

# SKIN Good Practice Recording Template

Karl Strehlow - Wagyu Beef	
Author(s)	John Hyland
Insert photo or any visual image or diagram e.g. SNA diagram/Word or Image Collage (Optional)	<p>Source: <a href="https://supervalu.ie/image/var/files/real-food/Wagyu-Beef/wagyu-beef-landing.jpg">https://supervalu.ie/image/var/files/real-food/Wagyu-Beef/wagyu-beef-landing.jpg</a></p>  <p>The image is a promotional advertisement for SuperValu Irish Wagyu Beef. It features two large, appetizing burgers in the foreground, one slightly behind the other. The burgers are topped with lettuce, tomato, onion, and cheese. In the background, there is a hanging sign that reads 'SuperValu IRISH WAGYU BEEF' with a silhouette of a cow. Below the burgers, the text 'SuperValu Irish Wagyu Beef' is prominently displayed, followed by 'Ribeye Steak • Striploin Steak • Fillet Steak • Burger'. At the bottom, there are three circular seals: 'BORN &amp; REARED IN COUNTY WEXFORD', 'AGED FOR 21 DAYS', and 'HEAVILY MARBLED FOR A MORE SUCCULENT STEAK'.</p>
Choose relevant 'Hot Topics' below:	
SKIN good practice 'Hot Topic(s)*' CATEGORY 1	Valorisation - Novel approach to product development; Social Sustainability - Connection between producers and consumers
SKIN good practice 'Hot Topic(s)*' CATEGORY 2	Learning & Empowerment - Reduction in dependence of powerful actors/direct relationship with consumers; Efficiencies & Process innovations - Logistics and distribution
SKIN good practice 'Hot Topic(s)*' CATEGORY 3	Internal - Contractual agreements between producers/ between chain partners
SKIN good practice 'Hot Topic(s)*' CATEGORY 4	Efficiency - Reliable distribution
SKIN good practice 'Hot Topic(s)*' CATEGORY 1	
<p><b>EIP Practice Abstract Format:</b>            Short summary for practitioners in English on the (final or expected) outcomes (1000-1500 characters, word count – no spaces). This summary should be as interesting as possible for farmers/end-users, using a direct and easy understandable language and pointing out entrepreneurial elements which are particularly relevant for practitioners. Research oriented aspects which do not help the understanding of the practice itself should be avoided.</p>	<p><b>Short description of the 'good practice':</b>            Wagyu has become a beef breed famous for its consistent high quality, featuring on the menus of some of the best restaurants in the world. Originating in Japan, Wagyu beef is characterised by its tenderness and marbelling which produces a unique flavour. Karl Strehlow, a farmer from Wexford, developed an appreciation of the beef produced by Wagyu cattle and begun anticipating how he could create a product based upon the breed. He has since developed a herd of Wagyu cattle that are a mix of heifers and steers between 50% to 100% Wagyu. Recently the farm has won a partnership with Irish supermarket SuperValu to bring premium Irish Wagyu beef to customers.</p> <p><b>Main results/outcomes of the activity (expected or final):</b>            The project has taken careful planning over two years and which marks the latest milestone in the farmers 10 year relationship with the supermarket.</p>

	<p><b>The main practical recommendation(s): what would be the main added value/benefit or opportunities to the end-user if the generated knowledge were implemented? How can the practitioner make use of the results?</b></p> <p>There are benefits for primary producers as the farm provides insight as how producers can maintain large supply lines to large supermarkets.</p> <p><b>Further information/Reference:</b>  <a href="http://www.musgravegroup.com/2017/06/05/supervalu-partners-with-co-wexford-farmer-to-bring-world-renowned-irish-wagyu-beef-to-consumers/">http://www.musgravegroup.com/2017/06/05/supervalu-partners-with-co-wexford-farmer-to-bring-world-renowned-irish-wagyu-beef-to-consumers/</a></p>
<b>Pearls, Puzzles, Proposals?</b>	<p><b>Pearls:</b> The entrepreneurial skills of the farmer. The example clearly shows how important the farmer is for the innovation process. <b>Puzzles:</b> What are the advantages/disadvantages of having a contact with a large retailer? <b>Proposals:</b> Increase consumer awareness of the quality attributes of Wagyu beef.</p>
<b>What needs did the ‘good practice’ respond to?</b>	<p>Many beef cattle breeds are bred to increase the amount of beef the animal produces. The farm has decided to concentrate on eating quality by producing Wagyu beef and therefore add value to their produce.</p>
<b>Methodology Used:</b>	Desk-based research
<b>Actors/Stakeholders:</b>	Actors; primary producers, retailers. Stakeholders; retailers, consumers.
<b>Relevant SKIN Innovation Challenge Workshops(s)? Please specify</b>	1- Fresh Produce
<b>Sectors</b>	Fresh Meat
<b>Region, Country</b>	Wexford, Ireland.
<b>Media attachment (e.g. video) or other attachment (e.g. benchmarking data)?</b>	None available.

\*See SKIN Good Practice ‘Hot Topics’ Directory

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