

OUR

# WAGYU DREAM

QUEENSLAND AUSTRALIA



WESTHOLME



# OUR AUSTRALIAN WAGYU DREAM

BORN WILD, ROAM FREE

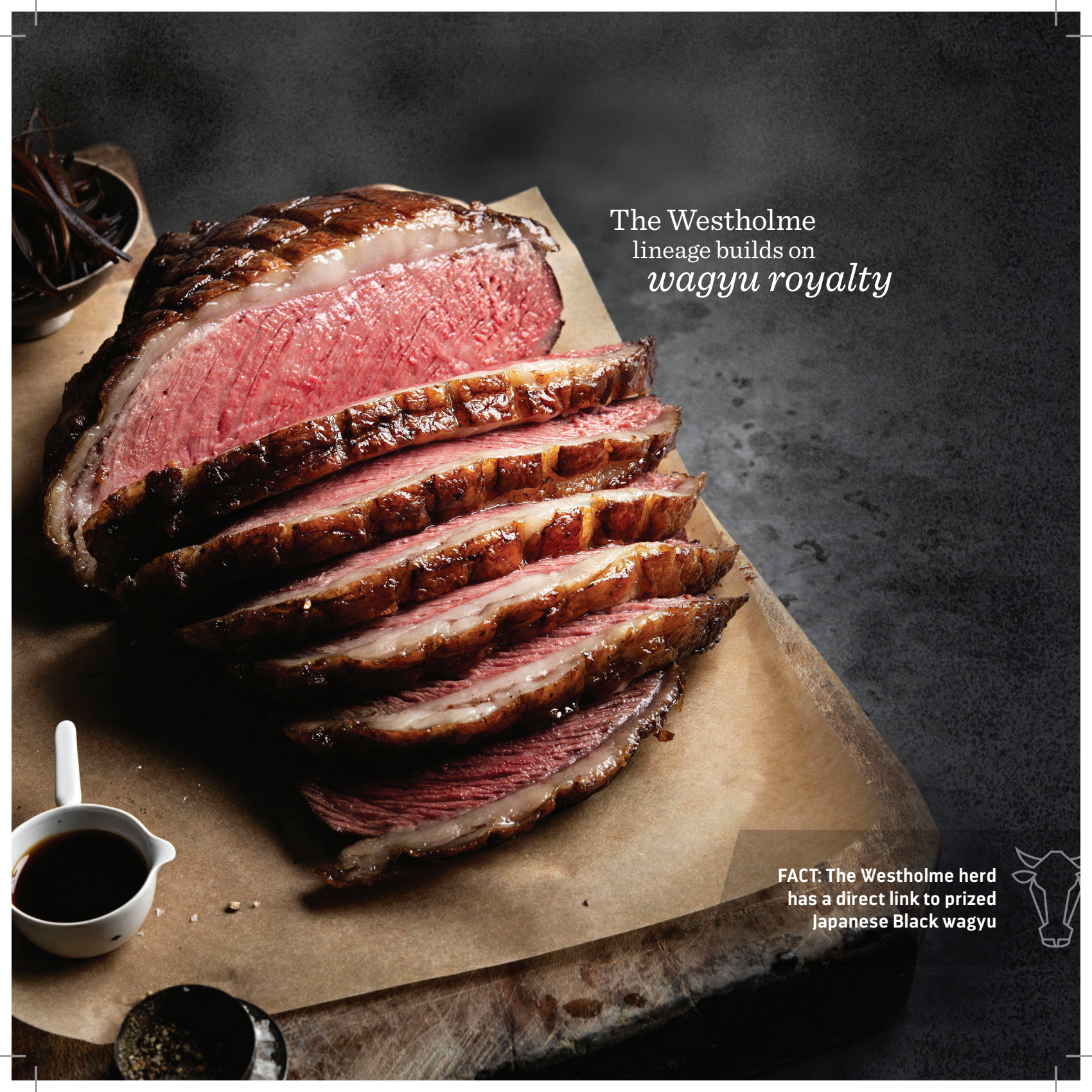
Westholme wagyu is exceptional. We have been at the forefront of wagyu breeding in Australia and continue to build on our extraordinary heritage to craft our distinctive Australian wagyu.

No producer has more distinguished bloodlines. Our Full-Blood herd is derived from prized Japanese Black wagyu sires and cows. Initially exported from Japan to the US, their progeny were brought to Australia in 1996, thanks to the dedication of a small group of Australian cattlemen and women. Westholme continues to improve this herd of unrivalled provenance.

We match our wagyu sires with our own Mitchell cows, a breed we have developed to thrive on the vast northern Australian rangelands. The result is a unique Australian wagyu that is further crafted by our skilled and passionate people, the pristine lands where our cattle roam free, and, above all, a continual striving to do better.







The Westholme  
lineage builds on  
*wagyu royalty*

**FACT:** The Westholme herd  
has a direct link to prized  
Japanese Black wagyu





# PERFECTION THROUGH SELECTION

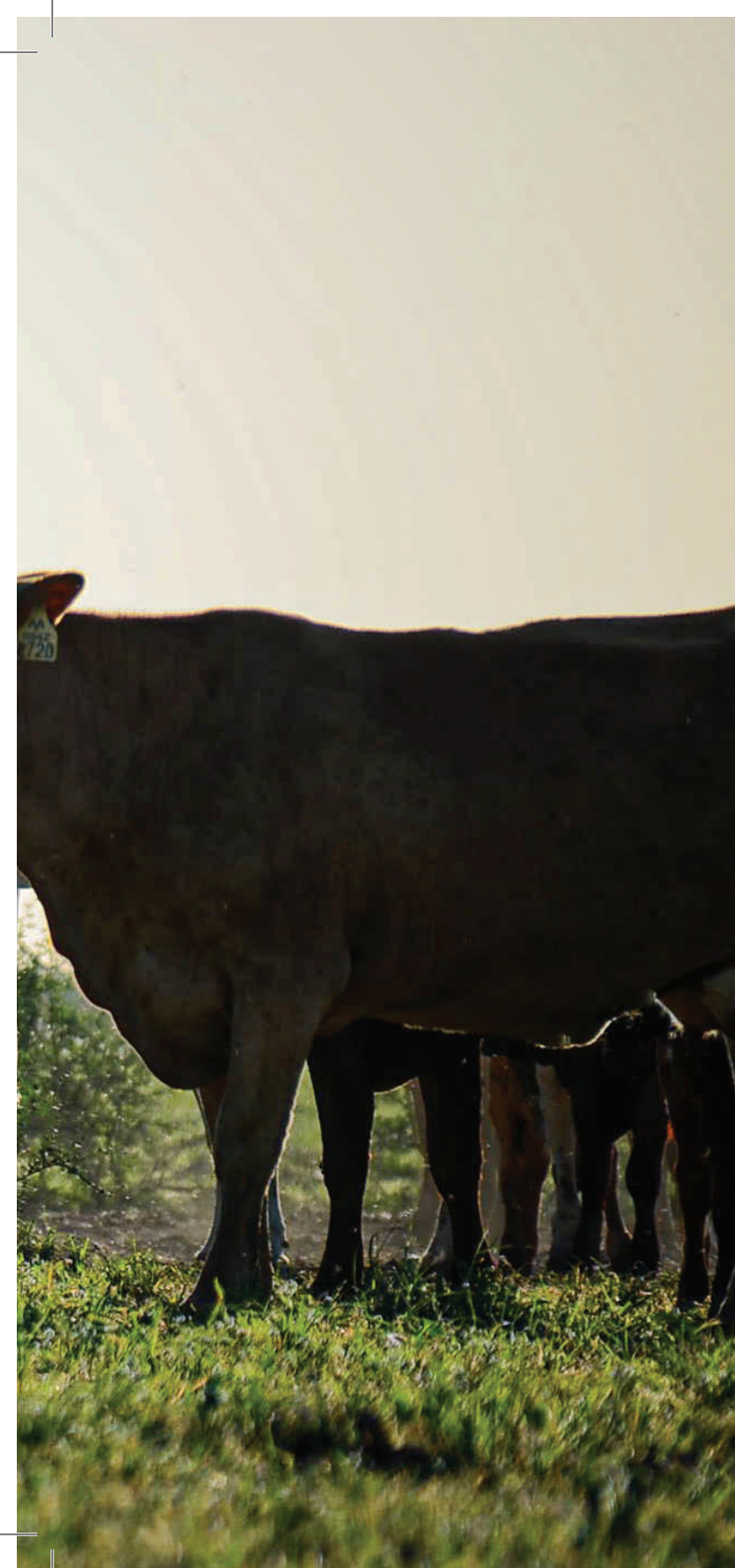
BREEDING FOR TEMPERAMENT AND TASTE



**FACT:** The Mitchell breed is named after the Mitchell grass that is their chief food on the rangelands







### **Westholme Wagyu Sires ♂**

Starting with a heritage of distinction, our genetics team continues to improve on perfection with our Full-Blood bulls, part of the single largest registered Full-Blood herd in Australia. Our wagyu bulls are our heroes, selected for temperament and fertility, and for their fine marbling and exceptional flavour.

### **Mitchell Cows ♀**

Our Mitchell mothers have been developed to thrive in northern Australia, building on over a century of dedicated animal husbandry. They are a key element in our craft. Calm, sturdy cows with a strong maternal drive, they complement the wagyu sires by nurturing our Westholme calves. The result is a pinnacle expression of Australian wagyu with signature marbling, tenderness and deep, complex flavour.



# EXCELLENCE IN FEEDING

FROM GRASS TO GRAIN

## **Raised on Grass**


Our Westholme herd is born and raised on pristine northern Australian rangelands, eating a diverse diet of grasses and legumes. Their primary food is nutritious native Mitchell grass. They also forage for other grasses, flowering plants and herbs and have access to customised mineral lick blocks as required. Our cattle are attuned to their nutritional needs and use the lick blocks like a self-service supplement store.

## **Finished on Grain**

We finish our herd in our own spacious feedlots for a minimum of 330 days. They're fed either a steam flaked or tempered grain mix that is made up of nutritious almond hulls, cotton husks and distillers' grain that we source locally and calibrate daily. The care we take with our feed is part of the craft that is reflected in the final appearance, flavour and mouthfeel that sets our wagyu apart.







Our signature  
*flavour & marbling*  
is a result of finely  
calibrated *feeding & care*  
of our animals

**FACT: Our herd is free  
from Hormone Growth  
Promotants (HGP's)**





# CARING FOR OUR CATTLE

OUR CATTLE ARE OUR HEROES

We are devoted to giving our Westholme herd the best life possible. Our herd are born wild and free in an environment that's closely monitored; shade, clean water and nutritious food are always available. We keep animals in their family groupings so they stay relaxed. Vet attention is consistent and meticulous. Calm, relaxed cattle mean tender, flavourful wagyu, a Westholme signature.



**FACT:** We frequently take our feedlot cattle for walks to keep them stimulated and active





*100% compliance*  
with the National Feedlot  
Accreditation Scheme for  
Animal Welfare for the  
last *12 years*



Our cattle have ready access to high quality food and water



Calves stay with their mothers until ready to wean



Herds are kept together from rangelands to processing



If our animals require medical treatment, care is swift and diligent



We move our herd to the best paddocks to ensure high-quality grazing



We look for continual improvements to ensure our animals comfort



# OUR GRADING PHILOSOPHY

A NEW WAY TO TALK ABOUT WAGYU

## ✓ **Quality**

Because the quality of our Westholme wagyu is exceptional and ever-improving, we hold ourselves to ever higher standards. This includes the way we describe our Australian wagyu and its special qualities, particularly the consistent, even marbling.

## ✓ **Assessment**

Each carcass is graded by independent AusMeat inspectors, then our own in-house graders hand-select cuts, assessing colour and marbling to ensure consistency and quality across our own rigorous benchmarks.

## ✓ **Our Principles**

Based on our decades of experience and our ongoing search for improved wagyu quality, we have developed a grading philosophy dedicated to Australian wagyu. Combining AusMeat principles and bespoke Westholme methodology, we progress our Australian provenance story with every single cut.








*Consistent quality*  
is a reflection of genetics, terroir,  
feed & the commitment  
*to our craft*





# Paddock-to-Plate TRACEABILITY

We oversee the entire supply chain to ensure we can guide and monitor what happens to our Westholme herd at every stage. We tag each animal and track its movement, growth, family group and medical history. This ensures traceability, both for biosecurity purposes and to enable continual advancements in handling, feeding and care regimes.



**FACT:** Each animal's  
unique ear tag tells us  
their story

FROM THE Paddock...



Genetic  
selection



Calving  
& weaning



Grass fed on  
vast rangelands



Finished  
on grain



Product  
ready





Traceability impacts *quality*:  
we use the information we gather to craft  
*a flawless eating experience*

...TO THE PLATE



Product  
prepared



Processing &  
grading



Transport



Distributor



Dining



An aerial photograph of a vast, flat landscape, likely a coastal plain or wetland, during sunset. The sky is a mix of blue and orange, with the sun low on the horizon. The ground is a mix of brown and green, with a body of water in the foreground reflecting the light. The text is overlaid on the left side of the image.


# CUSTODIANS OF THE LAND

IT'S IN OUR NATURE

We prioritise caring for our land, people and animals today so we can see them excel tomorrow. Our Westholme wagyu are exemplary converters of the Mitchell grass that's of limited value to other animals, and which grows naturally on our land.

Expansive stations mean our herd graze widely and avoid overburdening any tract of land. We continue to reduce emissions, renew pasture and waterways, and foster the ecosystems which nurture our cattle in a continuous cycle of nourishment.





FACT: Cattle are expert at converting  
grasses grown in non-arable landscapes  
into high-quality edible protein



(approx.) **98%** of our lands  
have *never* been cleared  
and are actively managed as their *natural landscape*




# AN EXCEPTIONAL DINING EXPERIENCE

ELEGANT RICHNESS AND SAVOURY COMPLEXITY

Westholme, together with the University of Queensland worked to develop a world-first wagyu flavour wheel that catalogues tasting profiles for our wagyu. Using similar principles to wine tasting, researchers identified the aroma, flavour and textural components which form the sensory experience of Westholme wagyu. The dining experience is proof of our craft, the culmination of our genetics, provenance, environment, feed and the utmost care we take at every step.

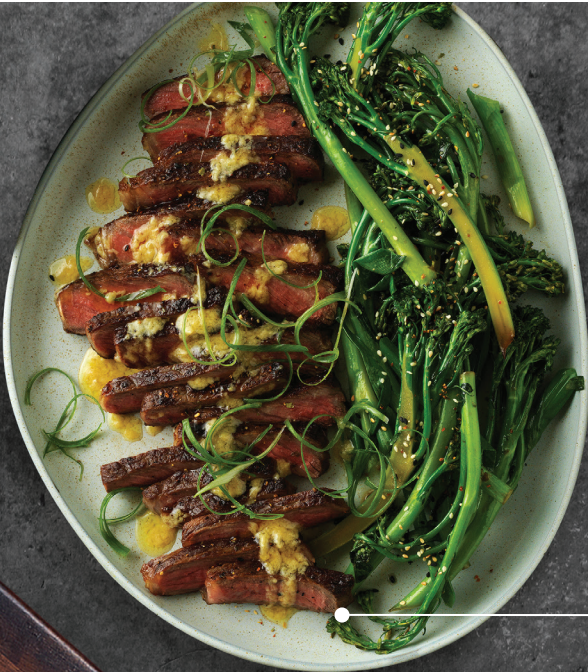
The entire Westholme range is identified by its roasted and caramelised aromas, tender melt-in-the-mouth juiciness and elegant, complex flavour with buttery notes balanced by sweet and tart elements.



**FACT: Sensory scientists  
identified more than 800  
components in the flavour and  
aroma of our wagyu**







A flawless dining  
experience is our  
Westholme signature



**Striploin**

Intensely roasted and caramelised on the nose, with hints of bread crust. Tender and extremely juicy with a little texture. Deeply flavoursome, balancing sweetness and tart with lingering buttery flavours.



**Tenderloin**

Delicate, with roasted, caramelised and game meat aromas. Extremely tender and dissolving. Complex sweet flavours plus roasted, game meat and white pepper. Clean finish with mineral notes.

**Cube Roll**

Roasted aromas with rich, caramelised notes. Moderately tender and very juicy with textural, fibrous bite. Flavourful, very sweet, slightly tart and intensely roasted. Rich and persistent mouth-finish.

Each cut delivers a  
distinctive *flavour, aroma*  
and *texture*













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[www.westholme.com](http://www.westholme.com)

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