

# NEW DATES!

~~WAS: APRIL 26-27~~

**NOW: SEPT 27 - SEPT 28**

After identifying some very impressive animals from our fall 2023 calf crop, we have decided to reschedule our production sale, to include some of these animals in the sale lineup. These are genetics we are very excited to share with the industry, that will be linked to carcass data coming through, and have a positive impact on wagyu supply chains and seedstock values.

We look forward to sharing our program with you all, and offering the very best from our breeding herd and genetics.

## WAGYU SUMMIT & BCW PRODUCTION SALE

SEPT 27 - SEPT 28, 2024

MANHATTAN, KANSAS



## Schedule of Events

### FRIDAY

#### 8 a.m. - 11 a.m.

- Meatworks of Kansas Tour and Open House
- Ranch Tour & Viewing of Auction Lots

#### Noon - 1 p.m.

- Lunch at the Bluemont Hotel

#### 1 p.m. - 5 p.m.

- Wagyu Seminars

#### 5 p.m. - 6 p.m.

- Social Hour

#### 6 p.m.

- Dinner

### SATURDAY

#### 8 a.m. - Noon

- Visit the first ever "Jewelry Store for Beef" at BCW's Meat Market & Sampling Kitchen
- Feedlot Tour along with a Visit to our Custom Feeding Operation
- Viewing of Cattle at BCW Ranch

#### Noon - 1 p.m.

- Lunch on the ranch

#### 1 p.m.

- BCW Auction

# WAGYU SUMMIT & BCW PRODUCTION SALE

FRIDAY, SEPT 27 | MEATWORKS OF KANSAS TOUR

BOOTH CREEK WAGYU RANCH TOUR



## Friday, Sept 27 | *Meatworks of Kansas Open House & Tours*

- See the MIJ camera in action and the results.
- Understand rollstock packaging versus vacuum seal bags and why it makes a difference.
- Learn how “cooked meats” can drive your sales and profits up.



## Friday, Sept 27 | *Booth Creek Wagyu Ranch Tour*

Learn firsthand the details of the Booth Creek Wagyu fertility database, IVF embryo production lab, Vytelle's feed efficiency program, and more.

**WAGYU SUMMIT & BCW PRODUCTION SALE**  
**FRIDAY, SEPT 27 | HOW DO WE SPEED UP GENETIC PROGRESS?**  
**GROWING YOUR BEEF COMPANY**



**Friday, Sept 27 | Wagyu Summit**

**HOW DO WE SPEED UP GENETIC PROGRESS?**

Engaging speakers and topics will include the following:

**SCOTT DE BRUIN, MAYURA STATION**

Scott will take the audience through his own system that he's developed over 20 years to select the next generation of super genetics.

**ANDREW COATES, PARTNER, BOOTH CREEK WAGYU**

Andrew will explain how Booth Creek Wagyu is leveraging feed efficiency, carcass data, and other technology to speed up genetic advancement.

**Friday, Sept 27 | Wagyu Summit**

**GROWING YOUR BEEF COMPANY**

**DAVE DREILING, FOUNDER OF BOOTH CREEK WAGYU**

Dave will lead an engaging conversation on how you can grow your beef company.

**Discussion topics include:**

- Selling beef shares versus by the cut.
- Balancing beef supply versus demand.
- Maximizing dollar yield on trim.
- Cut specifications debate...weight or thickness?
- Minimizing variants to cut down on inventory complexity.
- Restaurant Sales.
- Social media tips and tricks.
- Farmers markets - are they worth it?
- Utilizing sampling to increase sales.
- Leveraging gift boxes to increase sales.
- Ecommerce shipping best practices.

# WAGYU SUMMIT & BCW PRODUCTION SALE

SATURDAY, SEPT 28 | BCW'S RETAIL STORE TOUR  
BCW PRODUCTION SALE



## Saturday, Sept 28 | BCW's Retail Store Tour

Visit the first ever, "Jewelry Store for Beef" at Booth Creek Wagyu's Original Meat Market & Sampling Kitchen.

- Learn how sampling your product, in-store, or at Farmer's Markets can increase sales.
- Successful sales of both fresh and frozen inventory.
- See how product assortment, placement, and packaging makes a difference.

## Saturday, Sept 28 | BCW Production Sale

Join us and see the results of the next generation of superior genetics, produced as a result of in-house carcass, feed efficiency, and fertility data.

### LOTS WILL INCLUDE DIRECT PROGENY OF:

- Mayura Itoshigenami Jnr
- Coates Itoshigenami G113
- Macquarie Wagyu Q0291
- Macquarie Wagyu N0100
- Mr Marble
- HP Reliable
- Mayura L0010
- Arubial United
- Arubial Anticipated

Frozen lots will include new carcass proven sires from the top influential ranches in Australia, not widely available in the US Market.



### JOIN US FOR THIS PREMIER INDUSTRY EVENT!

A block of rooms have been reserved at the Bluemont Hotel (785.473.7091). Look for additional information on our website, [bcwranch.com](http://bcwranch.com), and our Facebook Page @boothceekwagyuranch.