

**Q = Do they look different to other breeds?**

A = Wagyu are black cattle that look like Angus, but are horned and lighter muscled through their hindquarters. The breed was originally a draft animal used in cultivation, so they were selected for physical endurance. This selection favoured animals with more intra-muscular fat cells - marbling, which provided a readily available energy source. This has resulted in high marbling carcasses unlike any other breed.

**Q = What role does the Wagyu breed have in the beef industry?**

A = Wagyu cattle are the undisputed breed leader for marbling, tenderness and carcass quality. Full blood Wagyu and Wagyu crossed cattle, when fed properly, consistently meet the demands for the highest grades of beef. They are rapidly becoming the white tablecloth breed for the gourmet beef industry.

Benefits for cattle farmers

Marbling equals big profits for the cattle producer. This section provides insight about the traits of the Wagyu breed.

**Wagyu cattle offer:**

- . Calving ease
- . Generous ribeye size
- . Finer meat texture
- . No excessive back fat
- . High meat yield

Wagyu are very fertile: bulls have a high servicing capacity at a young age, and heifers reach sexual maturity at a young age. Wagyu cattle have docile temperaments and are easy to handle and move. The breed is hardy and adaptive to different environments. Wagyu are being raised across the world with ease.

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**Woodview Wagyu**

BRIAN ANGUS

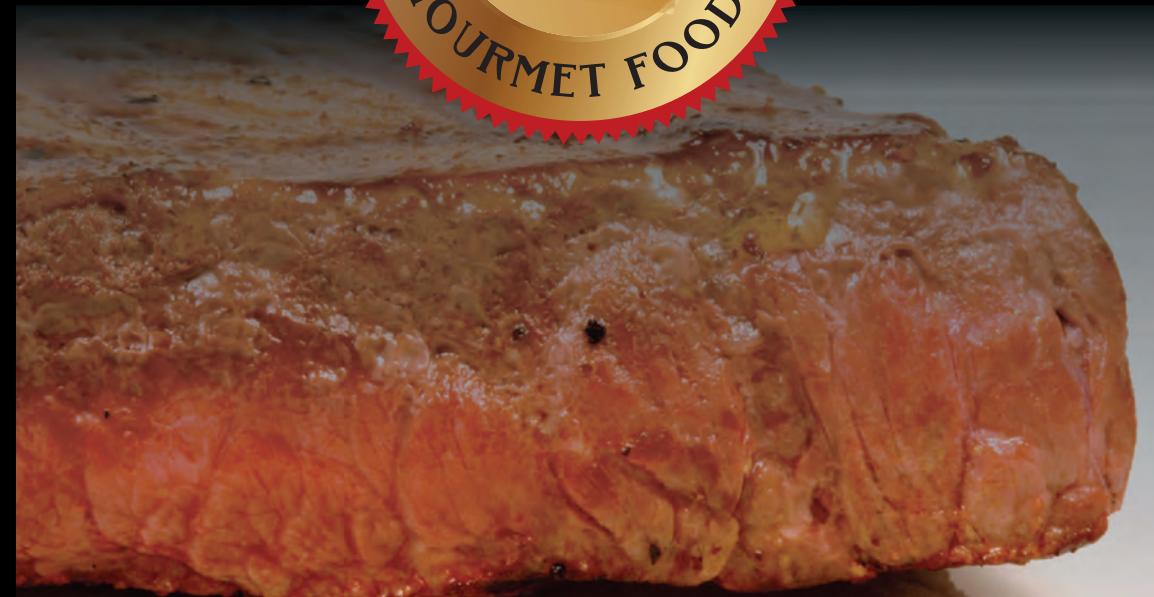
Cell: 0027(0)82 573 9687

Tel/Fax: 0027 (0)58 453 0606

Email: [woodview@mweb.co.za](mailto:woodview@mweb.co.za)

Postal Address: PO Box 23 Arlington

South Africa



**Kobe Style Beef**

## WAGYU BEEF FACTS

### Wagyu History

Wagyu (pronounced 'wag-you') is a breed of cattle native and unique in their genetics to Japan. The Japanese word Wagyu can be translated to mean Japanese beef -as 'wa' means Japanese and 'gyu' means beef. These cattle are vigilantly guarded by Japanese farmers who have inherited the genetics from their ancestors and see it as their duty to protect this gift for future generations.

Wagyu cattle have been bred for hundreds of years and are regarded as a national treasure in Japan, in fact for many years only the Emperor, his family and his Samurai could eat Wagyu beef. There are many stories about these imperial cattle being massaged, fed on beer and then sold at astronomical prices in Tokyo's top restaurants. This is not just folklore. The Japanese have devoted extraordinary care and attention to the rearing of this unusual breed of cattle, focusing on the quality rather than the quantity of the beef. For several years now Japanese Wagyu meat, also known as 'Kobe-style beef', has enjoyed increasing popularity. Experts and gourmets, who have recently discovered Wagyu beef, consider it to be the most tender, succulent and tastiest meat in the world. Wagyu beef has now taken Europe the USA and Australia by storm, with New Yorkers paying \$100 for Wagyu burgers.

Some people may be familiar with 'Kobe beef', which is world famous for its quality. Kobe beef is simply Wagyu that comes from the Kobe region in Japan. The world famous "Kobe" beef brand is Wagyu beef that comes from the Hyogo Prefecture in Japan.

Wagyu cattle produce the world's most tender, flavoursome and succulent beef. This comes about through their unique ability to marble. Characteristically, Wagyu beef is highly marbled. This means that the muscle is finely interspersed with monounsaturated fat. This marbling gives the beef its "melt in the mouth" taste and tenderness. When cooked, the marbling dissolves and gives the meat its tenderness and flavour.

### What is marbling?

Marbling refers to the little specks of fat dispersed in lean tissue that translates into big money for the beef producer. It is considered the best indicator of eating satisfaction when consumers select their beef. Higher levels of marbling results in better flavour beef and juiciness. Although marbling does not guarantee tenderness, well-marbled beef can be cooked to a higher degree of doneness and still maintain juiciness. This seems especially important for roasts. Marbling is almost the sole indicator of USA and Australian beef quality grades, which range from Standard to Prime. The Japanese Wagyu probably is the highest marbling breed in the world. In Japan there are five marbling grades above the USA High Prime grade.

### Health Issues

While past public campaigns have educated the public that too much fat in beef is unhealthy, the marbling in Wagyu beef has a different story altogether.



The heavy marbling in Wagyu beef, which is described as 'an intra-muscular deposit of energy in a lace-like lattice', has been found to contain monounsaturated fats. Research has shown that the monounsaturated fats in Wagyu can assist in reducing cholesterol levels in the body.

The marbling is also the reason for the unique flavour, texture and moisture of Wagyu beef. The monounsaturated fatty acids have a very low melting point (less than 7 degrees Celsius), which means that the beef literally "melts in your mouth". Subsequently Wagyu beef is healthy, without compromising taste.

Consuming Wagyu beef is beneficial to your health, possessing a unique high concentration of beneficial omega 3 and omega 6 fatty acids. The human body can manufacture most of the fat types it wants, except for two, known as essential fatty acids (EFA's).

Most positive health benefits are seen in these two EFAs, which are divided into two types - linoleic acid (omega 6) and linolenic acid (omega 3). These are needed to assist in immune resistance, vision, building cell membranes, blood clotting and blood pressure. Areas of benefit include protection against heart disease, arthritis, depression, Alzheimer's, high-blood pressure, and has anti-carcinogenic properties.

The unique advantage in Wagyu is that it contains a much higher proportion of the desirable monounsaturated fats than other beef. The monounsaturated/saturated fat ratio is up to three times higher in Wagyu than in any other beef.

### Restaurants

Since 2001, Wagyu beef has flourished in the global market place, especially in the United States and Australia. It is now common for Wagyu beef dishes and meals to be served all over the world in countries such as Taiwan, China, Hong Kong, Singapore, Indonesia, the U.K, France, Germany, Denmark, Australia, Dubai and South Africa. Woodview Wagyu beef is found on the menu of top restaurants and is sold by the gourmet meat purveyors in this country.

Consumers have become more selective and aware of their food choices, preferring foods that are healthy, and produced responsibly and humanely. They are often willing to pay premium prices for guaranteed tender beef, whose origins are well documented and safe. Thus, Wagyu presents an attractive beef alternative for consumers.

### FAQ's

#### Q = What makes Wagyu cattle different from any other breed?

A = This Japanese breed has become famous all over the world because Wagyu cattle are synonymous with Kobe Beef, which is Wagyu beef raised in the region of Kobe, Japan. They are a high marbling breed, that yield quality cuts of meat that surpasses other breeds in tenderness and intramuscular marbling.

#### Q = What attributes can Wagyu bring to a commercial herd?

A = Cattleman wanting to improve the quality of meat they raise can significantly improve the overall quality grades of their cattle on feed with Wagyu genetics. On the hoof, they are structurally sound, similar in appearance to British breeds, offer calving ease to a herd, docile in temperament and with their superior genetics, can dramatically increase the quality of meat offspring will produce.