



Raised amidst the abundant beauty of Japanese nature

In an effort to breed healthy and delicious chicken amidst Japan's natural environment, Japanese chickens are kept in well-maintained, caring environments throughout the four seasons. The pride farmers take in their work to compassionately tend to their chickens has produced the perfect chicken product.



Raised in caring environments

While chicken farms in Japan breed chickens in well-maintained, caring environments, coops or poultry houses are kept clean at all times so to assure the raising of healthy animals. And whilst paying attention to the ingredients and composition of animal feed, etc., farmers check their growth on a daily basis in order to produce the best tasting meat possible. This in turn delivers the best quality chicken available.

Adoption of extensive inspection system to ensure safe chicken from farm to fork

In order to provide consumers with the safest chicken possible, Japan conducts extensive safety inspections that span all stages from production to slaughtering, processing to distribution. Inspectors with veterinary qualifications from Prefectural Livestock Hygiene Service Centers periodically visit breeding farms to conduct inspections for disease control and so forth. In addition, poultry inspectors re-test chickens at slaughterhouses after plucking and only those which pass are permitted for slaughtering. Furthermore, only those which pass visceral examinations after slaughtering are distributed for human consumption. As added precaution, stringent management of chicken is further implemented at meat packing plants where temperatures inside refrigerators and so forth are constantly checked. As for the prevention of "Avian Influenza" infection, Japan has established one of the best preventative systems in the world.

Japanese cuisine, the ultimate luxury “*Jidori*” – Japan’s very own variety of free-range chicken

Chicken produced in Japan boasts high quality and great taste obtained through the efforts of local chicken farmers. Included under the classification of Japanese chickens is the native “*jidori*”; a chicken raised in the strictest of conditions and blessed with an exceptional taste honed by master breeders.

Brimming quality that stands alone – the “*jidori*” brand

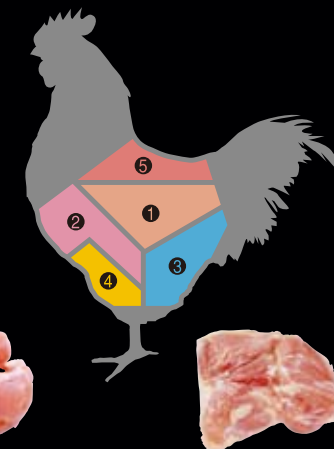
“*Jidori*” is a variety of chicken that receives extra special care beyond that of the already high quality chicken of Japan. Only chickens that satisfy a rigid set of conditions are awarded the “*jidori*” title. Perhaps most characteristic of Japan’s “*jidori*” is its resilient texture compared to chickens found overseas. This unique trait is the result of many hours of fostering the animals through persistent breeding methods adopted by chicken farmers. In effect, this effort has produced the “*jidori*”; a firm-bodied chicken packed with a potent full flavor. In addition to fattening expenses, the true secret behind the highly flavorsome “*jidori*” lies in the persistent endeavors, time and effort of these chicken farmers. With approximately 60 varieties to choose from, we believe that Japan’s premier chicken: “*jidori*” can satisfy taste buds around the world.



Various chicken cuts – the more you know, the more you create

Selecting the best cut for cooking

Noted for its superior tenderness, succulence and thick, rich flavor, Japanese chicken boasts a range of great cuts including the wing, breast, tenderloin, thigh and skin. Draw out the ultimate flavor chicken has to offer by selecting the best possible cut for cookery including deep-fried, stewed or grilled cuisines.



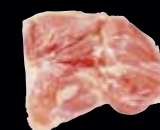
① Wing

The wing is categorized into “flat wing tip” and “wing drumette”. Although the “flat wing tip” contains minimal flesh, it is high in collagen and fat and therefore ideal for stews or deep-fried dishes. In contrast, the “wing drumette” boasts tenderness with little fat content and is great for stir-fries or deep-frying.



② Breast

This cut is noted for its low fat content and tenderness. With a subtle, light taste, the breast is fantastic for steamed, stewed or simmered dishes as well as deep-fried foods such as *karaage* (Japanese deep-fried chicken pieces) or deep-fried cutlets.



③ Thigh

This cut is rather tough and stringy; however, the fat concentration in this portion gives the thigh a fantastic rich taste. A very versatile cut, chicken thighs with the bone-in thigh can be used for sautés or fried chicken, while boneless thigh are great for *karaage*, stews, simmered dishes and stir-fries.



④ Tenderloin

A tender section with low fat content, this cut provides a simple, modest flavor. In addition to being ideal for deep-fried dishes, tenderloin can be used in light-boiled, steamed, salad and marinade dishes, etc.



⑤ Skin

Noted for its high fat content, chicken skin is renowned for its rich, flavorsome quality and excellent for *yakitori* (skewered chicken), *amiyaki* (grilled/broiled cooking), stir-fries and stewed, simmered or marinade dishes.