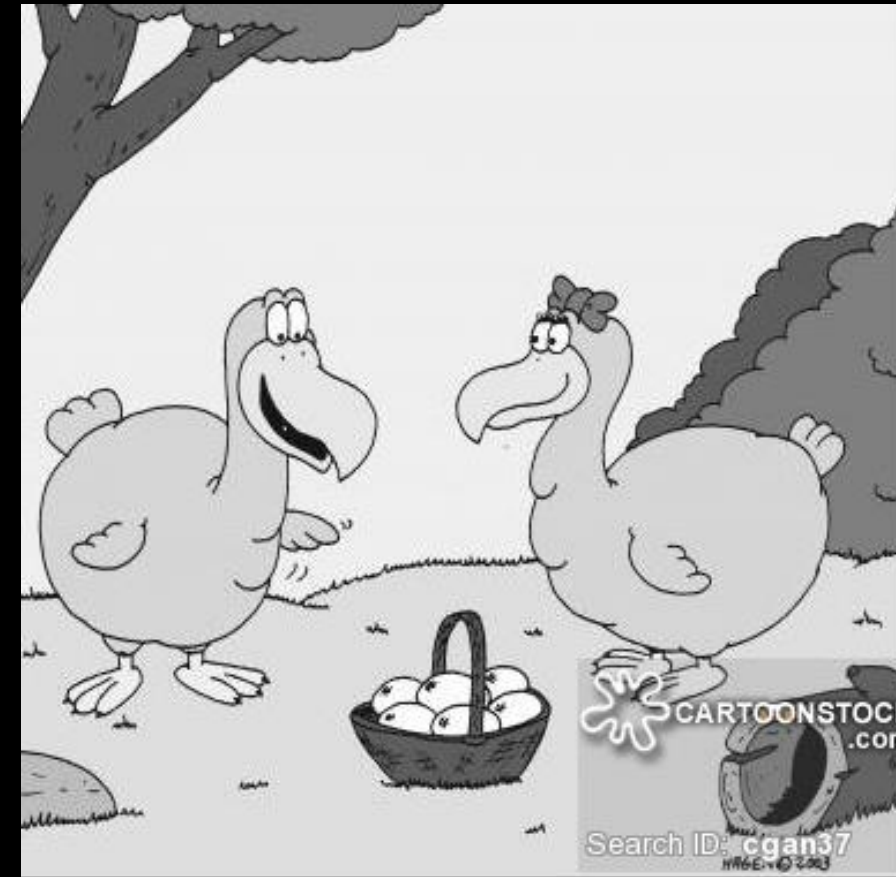
- Market Access
- Increased Competition
- Reduced Costs
- Convenience
- Less volatility - reoffers
- Animal Welfare & Performance
- Product Integrity is imperative
- Delivers a Price Indicator – results page

Are your Wagyu all in the one basket?



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Sales Path	Strengths	Challenges
Direct +50% cattle	Traditional Relationships Welfare & Performance Stability – spot & forward	Barriers to entry High Customer Concentration Unclear market value
Saleyard	Fast turn-around	Expensive Volatile Local Buyers Welfare & Performance Freight
AuctionsPlus	Auction Competition Lowering barriers National Buyer footprint Provides a market indicator Buyer & Vendor Confidence Welfare & Performance	Relationships and feedback (Our current development scope)



We are the last Dodos on the planet, so I've put all of our eggs safely into this basket...

Wagyu really suit AuctionsPlus

Maximum competition in a secure marketplace with access to all parties



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**High Value
Luxury
Product**



Scarcity



**High
Demand**



**'Closed
Shop'
Market**



**Access to
Objective
Language
and a
secure
platform**

Access, increased competition and price discovery

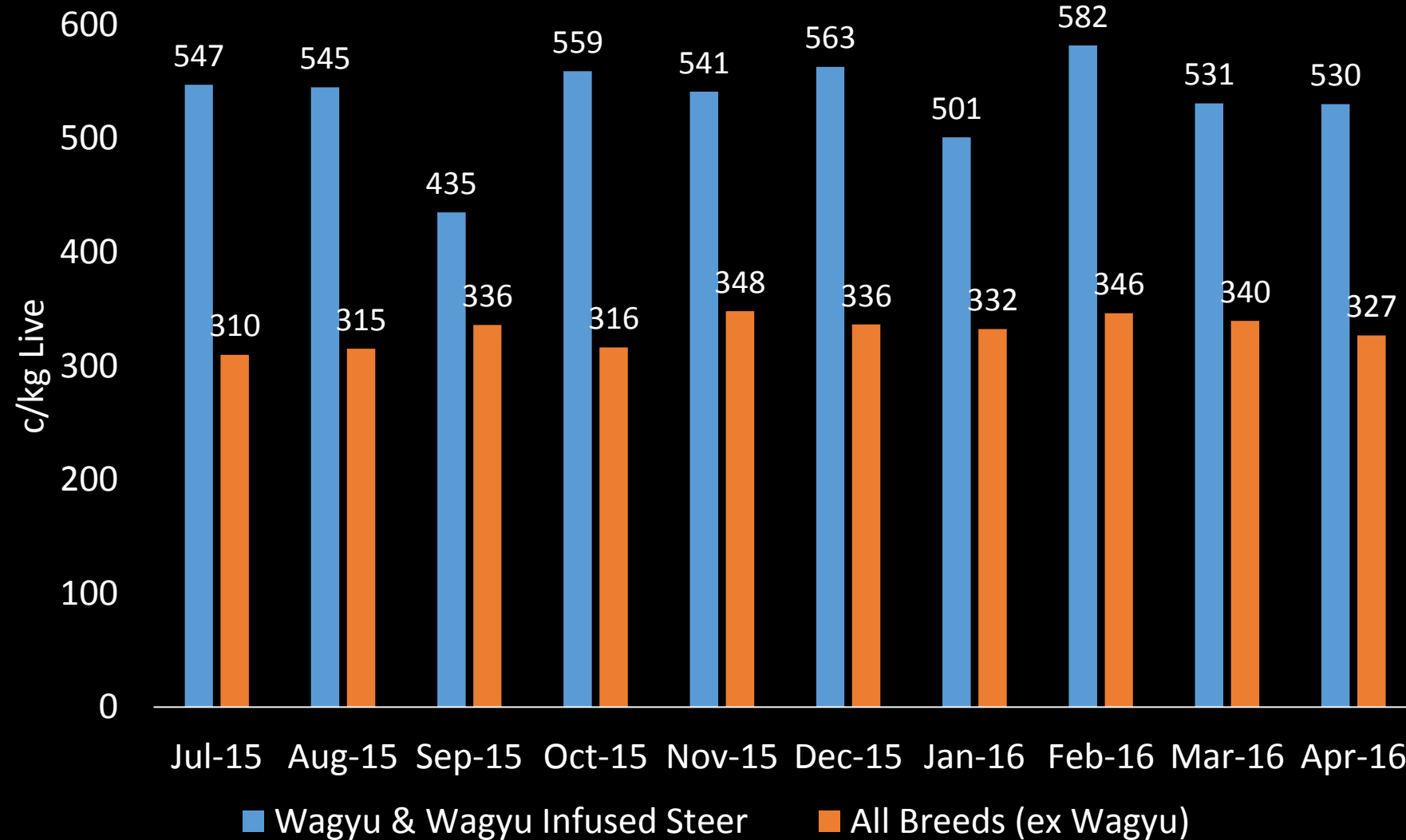
**Red hot results for Wagyu on
AuctionsPlus: What's driving it?**

by Jon Condon, 20 July 2015



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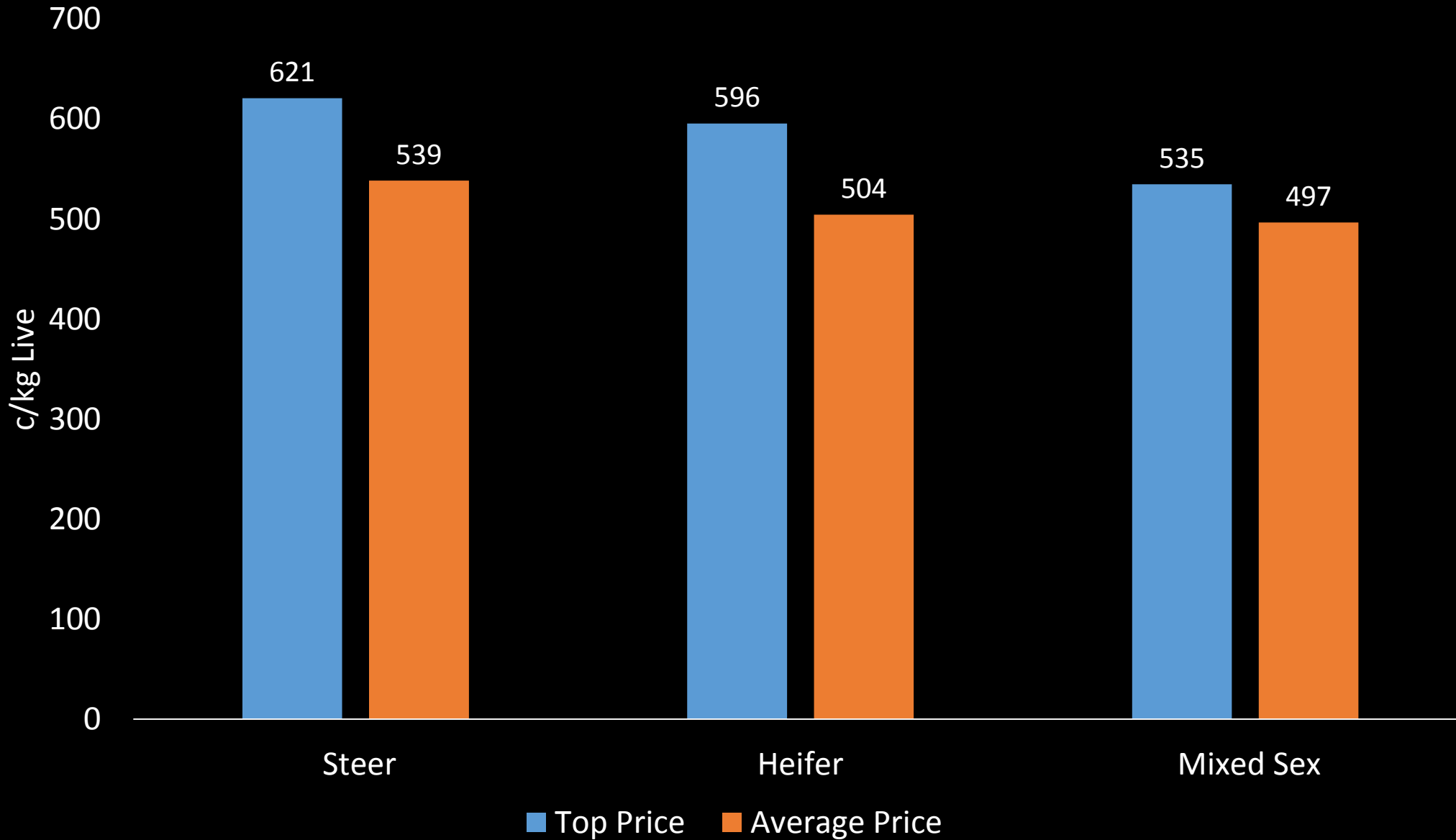
Average Steer Prices (c/kg Live)



Wagyu and Wagyu-Infused Feeders & Backgrounders



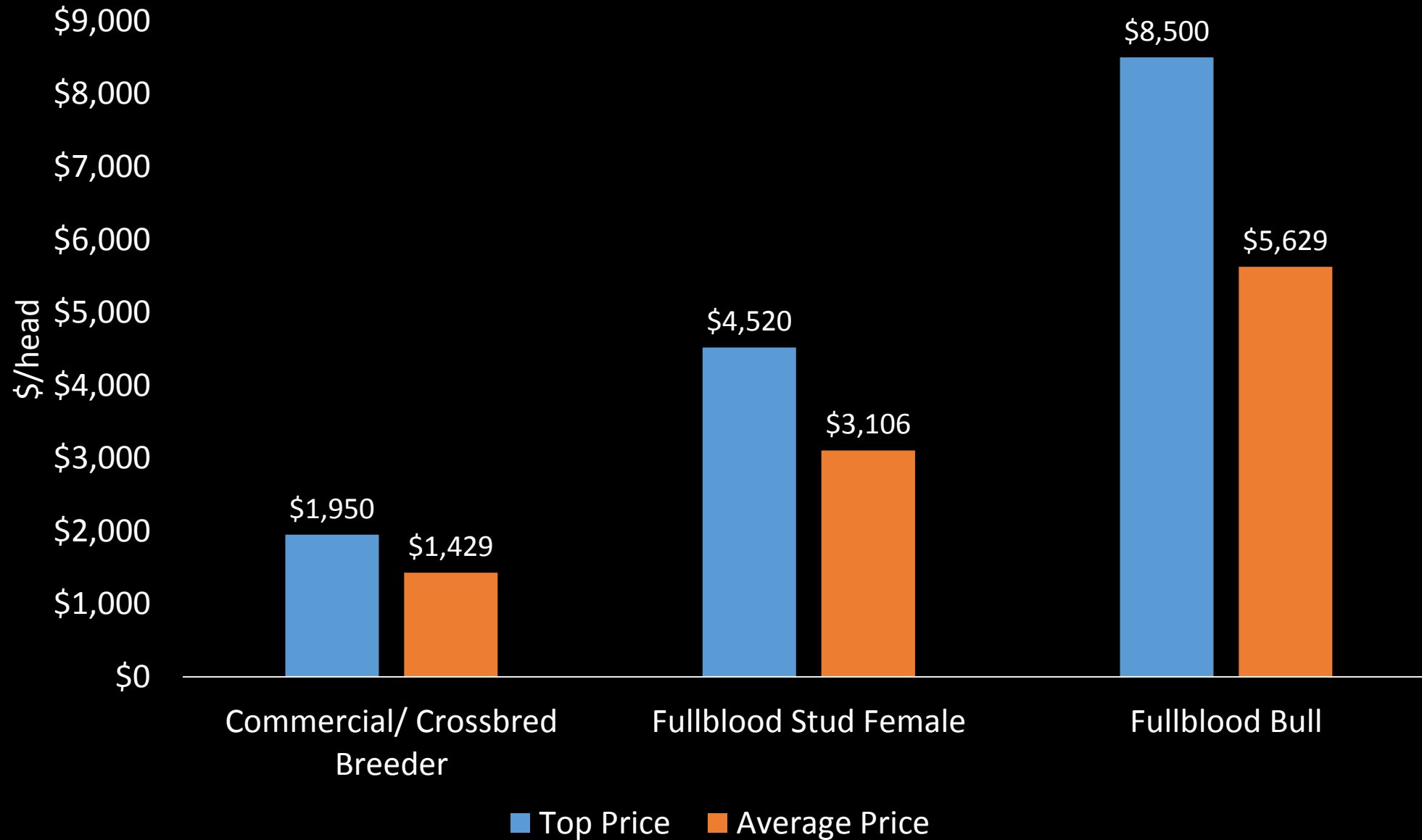
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Wagyu and Wagyu-Infused Breeders



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The Wagyu Footprint

Blue Pin = Buyers

Red Pin = Vendors

58 Buyers

78 Vendors



Regular Premium Wagyu Sales



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- June 6th
- Hosted by The Australian Wagyu Association
- Specific rules and regulations to ensure your stock are properly marketed
 - Links to pedigree, EBVs, videos and pictures
 - Delivery
- Developing a market indicator
- Opportunities for sport and forward sales

Queensland commercial record after Wagyu steers make \$6.20/kg on AuctionsPlus

ABC Rural | By Arie Felton-Taylor

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Posted 21 Dec 2015, 4:13pm



PHOTO: Central Queensland producer Rob McCosker says the price received at an online auction is the most he has ever made for Wagyu cattle of this weight and age. (Supplied: Rob McCosker)

The price of cattle on the hoof has again reached new heights after a line of 389 kilogram fullblood Wagyu steers from central Queensland made 620 cents per kilogram liveweight.

MAP: Emerald 4720

Lot 100 - 50 Feeder Steers - FORBES, Central Western NSW

EDIT MEDIA



100% Angus / Angus

12 to 13 Months

437kg live 239.2kg drs

50% fat score 2

Del from: Sep 24, 2015 | Forward Contract

L

EU

Sold \$1,507.65/Head

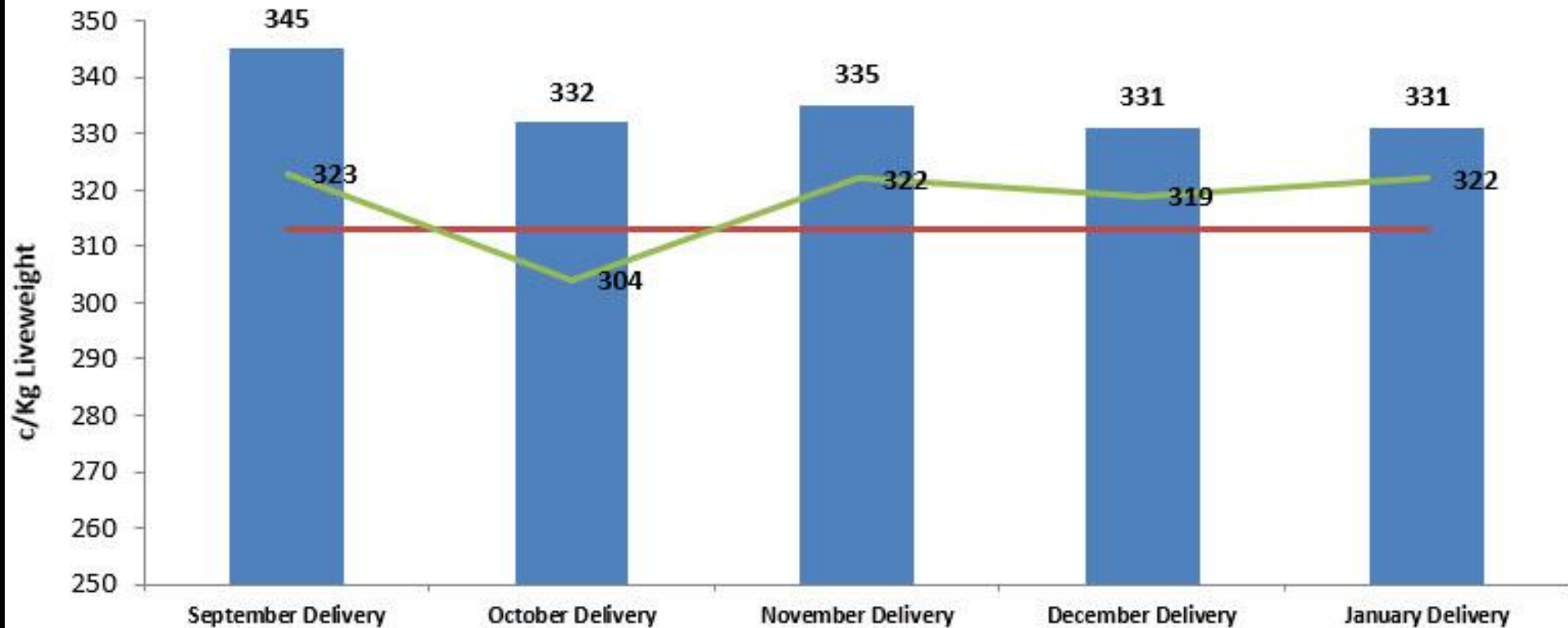
| Buyers Terms 345.0c/kg Live



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Forward Contract Sale Average Prices (c/kg) by Delivery month

Average c/kg MLA Feeder Cattle Indicator (14th August) Average MLA Feeder Cattle Indicator for month

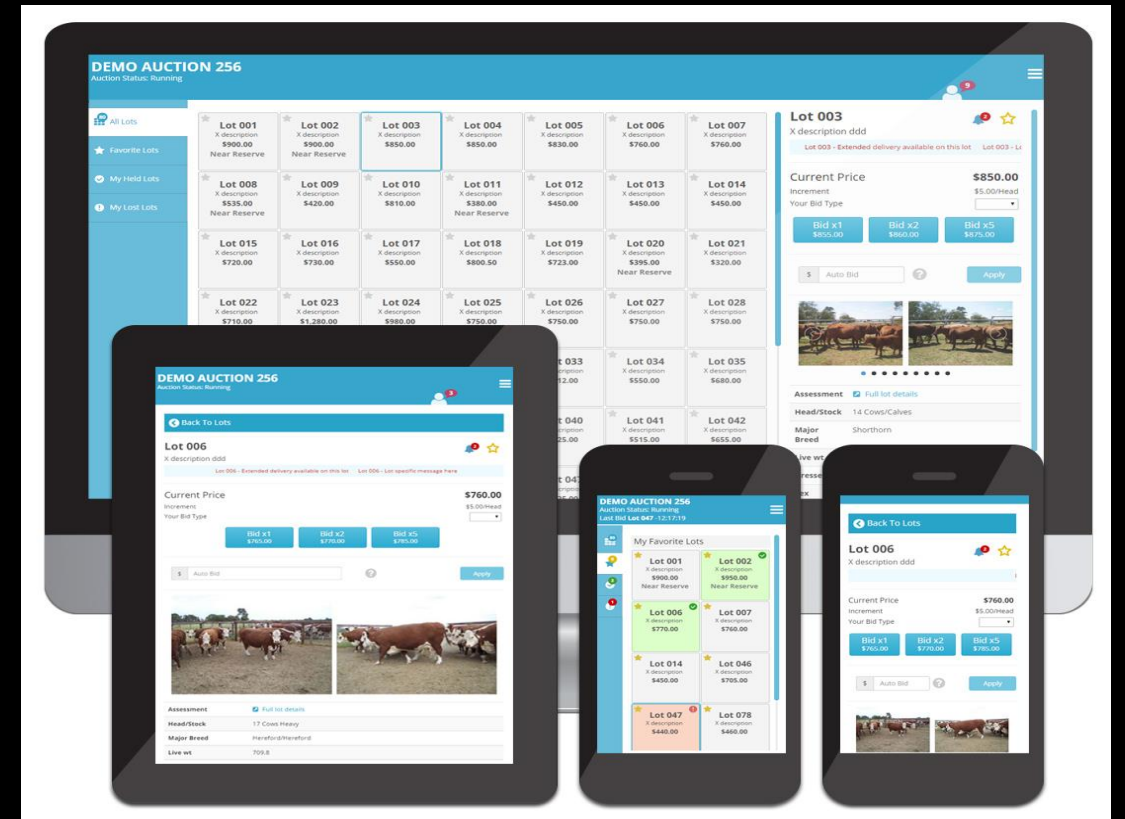




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Where to next for AuctionsPlus?

- Relationships and Feedback
- Profiles for brand exposure
- Interface Sales
- Setting the stage for continued evolution in streamlining the livestock supply chain





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Key Messages

- AuctionsPlus is an ideal channel to market Wagyu and develop a price indicator for the breed
- Spread your risk to manage the challenges of the traditional supply chain
- Wagyu is a premium product and marketing and branding should be treated accordingly
- Evolution to bigger and better things comes via development in new technologies, collaboration with customers and a little courage to try something new

How to get involved?

- Register for free at www.auctionsplus.com.au

Anna Speer

aspeer@auctionsplus.com.au

0455 082150

Twitter @speer_anna