



# PROTEA RESERVE WAGYU CO

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## BRINGING CONSUMERS CLOSER TO PRODUCERS

Protea Reserve Wagyu Co is a cooperative supporting various South African Wagyu producers with route-to-market for top quality product, shortening the value chain by incorporating farmers in the business model.



**WE ARE SETTING THE BENCHMARK FOR  
AGRICULTURE IN SOUTH AFRICA, WHERE  
WORKING TOGETHER IS TO EVERYONE'S BENEFIT.**

Protea is the only cooperative structure in South Africa supplying and exporting Wagyu Beef. We have access to more than 65% of South African Wagyu, and more than 50 farmers as part of our Protea Family.



We are passionate about our industry and believe in the value of fresh high-quality products sourced from our family of producers who are all committed to ethical, responsible, and sustainable farming practices.

# CERTIFIED



We are proud to state that our product quality is guided by the Certified Wagyu Beef program (CWB) from the Wagyu Society of South Africa, it is a one-of-a-kind Wagyu quality program outside of Japan.

All our producers and partners comply with strict measures of the program all across the value chain and undergo third-party audits to ensure and guarantee carcass quality and consistency. All Wagyu registered under CWB requires RFID tags and DNA verification, which allows us to provide full traceability of all the products offered, back to the source of origin.



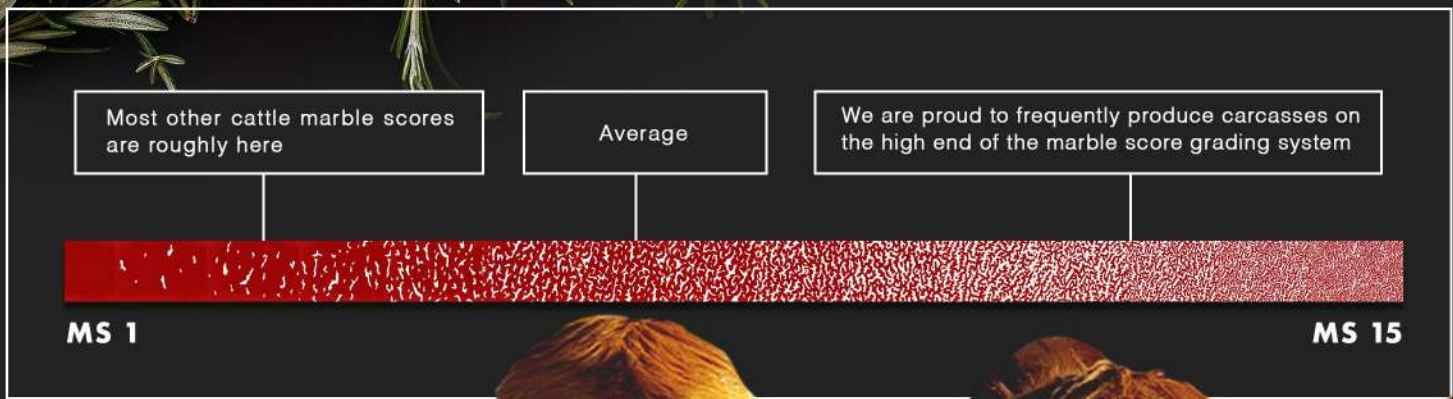
The protocol ensures an authentic, juicy and tender South African Certified Wagyu Beef product.



Independent audits ensure ethical production and management. Audits are conducted by CPG, an international company with head offices in Dubai. Through this the program is accepted as ISO 22000. ISO22000 and HACCP sets the benchmark applicable to food production internationally.



PRWC uses the Meat Imaging Japan carcass cameras (MIJ cameras), that measures marble score from 1 to 15 according to the Japanese grading system. It is top class equipment with trusted accuracy as it is programmed in Japan. It involves a rigid sourcing process by independent auditors. It scores favourable for fineness and distribution of intramuscular marbling but scores adverse to clustering.



## PROTEA, SOUTH AFRICAN WAGYU

Wagyu was first introduced in South Africa in 1999, and the number of cattle has been growing ever since. There are four types of Wagyu – of which two are bred in South Africa, one being the Japanese Black and a second being the Akaushi. In South Africa we have a unique approach to breeding, managing and feeding Wagyu which results in a unique taste profile of our product. This is supported by taking special care of our animals up to 36 months.



Our family of Wagyu breeders are supported with the best genetics available locally and internationally, providing for excellent blood lines to produce high quality carcasses, marbling, tenderness, juiciness, and flavour. We value collaboration and sharing our know-how to achieve good results together. Team members working with animals are competent to perform the tasks they are trusted for, know the requirements of our protocols, what expected to practice ethical farming principles, farm in a sustainable manner, and concerned about the animal's welfare. No treatment with growth hormones, routine antibiotics, animal by-products or any other illegal substances.

## **WE APPLY THE 5 BASIC ANIMAL WELFARE PRINCIPLES:**

- Freedom from hunger and thirst
- Freedom from discomfort
- Freedom from pain, injury and disease
- Freedom to express normal behaviour
- Freedom from fear and distress

## **WHEN YOU CHOOSE PROTEA, YOU CAN BE GUARANTEED**

