



Dear Wagyu Enthusiasts,

It is with pronounced pleasure and anticipation that James Danekas & Associates heralds in the newest publication on their roster; Wagyu World. The Wagyu World will be a magazine that all Wagyu breeders can be proud of. The Premier Issue of Wagyu World will make its debut at the 2014 Wagyu Annual AWA Conference at its launch event.

James Danekas & Associates has been publishing livestock publications for over 35 years and has the experience in the agriculture arena to assure all Wagyu breeders of a first-class magazine that will represent the breed in a superior manner. Excellence is the benchmark that we strive to attain and the material you will read and enjoy in each and every issue will reflect this ideal. The Wagyu World is being presented by individuals who believe in the Wagyu breed and the prodigious future that is ahead.

James Danekas & Associates maintains a full time staff and will be available to field your questions regarding Wagyu World, and to assist you with any advertising campaigns, herd promotion and event planning you may need. We can assist with photos, ad design and create something special for your marketing program. Mercedes Danekas-Lohse will serve as the Managing Editor of Wagyu World, and she comes to the position with years of skill managing publications, writing, and navigating successful magazines. She can be reached through the James Danekas & Associates office.

If you have any questions about The Wagyu World, advertising, editorial, or design capabilities please call us at the JDA office (916) 685-8980. We look forward to serving you and the Wagyu breed.

Sincerely,

Two handwritten signatures in black ink. The top signature is 'James A. Danekas' and the bottom signature is 'Sherry Danekas'. Both are written in a cursive, flowing style.

James & Sherry Danekas, Publishers

A handwritten signature in black ink that reads 'Mercedes Danekas-Lohse'. The signature is written in a cursive, flowing style.

Mercedes Danekas-Lohse, Wagyu World Editor