

Main Export Countries	Taiwan, Hong Kong etc. (2023)	Export Volume	90t (2023)
Source Region	Yamagata City, Kaminoyama City, Tendo City, Yamanobe Town in Higashimurayama District, Nakayama Town, Sagae City, Kahoku Town in Nishimurayama District, Nishikawa Town, Asahi Town, Oe Town, Murayama City, Higashine City, Obanazawa City, Oishida Town in Kitamurayama District, Shinjo City, Mogami Town in Mogami District, Mamurogawa Town, Funagata Town, Kaneyama Town, Tozawa Village, Sakegawa Village, Ohkura Village in Yamagata Prefecture		

Overview of Export Production Areas

Established in February 2023 to promote the expansion of "Yamagata Beef" exports, including facility improvements and PR activities. The consortium is composed of 19 organizations and groups, including producers, meat centers, and meat distribution businesses. In 2023, exports were made to six countries and regions.

Actions for Compliance with Export Regulations

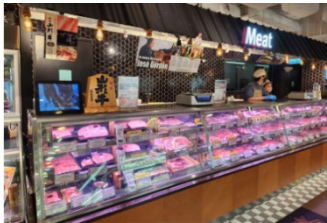
Certified as a facility handling beef for export to Taiwan in September 2017. Exports are made in response to specific cutting instructions from local buyers (gender, number of cuts, parts).

For Hong Kong, meat production is carried out to meet local needs, including specifications for gender (female only) and age, and exports are made accordingly.

Promotional Points

Continuously participating in the Yamagata Prefecture Product Fair held annually in Hong Kong. Efforts are made to foster understanding of the production area by inviting store buyers and other stakeholders.

Ongoing promotions in hotels and restaurants in Los Angeles, USA, and high-end Japanese dining in Australia. These efforts have received high praise for taste from food industry professionals.



Participate in the Yamagata Prefecture Product Fair (Hong Kong)



Promotion in hotels and restaurants (United States)



Promotion in high-end Japanese dining establishments (Australia)