ABOUT US/GENERIC PAGE

Heading

We are the leading breeders of poll wagyu in Australia

Short description of the section

We have harnessed genetics and expertise from around the world to produce the ideal wagyu breed:
a problem-free poll adapted to Australia's diverse environment

Links to sub-pages: Why Poll Wagyu | The future | Three families' expertise

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Generic page title

Outstanding wagyu, with the poll advantage

Industry concerns over dehorning have mounted since the turn of the decade. Meanwhile the Hammond family of north-west Tasmania celebrated two decades of honing its herd's wagyu genetics. Their wagyu herd was packed with renowned, performing fullblood lines, but a few of the calves still had the poll phenotype. It was clear to the Hammonds that there was no need to compromise: in 2013, they began to focus on producing poll wagyu whose genetics matched up to the best wagyu animals in Australia.

The Hammonds soon joined with renowned wagyu breeders Scott de Bruin of South Australia and the Hamblin family of Queensland to pool Australia's finest wagyu expertise and genetics.

Poll Wagyu Pty Ltd is now the most advanced poll wagyu breeding enterprise in the country. Our poll wagyu carcase performance is second to none. Our animals are adapted to diverse conditions and suffer none of the problems associated with poll breeds.

(Images)

Why Poll Wagyu?

Genetic quality Our purebred bulls' genetics are just as good as those of Australia's best fullbloods because our wagyu were bred for quality carcase performance, with the poll gene the last to be selected for. The three breeders involved in Poll Wagyu Pty Ltd have all contributed high-performing fullblood genetics for marbling and fat melting point from their herds.
Two of the bulls which are prominent in our herds' genetics have been proven as the number-one sires in two major herds based on years of carcase data. They are **ADBFA0139 MAYURA ITOSHIGENAMI JNR (AI)** and KURO KIN SHIKIKAN D 507.

Adaptability Our bulls are already acclimatised to most Australian conditions: our poll wagyu animals are now benefiting herds in Queensland, New South Wales and Tasmania. You can introduce poll wagyu genetics to your herd straightaway, without impacting your operating system.

Growth rate The pre-weaning growth rate among the first drop of poll wagyu calves at the Hamblins' property was double that of the Hamblins' other high-content wagyu crossbred calves. This is likely because the poll calves were not subject to the stress of dehorning.

Horns are for cars… as Beef Central recently reported. Welfare concerns related to dehorning – and the associated reputational risks for cattle farmers – are mounting. Besides safety issues, dehorning costs time and labour. In intensive grazing systems, the branding or marking process is over 50% faster when dehorning is eliminated. In extensive systems, poll cattle eliminate the need for a costly early muster, or for troublesome dehorning of older calves.

Registered sires All our purebred bulls have been registered as sires with Wagyu Australia.

(Call to action buttons) *View bull sales; Get in touch*

Client statement

Our poll wagyu grew out of the combined knowledge and resources of three luminaries of the wagyu industry, all with around 20 years' experience. The Hammonds are fourth-generation Tasmanian cattle farmers. The De Bruin family of South Australia pioneered Australia's wagyu industry. The Hamblins of Strathdale Wagyu in Queensland are leaders in using data to inform their breeding program.

Half-page image module

How we developed our poll wagyu

Our first priority was to ensure that the genetics of our poll wagyu breed were unassailable. We wanted it to be as famous for its carcase performance as for the advantages of poll animals. Find out about the genetic content of poll wagyu and how we developed the breed's adaptability.

This module links to a second-level page with the following text:

When the Hammond family of north-west Tasmania founded their wagyu herd in 1993, one of the original female embryos was poll. This planted the idea of producing a poll herd, so the Hammonds maintained high-performing, phenotypically good-looking animals as replacements in their herd. In 2013, they began to focus on realising this vision.

Their first priority was to ensure the genetics of their poll wagyu breed were unassailable. They wanted it to be as famous for its carcase performance as for the advantages of poll animals.

The Hammonds began in 2013 by purchasing a half share in performing sire Bar R 52Y from prominent US breeder Gerry Reeves. They used Bar R 52Y over their poll purebred cows, producing their first homozygous poll wagyu calves.

To lift their herd's genetics to the highest level, the Hammonds joined forces with top Australian breeder Scott de Bruin in 2014. There could be no better sire in Australia to add to the Hammond herd's genetics than Scott's renowned **ADBFA0139 MAYURA ITOSHIGENAMI JNR (AI)**. The Hammonds continue to use Itoshigenami Jnr over their poll purebred cows, guaranteeing carcase performance.

The next step was to breed poll wagyu in high numbers with good genetic diversity. This would allow the Hammonds to select the very best progeny from the first drop of calves. In 2015, they partnered with the Hamblin family. The Hamblins run a 6000-head wagyu herd over 46,000 acres in central Queensland and the Darling Downs.

The Hammonds produced more than 1,200 embryos in the first 12 months, which were borne by the Hamblins' crossbred wagyu cows, with the first drop of poll calves in 2016.

Crucially, the Hamblin partnership allows Poll Wagyu Pty Ltd to breed and raise poll wagyu in the Queensland environment. Our bulls are suited to the range of Australian conditions and need not spend valuable time acclimatising.

The Hamblins have been breeding wagyu for 18 years through artificial insemination, in-vitro fertilisation, and embryo transfer. Several of their high-performance sires, including **MOYFD0507 MOYHU F D507 (AI)**, have further strengthened our poll wagyu genetics.

3 GENERATIONS PAGE TITLE

Three families: a wealth of expertise

The Hammond family
Robbins Island Wagyu, Tasmania

In 1993, Keith, John and Chauncey Hammond saw an opportunity. The brothers recognised that wagyu cattle were fast becoming a niche, high-quality market. They sourced embryos by Michifuku, one of the most famous sires of the top Tajima bloodline. The Hammonds' first wagyu calf drop duly arrived in spring 1994.

The brothers have sourced and produced high-performing animals ever since, focusing on marbling and soft-fat type. They have produced wagyu for numerous markets, including Australia and Japan. The main joining style is artificial insemination.

The Hammonds are currently in partnership with meat processors Greenhams Tasmania Pty Ltd. The Hammonds' cattle are raised on grass pastures on Robbins Island off the north-west tip of Tasmania before being lot-fed by Greenhams. They are sold as Robbins Island Wagyu to domestic and international markets.

The Hammonds are well known in the wagyu community. They have won and been placed in many national competitions. Most recently, they were finalists in the Delicious. From The Paddock Awards in 2013 and 2014, and finalists in Coles Farmer of the Year awards in 2015.

Pull quote/client statement

The Hammond family runs 5,000 head of wagyu on the north-west Tasmanian coast. Their spectacular horseback cattle musters have attracted much media attention. The animals are taken from their 500-acre home property to Robbins Island at low tide to be raised in the cleanest place on earth, or, as the Hammonds like to say, in harmony with nature.

Scott de Bruin
Mayura Station, South Australia

Mayura Station was selected in 1845 as one of South Australia's first pastoral leases, thanks to its rich agricultural potential. Over time it was broken up. The De Bruins have restored it through land purchases since the 1970s, acquiring the original Mayura homestead in the mid-1980s.

The De Bruins imported 100% fullblood wagyu in 1997 after being hooked by its flavour while on business trips to Japan. Their top-quality beef is distinguished by their focus on bloodlines and pedigree.

Mayura boasts Australia's largest privately owned wagyu herd. The De Bruins run 7,000 fullblood wagyu, turning off more than 100 steers and heifers monthly. Their 2,600 breeding cows are mostly joined by artificial insemination, with 150 bulls on hand as back up. Mayura carefully records cattle performance and weight data, which informs the best joinings and future herd improvements.

Asia is Mayura's largest market, with Melbourne its main domestic market. The Mayura brand comprises three labels: the entry-level Gold label mainly sold in Australia; Platinum, its middle range, with marble scores of 8-9; and Signature, their top-end product.

Mayura's on-site restaurant was named as the best steak restaurant in the South Australian Restaurant and Catering Awards for 2014. Mayura has won numerous Delicious Produce Awards and was a state winner in 2016. It won gold medals in the Australian Wagyu Association's branded beef awards in 2012, 2013, 2014 and 2015.

Pull quote/client statement

Mayura Station is spread over 3000ha on the South Australian Limestone Coast. It is a multi-faceted operation which breeds, feeds, and markets its award-winning wagyu. Its wagyu is served in its on-farm restaurant, which is booked out most weekends. Diners are shown how to prepare and cook its flavoursome beef.

The Hamblin Family
Mayura Station, South Australia

The Hamblin family run their 6,000 wagyu over 46,000 acres in central Queensland and the Darling Downs. They began breeding wagyu in 2000 by artificially inseminating their Brahman and Brangus cows. They have since purchased higher-content wagyu crossbred cows to boost breeder numbers.

The Hamblins' wagyu enterprise trades under the Strathdale Wagyu and Masterbeef brands. The Hamblins breed fullblood, poll purebred and crossbred wagyu cattle. Their herd is raised on buffel grass pastures in central Queensland. They are lot fed in southern Queensland and marketed as carcase sales in New South Wales.

The Hamblins used shorthorn as a base breed in order to source the large number of cows needed for a sizeable land addition in 2010. Their offspring have been the nucleus for their progeny test selection process for high-performance sires.

The enterprise has largely used artificial insemination, but in 2014 the Hamblins also focused on IVF to increase their herd's volume of high-performing genetics from superior sires and dams. Their main practice has since been MOET flush programs: their wagyu crossbreds receive 1,000 embryos a year.

Masterbeef won gold medals in the Australian Wagyu Association's Branded Beef Competition in 2014, 2015 and 2016. It also won five out of six categories with an F1 animal in the 2010 Pacific Carcass Competition.

Pull quote/client statement

Meticulous data analysis is a defining factor in the Hamblins' success. All property managers have identical web-synchronised data-collection systems. All animals receive a score based on their parents' and progeny's performance, informing fast, smart decision-making. Each one is treated like a stud champion.

Half-page image module

The future

We will ensure genetic diversity and maintain high-performing bulls to consistently produce the highest quality poll wagyu. Find out about our detailed breeding plans.

This module links to a second-level page with the following text & diagram:

Note
PP – homozygous poll, PH – heterozygous poll, HH – homozygous horned

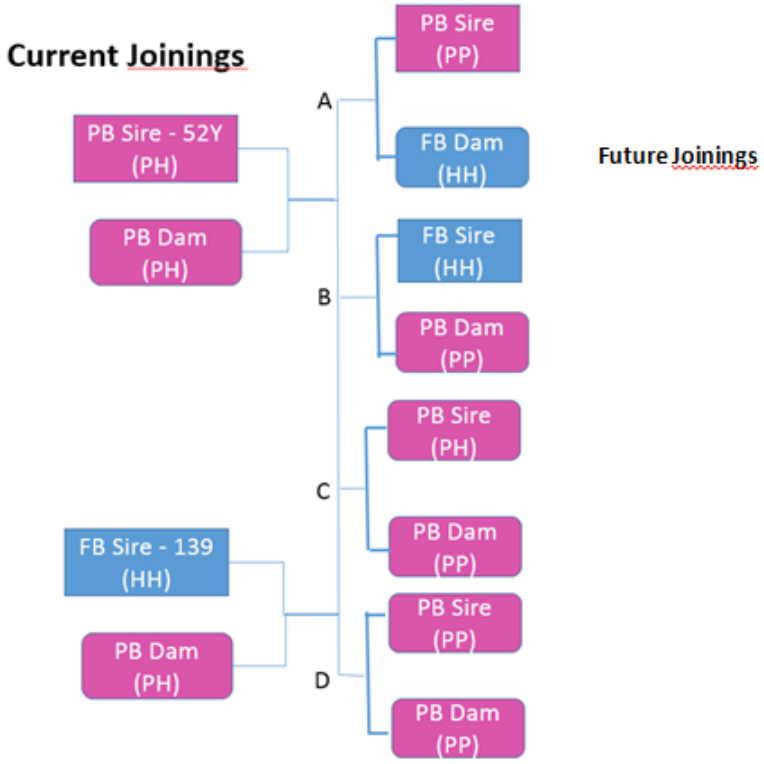
- Our first joining was by flushing the Hammond family's purebred PH dams, combining them with the bull Bar R 52Y (PH) to produce embryos which were 75% poll calves (25% PP and 50% PH). We will then reintroduce some of the PP heifers and bulls from this drop and cross them back against a fullblood dam or bull, such as the Hamblin's **MOYFD0507 MOYHU F D507 (AI)**, to produce 100% PH calves (A and B in the diagram below). This will ensure genetic diversity.

- Our second joining was between Scott de Bruin's high-performing sire **ADBFA0139 MAYURA ITOSHIGENAMI JNR (AI)** and the Hammonds' PH dams, producing 25% PH progeny. One of these is Itoshigenami Jr's son, M775. This bull is phenotypically good-looking and, with his sire's genetics, should be high performing. He will be crossed over a PP dam to produce 75% PP and 25% PH progeny, so 100% polled calves[3] (C in the diagram below).

- We will cross PP heifers with the best PP bull to produce 100% PP calves (D in the diagram below[4]). This will ensure greater access to PP animals. These PP animals can then be backcrossed with fullblood genetics to ensure genetic diversity and herd strength.[5]

- Itoshigenami Jr's son, M775, is heterozygous. His semen will play a large part in the next generation of poll cattle. We will cross him over the homozygous heifers[6], which will produce 50% PP and 50% PH calves, ensuring 100% poll progeny with Itoshigenami Jr's outstanding genetics.

We will continue to cross PP heifers with known fullblood bulls to maintain both genetic diversity and the fullblood genes which have been selected for. We will breed with high-performing bulls to consistently produce the highest quality poll wagyu.



FAQ

When can I buy Poll Wagyu?

Heterozygous yearling bulls will be available for sale in around September 2017.

Homozygous 24-month-old working-age sires will be for sale during Rockhampton Beef Week 2018.

NB. I would suggest this info is replicated prominently on the bull sales page.

1. *The original copy says 'during'. Will they only be available that week? Or does that mark the start of their availability? – Sarah?*

What calves will my Poll Wagyu sire produce?

A homozygous poll sire will produce 100% poll calves:

- Over homozygous cows: 100% homozygous poll calves
- Over heterozygous poll cows: 50% homozygous poll calves and 50% heterozygous poll calves
- Over horned cows: 50% heterozygous poll calves