

Flagship Export Production Area

Oita Brand Export Promotion Council Meat Committee

item	Livestock Products (Beef)
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Main Export Countries	United States, Taiwan, Hong Kong etc.	Export Quantity	90t
Sourcing Region	Oita City,Beppu City,Nakatsu City,Hita City,Saiki City,Usuki City,Taketa City,Bungotakada City,Kitsuki City,Usa City,Bungo-ohno City,Yufu City,Kunisaki City,Hiji Town Hayami District,Kokonoe Town Kusu District ,Kusu Town,Oita Prefecture		

Overview of Export Production Areas

- For the export of livestock products, the Oita Livestock Corporation, the meat processing facility, the Oita Prefectural Headquarters of the National Federation of Agricultural Cooperatives, the Oita Meat Business Cooperative Federation, producers, distributors, and Oita Prefecture are participating.
- In June 2013, beef was exported to Thailand for the first time, and the export of beef products has continued.

Actions for Compliance with Export Regulations

- The company has been certified as a beef export facility for a total of 13 countries and regions, including Thailand, the United States, Taiwan, and Hong Kong.
- The company obtained certification as a beef export facility for the EU in April 2025.

Promotional Points

- Cattle raised on farms that are particular about their feed, such as using rice and beer lees, and that have a meat quality of grade 4 or higher, are certified as the prefecture's brand of wagyu beef, "Oita wagyu," and this "Oita wagyu" is the main product exported.
- The excellent balance of lean meat and fat, including the umami of the lean meat and the smooth melting texture of the fat, and the high quality of the meat are highly regarded overseas.



Participation in the U.S. Food Show



Tasting event in Taiwan