

# WAGYU CONFERENCE PROGRAM & NATIONAL SALE

- Wagyu Selection Course
- National Sale
- Technical & Industry Conference
- "Uit de Fles" Sale
- Outlook Conference
- AGM
- Gala Dinner



**POLO**

- SINCE 1976 -



**WAGYU**  
SOUTH AFRICA



Wednesday | 8 August 2018

# WAGYU SELECTION COURSE AND NATIONAL SALE

09:30-12:30	<b>WAGYU SELECTION COURSE</b> (Oom Poy se plaas, Parys) - Chris Purdon and Charl Hunlun
12:30-13:30	<b>LUNCH</b> at AFRIDOME
14:00-17:00	<b>WAGYU NATIONAL SALE</b> (Afridome, Parys)





Thursday | 9 August 2018

# WAGYU SOCIETY TECHNICAL CONFERENCE

CHAIR FOR THE DAY: Albert Loubser (Plaas Media)

<b>SESSION 1: 09:00-11:15</b>	<b>DATA REGISTRATIONS &amp; BREEDPLAN</b> Absolute Wagyu (Gold Sponsor) & Allflex (Silver sponsor)
09:00-09:10	<b>Opening</b> - Dr Fanie Steyn Chairman WSA
09:10-10:00	<b>The what, why and how of animal registrations and data recording</b> - Ivonne van Tonder, Charl Hunlun, Izaan du Plooy
10:00-11:00	<b>Understanding BREEDPLAN and recording economically important traits</b> - Prof Frikkie Nesor (UFS), Izaan du Plooy (BreedplanSA)
11:00-11:15	<b>TEA</b>
<b>SESSION 2</b>	<b>INTEGRATED DATA MANAGEMENT and the CWB PROGRAM</b> Beyond Beef (Gold Sponsor) & Branson Wagyu Cattle (Silver Sponsor)
11:15-12:00	<b>Integrated data management: Tags and Scales</b> - Deon de Jager (Allflex), Lisa Williams (Rudd scale) and Chris Challis (Axxon)
12:00-12:20	<b>Integrated data management: From Scales to HerdMASTER to the Society</b> - Jeanine Labuschagne (Breedplan SA)
12:20-12:45	<b>Integrity in the Wagyu product, the Certified Wagyu Beef Program</b> - Dr Michael Bradfield (CEO WSA)
12:45-13:30	<b>LUNCH</b>
<b>Session 3: 13:30-15:15</b>	<b>INTEGRATED DATA MANAGEMENT and GENOMICS</b> Platinum Wagyu (Gold Sponsor) & Clinomics (Silver Sponsor)
13:30-14:00	<b>The BREEDPLAN Internet Search facility</b> - Izaan du Plooy and Jeanine Labuschagne
14:00-14:45	<b>Will single step genetic evaluations transform the beef industry?</b> - Prof Alfredo Lepori (Prof UFS)
<b>SESSION 4: 14:45 -15:05</b>	<b>THEME: NEW TECHNOLOGIES IN CATTLE REPRODUCTION INCLUDING IN-VITRO, OOCYTES AND CLONING - PART 1</b>
	<b>Utilizing reproductive management and technologies to enhance production efficiency in beef cattle operations</b> - Dr Morné de la Rey (Embryo Plus)
15:05-15:20	<b>TEA</b>
<b>SESSION 5: 15:20-17:15</b>	<b>INTEGRATED DATA MANAGEMENT and GENOMICS</b> Rising Sun (Gold Sponsor) & Certified Wagyu (Silver Sponsor)
15:20-15:50	<b>The Wagyu Beef Genomics Program, what it is and why all members should be involved?</b> - Thys Meyer (BGP Coordinator)
15:50-16:20	<b>Using EBVS and Selection Indexes for genetic progress</b> - Johan Styger (Simmentaler producer)
16:20-16:30	<b>PANEL DISCUSSION</b>
<b>SESSION 6: 16:30-17:15</b>	<b>WAGYU TAKES A LEADERSHIP POSITION IN THE INDUSTRY</b>
	<b>Strategies in business that will allow Wagyu to take a leadership Industry position</b> - Mr Tony Frost (Sirro Strategy Management)

Friday | 10 August 2018

# WAGYU INDUSTRY CONFERENCE

CHAIR FOR THE DAY: Chris Burgess (Landbouweekblad)

## SESSION 1

### THEME: FEEDING WAGYU

Sumo Wagyu (Gold Sponsor) & Breedplan SA (Silver Sponsor)

09:00-09:10	<b>Opening</b> - Stefan Terblanche (WSA Board member)
09:10-09:40	<b>Wagyu Australia &amp; developments relevant to South Africa</b> - Peter Gilmour (President AWA)
09:40-10:15	<b>Feeding Wagyu to optimise Carcass performance</b> - Dr Conrad Coetzer (Conrad Coetzer Technology)
10:15-10:50	<b>Feeding Wagyu: A case study, the Australian experience</b> - Gerhard Oberholtzer (Manager, Riverina Feedlot)
10:50-11:15	<b>PANEL DISCUSSION</b>

## SESSION 2

### THEME: TRAITS OF IMPORTANCE

Synergy Wagyu (Gold Sponsor) & eButhlanti Wagyu (Silver Sponsor)

	<b>TEA</b>
11:30-12:00	<b>The taste is in the fat; Meat science 101</b> - Dr Arno Hugo (Prof UFS)
12:00-12:30	<b>Measuring feed efficiency, especially with Wagyu cattle</b> - Phillip Oosthuizen (Technical Officer Sernick)
12:30-12:45	<b>PANEL DISCUSSION</b>
12:45-13:30	<b>LUNCH</b>

## SESSION 3 13:30-14:30

### THEME: STRATEGIES THAT OUR LEADING SOUTH AFRICAN PRODUCERS ARE IMPLEMENTING IN THEIR SELECTION PROGRAMS

Woodview Wagyu (Gold Sponsor) & Embryo Plus (Silver Sponsor)

	<b>Managing Wagyu calves</b> - Dr Collin Albertyn (Absolute Wagyu)
	<b>The meat they make in heaven- the facts about Wagyu Beef</b> - James Schnetler & Michiel Wessels
	<b>Fullblood's or F1 crosses, an economic perspective</b> - Andries Schutte (Platinum Beef)
	<b>Carcass grading using the digital camera</b> - Brian Angus (Woodview Wagyu)

## SESSION 4 14:30-15:15

### THEME: NEW TECHNOLOGIES IN CATTLE REPRODUCTION INCLUDING IN-VITRO, OOCYTES AND CLONING - PART 2

FNB (Gold Sponsor) & In Vitro Africa (Silver Sponsor)

	<b>Suitable cows for flushing: Ethics plays a big part</b> - Dr Neil van Zyl (In Vitro Africa)
	<b>Ovum Pick-Up (OPU) and In Vitro Fertilization (IVF) in calves</b> - Dr Fanie Steyn (Ramsem)
15:15-15:30	<b>PANEL DISCUSSION</b>
	<b>TEA</b>

## SESSION 5 16:00-16:20

### THEME: LEARNING ABOUT WAGYU FROM OUR INTERNATIONAL SPEAKERS AND SPONSORS

BKB (Gold Sponsor) & Kobe Stud Breeders (Silver Sponsor)

16:00-16:20	<b>Introducing special Wagyu genotypes into South Africa</b> - Bill Fisher and Ken Kurosawatsu (Rising Sun)
16:20-16:40	<b>Breeding balanced Wagyu with superior size, marbling and milk production</b> - Peter Gillmore
16:40-17:00	<b>The strength of maternal lines in the Wagyu breed</b> - Loren Ruth
17:00-17:20	<b>PANEL DISCUSSION</b>

Friday Evening | 10 August 2018, 19:00

## “UIT DE FLES” SALE

Golf Estate

Saturday | 11 August 2018

## WAGYU OUTLOOK CONFERENCE

CHAIR FOR THE DAY: Denene Erasmus (FNB)



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08:30-08:45	<b>Opening Speech</b> - Dr Fanie Steyn (Chairman WSA)
08:45-09:15	<b>Surviving and thriving in the next decade</b> - Theo Venter (NWU Business School)
09:15-09:45	<b>Advances in breeding technologies, an inclusive approach</b> - Prof Norman Maiwashe (General Manager ARC Irene)
09:45-10:15	<b>Livestock- a value chain approach</b> - Nick Serfontein (VEO Sernick Group)
10:15-10:45	TEA
10:45-11:15	<b>Is Ramaphoria working? Financial outlook for South Africa for the next year and beyond</b> Dawie Maree (First Nasional Bank)
11:15-11:45	<b>Land reform, AgriSA's efforts to create a prosperous agricultural sector</b> - Dan Kriek (Chairman AgriSA)
11:45-12:15	<b>International opportunities for Wagyu Beef</b> - Peter Gilmour (MD of Irongate Wagyu)
12:15-12:45	<b>Wrap up and lessons learned</b> - Dr M Bradfield (CEO WSA)
12:45-13:15	<b>Closing</b> - Chris Purdon (WSA Board member)
13:15	<b>LUNCH</b>

14:30 - 15:30

## WAGYU AGM

Saturday Evening | 11 August 2018, 18:30

## WAGYU GALA DINNER



# GOLD .....

# PLATINUM...



# SILVER .....



# BRONZE .....

