

Growing Wagyu Beef



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Introduction

- General introduction
 - 30 years dairying milking up to 500 cows
 - family run minimum employed labour



Now

- Contract breeding and rearing wagyu
- Contract hay and tillage
- Own Wagyu Meat Sales.





Change had to happen...

- How/why change came about:
 - Happiness
 - Crystal Ball
 - Risk/losses
 - Succession.

What has changed?

- Irrigation strategy
- Work/lifestyle
- Control
- Happiness.

Why Wagyu

- Right place at right time
- Suited present farm infrastructure and skills
- Profitable with less work
- Stable and predictable contracts.



Why Wagyu

Continued...

- Provided avenue to develop pad
plate entrees





Drivers for change

- Risk identification:
 - Personal
 - Physical
 - Financial
- Removing emotion and using emotion
- Motivation
- Documentation



Requirements for change

- Planning and Research
- Identify Strengths and Risks
 - Personal
 - Physical
 - Financial
- Removing emotion and using emotion
- Documentation



Benefits of change

- Personal
 - Renewed happiness and enthusiasm
- Business
 - Profitability and stability
- Family
 - Work flexibility.



Key Messages

- Identify then remove risks
- Adapt to survive
- Don't fear change
- Research
- Small initial scale
- Implement
- Open your eyes to new ideas

The future

- Qantas First Class menu everything Wagyu Steak.

