

Akaushi Cattle- Bill Fielding Describes F1 Crosses that Yield Better, Grade Better and Cost Less to Feed.

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We wrap up our four part look at Akaushi Cattle as described to us in detail by the CEO of HeartBrand Beef, Bill Fielding. Fielding is convinced that this breed of cattle from Japan offers a ton of benefits for the US cattle industry.



Fielding tells us that he thinks the beef industry needs to wake up and start working to figure out how to produce a healthier product. He chides the NCBA for not having a resolution on the books that says something like "We will change breeding to produce a healthier end product for the consumer." He claims that Akaushi cattle have the genetics to deliver on that type of direction.

We also talk in this concluding part four of our four part Beef Buzz look at this Japanese cattle breed about the economic benefits for cattle producers. Fielding points to a recent set of F1 steers that were fed in the southern plains and graded better and had a lower cost of gain than your typical set of steers we find today in our US cattle herd.

In 1994 due to a loophole in the trade Act of 1992 between the United States and Japan, a small nucleus of Akaushi cows and bulls were brought to the United States in a specially equipped Boeing 747. Today, Akaushi genetics in the US are controlled by a group of Texans under the name HeartBrand Beef, Inc.