

# 野菜 Vegetables

Quality derived  
from nature's vitality

## Humans and nature collaborate to create delicious delights.

Numerous varieties are grown,  
reflecting Japan's seasons and  
climate.

Japan's natural environment is rich in regional and seasonal changes. Taking advantage of these changes, producers have developed a wide variety of vegetables. Japanese vegetables are succulent with unique tastes. For example, the Japanese *daikon* radish contains much water and once simmered possesses a subtle depth of flavor. Japanese cuisine has developed by making the most of the various natural flavors of such ingredients.

## High quality makes it possible to eat vegetables raw.

Producers have continued their efforts to produce high quality vegetables through selective breeding and the application of farming methods. Eating vegetables raw has thus become a common practice in Japan, and vegetables like lettuce, tomatoes, cabbage and shallots are firm favorites eaten raw in salads at home. In recent times, their distinctive taste and attractiveness has led to an increasing number of French and Italian chefs who use Japan-grown vegetables.

## Appropriate controls and methods deliver savory vegetables.

The use of agricultural chemicals must meet GAP, which was established by the government. Accordingly, agricultural produce must meet Maximum Residue Limits (MRL) contained in what is called the "Positive List." In Japan, there is a domestic transportation system that uses temperature control to maintain



freshness during distribution. The same know-how is also used when exporting to neighboring countries. Vegetables are packed neatly in boxes with matching sizes to prevent damage during transportation. Other types of GAP are also being adopted throughout Japan's vegetable growing regions as a system that efficiently manages the production process in consideration of food safety and environmental friendliness.



Vegetable producing regions are creating beautifully shaped vegetables that can even be enjoyed raw.



Simmered Japanese *daikon* radish.



"The texture of  
Japanese vegetables  
is phenomenal."

I was completely surprised at the wonderful texture of Japanese vegetables. For me, Japanese cuisine, which maximizes the natural flavor of vegetables, is the ultimate in freshness.

William Ledeuil  
(Chef and Owner, ze kitchen galerie, Paris)





# Wagyu, Japanese Beef

Luxurious flavor developed with superb skill

## Flavor lovingly nurtured from farm to table.

### Technique and care that produce undeniable quality.

Superb *wagyu* Japanese beef comes from the special technique and the attentive care given by the producers. The term “*wagyu* beef cattle” refers to distinctive Japanese breeds. *Wagyu* beef cattle are raised to be healthy animals in well-ventilated barns spread with sawdust. They are fed with a mixture of hay and highly nutritious, safe compound feeds. Farmers who breed *wagyu* cattle raise them with careful attention to detail as if they were their own children, keeping a close eye on everything, including their physical condition.

### A smooth, marbled pattern: the hallmark of flavor and quality.

A feature of *wagyu* beef is melt-in-the-mouth texture and a rich, luxurious taste derived from an abundance of fat. The beautiful pattern of fat through red flesh like the chuck, rib, and sirloin is termed *shimofuri*, or marbling. Its flavor will de-

light you when used in various types of cuisine. *Wagyu* beef is sold after inspection and grading for attributes such as meat color, texture and marbling. The “*Wagyu Mark*”<sup>\*</sup> is attached exclusively to authentic domestic Japanese beef to distinguish such *wagyu* beef quality. This mark acts as a guide when selecting delicious, high-quality, authentic *wagyu* beef.

<sup>\*</sup>For more information on the “*Wagyu Mark*,” please visit the following URL:  
<http://www.maff.go.jp/e/export/wagyu/>

### Exacting controls to deliver safe *wagyu* beef.

Japan implements extremely strict hygiene control over beef. With the outbreak of BSE (Bovine Spongiform Encephalopathy), it began BSE testing and removal of SRM (Specified Risk Material) for all cattle in Japan, which is one of the strictest standards in the world. All domestic cattle are also registered in a database at birth with an individual identification number. With the number on domestically produced beef sold in stores, the movement of cattle, including breed and birth date, can be found on the Internet.



“The best balance  
of *umami*  
and tenderness”



Wherever you search in the world,  
you will never find a beef like *wagyu*,  
so perfectly balanced in every respect.

Thierry Voisin  
(Chef, Les Saisons, Imperial Hotel, Tokyo)



The term *wagyu* means Japanese beef cattle, referring to purebreds of four unique breeds: (1) Japanese Black (2) Japanese Shorthorn (3) Japanese Polled (4) Japanese Brown.

A: Beef containing high-quality fat that allows you to savor *umami* is called “*shimofuri*.”

B: With individual identification numbers, traceability applies to all Japanese beef. (<http://www.id.nlb.go.jp/english/>)