

Save the Date

10/21/2017

Greetings Friends and Fellow Wagyu Enthusiasts,

I would like to invite you to the Muddy Flats Cattle Company Dispersal sale on Saturday October 21, 2017 in Eau Claire, Wisconsin. This sale will be a Live video auction, with online access for bidding. Animals will be available for live inspection before the sale, Thursday through Saturday morning, October 18-20, at the farm in Augusta, Wisconsin, 20 miles from the auction site. This sale will be managed by James Danekas and Associates, Inc. Please save the date!

Our decision to sell the herd now is not based on the current economics of the Wagyu industry, or the projected opportunities that await this breed in the future. It is my opinion that the Wagyu breed future is bright. Our decision to disperse the herd is solely based on land availability and partnership limitations. My passion for this breed began in the mid 1980's while attending the Culinary Arts program at Johnson and Wales University in Providence, Rhode Island. While serving an internship at the Copley Plaza Hotel in Boston, Massachusetts, I was introduced to Wagyu Beef imported from Japan. This experience ignited a passion I have held closely to this day. This passion later led to an Agriculture degree from the University of Wisconsin-Madison, and ultimately to the American Wagyu Association. I joined the AWA in 2002, and attended my first General Meeting in Omaha, Nebraska.

Although we will be selling all of our inventory, it is my intention to stay involved with the Wagyu Breed. I plan to begin offering consulting services to fellow Wagyu producers once the cattle are sold. I have learned so much from fellow producers in the past, and feel it is now my responsibility to pass that knowledge along. I must thank Ralph Valdez, from Crescent Harbor Ranch, Jerry Reeves, from Bar R Cattle, and Robert Estrin of Lone Mountain Cattle Company, for their friendships, and their generous sharing of their knowledge and perspectives. I owe them all a debt of gratitude. I must also thank the AWA board members that I served with over the years, and the many friends I have made among the AWA membership.

This sale is a great opportunity to purchase a piece of the Muddy Flats Cattle Company Breeding program and philosophy. You will surely find an offering that is different, unique and new. Whether it is phenotype, or interesting pedigrees you are looking for, you will find animals that will strike up interesting conversations.

The sale will include 66 Full Blood females, 5 Full Blood Bulls, and 35 Registered angus, and Cross-breed cows carrying selective Full Blood Pregnancies, and a few Registered Angus Heifers. We will be sending out more information as the sale approaches. I look forward to seeing you at the sale, and thank you for your consideration.

Sincerely,

Michael Goodell

Michael Goodell

