



HIGHLAND WAGYU

Est. 2011

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ABOUT HIGHLAND WAGYU



Highland Wagyu is a pedigree beef company, breeding premium Japanese Wagyu, Aberdeen Angus, Beef Shorthorn, Highland and Dexter cattle with a mission to produce the best beef in the world from our 25,000-acre estate farm in Perthshire, Scotland.

Established by husband and wife team Mohsin Altajir and Martine Chapman in 2011, our ethos of quality, respect and precision underpins everything we do.

Highland Wagyu sells directly to chefs. We are the largest producer of Wagyu cattle in the UK and on course to the biggest in Europe.



THE STORY OF HIGHLAND WAGYU



The business started as a personal venture after tasting a mind-blowing Wagyu steak in Australia. At the time Mohsin was playing golf six days a week and I was looking for a new business. I'd never set foot on a farm before, but I was passionate about Wagyu beef so we moved to Mohsin's family farm in Perthshire - the gateway to the Highlands of Scotland - and bought seven Wagyu heifers and two bulls to breed our own beef. We then decided to buy some embryos and the business just snowballed from there.

Just two years later, in August 2013, we bought an entire herd of 300 head of Wagyu cattle from fellow Perthshire farmer David Ismail, giving us the largest Wagyu cattle herd in the UK. Within the next ten to fifteen years we are looking at 5000. We want to make Scotland the Wagyu centre of Europe.



Quality genetics

Genetics play a huge part in producing quality beef. While we breed pedigree Aberdeen Angus, Beef Shorthorn, Highland and Dexter cattle, our main focus is on building our 100% Fullblood Wagyu cattle. And the aim has always been to produce the best, luxury Wagyu beef in the world with a consistent marbling score of 9+, which is the highest rating outside Japan.

The majority of our genetics are from David Blackmore, renowned as the man with the best Wagyu cattle genetics outside Japan. 95% of our Wagyu cattle bloodlines are Tajima, which come from the area where the great Kobe beef originates and some of our bloodlines can be traced back 70 years.

We breed and cross with only 100% pedigree animals and our embryo and semen work is undertaken for our own use and for export. We also put the bull to the native breeds and are achieving something special with our Wagyu cattle crosses. Our native pedigree surrogate mothers produce 30% bigger calves than our Wagyu mothers.

The Story of Highland Wagyu continued

Precision & respect

Set within a majestic highland landscape, Blackford offers rich, fertile Perthshire grassland on which all our herds graze and much of the forage they eat during the winter is cut from our organic land. Low energy feed is a vital part of raising premium Wagyu beef and our all-natural "Highland Wagyu" blend was prepared with a nutritionist and is supplemented with organic Seaweed. In addition, our females are given Omega 3 to enhance fertility and wellbeing.

To create the best marbling, we condition our cattle; we handle them with care (the use of sticks is banned) keeping them happy and content. We've created a stress-free environment by investing in 'Wagyu Central' - three huge zen-like buildings to house the animals.

We respect each animal from nose to tail right through the life cycle. We pamper our Wagyu cattle and that ethos continues with our luxury Wagyu beef. I personally inspect each carcass to ensure the Wagyu beef's premium quality and to keep improving.

MARTINE CHAPMAN



MEDIA INFORMATION

Martine has always been a foodie and tried her first escargot at the age of four. She's travelled all over the world and set up various enterprises, including a successful luxe holiday home business.

She got her first job at the young age of 15 serving burgers at a restaurant called Wolfes in Knightsbridge - and now she's selling them!

Having never set foot on a farm until the summer of 2011, Martine left the high life in Dubai and moved with husband Mohsin to Blackford Farm in Perthshire, Scotland to follow her true passion of breeding Wagyu cattle.

Gone are the days of Vogue and Cosmo, now she reads Farmers Weekly and The Scottish Farmer. In what little spare time she has, Martine loves going to restaurants, but mostly catches up on much-needed sleep!

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WAGYU FACT SHEET

- Wagyu (pronounced 'wag-you') is a breed of cattle native to Japan. The word literally means Japanese beef - "wa" means Japanese and "gyu" means beef.
- Many people have heard of Kobe beef, a type of Wagyu beef, which comes from the region of Kobe in Japan. Like Champagne in France, Wagyu beef is only called Kobe when it comes from that particular region.
- Wagyu is renowned for being highly marbled, which is what gives the beef its unique tender and buttery flavour.
- Wagyu beef is considered a healthy option too as it contains a high percentage of omega-3 and omega-6 fatty acid with its intense marbling, improving the ratio of monounsaturated fats.
- Wagyu cattle are fed for 600 days after weaning, more than double the time needed for other breeds.
- The beef doesn't need to be hung; ours will be slaughtered and packaged three days later, then sent straight off to the chefs.
- The marbling mechanism takes time to kick in unlike the traditional breeds. Wagyu's marble front to back; the reverse of native breeds.
- They require a stress-free environment so they burn less fat and achieve the correct marbling.
- The feed is a vital part of this, to keep the animals calm and serene. A special "Highland Wagyu" blend was developed with a livestock nutritionist. The females' feed is supplemented with Omega 3 and Seaweed to improve condition and fertility.
- The bulls have a calm temperament and are easy to handle, however the cows can be flighty, particularly the mothers.
- They are extremely fertile, with some females producing 25 embryos per flush, more than four times the amount from other breeds.
- Wagyu calves cross suckle. This could be linked to the breed's low milk supply.
- Highland Wagyu calves born to Beef Shorthorn surrogates are around 30% bigger and stronger with more vitality than those born to native Wagyu mothers.
- The Wagyu mothers are extremely protective, forming a military standoff around their young when humans approach.
- We have genetics from the three main genetic lines of Wagyu cattle:

Tajima, which produces the ultimate marbling

Kedaka, which produces a bigger frame and a better milking ability

Fujiوشي, which is a middle ground between the two.



PRESS

November 2012

The Herald - Try a little tenderness: on the farm with Scotland's Wagyu cattle

<http://www.heraldscotland.com/food-drink/latest/try-a-little-tenderness-on-the-farm-with-scotlands-wagyu-cattle.2012113641>

February 2013

STV - Perthshire farmer says Scottish Wagyu beef can be new delicacy

<http://news.stv.tv/tayside/212486-perthshire-farmer-says-scottish-wagyu-beef-can-be-new-delicacy/>

May 2013

The Scotsman - Tom Kitchin: Wagyu beef recipes

<http://www.scotsman.com/lifestyle/tom-kitchin-wagyu-beef-recipes-1-2936320>

July 2013

BBC news online - Highland Wagyu beef firm in expansion drive

<http://www.bbc.co.uk/news/uk-scotland-scotland-business-23482356>

The Scotsman - Scottish farm to make Japanese Wagyu beef

<http://www.scotsman.com/news/scotland/top-stories/scottish-farm-to-make-japanese-wagyu-beef-1-3019023>

The Scottish Farmer - Perthshire the Wagyu centre of Europe

<http://www.thescottishfarmer.co.uk/business-sales/business/perthshire-the-wagyu-centre-of-europe.21755743>

August 2013

CNN Marketplace Europe - Pampering cows the Wagyu way

<http://edition.cnn.com/2013/08/29/business/japanese-wagyu-beef/>

November 2013

Perthshire's Larder (The List) - The history and future of Scotland's cattle country

<http://food.list.co.uk/article/56438-the-history-and-future-of-scotlands-cattle-country/>

Perthshire's Larder Chef's Choice (The List)

- Chef Tom Kitchin on why Wagyu is among the best beef in the world

<http://food.list.co.uk/article/56450-chef-tom-kitchin-on-why-wagyu-beef-is-among-the-best-in-the-world/>



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