

At the 2024 AGM & Conference Bob Estin was awarded the Lifetime Achievement award. Bob Estrin, the man who had the epiphany of the future of Wagyu at Lone Mountain Ranch.

Bob, who was raised in Southeastern New Mexico but built a career as a respected Hollywood film editor, was happy to get his hands dirty and spend more of his time in the natural beauty of the ranchland.

Bob and Mary continued to run the herd of 325 Angus cattle into the early 2000s, until drought struck in 2003. The ranch was forced to sell off most of their herd and look at new opportunities for the ranch.

Soon after, Bob experienced Wagyu beef at a Santa Monica Restaurant and knew the future of the family ranch lay on his plate. The buttery texture and rich flavors of the beef, complimented by the high price tag, proved to Bob this was something special. After finding little information about Wagyu available, Bob immersed immersed himself in everything he could about this majestic breed – traveling to Japan, studying historical texts, and meeting with ranchers around the country and abroad who shared his interests.

In 2005 Bob purchased his first two Fullblood Wagyu Bulls and nine Fullblood Wagyu cows. By 2006, the entire herd had transitioned to Fullblood Wagyu. The growth was supplemented through the purchase of genetics from Shogo Takeda, a master Wagyu

breeder from Japan who brought animals to America during an open export window and sold embryos to domestic ranchers, Lone Mountain included. This began the herd that has evolved to become one of the largest operations in the USA exclusively producing Fullblood Wagyu.

Thank you, Bob, for all your hard work and dedication to the industry!

Source: <https://www.lonemountaincattle.com/who-we-are/about-us/>

Wagyu refers to all Japanese beef cattle.  
"Wa" means Japanese and "gyu" means cow.

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