



NEWS RELEASE

TAKING YOUR HERD BEYOND PRIME WITH FULL BLOOD WAGYU

Profitable Niche Market with Japanese influenced beef cattle

GOLDEN, NM (June 15, 2007) – The bottom line is simple, you'll make more money from utilizing better quality cattle and genetics in your herd. It's all in the DNA, says Robert Estrin, owner of Lone Mountain Cattle Company. This is a saying he takes to heart and to the bank.

Superior genetics is essential when taking your herd beyond prime, this being the motto for Lone Mountain Cattle Company's Full Blood Wagyu beef program. The demand and compounding profitability of Wagyu breeding and their genetics offers cattlemen a great alternative to traditional beef production within the United States, which is increasingly becoming financially unsustainable, Estrin said.

In 2005 Lone Mountain Cattle Company began implementing Full Blood Wagyu cattle into their commercial herd. The breed is known for their superior marbling capabilities and tenderness. With the uses of intense artificial insemination and embryos placed in recipient cows, Estrin has been able to strengthen his Wagyu herd in a short period of time.

So, why Wagyu cattle? It's the Rolls Royce of beef, says Estrin. Not only does the breed produce the most astonishing flavored and tender cut of beef, but they offer calving ease and are docile and easy to handle, all of which equate to a high profit margin for the cattle producer in comparison to other breeds.

"Wagyu cattle are the undisputed breed leader for marbling, tenderness and carcass quality," said Estrin. "Full Blood Wagyu and Wagyu crossed cattle, when fed properly, consistently meet the demands for Prime quality graded beef."

Accordingly, the National Beef Cattleman Association's 2006 Beef Quality Audit indicated that only two percent of all U.S. carcasses rate prime, while consumer demand for prime quality beef is at 9 percent and rising. Feedlots are rewarding producers with Wagyu cross breed cattle, with larger returns for the cattleman and feedlot. Joe Hoyer owner of JDH Feedlot, based in Iowa is seeking out Wagyu cattle for their operations.

"In my experience, with the right genetics and 400 days on feed, Wagyu sired calves will consistently grade 90 to 95 percent Prime or better," Hoyer said.

For more information about the Wagyu breed and Lone Mountain Cattle Company, contact Robert Estrin at (310) 622-1040 or Lone Mountain Cattle Company Ranch Manager Stan Hartman at (505) 281-1432. Additional resources and information is available at www.LoneMountainCattle.com

The Lone Mountain Cattle Company is a Full Blood Wagyu breeding operation located in New Mexico at Lone Mountain Ranch. Their goal is to create the best possible genetics of Full Blood Wagyu, and to be a leading U.S. Wagyu producer. By focusing on genetics, their long-range goal is to establish a Full Blood Wagyu herd of 150 to 300 breeding cows. Superior genetics are the key in taking their herd and yours Beyond Prime.

Robert Estrin Owner | 1818 AB NM 14 • Golden, New Mexico 87047 • 310.622.1040 • bob@LoneMountainCattle.com • www.lonemountaincattle.com