

Background Facts

Wagyu are black cattle that look like Angus, but are horned and lighter in the rump and legs. This Japanese breed — Kobe Beef is Wagyu raised specifically around Kobe, Japan — has grown famous globally because Wagyu cattle produce the world's most marbled, most tender and flavorful beef. The meat also has a higher percentage of monounsaturated (healthy) fat, and far lower cholesterol, than any other cattle breed.

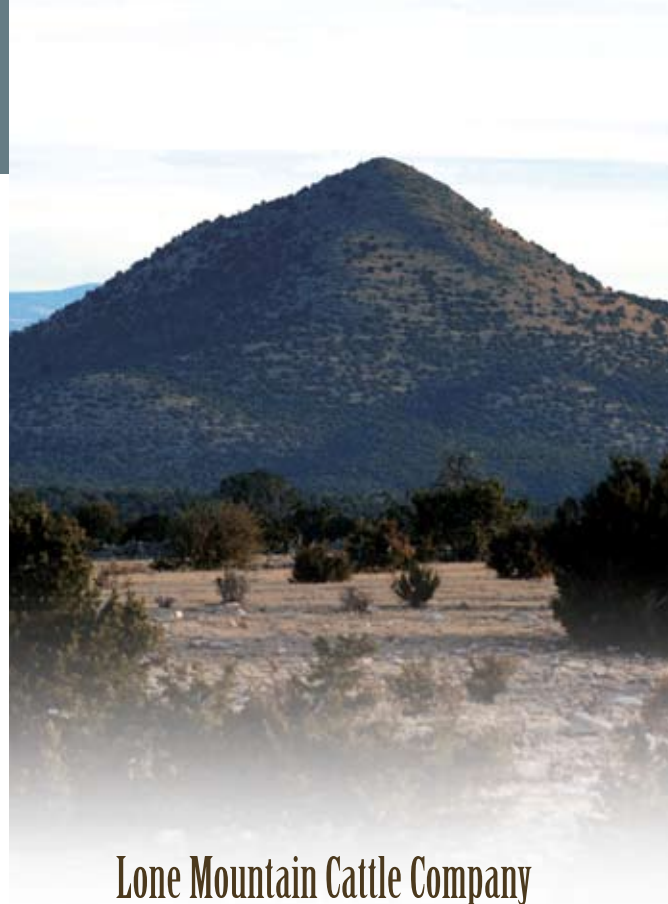
1975: First import of Wagyu to USA (4 Bulls)

1993-1999: Five sets of Wagyu cattle imported to the USA

Advantages of Wagyu cattle:

1. Increased Marbling
2. Decreased backfat
3. Decreased % bone
4. Easy calving
5. Superior Taste

The Wagyu breed is bound by strict genetics, so Fullblood Wagyu born and raised in the U.S. must be DNA-verified for registration purposes as to their Wagyu parentage. Lone Mountain Cattle Company raises 100% Full Blood Wagyu ... 100% Beyond Prime.



Lone Mountain Cattle Company

The Lone Mountain Cattle Company is a Fullblood Wagyu breeding operation located in Golden, New Mexico at Lone Mountain Ranch. Our goal is to create the best possible genetics of Fullblood Wagyu, and to be a leading U.S. Wagyu producer. By focusing on genetics, our long-range goal is to establish a Fullblood Wagyu herd of 250 to 300 breeding cows. Superior genetics are the key to taking our herd and yours Beyond Prime.

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Health Benefits of Wagyu Beef



CERTIFIED 100%
W
FULLBLOOD
WAGYU

Health Benefits of Wagyu Beef

The most striking thing about Wagyu beef is the extraordinary degree of marbling that brings it unmatched tenderness, juiciness, and flavor. The win-win of Wagyu's prestige is that its exceptional taste comes from its higher concentration of good fats (as compared with other beefs). In fact, research shows that, in moderation, Wagyu is "as healthy for the human body as olive oil, or a filet of salmon."



Some Fat Is Good For You

To understand Wagyu's remarkable health benefits, it's important to have a working understanding of the basic facts about fats and cholesterol. For starters, few consumers understand that dietary fat is necessary for health, though some types of fat are more helpful or harmful than others.

ACKNOWLEDGEMENTS:

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Cover Photo: LMCC Fullblood Wagyu New York and Ribeye Steaks

Fat | Good vs. Bad

GOOD FAT: MUFA, EFA & PUFA

Mono-Unsaturated Fatty Acids (MUFA)

- Neutral to, or lowers cholesterol levels; increases HDL
- Oleic Acid (the primary component in the fat found in beef) lowers LDL (bad cholesterol) without affecting HDL. It is associated with decreased risk of cardiovascular disease.

Wagyu beef contains a higher proportion of MUFA than any other beef.

Essential Fatty Acids (EFA) or Poly-Unsaturated Fatty Acids (PUFA)

The body can make most types of fatty acids except these, which must come via the diet. Among this group, most of the health benefits have been tied to:

- Linoleic Acid (Omega 6) — Conjugated Linoleic Acid (CLA) is a component of this group. The best source of CLA is beef or dairy products.
- Linolenic Acid (Omega 3) — Fish contain the highest levels, but beef is also a valuable source. Known to protect against heart disease, arthritis, depression, Alzheimer's, high blood pressure, and more.

Wagyu beef contains the highest CLA/gram of any foodstuff, about 30% more than beef from other breeds, due to the higher levels of Linoleic acid.

BAD FAT: SFA & TFA

- Saturated Fatty Acids (SFA): proven to raise cholesterol levels and may increase the risk of heart disease.
- Trans-Fatty Acids (TFA): so artery-clogging bad for health, it was recently banned from use in all New York City restaurants by the city's Board of Health.

40% of the saturated fats in Wagyu beef are in the form of stearic acids which impact cholesterol only minimally (as compared with other saturated fats).

Cholesterol

Total Cholesterol Count = High-Density Lipoprotein (HDL) + Low-Density Lipoprotein (LDL) + Triglycerides and Lp(a)

HDL = GOOD

Carries cholesterol away from arteries to the liver where the body can expel it; removes excess cholesterol from arterial plaque.

High HDL = reduced risk of heart disease

Low HDL = increased risk of heart disease

LDL = BAD

Circulates slowly in the blood and builds up on inner walls of arteries, forming plaque, blockages.

High LDL = increased risk of heart disease

Low LDL = decreased risk of heart disease

Why Wagyu Wins

A Healthy Diet is High in MUFA and Low in SFA, the better to moderately increase HDL and decrease LDL.

According to Tim Crowe, Ph.D., half of all marbling in a Wagyu carcass is comprised of good MUFA. And even the bad SFA in Wagyu is different, healthier: a big part of the SFA content is in a form called stearic acid, which has a minimal impact on cholesterol levels as compared with other forms of saturated fat.

In this way the ratio of MUFA to SFA is three times higher in Wagyu than in any other beef. Period.

Combining these health facts with both the growing demand for Wagyu beef and declining supply of USDA Prime grade beef relative to demand, and it's clear that there is a phenomenal opportunity for taking ranching operations Beyond Prime.