

Establishment of a high standard, total system focusing on safety

In all aspects, the provision of safe beef to consumers is of the utmost priority. To address the issue, Japan has established a finely-tuned system of inspections and checks that cover everything from production to handling, processing and distribution of beef.

Establishment of a traceability system to trace the pertinent information of each and every head of cattle

Japan has established a traceability system in order to maintain consumer confidence concerning domestically produced beef. The system allows for the retrieval of production and distribution records of all domestic born cattle from the time of birth to the time of slaughter. This system, allowing anyone at anytime to access information, enables prompt detection of the source in the unlikely event that a problem arises.

① Individual Identification Numbers for All Cattle

All cattle born in Japan and live cattle imported into Japan are given a clearly identifiable 10-digit individual identification number fixed to the ear of the cattle. This number, together with the cattle, will pass through a variety of distribution channels before reaching the consumer.



② Cattle Information Database (enacted December 1, 2003)

Individual identification numbers are registered upon submission of data concerning cattle from the producer. Information for each head of cattle including the date of birth, sex, breed, name and address of the owner, fattening method used, ancestry (mother's side) and date of slaughter is recorded and compiled into a database and this data formed into a "Family Register" of the herd. Information is further added to the database from breeding farms, fattening farms and slaughterhouses.

③ Display of the Identification Number and Transaction Records

Following slaughter, the carcass is processed into cuts and dressed meat and through the distribution process the individual identification number is displayed on the product and transferred by each individual distributor and recorded and stored in a transaction ledger by the retailers, etc.

④ Access to Production and Distribution Records

By means of steps ①-③ above, consumers are able to search for and gain access to production and distribution records over the Internet based on the individual identification number issued on meat packaging labels provided at retail stores. (homepage address: <https://www.id.nlbc.go.jp/english/>)



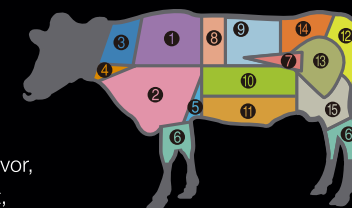
Japan executes stringent, word-class BSE safety measures

Japan incorporates a wide variety of regulations to countermeasure BSE. Today, the use of Meat and Bone Meal (MBM) as a source of cattle feed is prohibited by law and slaughterhouses are obligated to remove and incinerate all specified-risk materials (SRM). In addition, with extensive BSE inspections paralleling any across the globe, it is mandatory for slaughterhouses to inspect all cattle over the age of

21 months as well as cattle over the age of 24 months which has died at a farm. As for evidence of Japan's high level surveillance unequalled anywhere in the world, 36 cases of BSE infection have been detected as of January 2008. Through implementing this inspection system, Japan has displayed the effectiveness of its BSE safety measures and received high acclaim even amongst experts in the industry.

Selecting the best cut for cooking

Noted for its superior tenderness, succulence and thick, rich flavor, Wagyu boasts a range of great cuts including chuck roll, brisket, fillet and round. Draw out the ultimate flavor beef has to offer by selecting the best possible cut for beef cooking including deep-fried, stewed or grilled cuisines.



① Chuck Roll

An excellent cut boasting succulent, fine texture and moderate fat content. Uses include varieties of thin-slice cookery such as *sukiyaki*, *shabushabu* and stir-fries, as well as moderate thick cuts for Japanese BBQ which produces a richer flavor.



② Shoulder Clod

A darker lean meat with moderate toughness and little fat, this portion retains great taste nonetheless. Great for a range of dishes, the inherent strong flavor makes it ideal for steaks and barbequing, while the full flavor and high collagen content makes it ideal for stews and curries.



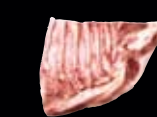
③ Neck

Located next to the chuck roll, this is a darker lean meat possessing grainy, tough traits. Boasting full flavor and high collagen content, this cut is good for cutting into cubes and stewing as well as dishes incorporating minced, chopped or hashed meat.



④ Chuck Tender

A rare commodity, this cut only allows for around 2kg of meat per head of cattle. With fine marbling on the inside section, this cut produces a superb light taste enhanced between bites. Perfect for Japanese BBQ and roast beef.



⑤ Brisket

A deep-layered section of lean meat and fat content, this is a marbled portion boasting excellent rich flavor. In addition to being ideal for thinly-sliced Japanese BBQ or grilled dishes, this portion cut into cubes makes for great stews or pot-au-feu.



⑥ Shank

Although this cut is rather tough possessing a large amount of fiber, it is a full-flavored portion high in gelatin and rich in taste. Ideal for stews, pot-au-feu or making soup stock.



⑦ Fillet

In comparison to other cuts, this portion is the most tender boasting fine texture with little fat content. Occupying a small section, this cut only allows for a small portion per head of cattle. Ideal for steaks, steak tartar, *bi-fu katsu* (deep-fried beef cutlets) and grilled dishes.



⑧ Ribloin

A superb cut possessing excellent red-coloring coupled with fantastic marbling traits. Fine-textured and tender, this portion is perfect for roast beef, steaks, *sukiyaki* and *shabushabu*.



⑨ Sirloin

This is a tender, fine-textured marbled cut boasting excellent aroma and taste. Top-grade for steaks and fantastic for *sukiyaki* and *shabushabu*.



⑩ 2 Rib Short Rib

Although this is a grainy portion high in fiber and membrane content, this cut is blessed with fantastic richness while providing a moderate balance between lean meat and fat. Great for grill and BBQ dishes including steaks and Japanese BBQ.



⑪ Short Plate

Although grainy, this cut provides a full, rich flavor with a moderate blend of leanness and fat. Perfect for thinly-sliced meat dishes including Japanese BBQ, *sukiyaki* and *shabushabu*.



⑫ Gooseneck Round

Moderately grainy, this cut is a tough portion with little fat content. Ideal for cutting into cubes and stewing or thinly-slicing for *sukiyaki*, *shabushabu* and stir-fries.



⑬ Top Round

Although this cut is a lean portion with low fat content and somewhat grainy, it is nonetheless tender. Boasting the delicious taste true to good meat, top round is great for steaks or roast beef and ideal for Japanese BBQ or using in stews.



⑭ D Rump (Sirloin Butt & Top Sirloin Cap)

The most prized portion amongst lean cuts, sirloin butt is a tender meat with minimal fat content. Fantastic as steak, Japanese BBQ or in stir-fries and great for a range of other dishes including stews and so forth. Boasting full-richness, top sirloin cap is perfect for steaks, Japanese BBQ or stews.



⑮ Knuckle

Although the outer layer of this cut is somewhat grainy, this portion is extremely lean and boasts a fine texture on the inner region of the thigh. The central portion is tender and great for steaks and roast beef. As the outer layer is somewhat grainy, it can be cut into small pieces and used for Japanese BBQ or in stir-fries.