



2026 WORLD WAGYU CONFERENCE
13 - 14 OCTOBER 2026
One BREED - One VISION



CONFERENCE PROGRAMME						
Health, Wealth and Future of the Wagyu Breed			Wagyu Beef Innovation & Culinary Developments / Hands-on with Wagyu			
Monday, 12 October 2026		Tuesday, 13 October 2026		Wednesday, 14 October 2026		
08:00		Arrival & Welcome Snacks				
08:30		Introduction MC – Johan de Vos (South Africa)		Introduction MC – Richard Saunders (UK)		
08 :40		Opening – WWC Chair & WSA President		THE UNIQUE SELLING PROPOSITION OF WAGYU	Opening – Lean Gentini , International Meat Sommelier - The World of Wagyu	
08:50		Johan de Vos – Panel Discussion from Member Countries with Country Representatives			Session 1 – Prof Edward Webb : The Science behind the Health Benefits of Wagyu Beef	
09:30					Session 2 – Tanya Pieterse : Grading & camera options, working towards a global standard	
09:50		Tea/ Coffee Break			Tea/ Coffee Break	
10:10		FARMING BEST PRACTICES – FROM CALF TO VALUE CHAIN	Session 1 – Dr Ryan Davies : Getting Wagyu Calves off to the Best Start <i>Saskatoon Colostrum Company Veterinary Technical Consulting (Wales)</i>	HANDS ON WITH WAGYU BEEF	Session 3 – Dr Phil Bass (USA) : Unlocking value in the carcass – live demonstration of FQ debone & cutting – Masterclass cutting demonstration	
10:40			Session 2 – Dr Otto Koekemoer : Advantages of vaccination over treatment for some economically important diseases. Why prevention is better than cure. <i>Design Biologix</i>			
10:45			Session 3 – Dr Phillip Oosthuizen : Become industry leaders in red meat value chain <i>Red Meat Industry South Africa</i>			
11:05			LUNCH		LUNCH SOCIAL – bowl foods with roaming tasting stations for afternoon	
12:00			FEEDING THE WORLD - WHAT PART DOES WAGYU PLAY?		Session 4 – Waldo Scheepers & Dr Bobbie van der Westhuizen : South African Case Study <i>Wagyu SA & SA Studbook</i>	Session 4 – Chefs and culinary experts : Enhancing the culinary experience – live demonstration <i>Cook-off with tasters</i>
13:00					Session 5 – Dr Gary Evans : Leveraging Wagyu genomics to extract premium carcass value, <i>NEOGEN</i>	
13:30					Session 6 – Gerhard van der Burgh : Economic Perspective on Global Beef Industry <i>Bureau for Food and Agricultural Policy</i>	
13:45		Session 7 – Rosalind Murray : Trends & Insights Analyst, Consumerism in Niche Products <i>Woolworths</i>				
14:00	Tea/ Coffee Break		Focus Group/ Panel: Closing, Q&A's panel with experts			
14:35	Wagyu Society of South Africa AGM	Focus Group/ Panel: Closing, Q&A's panel with experts		World Wagyu Council Meeting		
14:50		Closing with Afternoon snack on deck, and visit Sponsor booths & Connecting with the Community				
15:00		Gala Dinner				
16:00		Gala Dinner				
16:50		Gala Dinner				
17:00	Registration	Closing with Afternoon snack on Deck				
18:00	Welcome Reception & Cocktail Dinner	Gala Dinner				
19:00		Gala Dinner				
21:00		Gala Dinner				