

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.

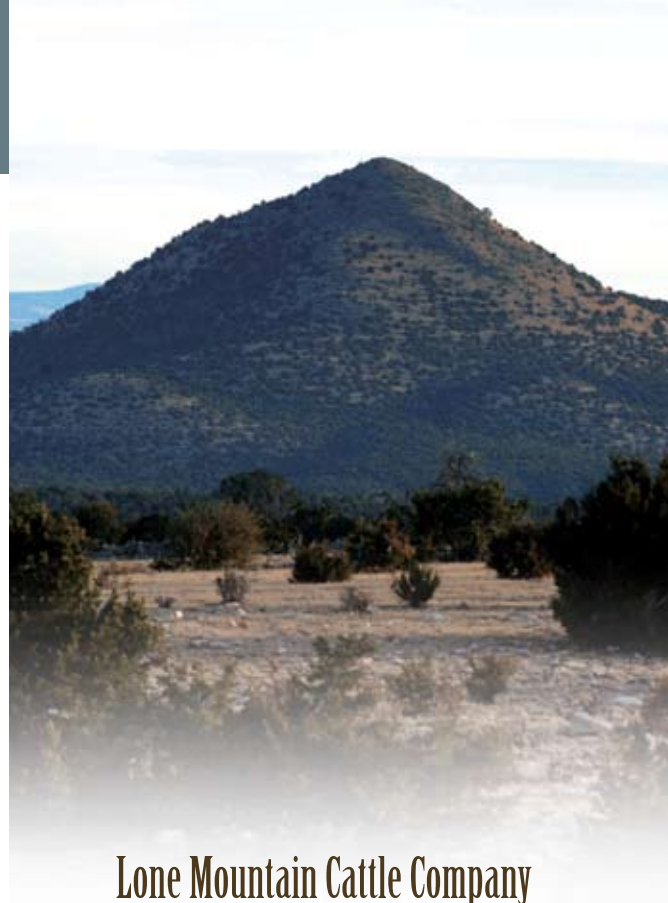
1975: First import of Wagyu to USA (4 Bulls)

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.

LONE MOUNTAIN RANCH

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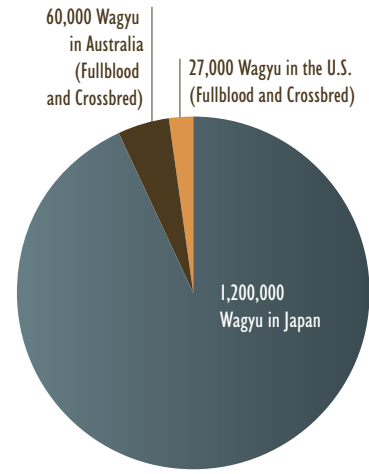
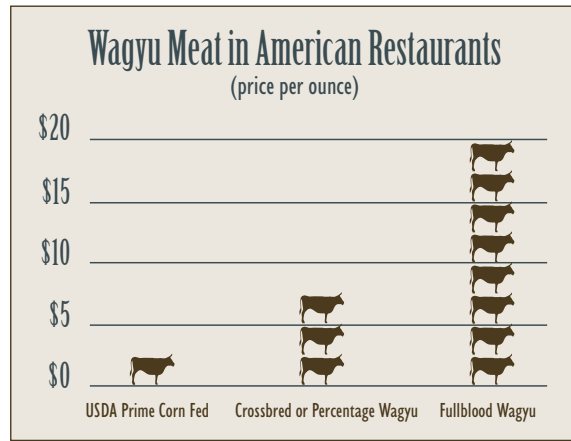
Wagyu — Beyond Prime



CERTIFIED 100%
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FULLBLOOD
WAGYU

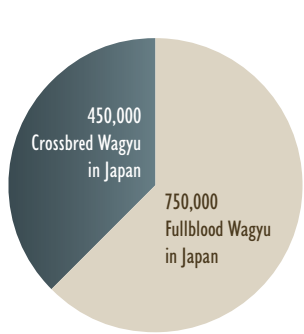
Wagyu | Beyond Prime

Wagyu is “The Marbling Breed,” known worldwide for its tenderness and flavor, as well as its upscale pricing. Wagyu’s extraordinary quality is measured by strict grading classifications originating in Japan, and then, proven in the market by fetching prices that are orders of magnitude higher than even USDA Prime. What follows is a breakdown of the Wagyu grading classifications, and the results this “Beyond Prime” quality can bring to successful Wagyu producers.

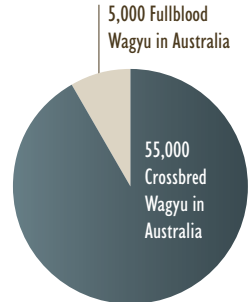


Fullblood & Crossbred Wagyu on feed in U.S., Australia and Japan

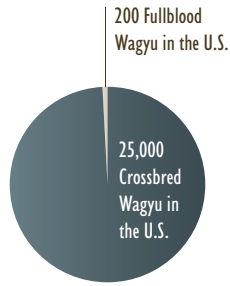
Wagyu Population in America and Abroad



Wagyu on feed in Japan

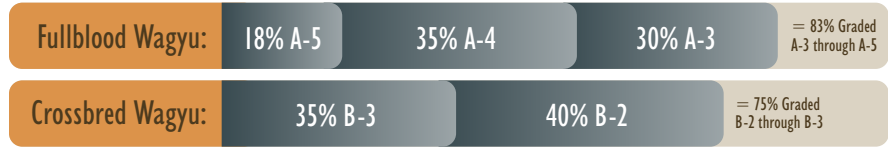


Wagyu on feed in Australia



Wagyu on feed in the U.S.

Japan Grading Results 2005-2007



Japan’s Grading runs from A-5 to A-1, from B-5 to B-1, and from C-5 to C-1. A-5 is considered the finest meat, and C-1 the poorest. The Yield (the A, B, and C in the grade) is determined by the BMS score (Beef Marbling Standard). The Quality (the 5, 4, 3, 2, and 1 in the grade) is determined by the following four criteria: Color & Brightness; Firmness & Texture; Fat Color, Luster, & Quality; and Overall Meat Quality.... To put these grades into perspective: In 2007, A-4 meat attracted \$22 per pound more than B-3 graded cuts at the Tokyo Meat Market.

Equivalence of U.S. and Japanese Marbling Scores

BMS Score	U.S.D.A. Marbling Score*	Numerical Score	BMS (Standard)
12 or 11	Extremely Abundant 50 +	14	5
10	Extremely Abundant 0-49	13	4
9	Very Abundant 50-99	12	3
8	Very Abundant 0-49	11	3-
7	Abundant	10	2+
6	Moderately Abundant	9	2
5	Slightly Abundant (Prime)	8	2-
4	Moderate	7	1+
3	Modest	6	1
2	Small (Choice)	5	1-
1	Slight (Select)	4	0+
	Traces	3	0
	Practically Devoid	2	
	Devoid	1	

*There are no official grades above Abundant in the USDA specifications. The terms Very Abundant and Extremely Abundante are arbitrary.

What this means is that extraordinary Wagyu quality is the standard in Japan, and that the market rewards that quality well. In addition, the tradition of better breeding practices continues to bear better quality cattle and meat: over the last decade, Japanese Wagyu producers have managed to increase both the BMS average from 6.2 to 7.8, and the average cattle size as well. And as American Wagyu producers, we are in the position to follow that trend: bigger cattle, better quality, better returns. Beyond Prime.

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