



WAGYU
SOUTH AFRICA

CONFERENCE SPONSORSHIP PARTNER

Prospectus



- Wagyu will continue to be South Africa's fastest growing breed for at least the next decade.
- Wagyu slaughtering's have increased by over 200% since June 2021.
- Growth in Wagyu continues unabated internationally. South Africa will follow this international trend.
- The Wagyu brand is now firmly established in the producer sector and consumer awareness is growing.



Mr Johan de Vos



Ms Elandri de Bruyn

Foreward Chairman & COO of Wagyu

The author of *The Power of Positive Thinking*, Norman Vincent Peale wrote “I believe that if you want to get somewhere, you must decide definitely where you want to be or what you want to accomplish”. On the back of the Covid-19 pandemic, the world is facing the fallout of the ongoing Russian-Ukraine war. Furthermore, South Africa is challenged with Foot-and-Mouth Disease outbreaks. This quote from Norman Vincent Peale reminds us that knowing where you want to go should be what steers our actions during difficult times. Despite these challenges. The Wagyu industry has seen some new milestones achieved within this year.

At the Australian Wagyu Elite Auction held in Melbourne during April a Wagyu heifer sold for AU\$400 000. This set a record for highest price paid for a beef animal at auction in Australia. In South Africa we are focused on providing high quality beef to consumers. By June we have already recorded more than 60% growth in carcass numbers from 2021. The number of CWB registered calves (slaughter register) have also doubled. We expect this number to increase even more by the end of the year. During Nampo 2022 over 5200 Wagyu

Burgers were sold. This undeniably proves that consumers want a better eating experience. They are also willing to pay more and wait in lines for an experience like Wagyu.

Whenever someone enquires about Wagyu they always ask where they can find it. This is often followed up with how they know that they are receiving the real deal. The value of Certified Wagyu Beef ensuring full traceability have convinced many a cynic to try Wagyu. The support given by the Wagyu Society and Certified Wagyu Beef to its members is in a class of its own with international recognition.

We have tailormade the sponsorship for the value chain to fit in with the current market trends and to offer you a maximum sponsorship at our first rate Wagyu conference. Few other organizations will offer this level of publicity. You would have also noticed that in the past we aim to continue to build a long-term relationship with our Sponsors and will remain loyal to those that have sponsored us in the past. We know where we want to go, you can help us reach our destination.

WAGYU Mission

“ to transform the South African beef industry to be highly profitable with consumers demanding and enjoying a premium eating experience ”

BEEF THE KING OF PROTEIN

Beef today remains the protein of celebration and while it is three times more expensive than chicken, or twice as expensive as pork, it is still celebrated as the king of protein craved by consumers. The reality is that beef owns “taste” and taste is still the number one driver of consumer satisfaction. When we think about taste we think about flavour, juiciness and tenderness. These three components are considered the trifactor of palatability and **marbling** is the driver of all three components. Both the American and Australian beef grading system have marbling as their most important driver to ensure a good eating experience. More than 25% of Wagyu carcasses grade in the top 1% of the Meat Standards Australia (MSA) system, and the other 75% grade in the top 5%. In the USA system where meat is graded as Select, Choice and Prime, Wagyu Carcasses typically exceeds the Prime category because of its abundant marbling.

INTERNATIONAL DEMAND FOR WAGYU STILL INCREASING

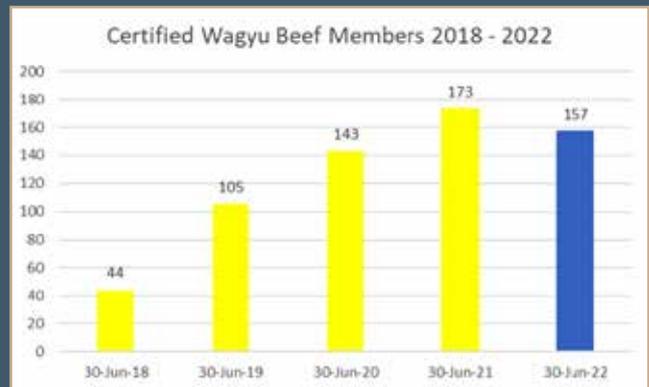
The rising popularity of Wagyu beef has meant it is found on the menus of many top restaurants in cities around the world and as more people enjoy the product demand increases and this is continuing to push up the price. Japan, one of the major exporters of Wagyu and Kobe beef (Wagyu produced specifically from the Kobe region) has seen the price increase from an average R240 in 2012 to R355 in December 2017 as per Fig 1 below. The rising middle class consumers in China, South East Asia and the Middle East means that they now have purchasing power and can afford to buy Wagyu. Demand in Europe remains strong and the Wagyu product is now consistently seen at food trade fairs.



“When we put Wagyu on the front page of our magazine, it sells” - Denene Erasmus, editor Farmers Weekly

OPPORTUNITIES FOR SOUTH AFRICAN PRODUCERS

With our lower feed costs compared to our international peers, South Africa is well placed to meet some of the international demand. The question often asked by pundits is when the international market will become saturated. Globally, there are probably around 2.5 million Wagyu (including the first crosses called F1's) with the bulk of 1.65 million being in Japan. Australia has around 400 000 cattle and the USA 85 000. South Africa is starting from a low base with an estimated 5000-6000 Wagyu cattle (including the F1's). In total, this represents less than 0.2% of the global population.





The South African Wagyu Society offers a variety of sponsorships for the August 2022 Conference. Sponsorships are designed to suit your budget. Special arrangements will be made for Media Sponsorships. Prices exclude VAT.

	PLATINUM R30 000	GOLD R20 000	SILVER R10 000	BRONZE R5 000
Naming rights of Conference	✓			
Speaker at Conference	✓			
Sponsor exhibit at Conference	✓	✓		
Recognition as award sponsor at Gala dinner	✓	✓	✓	
Printed marketing Materials in Conference bags	✓	✓	✓	✓
Free advertising on website as Conference sponsor	✓	✓	✓	✓
Free Conference Entry	✓ 2x tickets	✓ 2x tickets	✓ 1x ticket	✓ 1x ticket

Platinum R30 000 (one only)

Recognition as the major sponsor of Wagyu Society in South Africa. The platinum sponsor will be our partner sponsor (full naming rights i.e., Sponsor X and Wagyu Conference) and will receive maximum exposure at the August 2022 Conference.

Gold R20 000

Recognition as a major sponsor of Wagyu Society in South Africa. The gold sponsor will be a flagship sponsor and will receive maximum exposure at the August 2022 Conference.



051 492 1852



office@wagyu.org.za



www.wagyu.org.za