

## **Wal-Mart's Asda to Breed Wagyu Beef, Harvest Truffles in U.K.** **2008-02-05 11:01 (New York)**

By Amy Wilson

**Feb. 5 (Bloomberg)** -- Wal-Mart Stores Inc.'s Asda unit, the U.K.'s second-largest grocery chain, said it will start breeding Wagyu cattle in England and undercut the prices Harrods and Selfridges charge for the Japanese cows' fat-laden steaks.

The first herd, reared in Yorkshire, will be a cross of Wagyu with Holstein dairy cattle, producing meat with less marbled fat than the Japanese version, Asda said today in an e-mailed statement. Asda said it eventually will raise purebred Wagyu cows, with herds all over Britain.

Asda, which Chief Executive Officer Andy Bond has called a low-price grocer, also said it's planting truffle forests in Yorkshire. Central London's Roka restaurant charges about 55 pounds (\$108) for a Wagyu dish served with fresh wasabi and eryngii mushrooms.

"If it's good enough for millionaires, it's good enough for everyone," Asda meat spokesman Pearce Hughes said in the statement.

Asda's statement didn't give the price range it planned for Wagyu. Tesco Plc is the U.K.'s largest supermarket chain.

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