

# Producing Safe Fukushima Cattle

JA Group Fukushima Beef Cattle Promotion Council  
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# Fukushima Cattle is...

The generic name for Japanese beef produced in Japan's oldest breeding region, Fukushima Prefecture

Fukushima's rich nature and rancher devotion produce Fukushima cattle

2014.08.19 15:35

○Fukushima Cattle... Japanese Black Cows from the oldest breeding region, Fukushima Prefecture



○Features of Fukushima Cattle

- Long feeding period of about 30 months from birth, meat has a firm taste.
- Fat has sweet and refreshing flavor, etc.

# Fukushima Cattle Major Fair Wins

1998 National Beef Cattle Fair	Honors
2001 National Beef Cattle Fair	Grand Prize
2003 National Beef Cattle Fair	Grand Prize
8th National Federation of Agricultural Cooperative Associations Beef Cattle Fair (2006)	Honors
9th National Federation of Agricultural Cooperative Associations Beef Cattle Fair (2007)	Honors/Grand Prize
11th National Federation of Agricultural Cooperative Associations Beef Cattle Fair (2009)	Grand Prize
15th National Federation of Agricultural Cooperative Associations Beef Cattle Fair (2013)	Grand Prize
17th National Federation of Agricultural Cooperative Associations Beef Cattle Fair(2015)	Honors
2006 Yokohama Meat Market Meat Fair	Honors

(13 time winner, including 9 consecutive wins) Etc.

○ Fukushima Cattle have won many awards at national level fairs.

⇒ Since Fukushima Cattle won Highest Honors (Japan's Best) in 1998 at the largest fair held in the Tokyo meat market (National Beef Cattle Fair), it has gained favorable valuations not afforded to other beef brands.

# Fukushima Cattle brand Continues to Grow



In 2015, won highest honors at the National Federation of Agricultural Cooperative Associations Fair



○ Due to Great East Japan Earthquake and nuclear power plant accident, Fukushima Cattle value plummeted.

⇒ However, due to Fukushima Cattle quality, value has slightly recovered in the meat market.

○ In last July's National Federation of Agricultural Cooperative Associations Fair (Tokyo meat market), Yuasa himself won Highest Honors as Japan's best (580 kg unit price 10,089 yen/kg).

⇒ Despite failing to receive fair value, continued efforts to produce high-value Fukushima Cattle were finally rewarded.

To meet great expectations, we should also continue to produce high-quality Fukushima Cattle in the future.



## ○ About Yuasa's farm

Fattening and production take place in Kitakata, Aizu in west Fukushima Prefecture.

## ○ About Kitakata, Aizu, Fukushima Prefecture

⇒ Basin surrounded by Iide mountain range and Ou mountains.

Subsoil water from Bandai and quality Inawashiro Lake water and nurture delicious rice and agricultural produce such as asparagus, as well as specialty products, such as Kitakata ramen and sake.

# The Careful Rearing of Fukushima Cattle



## ○ Commitment to Cattle Rearing

- Calf (breeding fattening cattle) : purchase from national livestock market to create high-quality fattening cattle.
- Rice hay : Use hay from in-house rice crops.
- Feed : Use mixed feed produced by JA ZEN-NOH Northern Japan Union Feed (Ltd.).
- Low-stress rearing : Provide cattle with a relaxing post meal environment.

⇒ These are some of the tricks to rearing delicious Fukushima Cattle.

# Fukushima Cattle Safe Feed Management



Barn Exterior



Barn Interior



In-House Rice Hay



Water Supply



Feed Tank/Feeding Line



Rice Hay Storehouse

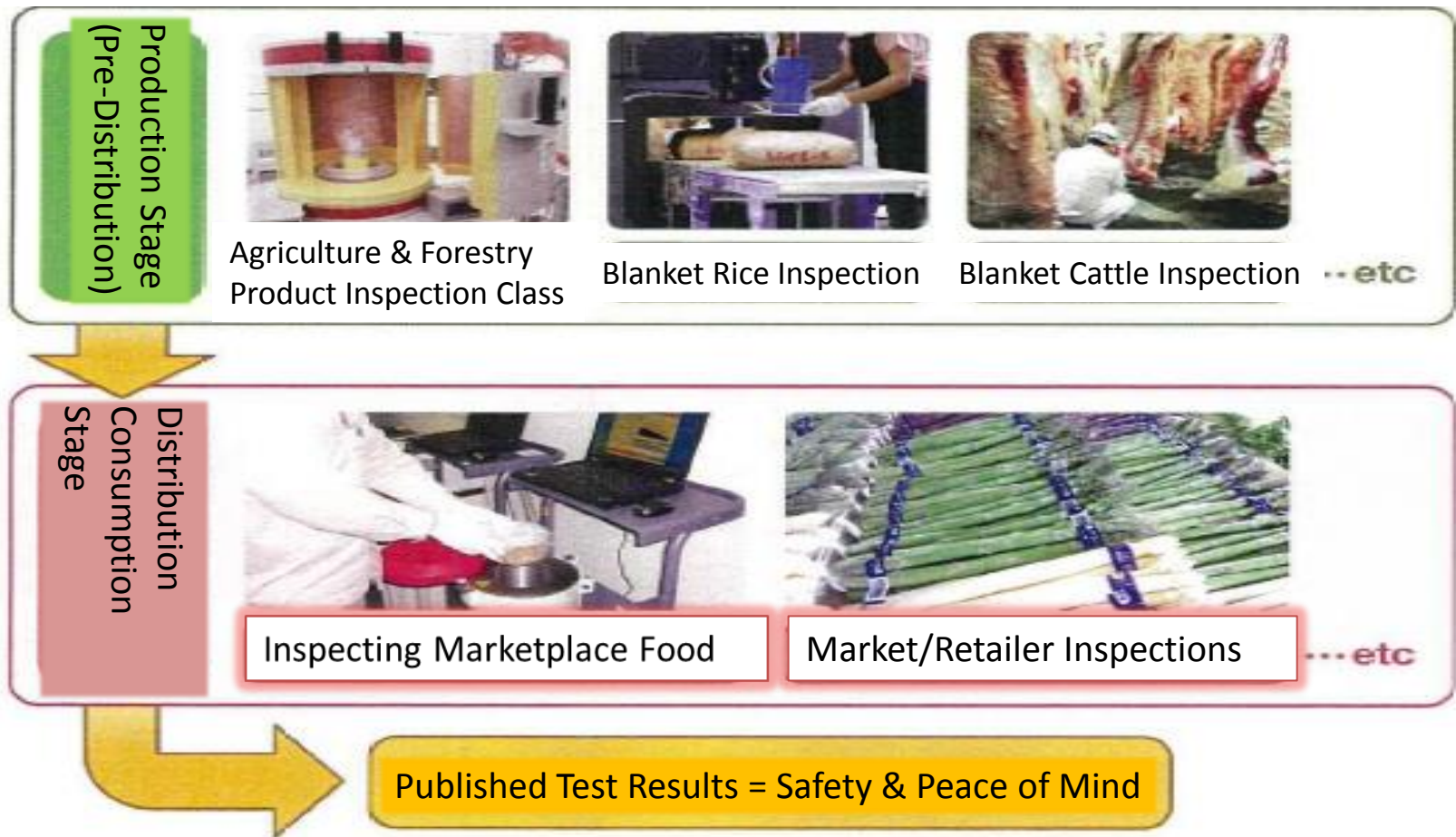
## **Before the Nuclear Accident**

- ① Rice hay: harvest location/timing/no storage location limit
- ② Drinking water: tap/well/mountain stream
- ③ Feed (mixed feed): stored indoors/feed tank
- ④ Bedding (cattle bed): rice hay/rice hulls, etc.

## **After the Nuclear Accident**

- ① Rice hay: Obtain from areas certified by prefectural inspection.  
Stored indoors and wrapped.
- ② Drinking water: Use water with no risk of radioactive contamination.
- ③ Feed (mixed feed): Stored indoors and tank.
- ④ Bedding (cattle bed): Avoid use of potentially radioactively contaminated bedding.
  - Prefecture periodically (every 12 months) inspects every household to make sure each farmer is properly managing cattle.
  - Only farmers that pass may ship (If they fail they cannot ship).

In Fukushima Prefecture, to ensure the safety of prefectural food products, we conduct tests several times at production, distribution and consumption stages. Government, by implementing multiple inspections at each stage, in cooperation with original producer as well as distributors, ships only agriculture, forestry and fishery products for which safety is ensured.



Source: Fukushima Prefecture Agriculture, Forestry and Fisheries Department Agricultural Products Distribution Division

○ Conduct radioactive material inspection of all Fukushima Cattle.

## **Methodology**

- ① After slaughter, harvest neck muscle
- ② Examine with germanium semiconductor detector at Fukushima Prefectural Agricultural Research Center  
(Detection limit: cesium 134 or 137 of about 10Bq/kg)

Note: Also inspect cattle shipped to meat markets outside Fukushima Prefecture

- ③ Based on Food Sanitation Standards Act, only those that pass go to market ⇒ As meat exceeding 100Bq at carcass stage is separated it won't go to market.
- ④ Radioactive material inspection certificate issued  
⇒ Issued for each identification number (show results for all cows)

# Restoring Fukushima Cattle



## ○ During the Disaster

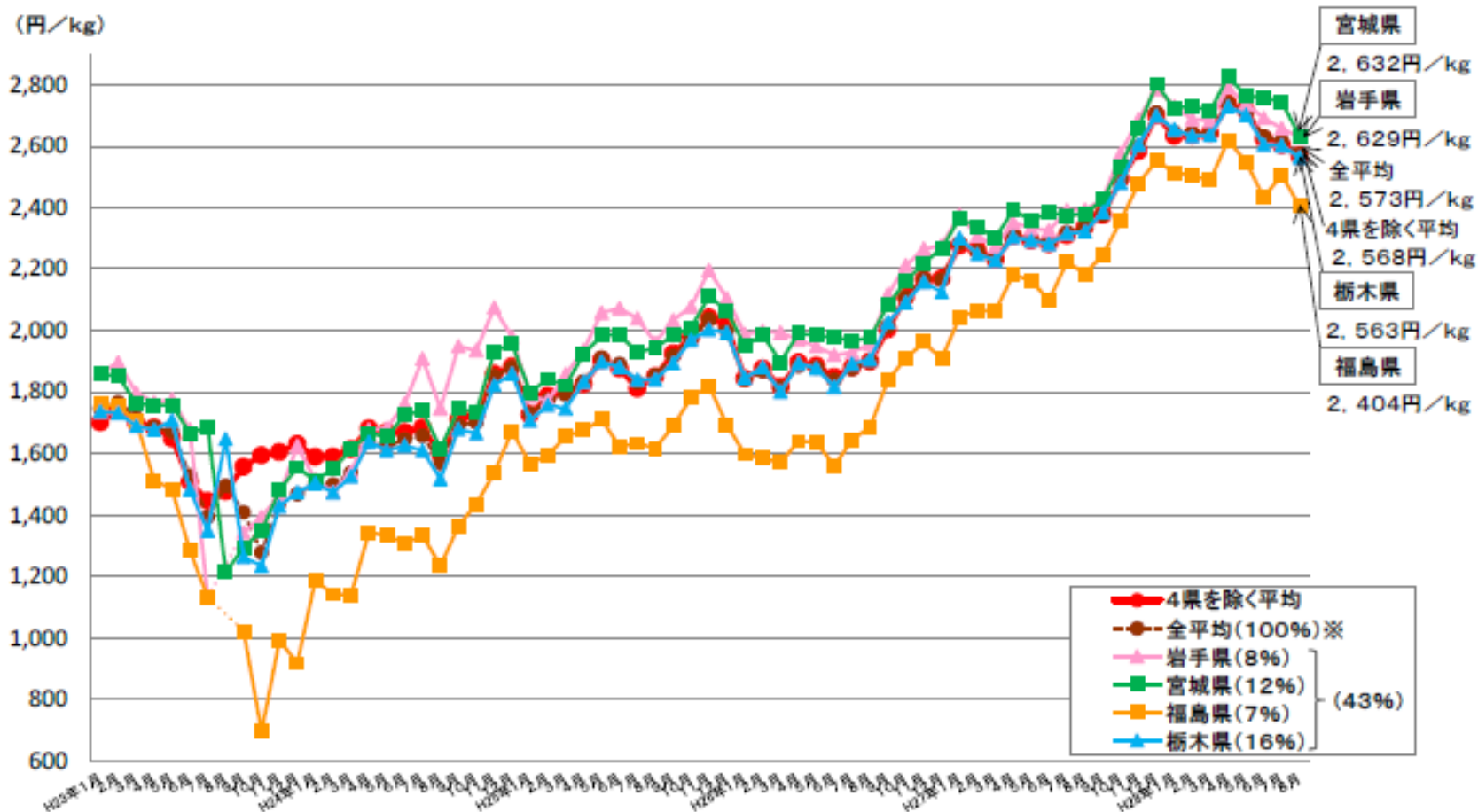
- The quake cut prefectural lifelines, feed supply.
- Severe impact of nuclear power plant accident, stopping cattle shipments.

## ○ The Present

- Producers own Fukushima PR activities at various events up to now.
- ⇒ Little by little working to dispel rumors.

# Recent changes in beef carcass wholesale prices (all Wagyu castration standard average) in Tokyo market

FY2011 beef carcass wholesale prices, centered around the four prefecture shipment limit, that decreased due to lower consumption from the Great East Japan Earthquake and effects of radioactive substances detected exceeding provisional regulation values, have remained on a recovery trend from the second half of FY2011 and, since FY2013 moved above pre-earthquake prices. However, it should be noted that Fukushima Prefecture levels are lower than the national average.



資料:農林水産省調べ

価格は生体及び搬入(頭数除く)。

※ ( )内は東京市場全体の和牛去勢全規格の取引頭数に占める各県産の頭数割合(H27年)

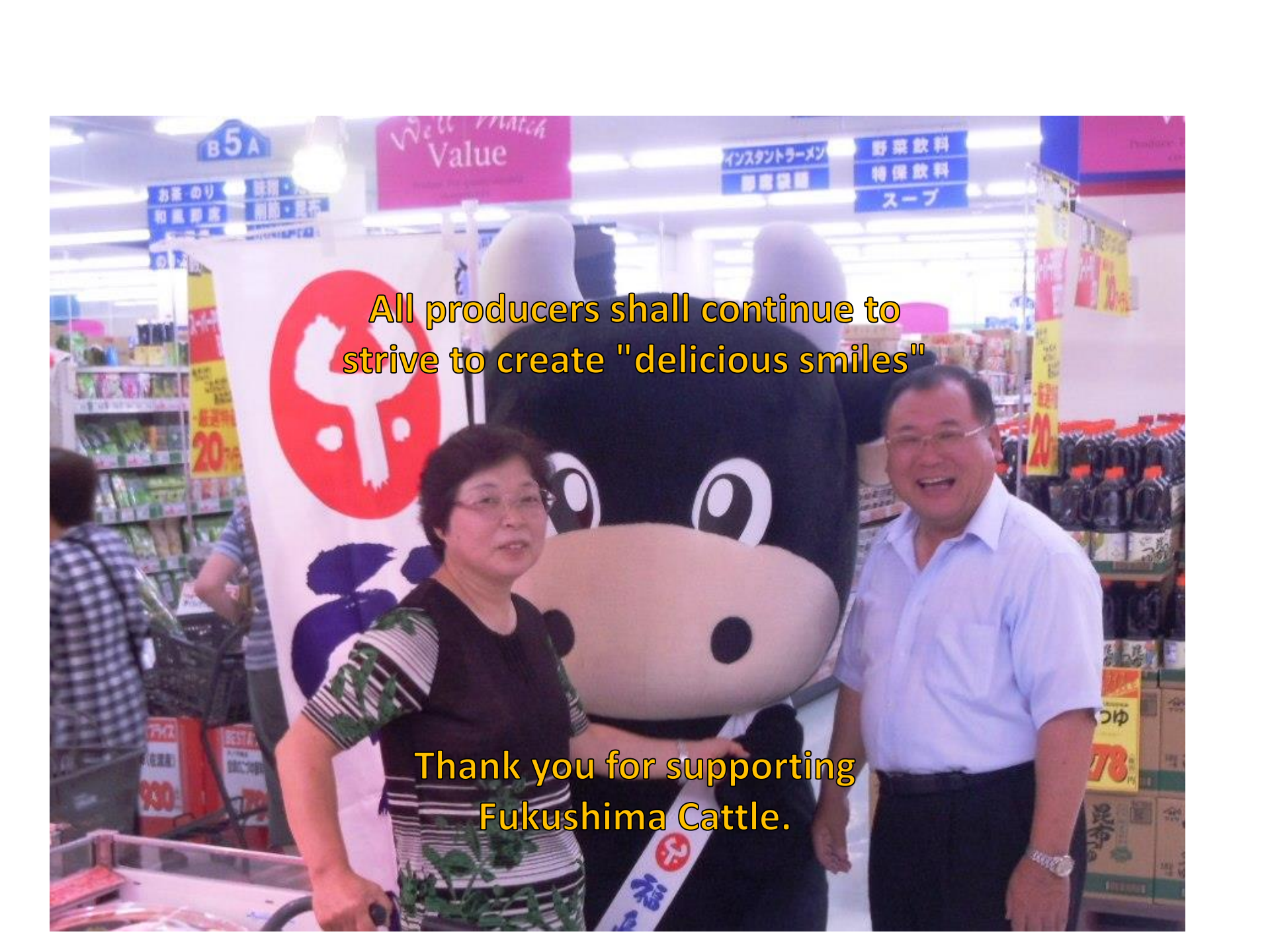
- Though price is recovering, price differences with other production areas and rumors persist.
- Blanket testing has demonstrated that Fukushima Prefecture beef is safe.

⇒ Going forward, promoting Fukushima Cattle deliciousness is the best shortcut to recovery.

# Eat Fukushima Cattle



- Recommended Ways to Eat Fukushima Cattle  
⇒ What should most families bear in mind?
- To breed delicious beef, one must know the beef they bred.  
⇒ Buy their own beef, and have a taste.
- Produce the product while thinking what pleases consumers.  
⇒ Just another secret to producing good beef.



All producers shall continue to  
strive to create "delicious smiles"

Thank you for supporting  
Fukushima Cattle.



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