

# OKINAWA BRAND MEAT GUIDE BOOK

**Okinawa Livestock Promotion Public Corporation** 















## Welcome to Okinawa

Okinawa, Japan's foremost resort island prefecture, is about a two-hour flight from Tokyo.

The islands are surrounded on all four sides by beautiful seas with coral reefs.

This prefecture is a paradise of bountiful and verdant subtropical nature.

Many people visit Okinawa from Japan and around the world in search of marine leisure pursuits, traditional performing arts, relaxing resorts, shopping and a variety of other enjoyments.













# Okinawa's History and Food Culture

In days past, Okinawa was once known as the Ryukyu Kingdom. From Shurijo Castle which was where the king held court and is now inscribed as a World Heritage site, a unique history and culture were constructed through trade with China, Korea and Southeast Asia.

Of these influences, China had a considerable impact on Okinawa's food culture, which began long ago with the evolution of pork cuisine.

Traditional Okinawan recipes, in which pork is an essential ingredient, have been handed down and celebrated.











# **Excellent Select Okinawan Livestock Products**

Today in Okinawa, advances have been made in the development of pork and other livestock products, which are integral ingredients in a variety of dishes and have a delightfully deep and rich flavor.

The flavorful texture of wagyu beef melts in your mouth.

Okinawan pork has no noticeable odor, yet offers a delicious appetizing flavor all the way down to the lard.

Okinawan chicken is tender and retains the proper consistency.

The bouncy yolks inside rich eggs are testimony to their freshness.

These are just a few of the exemplary reasons why people choose Okinawa's livestock products and praise them for their deliciousness.



# Nurtured in the Love of People and Nature

#### **Livestock Farms and Feed Mills**

#### Cattle Grazing on an Outlying Island & Motobu Farm's Breeding Environment





#### Ganaha Farm's Livestock & Breeding Environment





Nestled in pleasant sea breezes and tropical sunshine, cattle and hogs are nurtured by nature's blessings and lots of love to grow up healthy. Abundant and verdant pastures are also important for breeding and raising wagyu cattle in Okinawa with its year-round temperate climate.

#### Feed Plant







Feed is produced in Okinawa with particular care by adjusting the composition to best match each growth stage's requirements for breeding and raising cattle, hogs and chickens.



# Safe, Sanitary and Wholesome Processing

## From Inspection to Preparing the Meat Cuts

#### Okinawa Meat Processing Center (abattoir)









After delivery, the Okinawa Meat Processing Center uses the latest equipment to inspect each and every head of cattle and hogs. The center's experienced and skilled technicians carefully prepare meat cuts in the cutting room where core temperatures are checked daily, ozone sterilization performed, and other safety and sanitation measures thoroughly implemented. The meat cuts are then processed for shipment.



# Thorough Quality Management

### Fresh Meat Cut Packaging System

#### JA Okinawa Meat Processing Center















At the JA Okinawa Meat Processing Center, rigorous safety control measures are implemented, which include the use of ozone to sterilize processed meat, cutting-edge measuring devices to detect any radioactive cesium, as well as the elimination of harmful substances. The processed meat is then placed in quick-freeze storage at -35°C, after which it is transported to market for consumer consumption.



# **Delivering Products with Confidence**

### **Poultry Production**

### **Process from Egg Washing to Carton Packaging**

#### Broiler Breeding Facility





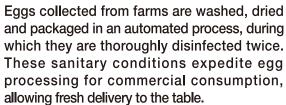




### Okinawa Egg & Poultry Distribution Center





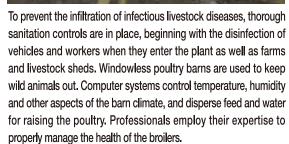


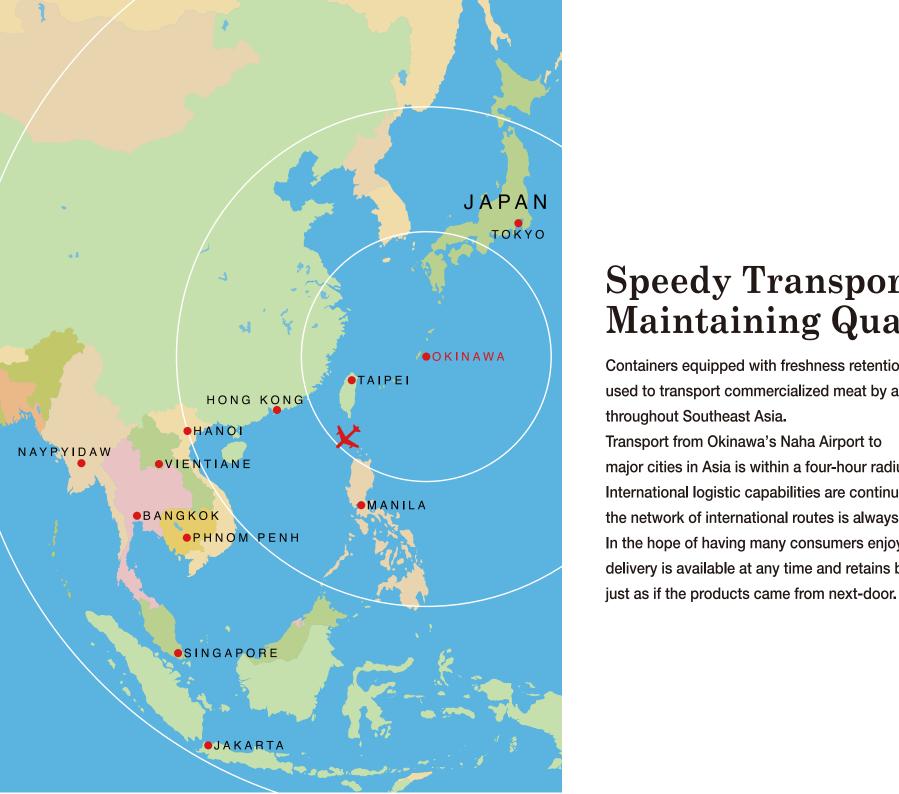










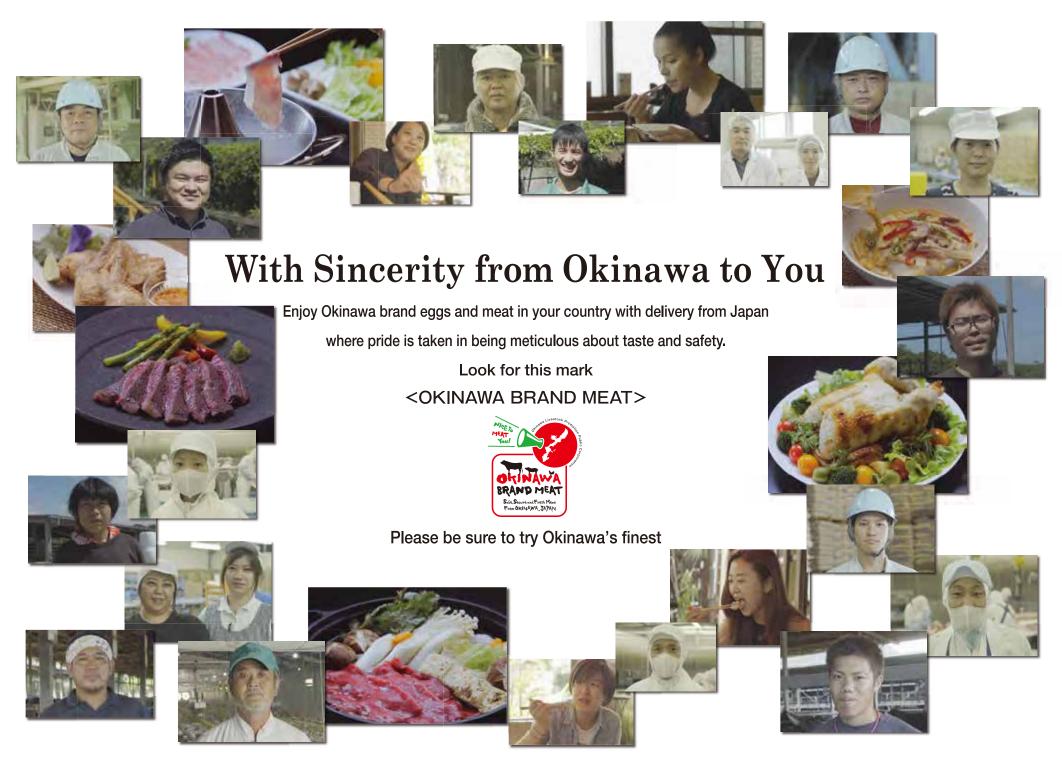




# **Speedy Transport While Maintaining Quality**

Containers equipped with freshness retention technology are used to transport commercialized meat by air to countries throughout Southeast Asia.

Transport from Okinawa's Naha Airport to major cities in Asia is within a four-hour radius. International logistic capabilities are continually developing and the network of international routes is always expanding. In the hope of having many consumers enjoy Okinawan products, delivery is available at any time and retains both taste and quality





# TASTINESS HAS NO BORDERS

**Okinawa Livestock Promotion Public Corporation** 

Including some pictures from OCVB