

3

Design

Fonts

WAGYU - A Japanese beef cattle breed

WAGYU - A Japanese beef cattle breed

WAGYU - A Japanese beef cattle breed

WAGYU - a Japanese beef cattle breed

WAGYU - A Japanese beef cattle breed

WAGYU - A Japanese beef cattle breed

WAGYU - A Japanese beef cattle breed

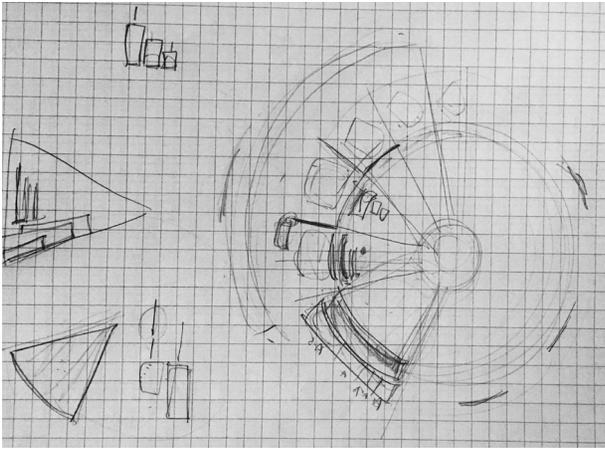
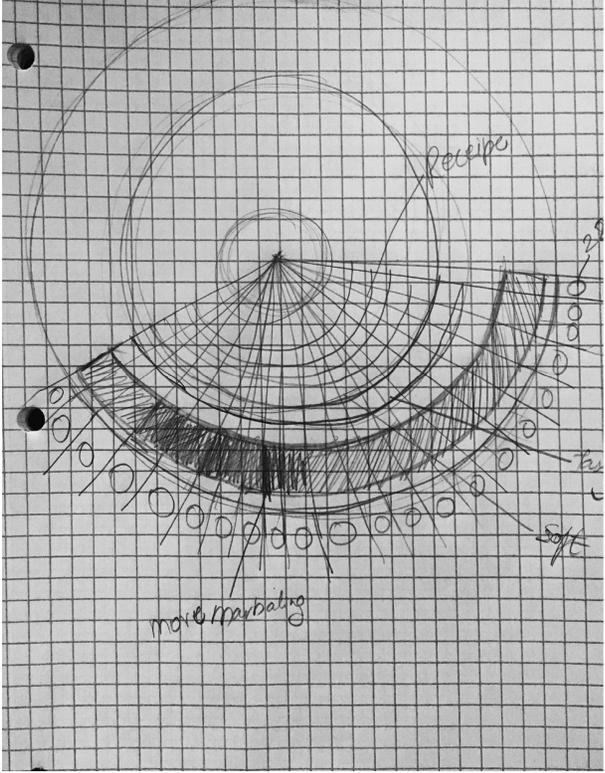
WAGYU - A Japanese beef cattle breed

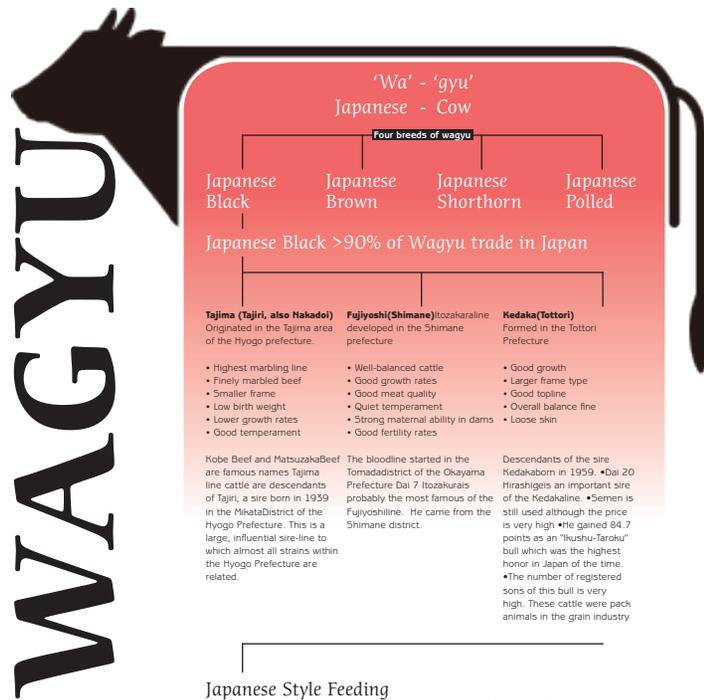
WAGYU - A Japanese beef cattle breed

WAGYU - A Japanese beef cattle breed

WAGYU - A Japanese beef cattle breed

Sketches





Initial Design

Japanese Style Feeding

Total growth management to meet nutritional requirements of cattle at each stage
Specially formulated ration
Selected feed ingredients for fatty acid composition and flavor
Feeding up to 30 month old
Minimize cattle stress
Managing small group

0 – 3 month – Grazing/ Starter Ration Early weaning to ensure their growth and getting ready for grain feeding program	5 – 13 month – Weaners/ Grower Ration + Hay Ensure the roughage consumption to develop rumen size and muscle growth	14 – 30 month – Feeders/ Finisher Ration + Rice Straw Restrict Vitamin A consumption and maximize feed consumption until last minutes to develop marbling
--	---	---

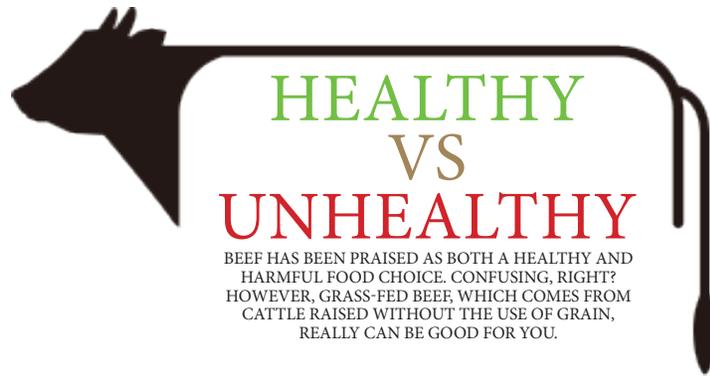
WAGYU bEEDPLAN
estimated breeding values (ebvs)
An animal's breeding value is its genetic merit, half of which will be passed on to its progeny. While we will never know the exact breeding value, for performance traits it is possible to make good estimates. These are called Estimated Breeding Values (EBVs). The EBV is therefore the best estimate of an animal's genetic merit for that trait. EBVs are expressed as the difference between an individual animal's genetics and the genetic base to which the animal is compared.

Nutrition and marbling according to parts



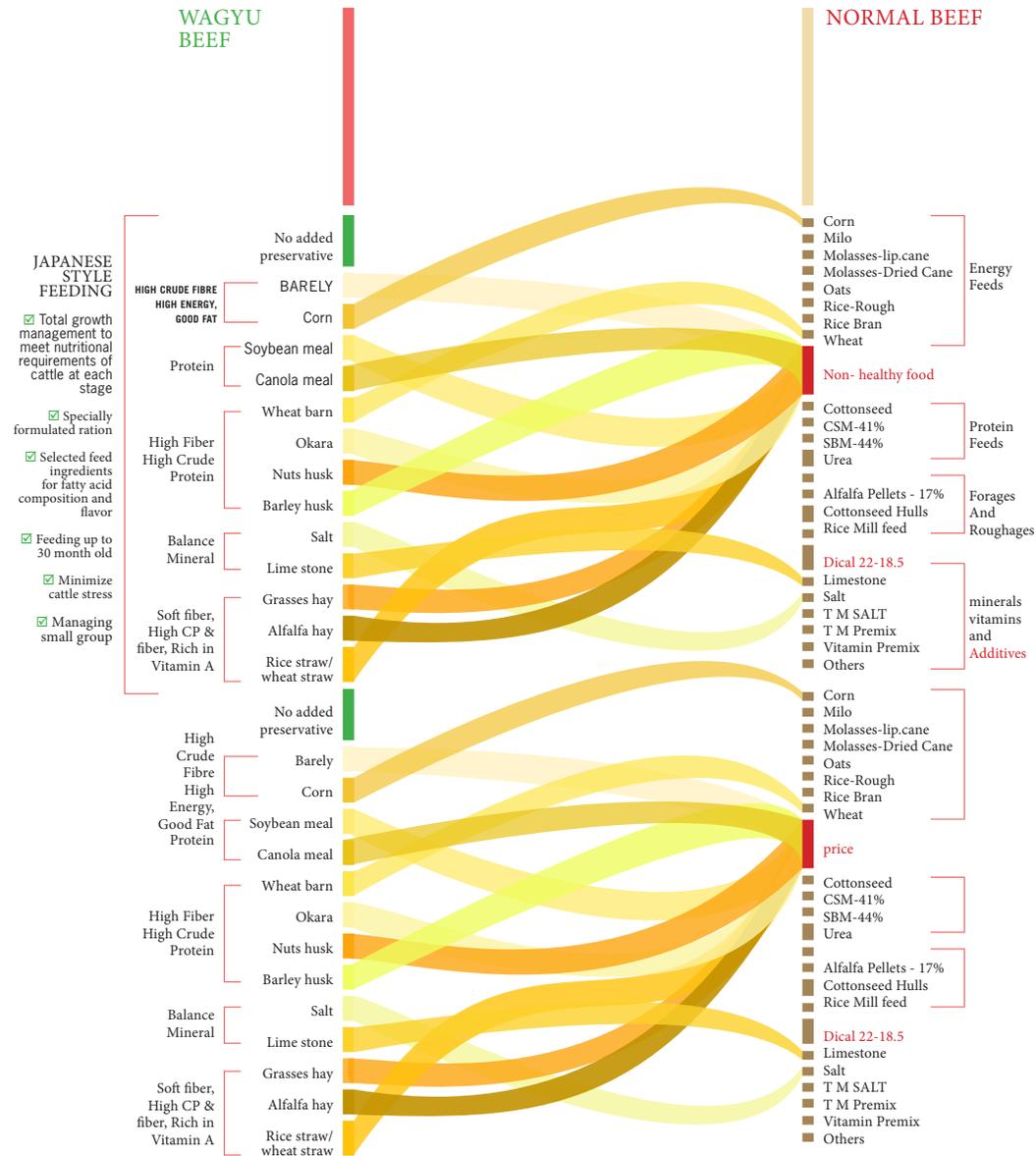
WAGYU BEYOND
BORDERS

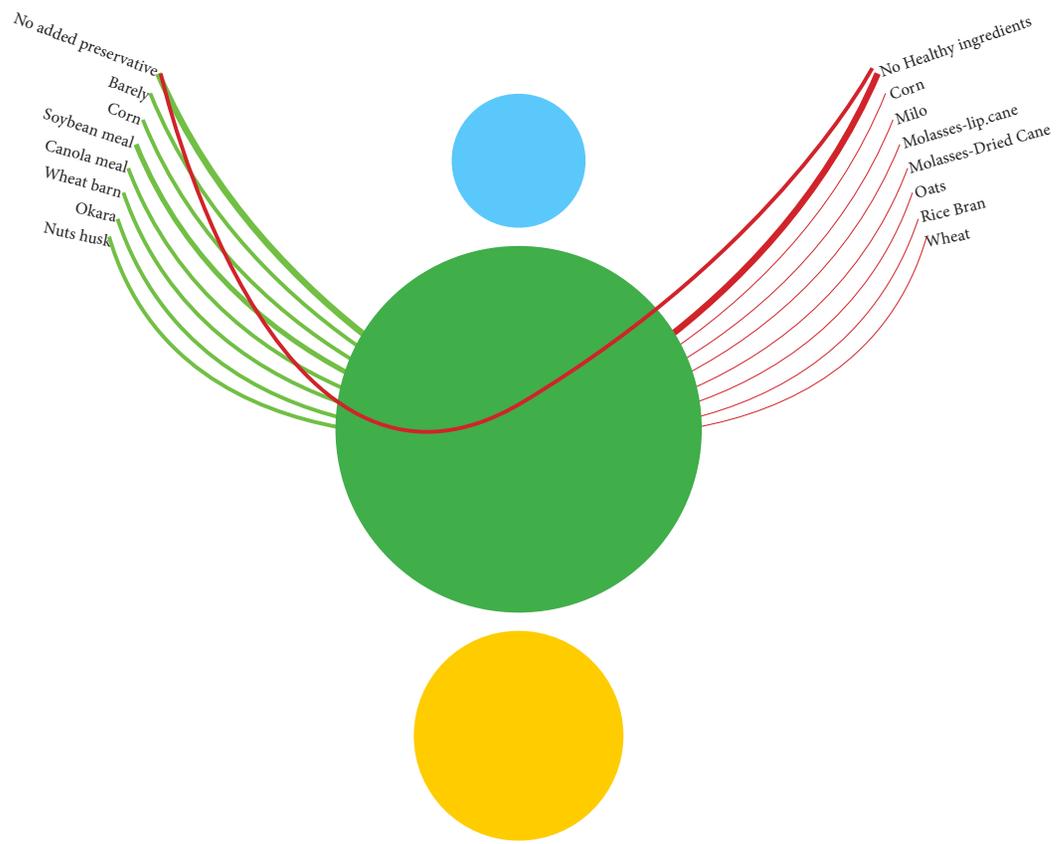
WAGYU BEYOND
BORDERS



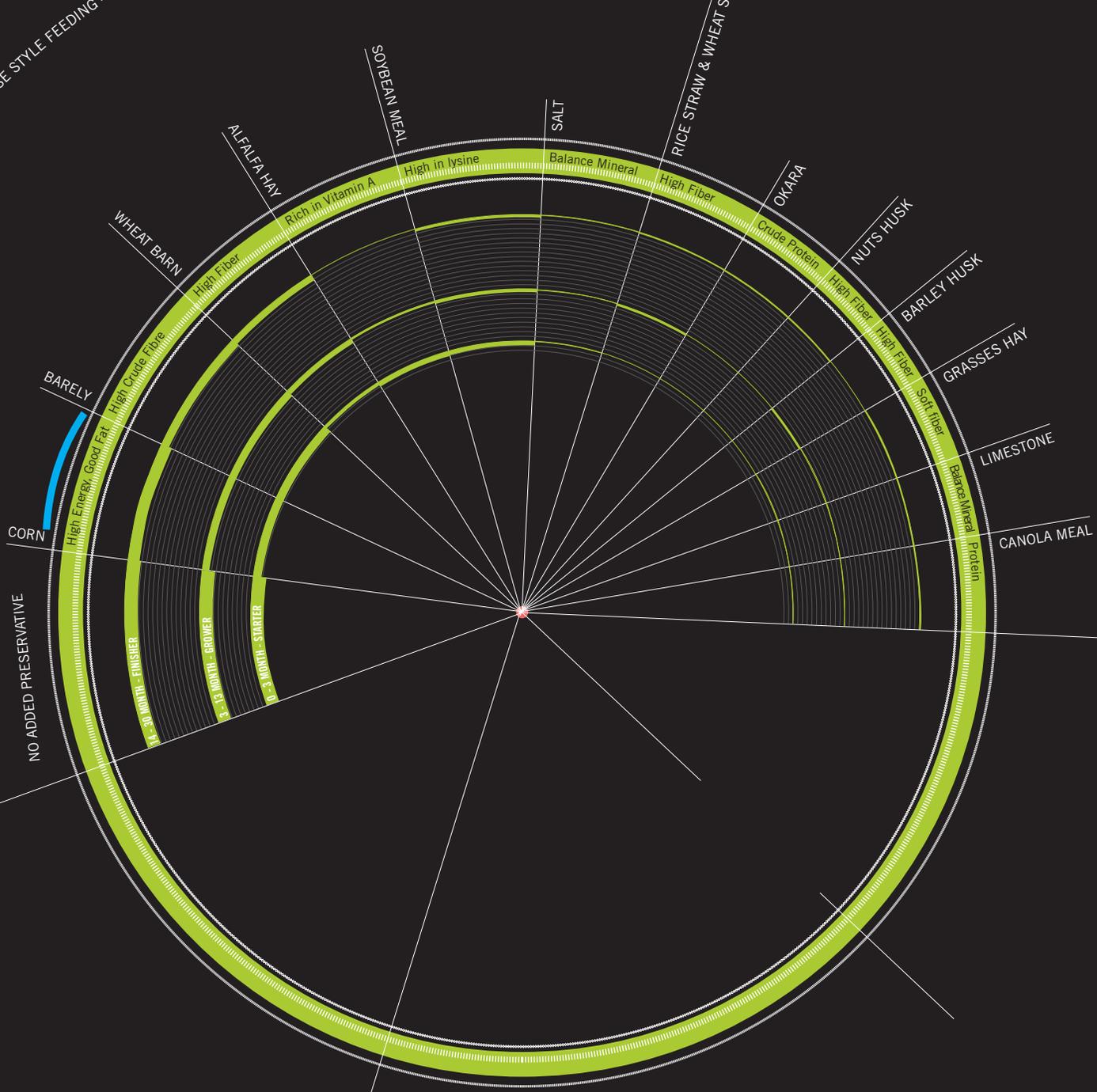
HEALTHY VS UNHEALTHY

BEEF HAS BEEN PRAISED AS BOTH A HEALTHY AND HARMFUL FOOD CHOICE. CONFUSING, RIGHT? HOWEVER, GRASS-FED BEEF, WHICH COMES FROM CATTLE RAISED WITHOUT THE USE OF GRAIN, REALLY CAN BE GOOD FOR YOU.





JAPANESE STYLE FEEDING



NO ADDED PRESERVATIVE

CORN

BARELY

WHEAT BARN

ALFALFA HAY

SOYBEAN MEAL

SALT

RICE STRAW & WHEAT STRAW

OKARA

NUTS HUSK

BARLEY HUSK

GRASSES HAY

LIMESTONE

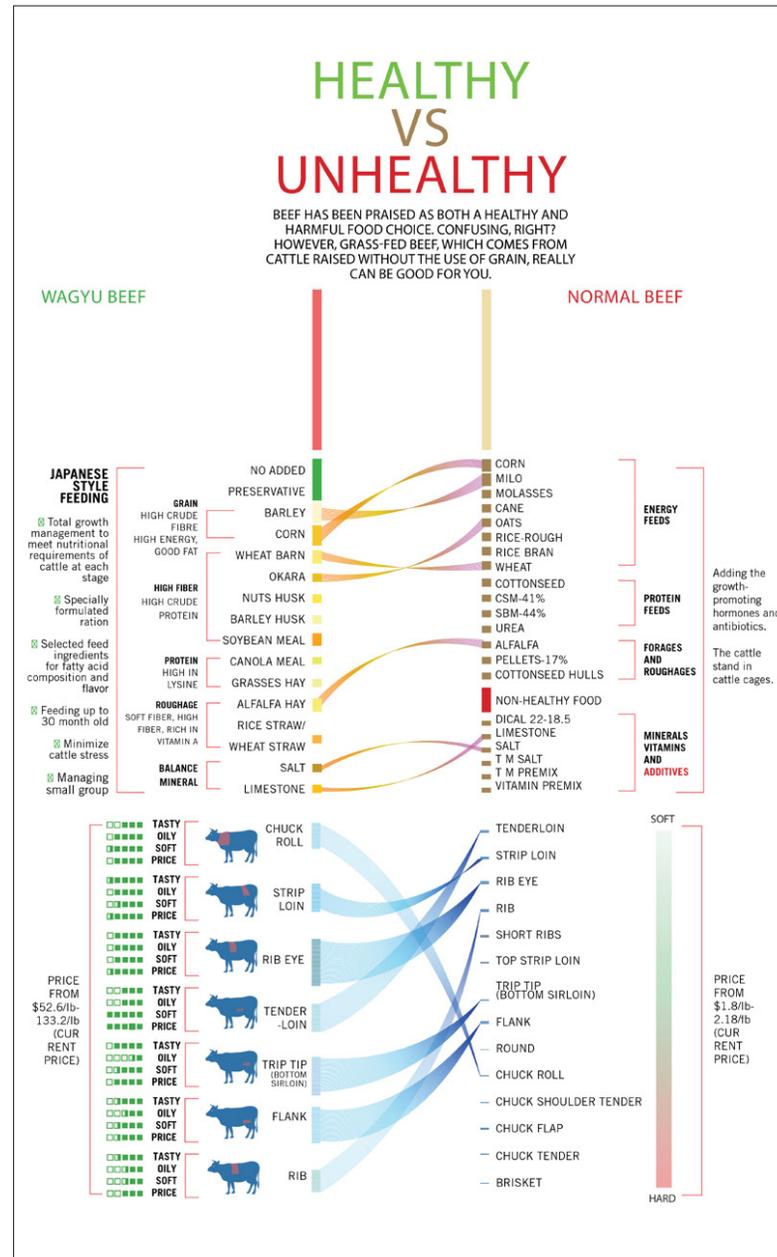
CANOLA MEAL

14 - 20 MONTH - FINISHER

3 - 13 MONTH - GROWER

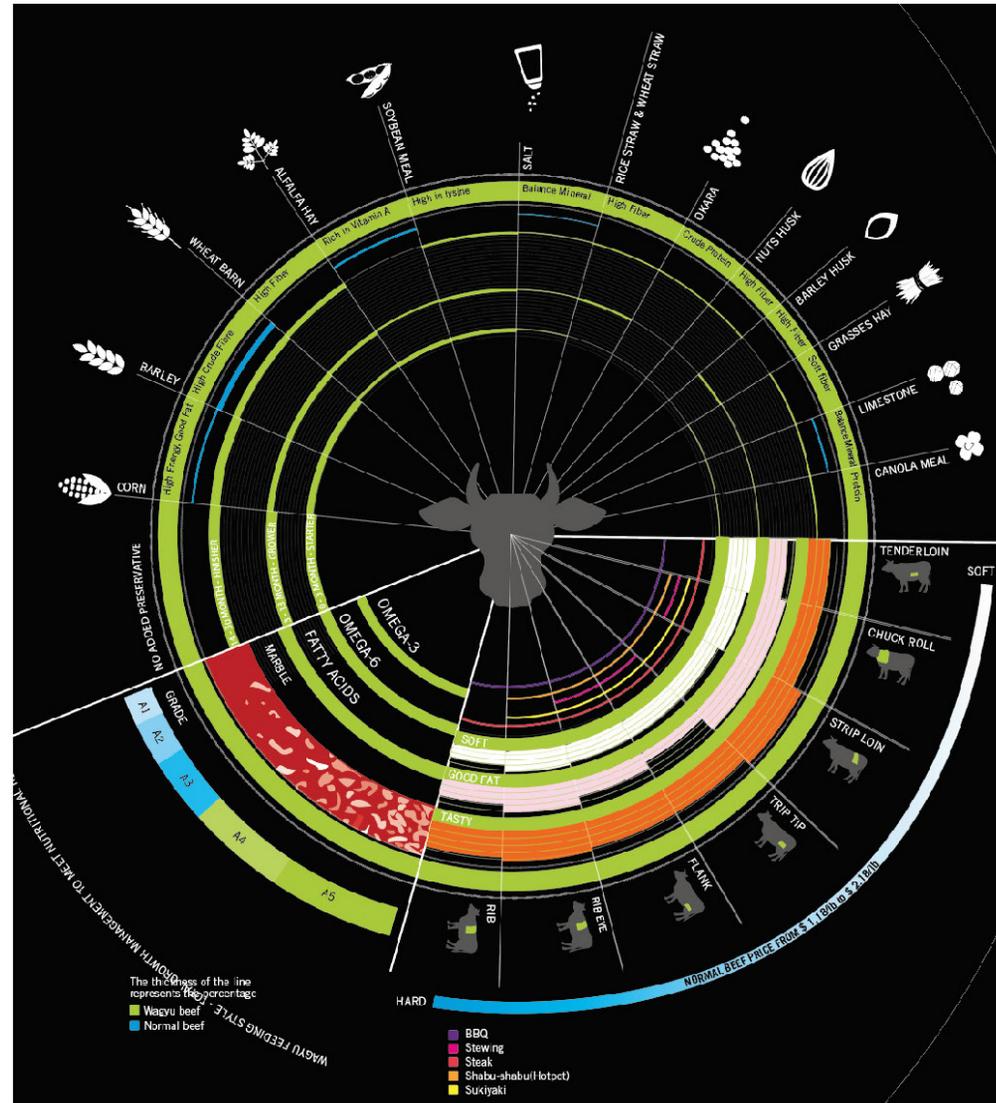
0 - 3 MONTH - STARTER

Option-1 for user testing



We though this was clear and nice to read but many felt it was too hard to follow the lines and don't know how to actually grasp the information.

Option-2 for user testing



The circular gave them a feeling of life which is connected with the whole wagyu process and easier to read. The colours are too contrast and black is not related to food.

We had a winner

Option -2. The round circular one which gave more visual information during our first usability test

Design option from the winner design

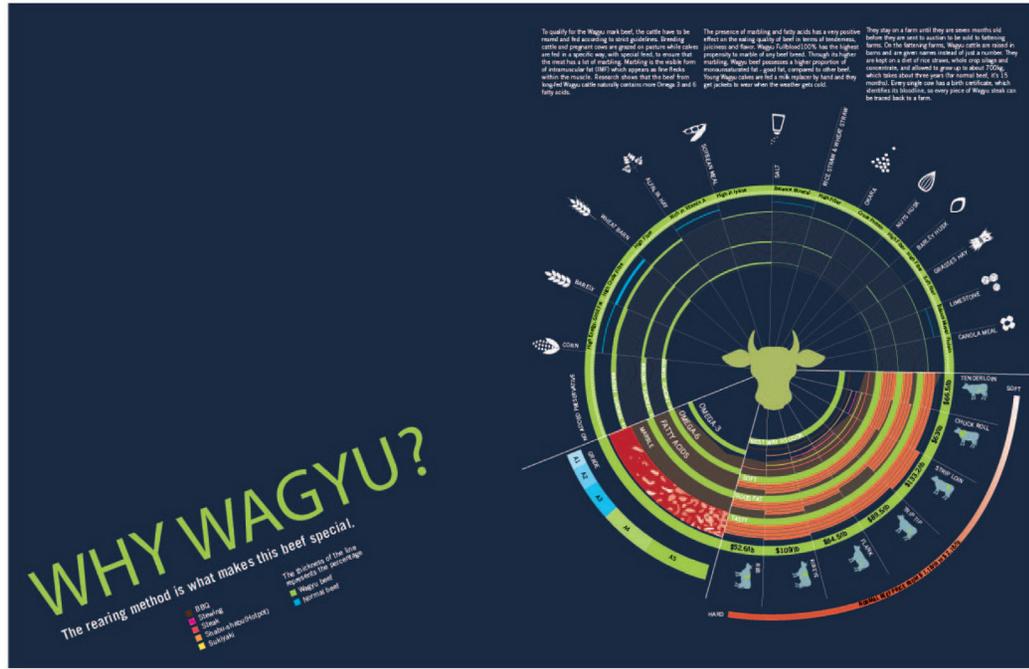
We discussed the flaws and the reason it didnt communicate few things.

The colours were not appealing

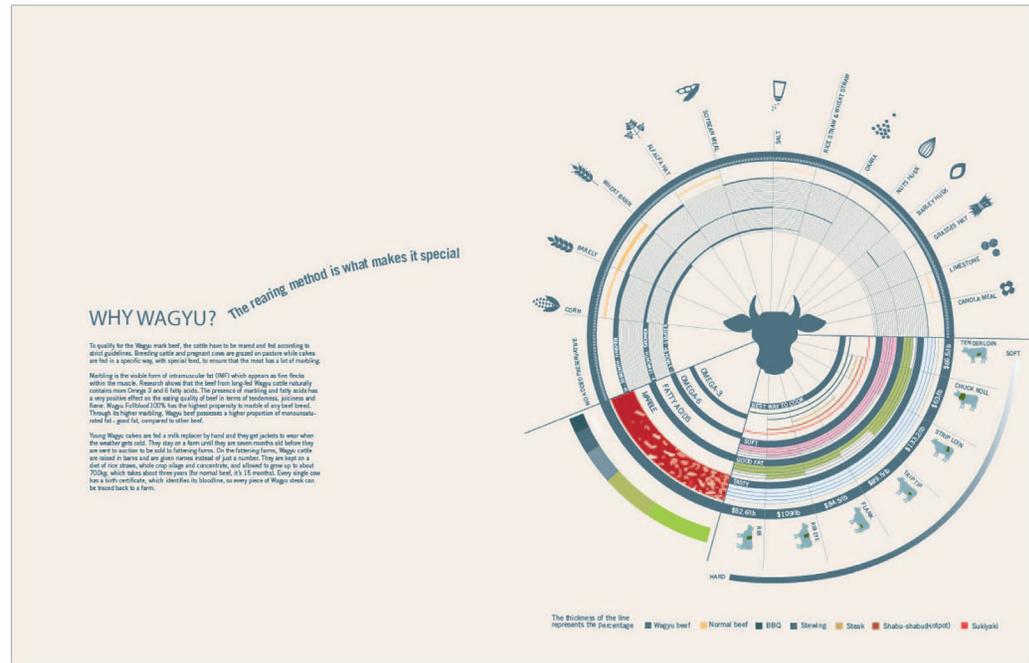
The information was too complex to understand specially the soft, goo fat and tasty part of the infographic

No clear distinguish between normal and wagyu beef

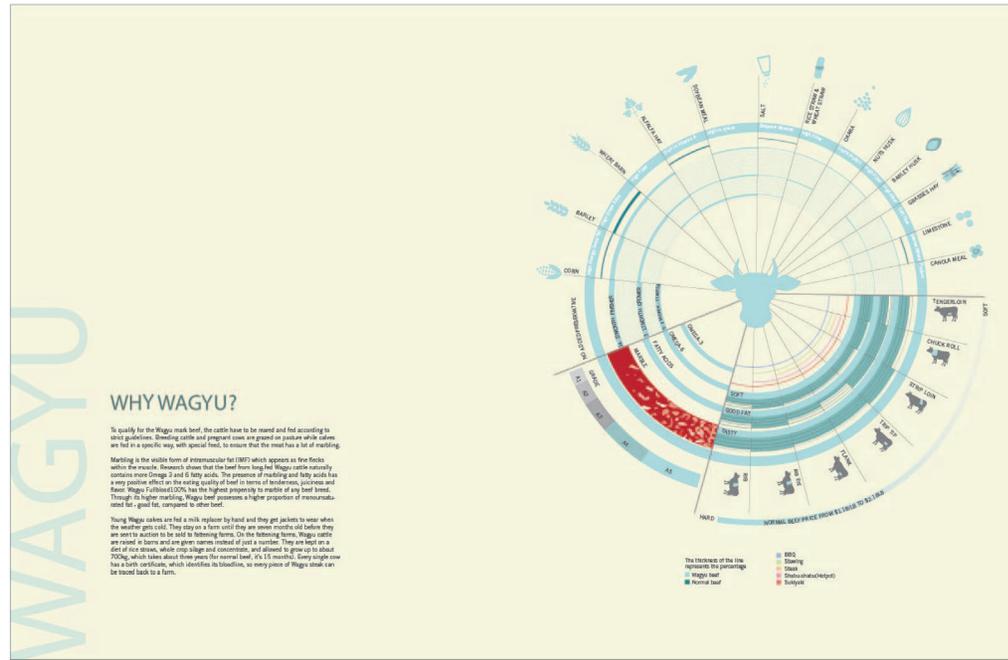
Option-3



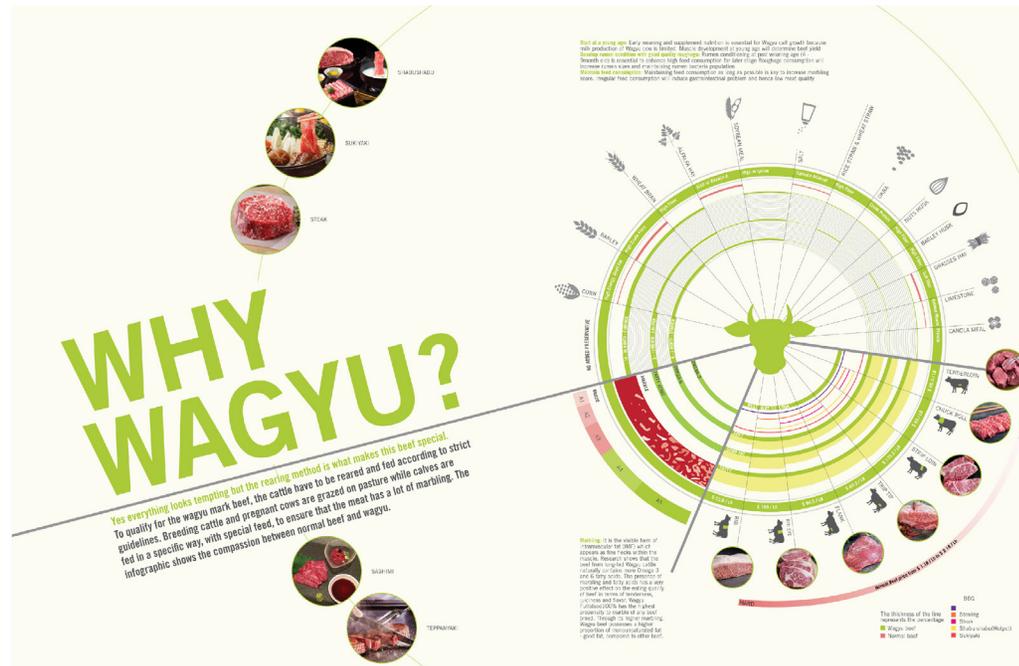
Option-4



Option-5



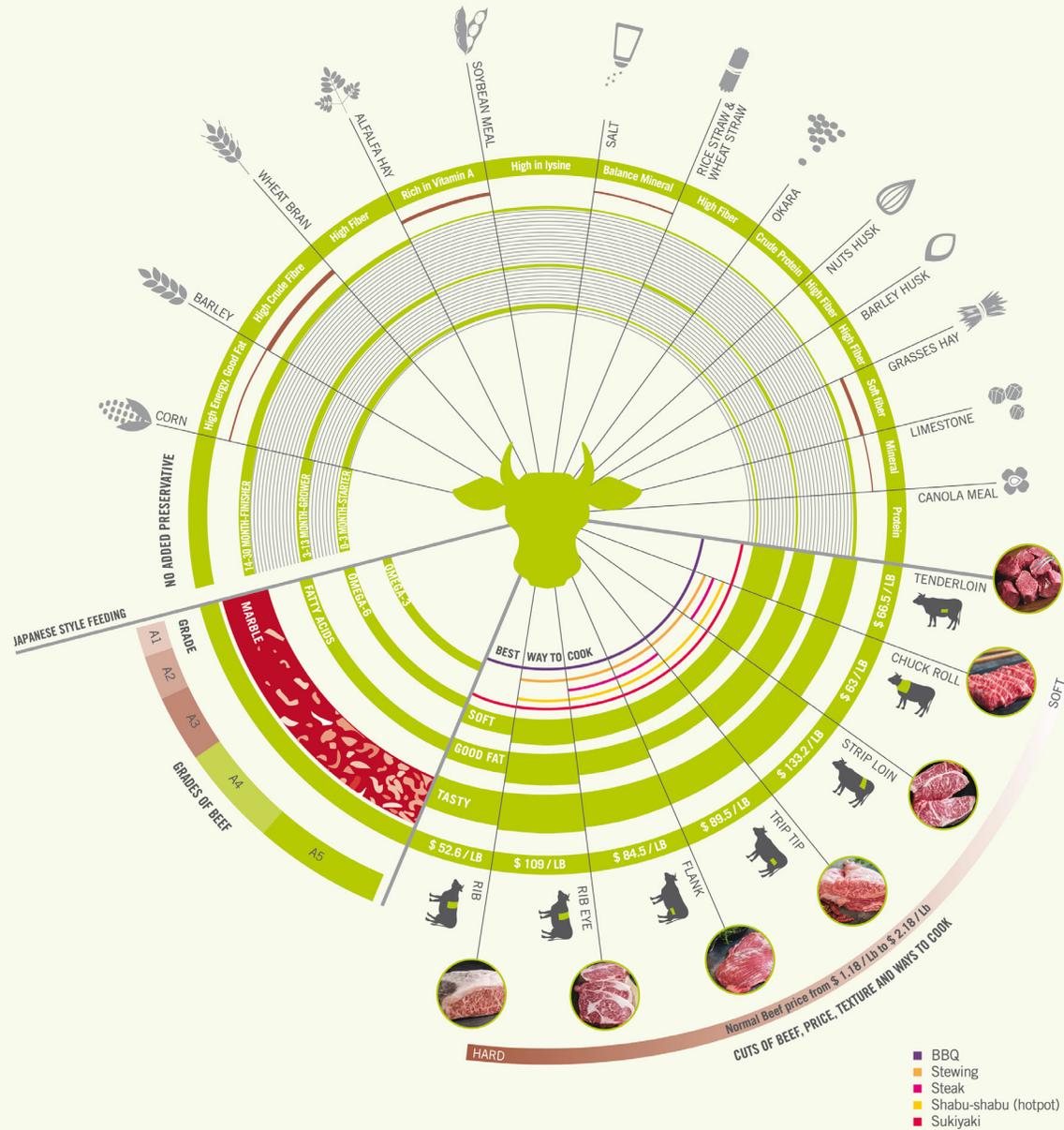
Option-6



Final infographic

The thickness of the line represents the percentage

- Wagyu Beef
- Normal Beef



Extension
New York times News paper

Bon apatite Magazine

Poster

FRIDAY, MARCH 01, 2019

www.nytimes.com

The New York Times

Health and Nutrition FOOD



BY ERIC TAYLOR

WAGYU BEEF

Considered by some to be the champagne or caviar of beef, Wagyu is one of the rarest, healthiest and most expensive meats in the world. 'WAGYU' refers to all Japanese beef cattle. 'Wa' means Japanese and 'gyu' means cow.

Protein in Wagyu beef can help maintain muscle while burning fat as it increases oxygen intake, energy production, and metabolic rate.

It is healthier, naturally. Research shows that the beef from long-fed Wagyu cattle naturally contains more Omega 3 and 6 fatty acids, as well as more monounsaturated fatty acids (the good fat) than other beef. The percentage of fatty acids affect the texture and "feel" of food in the mouth, particularly in meats. This is one of the genetic benefits of the Wagyu breed and one of the reasons why Wagyu beef is regarded as the finest, most exclusive beef produced in the world. Wagyu cattle are originated from native Japanese breeds, which have evolved by adapting to the unique climate and environment of Japan.

WHAT MAKES WAGYU SO SPECIAL

Since the modern beef-eating culture started to flourish in Japan in the 1860s, Wagyu has been improved for higher quality beef to satisfy the taste preferences of consumers. The most noticeable characteristic of Wagyu beef is its intense marbling. The high intramuscular fat (IMF) content improves the texture, juiciness and thereby the overall palatability. In addition, the composition of the fat in Wagyu is considerably different from that in other beef breeds. Characteristic Wagyu beef aroma gives sweet and fatty sensation. Wagyu beef is also valued for its high traceability and uniformity guaranteed because of the

FRIDAY, MARCH 01, 2019

Every single cow has a birth certificate, which identifies its bloodline, so every piece of Wagyu steak can be traced back to a farm.

nationwide standards for beef carcass and trading. It comes from Japanese Black cattle—which accounts for 95 percent of Wagyu — and three other species raised in Japan. The meat's distinctive marbling, juiciness and succulent taste are enhanced by its sweet aroma, known as "wagyuko," that has been compared to coconut or fruit.

Wagyu beef has an abundant amount of marbling that leads to its superior taste, tenderness and juiciness. But is all of this marbling healthy? As a matter of fact, when consumed as part of a well-balanced healthy diet, it is. According to research, the protein in Wagyu beef can help maintain muscle while burning fat as it increases oxygen intake, energy production, and metabolic rate. It also helps maintain cell membranes and increases the body's

on beer and massaged daily but this is not true. However, they are sometimes brushed with a stiff brush to increase blood circulation and to relieve stress. Wagyu breeding starts at a young age: Early weaning and supplement nutrition is essential for Wagyu calf growth because milk production of Wagyu cow is limited. Muscle development at young age will determine beef yield. Develop rumen condition with good quality roughage. Rumen conditioning at post weaning age (4 - 9 month old) is essential to enhance high feed consumption for later stage roughage consumption will increase rumen sizes and maintaining rumen bacteria population. Maintain feed consumption: Maintaining feed consumption as long as possible is key to increase marbling score. Irregular feed consumption will induce

Wagyu health benefits come from IMF! Infrastructure fat and Omega-3 and omega-6 fatty acids

The white lacy fat, aka marbling that permeates the red of the meat. This is where the monosaturated fats are found. Omega-3 and omega-6 fatty acids are two types of polyunsaturated fat. They are considered essential fatty acids because the body cannot manufacture them. These fatty acids are commonly found in fish oils, especially from salmon and other cold-water fish. They contribute to lowering the levels of bad cholesterol.

Doctors agree that monosaturated fats are a crucial part of a balance diet, and the nutrition profile of 100% fullblood wagyu beef is so rich in these healthful facts, that it deserves to be alongside olive oil and salmon as a part of a healthful diet.

— Michael R Eades, M.D. & Mary Dan Eades, M.D. New York Times Bestselling authors of protein power.

The Nutrients found in wagyu help our bodies:

RUN LIKE WELL OILED MACHINES
Essential vitamins help convert our food into fuel, allowing us to stay energized throughout the day.

GROW AND REPAIR MUSCLES
Consuming essential amino acids is important in helping provide the building blocks we need that our bodies cannot produce themselves.

STORE AND USE OXYGEN
Iron is a part of all cells and carries oxygen from our lungs throughout our bodies.

production of good prostaglandins - an unsaturated fatty acid that controls smooth muscle contraction, blood pressure, inflammation, and ideal body temperature. Additionally, the increased Omegas 3 and 6 help transport and metabolize triglycerides and cholesterol. Studies have shown that a higher monounsaturated fatty acid in the diet is associated with lower cardiovascular disease.

Not only will this nutritious, nutrient dense product satisfy your palate, you'll have peace of mind knowing that Wagyu Beef partners with sustainable American family farmers who follow strict, holistic production process. The pride of Wagyu Beef is our USDA-approved all natural claim. Cattle are pasture raised before entering our nutritionist guided, 100% vegetarian feeding phase. They are never ever given growth hormones or stimulants during their life. Wagyu Beef staff provide in-house grading and quality assurance during fabrication at USDA-inspected facilities. This way produces some of the finest, all natural beef in the world by adhering to a natural production process that is better for everyone - from start to finish.

JAPANESE STYLE FEEDING

To qualify for the Wagyu mark, the cattle have to be reared and fed according to strict guidelines. Breeding cattle and pregnant cows are grazed on pasture while calves are fed in a specific way, with special feed, to ensure that the meat has a lot of marbling. Young Wagyu calves are fed a milk replacer by hand and they get jackets to wear when the weather gets cold. They stay on a farm until they are seven months old before they are sent to auction to be sold to fattening farms. On the fattening farms, Wagyu cattle are raised in barns and are given names instead of just a number. They are kept on a diet of rice straws, whole crop silage and concentrate, and allowed to grow up to about 700 kg, which takes about three years (for normal beef, it's 15 months). Every single cow has a birth certificate, which identifies its bloodline, so every piece of Wagyu steak can be traced back to a farm. There is a myth that cattle are fed

gastrointestinal problem and hence low meat quality Marbling: It is the visible form of intramuscular fat (IMF) which appears as fine flecks within the muscle. Wagyu Fullblood 100% has the highest propensity to marble of any beef breed. Through its higher marbling, Wagyu beef possesses a higher proportion of monounsaturated fat - good fat, compared to other beef.

A5 WAGYU

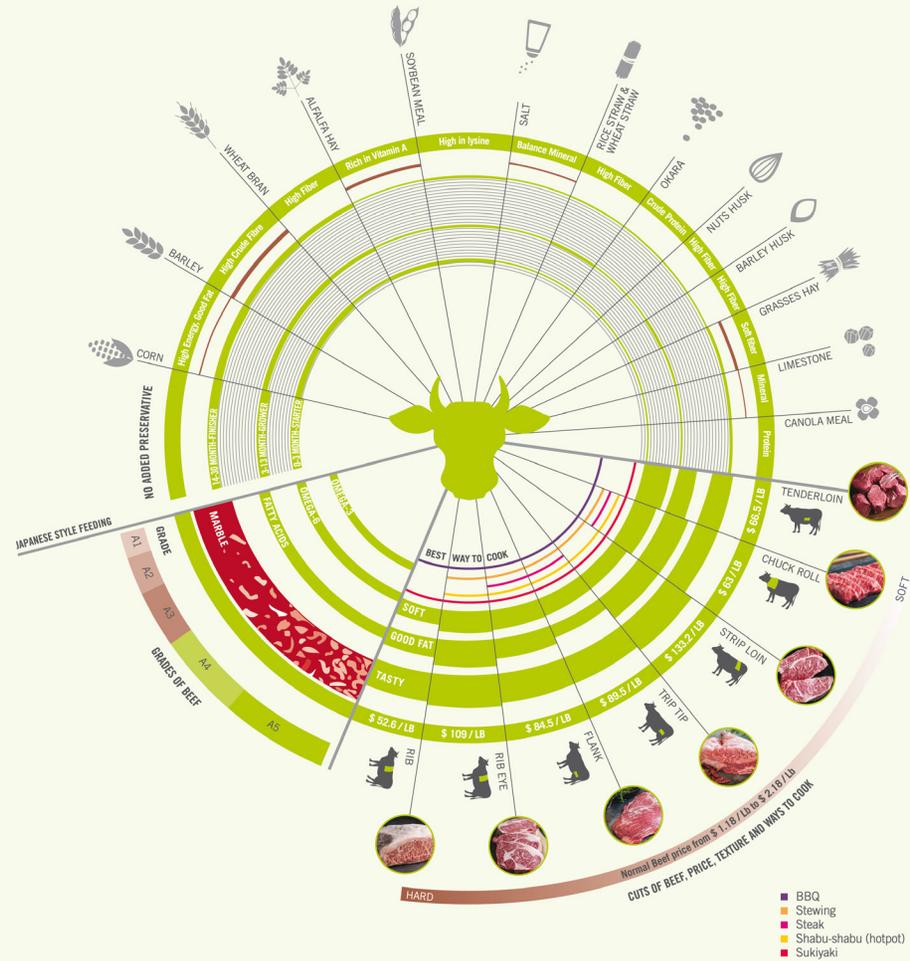
The opportunities Wagyu beef can offer are endless. This industry caters for the breeder / feeder targeting the high end restaurant trade with highly marbled beef to the bull producer supplying the cow / calf rearer a crossbred alternative that will offer calving ease ability and premium carcass quality in a single cross which no other beef breed can come close too. The Wagyu breed has a vital role to play in the US to increase the quality of red meat produced in the US that our health conscious consumer of the twenty first century is forever seeking.

The important about wagyu beef is Japanese Style Feeding for total growth management to meet nutritional requirements of cattle at each stage. The infographic on the next page explain in more detail about the Specially formulated ration, Selected feed ingredients for fatty acid composition and flavour, Feeding up to 30 month old, Minimize cattle stress, Managing small group. It's true that A5 Wagyu is among the most marbled beef on the planet, and the fine-grained marbling makes for some of the fattiest beef you can buy. But it's good fats. One study from the Japan Livestock Industry Association, cited by CNN, says Wagyu has up to 30% more unsaturated fat than other cattle. And it's those unsaturated fats that makes Wagyu beef so full of rich, goodness - that elusive fifth "primary taste." They also happen to help prevent heart disease and stroke. There's a reason that A5 Wagyu is the most revered steak on the planet -- and it's got everything, to do with that fat. So eat up! Enjoy your beautiful, exceptional (and, yes!) fatty A5 Wagyu beef.

Yes it looks tempting but the rearing method is what makes this beef special. To qualify for the wagyu mark beef, the cattle have to be reared and fed according to strict guidelines. Breeding cattle and pregnant cows are grazed on pasture while calves are fed in a specific way, with special feed, to ensure that the meat has a lot of marbling. The infographic shows the comparison between normal beef and wagyu.

The thickness of the line represents the percentage

- Wagyu Beef
- Normal Beef





BUCKHEAD
Pride

WE TAKE PRIDE IN OUR
WORK, SO YOU CAN
TAKE PRIDE IN THE

**WAGYU
BEEF**

WE SERVE

CONTACT YOUR LOCAL SYSCO MARKETING ASSOCIATE

Sysco At the heart of
food and service™
www.sysco.com



Poster Design

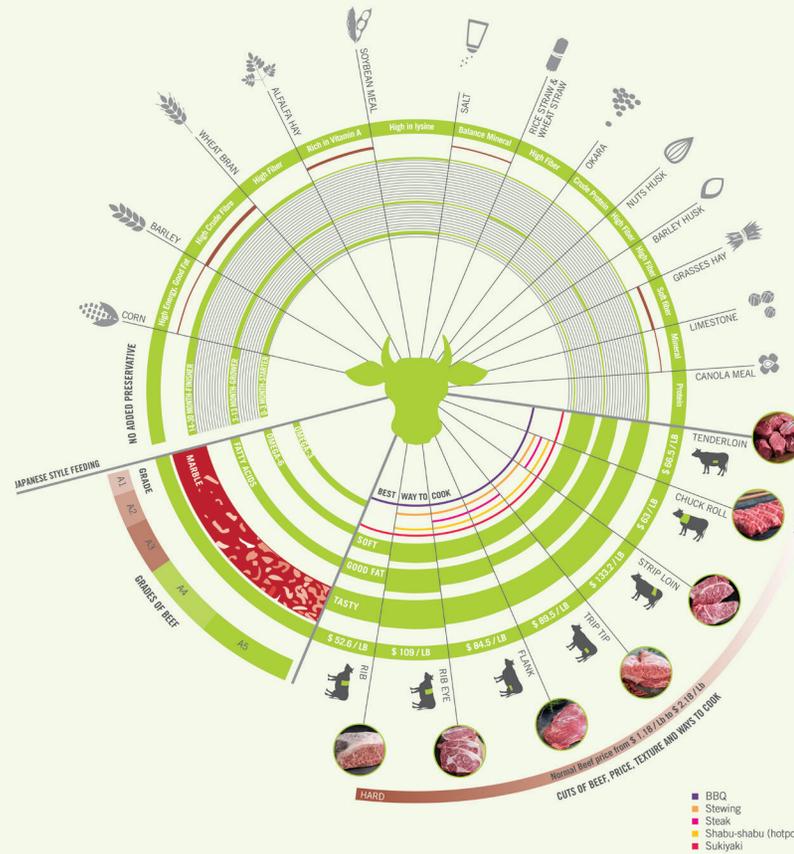
SIZE: 610 X 815 MM

WHY WAGYU?

Yes it looks tempting but the rearing method is what makes this beef special. To qualify for the wagyu mark beef, the cattle have to be reared and fed according to strict guidelines. Breeding cattle and pregnant cows are grazed on pasture while calves are fed in a specific way, with special feed, to ensure that the meat has a lot of marbling. The infographic shows the comparison between normal beef and wagyu.

The thickness of the line represents the percentage

■ Wagyu Beef
■ Normal Beef



Wagyu breeding start at a young age: Early weaning and supplement nutrition is essential for Wagyu calf growth because milk production of Wagyu cow is limited. Muscle development at young age will determine beef yield. Develop rumen condition with good quality roughage. Rumen conditioning at post weaning age (4-9month old) is essential to enhance high feed consumption for later stage roughage consumption will

increase rumen sizes and maintaining rumen bacteria population, **Maintain feed consumption:** Maintaining feed consumption as long as possible is key to increase marbling score. Irregular feed consumption will induce gastrointestinal problem and hence low meat quality **Marbling:** It is the visible form of intramuscular fat (IMF) which appears as fine flecks within the muscle. Research shows that the beef from long-fed Wagyu

cattle naturally contains more Omega 3 and 6 fatty acids. The presence of marbling and fatty acids has a very positive effect on the eating quality of beef in terms of tenderness, juiciness and flavor. Wagyu Fullblood 100% has the highest propensity to marble of any beef breed. Through its higher marbling, Wagyu beef possesses a higher proportion of monounsaturated fat-good fat, compared to other beef.

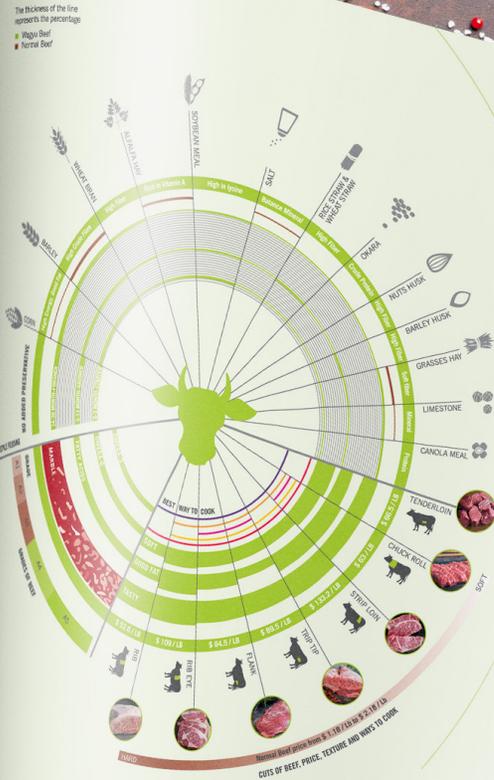
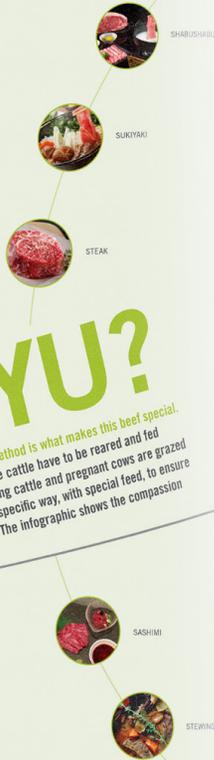
4

Implementation

Mockup - Magazine

WHY WAGYU?

Yes it looks tempting, but the rearing method is what makes this beef special. To qualify for the wagyu mark beef, the cattle have to be reared and fed according to strict guidelines. Breeding cattle and pregnant cows are grazed on pasture while calves are fed in a specific way, with special feed, to ensure that the meat has a lot of marbling. The infographic shows the comparison between normal beef and wagyu.



The wagyu beef is known for its early weaning and intensive care. The calves are fed a special diet of high-quality feed, including soybeans and wheat, to ensure they gain weight quickly. This intensive care results in a higher percentage of intramuscular fat, which is the visible marbling. Research shows that the wagyu beef has a higher percentage of intramuscular fat compared to other beef.

Wagyu beef naturally contains more Omega 3 and 6 fatty acids. The presence of marbling and fatty acids has a very positive effect on the eating quality of beef. In fact, wagyu beef has a higher percentage of intramuscular fat than any other beef breed. Through its higher marbling, wagyu beef possesses a higher percentage of monounsaturated fat - good fat, compared to other beef.



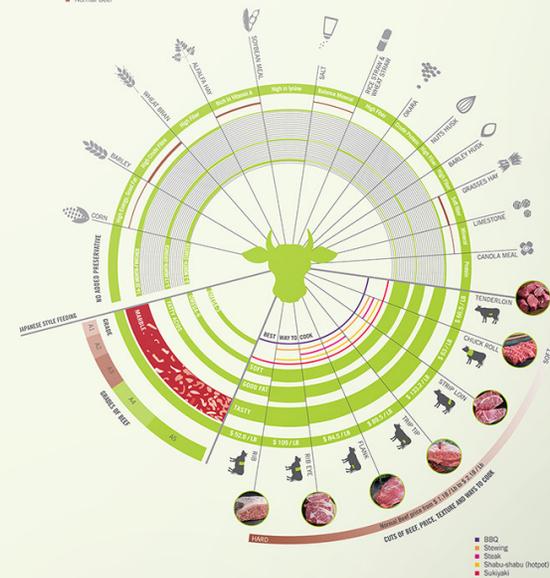
Mockup - Poster

WHY WAGYU?

Yes it looks tempting but the rearing method is what makes this beef special. To qualify for the wagyu mark beef, the cattle have to be reared and fed according to strict guidelines. Breeding cattle and pregnant cows are grazed on pasture while calves are fed in a specific way, with special feed, to ensure that the meat has a lot of marbling. The infographic shows the comparison between normal beef and wagyu.

The thickness of the line represents the percentage

■ Wagyu Beef
■ Normal Beef



Wagyu breeding start at a young age. Early weaning and supplement nutrition is essential for Wagyu calf growth because milk production of Wagyu cow is limited. Muscle development at young age will determine beef yield. Develop rumen condition with good quality roughage. Rumen conditioning at post weaning age (4-8 month old) is essential to enhance high feed consumption for later stage roughage consumption will

increase rumen sizes and maintaining rumen bacteria population. Maintain feed consumption. Maintaining feed consumption as long as possible is key to increase marbling score. Irregular feed consumption will induce gastrointestinal problem and hence low meat quality. Marbling: It is the visible form of intramuscular fat (IMF) which appears as fine flecks within the muscle. Research shows that the beef from long-fed Wagyu

cattle naturally contains more Omega 3 and 6 fatty acids. The presence of marbling and fatty acids has a very positive effect on the eating quality of beef in terms of tenderness, juiciness and flavor. Wagyu Fullblood 100% has the highest propensity to marble of any beef breed. Through its higher marbling, Wagyu beef possesses a higher proportion of monounsaturated fat-good fat, compared to other beef.

Thank You