



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.



Shuri Castle, a World Heritage Site



Ryukyuan Traditional Performing Arts



Shisa



Ryukyuan Court Cuisine



Okinawan Stewed Pork (Rafutee)

Okinawa's History and Food Culture

In days past, Okinawa was once known as the Ryukyu Kingdom. From Shuri 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

Broiler Breeding Facility



To prevent the infiltration of infectious livestock diseases, thorough sanitation controls are in place, beginning with the disinfection of vehicles and workers when they enter the plant as well as farms and livestock sheds. Windowless poultry barns are used to keep wild animals out. Computer systems control temperature, humidity and other aspects of the barn climate, and disperse feed and water for raising the poultry. Professionals employ their expertise to properly manage the health of the broilers.

Process from Egg Washing to Carton Packaging

Okinawa Egg & Poultry Distribution Center



Eggs collected from farms are washed, dried and packaged in an automated process, during which they are thoroughly disinfected twice. These sanitary conditions expedite egg processing for commercial consumption, allowing fresh delivery to the table.





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 just as if the products came from next-door.

With Sincerity from Okinawa to You

Enjoy Okinawa brand eggs and meat in your country with delivery from Japan
where pride is taken in being meticulous about taste and safety.

Look for this mark

<OKINAWA BRAND MEAT>



Please be sure to try Okinawa's finest



TASTINESS HAS NO BORDERS

Okinawa Livestock Promotion Public Corporation

Including some pictures from OCVB