

The development of the Wagyu breed has been nothing short of spectacular and Wagyu cattle can now be found in 38 countries. The largest Wagyu population is still in Japan. A total of only about 200 full-bloods were shipped abroad in the late 70's but it was enough to develop purebred herds in Canada, Australia and the United States. The introduction of the Wagyu Internationally has forever changed the beef industry and will do so in South Africa as well. If Wagyu penetrates only 5% of the South African market it will require 30 000 Seedstock (Stud) animals and 700 000 commercial animals. In a country such as Australia, Wagyu already makes up 25% of the content of all breeds. Click **here** to see the development of Wagyu around the World.

The Australian government is getting into the wagyu beef business. Such is the confidence in Wagyu, that the NSW Government will be funding a private agricultural business \$3 million to become the largest full-blood Wagyu cattle herd outside of Japan. With co-funding this is a \$10 million investment (R100 million rand). Wagyu is popular in Australia much of what's sold are the F1. Wagyu is sold in all high-end restaurants and is now being offered in fast food restaurants as well. The domestic and export value of the Australian beef and cattle industry generated nearly \$17 billion in revenue last financial year.

<https://www.businessinsider.com.au/the-nsw-government-is-getting-into-the-wagyu-beef-business-2018-2>

Japanese retailer raising their own cattle for in-house-branded wagyu as the number of domestic breeders continues declines while demand for the meat continues to rise. Supermarket arm Daiei recently took over operation of a cattle ranch in southern Japan's Kagoshima Prefecture in what is believed to be the first wagyu-breeding venture by a major Japanese retailer. By 2020, the ranch is expected to be raising about 500 head of wagyu cattle a year. The number of wagyu-breeding ranches in Japan has declined by about 40% in the last decade, owing in part to a shortage of new people entering the field. More Wagyu beef is imported from countries such as Australia and the USA than produced locally. Though there are about 750,000 Wagyu's in Japan, they are considered a national treasure and exporting the animals is illegal.

<https://asia.nikkei.com/Business/Companies/Japan-s-Aeon-to-breed-its-own-wagyu-cattle>

American Wagyu has essentially taken control of the high-end domestic market. Although it still represents a small percentage of the **United States** cattle industry, **Wagyu** has essentially taken control of the high-end domestic market. "When people were tasting it for the first time, they were kind of freaking out over how flavourful it is, saying things like it's the best steak they'd ever had," says Thomas Dodd, one of America's best chefs. American producers first started raising Wagyu cattle for export to Japan, but the local demand now exceeds what is being exported. The American Wagyu has two associations for Wagyu cattle, one for the Mostly Black and one for the Red cattle (called Akaushi).

<http://wagyu.org/breed-info/what-is-wagyu/>

Wagyu set to revolutionize the UK beef industry was the message from the first UK Wagyu Revolution Conference held in 2016 by The Wagyu Breeders Association (WBA), held in East Yorkshire. "Healthiness in all foods is a major focus, and none more so than at the premium pricing

level. Customers willing and able to pay for the best expect the best, and that often equates to health benefits," said Dr Stephen Smith from Texas A&M university. The health benefits of Wagyu beef are well known. Wagyu producers have implemented an online registration and DNA tag interface which means animals can be marketed through the value chain to ensure lifetime traceability.

<http://metro.co.uk/2017>

The €598 steak sold in Germany. Yes, you did read that correctly, five hundred and ninety-eight euros per kilogram, the price at which Wagyu beef fillets can retail for in Germany. A recent article in Der Spiegel International profiled a farmer in Germany rearing Wagyu cattle. The farmer profiled in Germany feeds his Wagyu's a diet of fresh hay soaked in beer (apparently the beer helps tenderise the muscle fibres). Housed in light-filled barns, the farmer also plays the soothing music of Simon & Garfunkel to enhance the ambience and comfort for the animals in the barn. The German Wagyu association now has over 150 Wagyu producers.

<http://www.agriland.ie/farming-news/the-e598-steak/>

Wagyu steaks now available in most Canadian Grocery Stores. For those who enjoy a good eating experience, the Loblaw's grocery chain in Canada has an enticing new offers in its stores. You can now buy a standard cut of beef for \$59.99. Canada was one of the first countries to import Wagyu and the product is now firmly established in quality restaurants and in many grocery stores.

<http://o.canada.com/news/wagyu-steak-487500>