



Matsusaka Beef

3-years straight winner*

Matsusaka beef carcass
competition 2017-2019

Ito Ranch

*Grand prize winner

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ITO RANCH

Matsusaka Beef



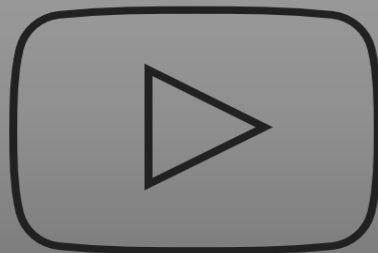
info@k-icon.com for more advance info

Booth: 7-50



Mr ITO, Hiroki **CEO, Ito Ranch Limited,** **Talks about** **Matsusaka Beef**

A Starring Actress of Wagyu,
who has not performed
on the center stage for a long time



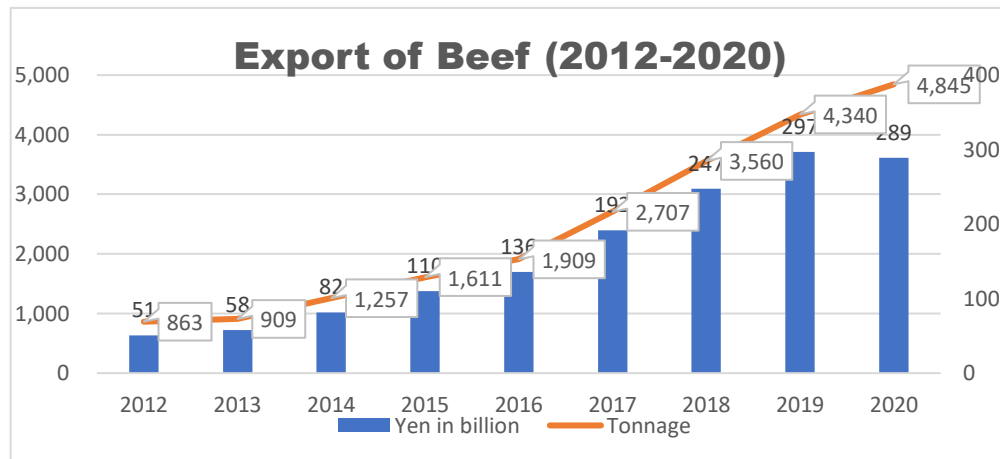
<https://www.youtube.com/watch?v=6Le3SU31pV8>



Wagyu beef exported overseas

Export volume of Wagyu

In 2020, exports of agricultural, forestry and fishery products and foods were 922.3 billion yen (+1.1% year-on-year), a record high for eight consecutive years in the Ministry of Agriculture and Forestry statistics. Among them, the export value of beef is 28.87 billion yen, accounting for about 3.13%. Considering this figure on an easy-to-understand head basis, it is estimated that about 30,000 heads (4,845,000 kg / 150 kg = 32,300) were exported annually. In this way, riding on the recent boom in Japanese food, the amount exported is on the rise.



Export volume of Matsusaka beef

As mentioned earlier, while the amount of Wagyu beef exported is on the rise, the export volume of Matsusaka beef in Fiscal Year 2020 is **zero** in statistics according to the Ministry of Agriculture, Forestry and Fisheries.

Why Matsusaka Beef has not been exported

Reason 1: Limited processing facilities certified as Matsusaka Beef brand

The use of the Matsusaka beef brand was limited to those slaughtered at two locations in Japan, Matsusaka Slaughterhouse in Mie Prefecture and Shibaura Slaughterhouse in Tokyo, by the Matsusaka Beef Council, which is an organization of its producers and an issuer of certificate of 'Matsusaka Beef'. Therefore, Matsusaka beef brand cannot be used even if all other requirements of Matsusaka beef are met. The reality is that the opportunity to export Matsusaka beef overseas is limited.

Reason 2: Limitation of facilities conforming to certification standards by the export destination country

The second reason is the issue of the country that permits imports. Of the two slaughterhouses mentioned above, there is no country that permits the import of beef slaughtered at the Matsusaka slaughterhouse. In addition, even if they are slaughtered at the Tokyo Shibaura Slaughterhouse, Thailand, Macau, Vietnam, and Myanmar are the only countries that allow imports,

Signs of a major change in the stage

Export Opportunities

With the United States, one of the world's two largest consumer countries, the U.S.-Japan trade agreement is expected to ease the export quota of low tariffs to up to 65,005 tons due to the entry into force, and exports to China, which were suspended in 2001, are expected to be resumed shortly for the first time in about 20 years, indicating that major export barriers will be removed. Not only the Japanese government, but also those involved in the livestock industry, such as husbandry and meat wholesalers, have begun to look to exports.

On the other hand, looking at domestic market, there are concerns about the 'shortage of Wagyu beef production' due to the aging of the livestock industry and the decrease in the number of farmers. Additionally, there is a tendency for domestic consumers to shy away from expensive Wagyu beef. Under these circumstances, these factors are pushing the overseas export orientation of Wagyu beef.

Matsusaka Beef Export Opportunities

Worried about the reality that the opportunities of overseas people to eat real Matsusaka beef are extremely limited and driven by a passionate thought that 'Matsusaka beef has no future as it is', we have been, since 2014, working to remove this barrier in collaboration with Ito Ranch, quality Matsusaka cow producer who won unprecedented achievements in the first prize at the Matsusaka Beef Carcass competition for three consecutive years in 2017-2019.

As a result of these untiring efforts, we could realize commercial exports of Matsusaka brand beef by slaughtering other than Tokyo Shibaura Slaughterhouse although the quota is only 24 cows per year by the end of fiscal 2021. Stage setting for full-scale export are in place.



Japan's Three Major Wagyu Beef

Matsusaka beef, along with Kobe beef, has always been counted as one of the three major Wagyu beef in Japan. The third is Omi beef, Yonezawa beef or others. There is a change in the evaluation. While requirements of Kobe beef include castrated cows as well, Matsusaka beef is limited to female cows. This is because Matsusaka beef is said to be the queen of Wagyu.

Matsusaka Beef

Matsusaka beef, famous for its softness, highly developed flavor and beautiful 'sashi' (marbling), melts softly in the mouth. To obtain its excellent quality, Matsusaka beef cows are bred in a calm environment. Cows usually eat rice, bran, wheat, and corn, but gets regular massages or listens to soothing music. To make fattening even more unique, they also relax their spirit and provide beer to produce better quality meats to increase appetite of cows. In addition to this unique fattening, various breeding methods cultivated through tradition and experience creates high-quality enchantments unique to Matsusaka beef.

Definition of Matsusaka beef

It is defined that it must be Kuroge Wagyu (Black Japanese cow), virgin, and registered in Matsusaka beef identification management system, that its fattening period in the Matsusaka beef production area (formerly 22 municipalities) is the longest and final, that it is introduced into the Matsusaka beef production area by the age of 12 months old, and that travelling after introduction is limited to the production area. (Matsusaka Beef Council website)

The secret of the deliciousness of Matsusaka beef

It is said that there are three secrets of the deliciousness of Matsusaka beef.

- | | | |
|-------------|--|--------------------------|
| 【Fragrance】 | Sweet and elegant fragrance | (Wagyu beef fragrance) |
| 【Fat】 | Healthy and high-quality fat | (unsaturated fatty acid) |
| 【Texture】 | Instantly melts and mellows in the mouth | (fat melting point) |

Among them, the primary reason why the taste is expressed as 'melty taste', or 'smooth tongue' is thought to be subject to the quality of fat called 'unsaturated fatty acid'.

Characteristics of fat in Matsusaka beef

Fat is categorized into 'saturated fatty acids' and 'unsaturated fatty acids', and the ratio of unsaturated fatty acids to saturated fatty acids in Japanese beef is greater than that of imported cows and other breeds.

Matsusaka beef contains 'unsaturated fatty acid' even more than common Wagyu beef.

- * The fat melting point changes depending on the individual of the cow (fattening period, etc.).
Studies have found that the longer the fattening period, the lower the fat melting point.

Unsaturated fatty acids and deliciousness

Unsaturated fatty acids have a lower melting point (the temperature at which fat dissolves) than saturated fatty acids, so if you put Japanese beef in your mouth, the fat will melt softly and taste more delicious than imported beef.

Texture of Matsusaka beef

Texture is for fat melting point. Matsusaka beef fat dissolves at a lower temperature. Unsaturated fatty acids have a low melting point, so as soon as you put Matsusaka beef in your mouth, it melts and feels mellow.

Characteristics of fat in Matsusaka beef

Matsusaka beef has a high ratio of unsaturated fatty acids, so it has the lower melting point in comparison with other cows beef breeds, namely dairy cows, crossbred cows, other Wagyu cows. Thus, its texture melts mellow and emphasizes deliciousness.

Breeds and fat melting points of cows

Breed	Subcutaneous structure	Melting Point (°C)
Matsusaka Beef	subcutaneous fat	17.4
Wagyu	subcutaneous fat	25.9
Crossbreds	subcutaneous fat	29.9
Dairy cow	subcutaneous fat	30.2

Mie Prefectural Livestock Research Institute, as of March 27, 2006 (288 samples)

The fat melting point of Matsusaka beef is around 17 degrees in the current study. Some indicate 13 to 14 degrees, which melts out in the palm of the hand.

The melty texture of Matsusaka beef is related to this rich unsaturated fatty acid!

Healthy fats

Unsaturated fatty acids are said to have the effect of lowering bad cholesterol level and smoothing the blood. In addition, unsaturated fatty acids have antioxidant properties, so moderate intake is expected to improve blood cholesterol level or prevent cancer and lifestyle-related diseases.



Ito Cow Ranch

Matsusaka beef produced at Ito Cow Ranch is known for their production of more than 90% of A5 grade.

The ranch won the distinguished honor of the first prize at the Matsusaka Beef Carcass Competition consecutively for three years from 2017-2019 which proves to be another honorable achievement in over 60 years history of the competition.

In the August 2017 issue of 'Culinary Report', culinary magazine, Yukio Hattori, one of Japan's leading culinary researchers, introduced Ito Ranch beef as 'Cooking ingredients we want to deliver to the future' and as 'Art of meat'.



- Ito Ranch website : <https://yakinikuito.com/company/>
- Visiting Ito Cow Ranch (YouTube Video) <https://www.youtube.com/watch?v=gQ1bd9lef4>
- Matsusaka Beef Carcass Competition Awards Winning Records (Attached)
- Ito Cow Ranch (Brochure attached)
- Matsusaka Beef (Brochure attached)

K-icon Company Limited

K-icon Co.,Ltd is the official representative company of Ito Ranch specializing in export of Ito ranch beef.

- K-icon Co.,Ltd web site : <https://www.k-icon.com/>

Reference materials for Matsusaka Beef

1. Japan Livestock Products Export Promotion Council (General Website)
<http://jlec-pr.jp/ja/>
2. 'Wagyu' (Japanese Beef) edited by Japan Livestock Products Export Promotion Council (separate brochure)
3. 'Matsusaka Beef' (separate brochure)
4. 'Ito Ranch' (separate brochure)
5. Matsusaka Beef Carcass Competition Awards Winning Records (separate sheet)
6. Ito Ranch (Website, Japanese) <https://yakinikuito.com/company/>
7. 'Culinary Report', culinary magazine, August edition, 2017 (copy – Japanese version)
8. 'Visiting Ito Cow Ranch' (YouTube video) <https://www.youtube.com/watch?v=gQ1bd9lef4>
9. 'Matsusaka Beef' (YouTube video by Matsusaka Beef Cow Producers Association)
10. Matsusaka beef Chronological table
<https://www.city.matsusaka.mie.jp/site/matsusakaushi/nenpyo.html>
11. K-icon Company profile (separate brochure)