

MAFF
農林水産省



WAGYU
Japanese Beef
Safe, high quality Japanese beef

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GREETING

I would like to take this opportunity to thank you for your loyalty to Japanese beef.

Wagyu is a breed of superior cattle unique to Japan and bestowed upon the world through many, many years of combined effort. Boasting unrivaled tenderness coupled with exquisite taste, Wagyu provides a rich, full flavor like no other.

The safety assurance and taste of Wagyu has been recognized around the world, and exports are increasing annually in line with the recent Japanese cuisine boom. And in an attempt to reassure the world with the provision of safe, Japanese beef, Japan engages in thoroughgoing safety management across the country.

This guidebook has been prepared in an effort to introduce characteristic Japanese beef cuts, cooking methods, as well as explain Wagyu qualities, production methods and the safety management system so to allow the people of the world to further enjoy the superior traits of Wagyu.

I hope that this guidebook proves useful and provides more opportunities for people around the world to savor the great taste of Wagyu.

MAFF, Agricultural Production Bureau
Director-General: Kazuyohi Honkawa

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Wagyu - culinary artwork founded in Japanese culture

First-time diners are always impressed with the profound, rich taste of Wagyu; an effect now being felt all over the world. We now provide you with the opportunity to serve the people of your nation with Japan's top-grade brand, "Wagyu".

"Wagyu" is a luxury food cultivated through Japanese cuisine

Today, the world is experiencing an unprecedented boom in Japanese food. Of some of the more popular dishes that can be enhanced and enjoyed with the superior taste of Wagyu are *sukiyaki*, *shabushabu* and *teppanyaki*. Perhaps the most prominent characteristic of Wagyu is the melt-in-the-mouth succulence bestowed upon each bite. This unrivalled texture results from the "fat marbling" effect that delivers the quality of meat Wagyu is so renowned for. In Japan marbling is known as "*shimofuri*" and can be translated as "frosting". It gets this name from the exquisite frost-like appearance produced by the meshy distribution of fat marbling in the muscle fibers. With its characteristically sweet, rich aroma known as "*wagyuko*" in Japanese, the succulent tenderness of Wagyu is an extravagant experience that one will never forget. And while addressing the sensitive tastes of the Japanese consumer through improving Wagyu production technologies in Japan, we are now entering an era where unparalleled, superior quality Wagyu will be a luxury food enjoyed by people all over the world.



The ultimate Wagyu bred by Japanese masters

Characterized for paying great attention to each task at hand, the Japanese have developed an exceptional culture renowned for achievements in a wide range of fields including architecture and the arts. For instance, dedicating many hours to the creation of *bonsai* through transforming foliage into ideal shapes and patterns, or patently weaving each stitch into the land's exceptionally beautiful *nishijin* textiles. If anything, Japan is known around the world for its unique culture. This by no means ceases at architecture or art, as Japan has more than proved its abilities in the world of food. This is why we consider our carefully raised Wagyu, cared for one by one, a culinary work of art founded in Japan. The flawless grade of beef we have achieved boasts unprecedented perfection found nowhere else in the world.