



Bred in beautiful Japan by the people of Japan

A delicate species, Japanese pigs are raised with tender loving care amidst Japan's beautiful landscape over the four seasons. And while paying strict attention to feeding, development and health management, a united effort is made to ensure safe, high quality meat production.



Raised with human compassion in relaxed environments and rich landscapes

Japanese pigs are bred to good health in comfortable, clean breeding environments amidst abundant, natural landscapes over the seasons. On account of pigs being very delicate animals favoring cleanliness over everything else, pig farmers must diligently attend to pen management at all times and are extremely fastidious in the selection and composition of feed so to produce the best quality meat possible. For instance, in addition to typical feed with the likes of corn, soybean, wheat and sweet potatoes, farmsteads adopt unique methods such as feeding the animals with local specialties produced in their farming region. In effect, the time, effort, love and skill applied to pigs in Japan has produced a flavor unlike anywhere else in the world. One might say that Japanese pork is the epitome of “distinguished mastery”.

An inspection system ensuring safe pork from farm to fork

In order to produce safe pork, Japan has established an elaborate inspection system that probes all processes from farm to fork. Inspectors from prefectural livestock hygiene service centers periodically visit breeding farms to check the health of pigs. In addition, inspections are implemented at slaughterhouses before slaughtering and only those which pass are permitted for slaughtering. Incorporating a variety of inspections after the slaughtering stage, including visceral and carcass inspections, only those which pass all tests are distributed for human consumption. And following these implementations right up until the product reaches the consumer, stringent checks and safety management including hygiene and temperature control are conducted at meat packing plants.



Japanese cuisine, the ultimate in luxury

"Meigaraton" - Japan's very own brand pork

Japanese pork comes in a broad assortment of flavors. Breeds assuming premium grade status are known as *meigaraton* or brand pork; varieties perfected by embracing the various climates of Japan. So why not seize this amazing opportunity to savor the magnificent taste developed for world famous Japanese cuisine.

Pursuit of infinite pork flavors

Japanese pork is the result of cross breeding based on studies that have focused on the traits of various breeds in order to satisfy consumer needs and produce paramount quality, taste, tenderness and aroma. The most common variety, which is blessed with fantastic meat qualities is "*sangenkozatsuton*" roughly translated as "three breed hybrid". Japan also boasts the "*meigaraton*" brand allocated to breeds that incorporate unique techniques specific to each particular region of the country. Presenting a range of pork meat with highly varying characteristics, the incorporation of the *meigaraton* brand has expanded the selection of Japanese pork on the market.



The pride of local produce - pork perfected with human effort and loving care

Through adopting individual breeding methods painstakingly developed through various forms of trial and error testing on each breed, experts across Japan produced species known today as *meigaraton*. For instance, various measures have been arranged for animal feed during fattening periods - the most vulnerable time for flavor and aroma to be compromised. This ultimately achieves the tender, fine texture, superb quality, and lest we forget, succulently sweet, highly aromatic fats that the *meigaraton* brand is so famous for. As a matter of fact, this is a range that has greatly impressed the highly fastidious Japanese consumer, consumers who in effect brought about exquisite foods such as world renowned *sushi* and *tempura*. We hope that you can also experience the superior flavor of the *meigaraton* brand.