



**WAGYU**  
SOCIETY  
OF SOUTH AFRICA

**WAGYU CONFERENCE 2023**

**DIVE IN WITH WAGYU**  
**6-8 SEPTEMBER 2023**



Allee Bleue, Franschoek  
Sponsorship Prospectus



# FORWARD CHAIRMAN AND COO OF WAGYU

The last 3 years could easily be ranked as one of the most difficult economic periods in our lifetime. Starting with the Covid-19 pandemic and the Ukraine/Russian war that has severely impacted global economies. Adding to this the outbreak of Foot-and-Mouth Disease on the local front. In the middle of crises that are out of our own control, we should think of the words of Helen Keller. "Optimism is the faith that leads to achievement; nothing can be done without hope". This saying reminds us that those who preserve and remain steadfast more often achieve success. Although Wagyu is experiencing the same economic pressures as all other breeds, organisations, and businesses within the Agricultural sphere. Wagyu has the potential and determination to turn the tide.

According to the Data Bridge Market Research Report released for the Global Wagyu Beef Market, it is estimated that the Wagyu Beef market could reach a value of US\$3.66 billion by 2029 (at a CAGR of 6.5%). During the Covid-19 lockdown restriction, consumers found themselves with higher purchasing power due to more disposable income from working from home. Thus, more high-quality ingredients were being purchased for at-home meal preparations. The consumption of Wagyu Beef is driven by its health benefits and its association with fine dining in top-star restaurants across the globe. As consumers grow more health-conscious they are spending more money on high-quality items containing important nutrients, and consumer eating habits are shifting. At the latest British Wagyu Conference, it was shown that Wagyu is still the fastest-growing beef breed.

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 has 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 sponsorships for the value chain to fit in with the current market trends and to offer you a maximum sponsorship across several platforms including the conference, the website, the monthly newsletter, social media platforms and your annual subscriptions. Few other organizations will offer this level of publicity. You may have noticed that we aimed to build a long-term relationship with our Sponsors in the past and will remain loyal to those that have sponsored us. We know where we want to go, you can help us reach our destination.

*"The best investment is in the tools of one's own trade"*  
- Benjamin Franklin



**‘To transform the Southern African Wagyu beef industry to be profitable with consumers demanding and enjoying a healthy premium eating experience.’**

## BEEF IS 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 systems 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 exceed the Prime category because of its abundant marbling.

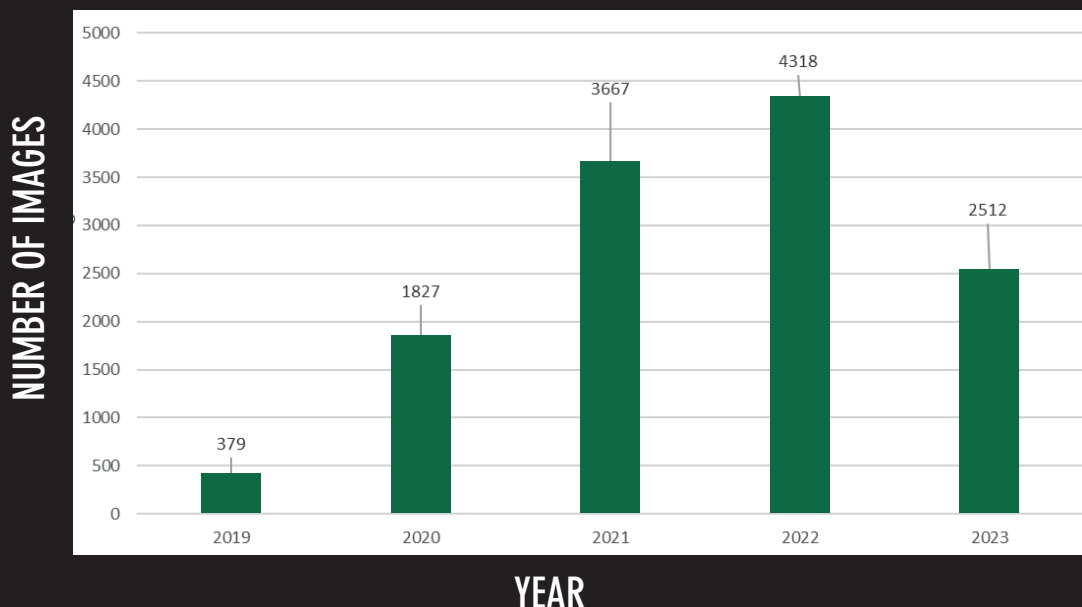
## INTERNATIONAL DEMAND FOR WAGYU STILL INCREASING

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 of R240 in 2012 to R355 in December 2017. The rising middle-class consumers in China, Southeast 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.

## OPPORTUNITIES FOR SOUTH AFRICAN PRODUCERS

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 F1s) 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 16000-17000 Wagyu cattle (including the F1s). In total, this represents less than 0.5% of the global population.

### NUMBER OF CARCASS IMAGES CAPTURED PER YEAR FROM 2019



The South African Wagyu Society offers a variety of sponsorships as a “package deal” for the whole year. This includes opportunities to be a Wagyu Partner at events, free adverts in all Newsletters, and the Website. Sponsorships are designed to suit your budget. Special arrangements will be made for Media Sponsorships. Prices exclude VAT.

|  | PLATINUM<br>R50 000         | GOLD<br>R30 000             | SILVER<br>R17 000     | BRONZE<br>R10 000     |
|--|-----------------------------|-----------------------------|-----------------------|-----------------------|
| NAMING RIGHTS OF CONFERENCE  | ✓                           |                             |                       |                       |
| SPEAKER AT CONFERENCE  | ✓                           |                             |                       |                       |
| SPONSOR EXHIBIT AT CONFERENCE  | BOOTH ✓                     | BOOTH ✓                     | BOOTH ✓               |                       |
| EXPOSURE AT CONFERENCE   | ✓                           | ✓                           | ✓                     | ✓                     |
| FREE CONFERENCE REGISTRATION   | 2X TICKETS                  | 2X TICKETS                  | 1X TICKET             | 1X TICKET             |
| PROMOTIONAL ITEMS INCLUDED IN THE CONFERENCE BAG                     | ✓                           | ✓                           | ✓                     | ✓                     |
| RECOGNITION ON SOCIAL MEDIA PLATFORMS AS A SPONSOR OF THE CONFERENCE | 4X POSTS                    | 3X POSTS                    | 2X POST               | 1X POST               |
| THE FIRST OPTION FOR MEAT SALES AT NAMPO (BILTONG & DROË WORS)       | ✓                           | ✓                           |                       |                       |
| NAMPO EXHIBIT AT WAGYU HOUSE   | ✓                           | ✓                           |                       |                       |
| PROVIDE MARKETING MATERIAL FOR DISTRIBUTION AT NAMPO                 | ✓                           | ✓                           | ✓                     | ✓                     |
| FREE ADVERTISING ON THE WEBSITE                                      | BANNER ✓<br>HOMEPAGE ADVERT | BANNER ✓<br>HOMEPAGE ADVERT | ✓                     | ✓                     |
| FREE ADVERTISING IN THE NEWSLETTER                                   | ✓                           | ✓                           | ✓                     | ✓                     |
| SOCIAL MEDIA COLLABORATION ON ALL PLATFORMS                          | ✓<br>R6 000.00              | ✓<br>R3 000.00              | ✓<br>R1 500.00        | ✓<br>R500.00          |
| INCLUSION OF ANNUAL MEMBERSHIP SUBSCRIPTION                          | FULL ✓<br>SUBSCRIPTION      | FULL ✓<br>SUBSCRIPTION      | 1/2 ✓<br>SUBSCRIPTION | 1/4 ✓<br>SUBSCRIPTION |

### PLATINUM R50 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 the maximum exposure at the Conference to the value of R30 000.

### GOLD R30 000 (4 ONLY)

Recognition as a major sponsor of Wagyu Society in South Africa. The gold sponsor will be a flagship sponsor and will receive the maximum exposure at the Conference to the value of R18 000.

All banners, pamphlets and other promotional materials are to be provided by the Sponsor.

## OTHER SPONSOR OPPORTUNITIES

### WAGYU BEEF SPONSOR

#### SPONSOR WILL PROVIDE BEEF FOR ONE OF THE FOLLOWING:

|       |                              |
|-------|------------------------------|
| 6 SEP | Dinner Wednesday             |
| 7 SEP | Lunch Thursday               |
| 7 SEP | Prize Giving Dinner Thursday |
| 8 SEP | Lunch Friday                 |

#### SPONSOR WILL RECEIVE:

- Recognition during the conference
- Recognition on social media
- Featured recipe on the website.
- Free advert on the website for 12 months
- Promotional items included in the conference bag
- Banner at conference
- 1x Free Conference Registration

### COFFEE & TEA BREAK SPONSOR (2 ONLY)

Sponsor will provide biltong & droëwors for breaks during the conference

#### SPONSOR WILL RECEIVE:

- Recognition during the conference
- Featured recipe on the website.
- Free advert on the website for 6 months
- Banner at the conference
- Promotional items included in the conference bag



**ALL BANNERS, PAMPHLETS AND OTHER PROMOTIONAL MATERIALS ARE TO BE PROVIDED BY THE SPONSOR**

# WAGYU CONTACT DETAILS



**WAGYU**  
**SOCIETY**  
OF SOUTH AFRICA

**CONTACT THE OFFICE FOR MORE  
INFORMATION REGARDING SPONSORSHIPS**

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