



# 2015 CONFERENCE SPREADS WORLD-WIDE

2015 WORLD  
**WAGYU**  
CONFERENCE  
8-10 MAY 2015



AUSTRALIA

The 2015 conference has been expanded into a WORLD WAGYU CONFERENCE and will follow immediately after Rockhampton's BEEF 2015 where the Australian Wagyu Association will have a strong presence.

BEEF 2015 runs from 4-8 May 2015. The WORLD WAGYU CONFERENCE is set to follow running from 8-10 May with a tour of major Wagyu breeding, back grounding and feed lotting operations in central Queensland to bring the events to a close on 10-13 May.

Over 300 attendees from 15 countries are expected and the venue is the spectacular Iwasaki owned Mercure Capricorn Resort only 40 minutes drive from Rockhampton.

Accommodation is at a premium during Beef 2015. AWA has held a number of rooms at the Capricorn Resort for those wishing to attend the World Wagyu Conference and Beef 2015. However, because of the demand, the rooms will need to be released if bookings are not made.

## The highly recommended actions to ensure you have accommodation are

- **DECIDE TO ATTEND** the WORLD WAGYU CONFERENCE 8-10 May, 2015. Activities will commence on Friday afternoon May 8 and conclude by 2pm Sunday May 10. Conference registrations are available now but **Accommodation bookings direct with the Mercure Capricorn Resort are critical.**
- Decide to be part of the post-conference tour which departs from the Capricorn Resort on Sunday May 10 and returns to Rockhampton on the afternoon of Wednesday May 13.

- Decide to attend the final days of Beef 2015, Australia's largest beef industry event which runs from May 4 to 8 and make accommodation bookings at the Mercure Capricorn Resort. A shuttle bus will be running from the resort to Beef 2015. These dates are provided so in-coming flights can be booked.

CHECK  
LIST

**Decide to attend** one or all of the 2015 WORLD WAGYU CONFERENCE, the Pride of Australia Wagyu Outback Tour and BEEF 2015. **If flying, book tickets** (flights fill quickly during that period)

**Book accommodation** direct with the Mercure Capricorn Resort mentioning it is a 'Wagyu Conference Booking' to ensure you get the best rates. Contact the Mercure on 07 4925 2525 or [reservations@capricornresort.com](mailto:reservations@capricornresort.com)

## MOST IMPORTANT

Accommodation in Rockhampton for Beef 2015 has been booked out for months if not years so it is most important to book your accommodation NOW.

The AWA has held Mercure Capricorn Resort rooms for Beef 2015 and the 2015 World Wagyu Conference but these will need to be released back to Mercure if not required.



## HIGHLIGHTS

- > The **2015 WORLD WAGYU CONFERENCE** is at the Iwasaki owned Mercure Capricorn Resort set on 20 kms of coral reef coastline with two international golf courses, two lagoon style swimming pools, Japanese restaurant, excellent conference facilities and accommodation on 9000 hectares which runs a herd of 1000 Fullblood and Crossbred Wagyu cattle which will be utilised for demonstrations during the conference.
- > The 2015 post-conference tour is the opportunity to visit five of the nation's most significant Wagyu breeding and feed lotting operations. Thousands of Fullblood and Crossbred Wagyu will be on display in the unique northern cattle producing environment. You'll see helicopter mustering, campdrafting and have special presentations and demonstrations from the owners and managers of properties that rely on Wagyu to run successful businesses.

1. **BOOK** your flights and accommodation NOW
2. **REGISTER** for the 2015 Conference and 2015 post-conference tour NOW.

# CONFERENCE PROGRAM

## WAGYU SKILLS WORKSHOP

Value-add to your Wagyu production through the many AWA services on offer including:

**A DEMONSTRATION** of the unique Japanese Wagyu conformation/breed type pre-registration inspection utilizing Iwasaki's Wagyu Fullbloods penned at the homestead with the various bloodlines indicated.

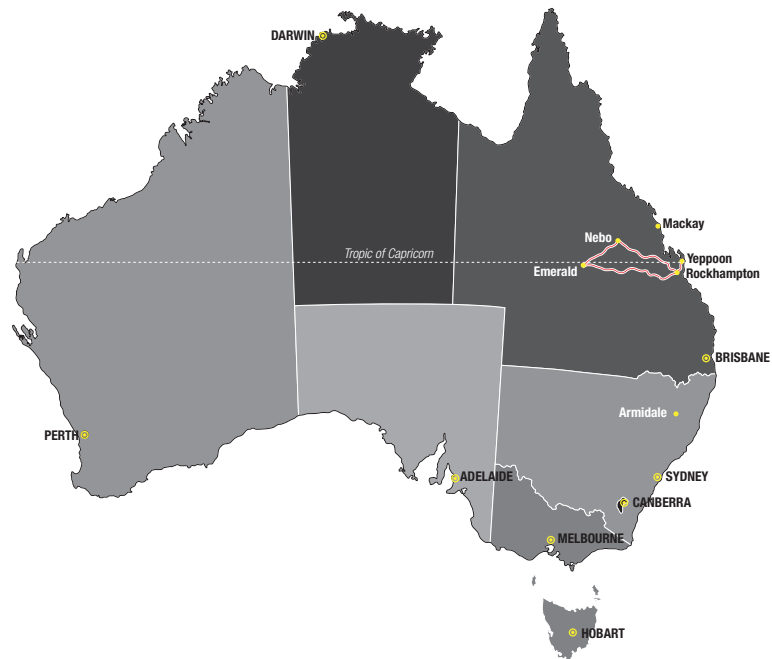
**WELCOME COCKTAIL PARTY** at the 'Homestead' in a secluded Australian evening rural setting. This special opening event will include:

**INDIGENOUS "WELCOME TO COUNTRY"**

**DANCING AT SUNSET**, camp fire featuring Australian and Japanese Wagyu dishes and Australian wine and beer.

**AUSTRALIAN STYLE ENTERTAINMENT** involving horses with many surprises.

**You can't miss this spectacular opening.  
Transport will be provided from the resort.**



This WORLD WAGYU CONFERENCE will focus on improving Wagyu productivity through genomic development and encourage protection of the Wagyu brand globally.

## Some of the highlights

- **Official opening with special recognition of Japan** - Wagyu's traditional home.
- **Wagyu – the consumer's delight.** How Wagyu has been the cornerstone of businesses throughout the world.
- **World demand for Wagyu and the value of international cooperation** - positioning the Wagyu industry to take advantage of expanding markets, truth on labelling, trade descriptors, the value of global benchmarking.
- **What is the future of Wagyu** in Australia and globally.
- **Wagyu Genomic Development** – "Looking for the curve benders" Establish global benchmarking of Wagyu genetics through Single Step Wagyu Breedplan as the global genetic analysis and benchmarking system
- **Q&A melting pot**– top Wagyu producers reveal their secrets. Leading Wagyu producers from Australia and overseas will field questions by an experienced moderator and the audience. The panel will include Wagyu industry innovators who have challenged traditional beef industry practices and have developed supply chains and markets for Wagyu - the best eating beef in the world. You'll hear about Fullblood and Crossbred production in a wide range of environments, various methods of finishing Wagyu, where the demand for Wagyu beef is coming from and where it will come from in the future, how do we address the 'grass fed' demand, how to run a true genetics to a meal on a plate operation, This session will include revelations that will surprise and astound.
- **Guaranteeing Wagyu brand integrity globally.** The importance of brand integrity and how it can be managed to protect the consumer.
- This event provides the **opportunity for a first ever round table meeting** of international representatives to consider working together on key strategic issues such as Wagyu brand integrity and genetic improvement. The formation of a World Wagyu Alliance and the conduct of regular World Wagyu Conferences in various countries will also be on the agenda. Each country will be invited to nominate two delegates with observers welcome. Results of the Forum will be reported to the Conference.
- **The Japanese owned Iwasaki** Mercure Capricorn Wagyu has an award winning Japanese restaurant run by Japanese chefs who will present a Japanese inspired cuisine of Australian Wagyu at the Gala Dinner accompanied by Australian fine wines.
- **Health meets fine food** - The superb eating quality of Wagyu beef is well accepted - how does it double up as a 'health food'?
- **What is Wagyu's international marketing position?** A high profile food writer will consider how to obtain the coverage and exposure to ensure a compelling future for Wagyu.
- **Wagyu Fullblood 100% International Sale** offering unique access to world leading genetics.
- **Celebrity Chefs preparing Wagyu** international country cuisine.
- **"Passing the baton"** to the next World Wagyu Conference host nation.
- **Pride of Australia Wagyu Outback Tour** - May 10 - 13, 2015  
The 2015 post-conference tour will be an adventure of discovery for the Australian and international Wagyu industries.



# REGISTRATION DETAILS

To register, please fill out the form using Adobe Acrobat Reader submitting the completed form via email or print and return to the Australian Wagyu Association with payment.



<b>attendee one</b>	NAME		TITLE	
	COMPANY NAME		HERD CODE/TATTOO (eg. AAZ)	
	PREFERRED BADGE NAME		PHONE	
	ADDRESS (postal)		STATE	
			POSTCODE	
	EMAIL			
	SPECIAL DIETARY REQUIREMENTS			

<b>attendee two</b>	NAME		TITLE	
	COMPANY NAME		HERD CODE/TATTOO (eg. AAZ)	
	PREFERRED BADGE NAME		PHONE	
	ADDRESS (postal)		STATE	
			POSTCODE	
	EMAIL			
	SPECIAL DIETARY REQUIREMENTS			

<b>attendee three</b>	NAME		TITLE	
	COMPANY NAME		HERD CODE/TATTOO (eg. AAZ)	
	PREFERRED BADGE NAME		PHONE	
	ADDRESS (postal)		STATE	
			POSTCODE	
	EMAIL			
	SPECIAL DIETARY REQUIREMENTS			

## Payment summary (Australian dollars)

If paying for more than three attendees, please attach a separate conference registration form.

	No.	member	No.	non-member	\$
<b>Full conference</b>		\$737 / \$627*		\$902 / \$792*	\$

**\*EARLY BIRD CUT OFF 30 January 2015**

### Individual events

Cocktail party		\$176		\$220	\$
Conference (Saturday)		\$315		\$363	\$
Gala dinner		\$187		\$231	\$
Conference (Sunday)		\$121		\$176	\$
Tour		\$935		\$1100	\$



Sub total	\$
LESS \$100 for third and more registrations	\$
<b>Total</b>	\$
<b>TOTAL PAYMENT</b>	\$

<b>EMAIL</b>	
<b>FAX</b>	02 6772 1943
<b>POST</b>	Australian Wagyu Association ABRI, University of New England Armidale NSW 2351
<input type="checkbox"/> <b>CHARGE MY AWA ACCOUNT</b> Member ID: .....	
<input type="checkbox"/> <b>CHEQUE</b> made payable to Australian Wagyu Association	
<input type="checkbox"/> <b>DIRECT DEPOSIT</b> please attach receipt with this form Bank: National Australia Bank Account name: Australian Wagyu Association Ltd BSB: 082-407 Account No: 63-658-7230	
<input type="checkbox"/> <b>CREDIT CARD</b> <input type="checkbox"/> Mastercard <input type="checkbox"/> Visa Name on card: ..... Card number: ..... Exp date: .....	

## PRIDE OF AUSTRALIA WAGYU OUTBACK TOUR MAY 10-13, 2015

Discover how Wagyu and Wagyu cross cattle are bred and raised in Australia's cattle country in central Queensland and why Wagyu is the fastest expanding breed in Australia.

- **Depart the Mercure Capricorn Resort** (World Wagyu Conference venue) on Sunday May 10 at 2 pm in air-conditioned coaches for three days of enlightenment, education and entertainment visiting five significant operations running tens of thousands of Wagyu and Wagyu cross cattle in the unique sub-tropical environment in Australia's premier beef cattle state, Queensland.
- Over three days, **travel in the company of like minded beef industry people** and visit leading properties and learn about how they run their Wagyu operations. This is a rare opportunity to visit working properties.
- **See thousands of Wagyu grazing** plantations of Leucaena, a tree legume now recognised as one of the most productive and sustainable tropical free-grazing cattle forage systems. With over 200,000 hectares of Leucaena sustaining cattle herds in sub-tropical Queensland, the species can now be found in temperate southern Queensland and northern New South Wales.
- **Enjoy a Wagyu lunch on the banks of the Mackenzie River** with demonstrations of helicopter mustering while horses and riders will demonstrate Australia's unique horse sport, camp drafting. A selection of the property's 400 Wagyu Fullblood and Purebred and 1700 Crossbred breeders will be available for inspection and demonstrations. This property received the second importation of Wagyu genetics into Australia.
- Discover how the **world's largest Wagyu herd of 70,000 head operates** and visit a feedlot with 6,000 Wagyu and Wagyu influenced cattle in the yards. Wagyu brands are of great importance to this company's bottom line and you'll find out why.
- **Visit an operation running a 6000+ Wagyu and Wagyu influenced breeder**, backgrounding and feeding operation with calves bred on six properties from the Darling Downs to central Queensland and backgrounded at the property to be visited. Over 2000 Wagyu cross females and 1000 Shorthorn cows are AI'd to Wagyu sires. A new wave IVF technique drives an ET program and that will be demonstrated.
- **Drive 50 kms along a major highway** with representatives of a **20,000 head Wagyu and Wagyu influenced herd** on both sides of the road. The property has a bull breeding unit in northern New South Wales to provide an ever increasing number of Fullblood and Purebred Wagyu sires for their northern operations. This is one of the biggest family owned grazing operations in Australia.

