

Regional brand in Japan

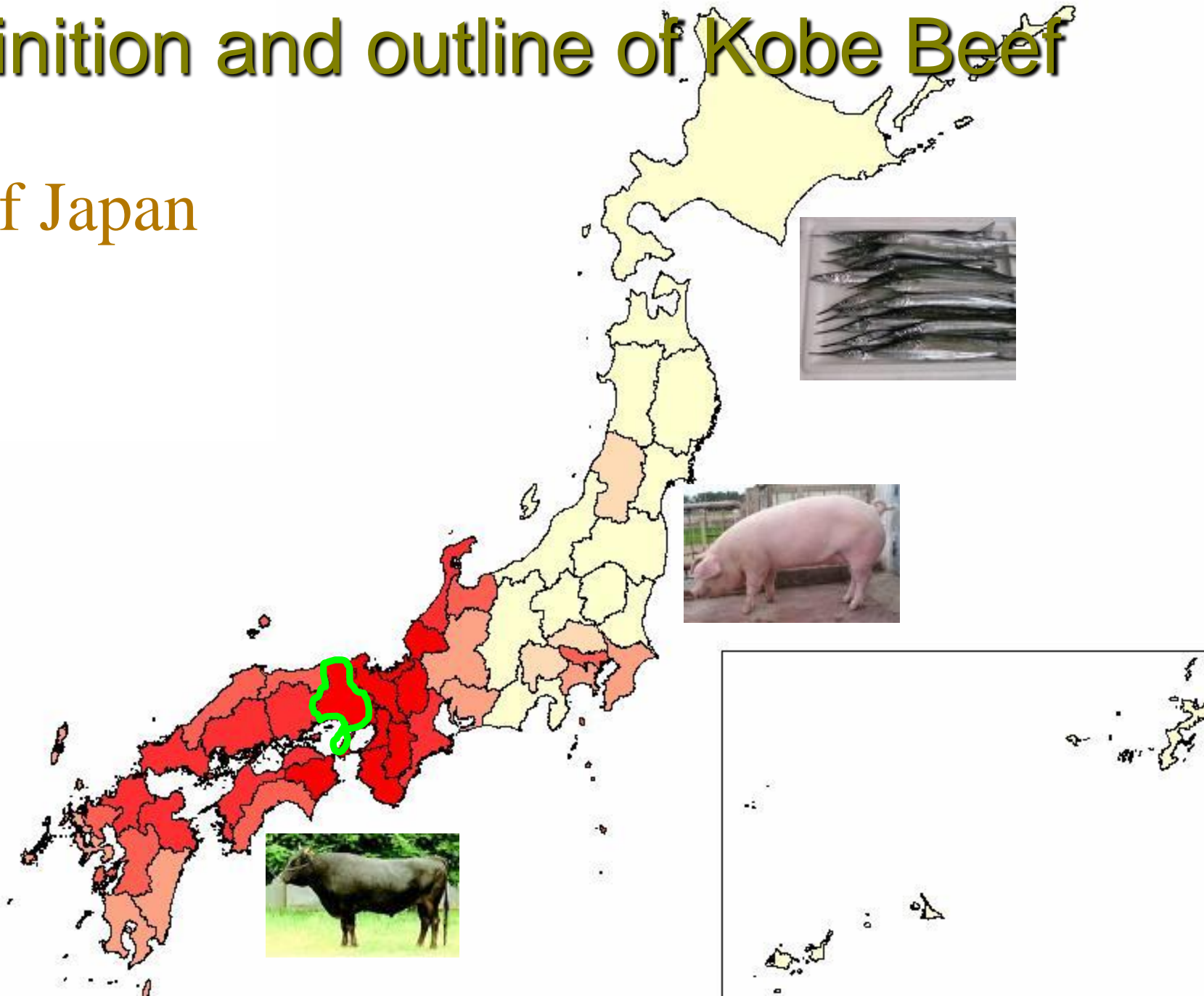
– Case of Kobe Beef

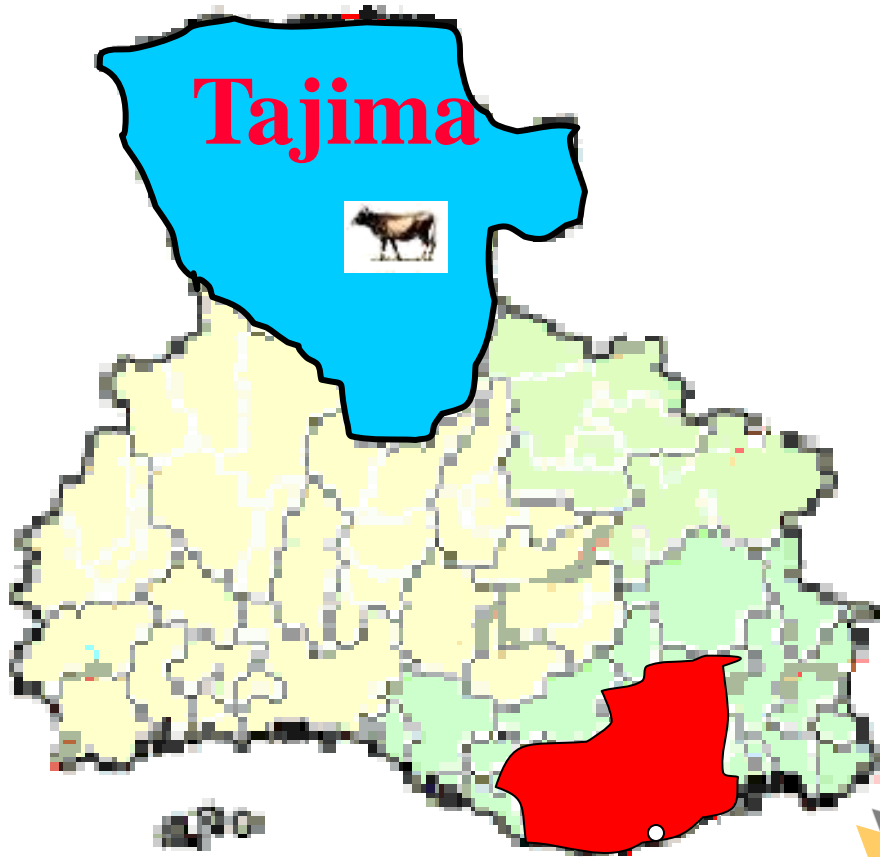
**Secretariat of Kobe Beef
Marketing & Distribution
Promotion Association**

**TETSUNORI TANIMOTO
Manager of Livestock Section
HYOGO HEADQUARTERS NATIONAL
FEDERATION OF AGRICULTURAL
CO-OPERATIVE ASSOCIATIONS**

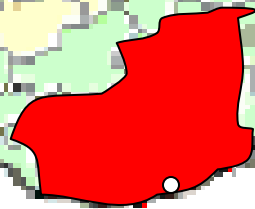
. Definition and outline of Kobe Beef

Map of Japan

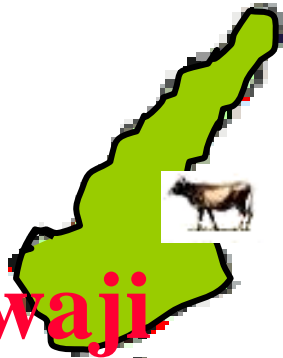




Tajima



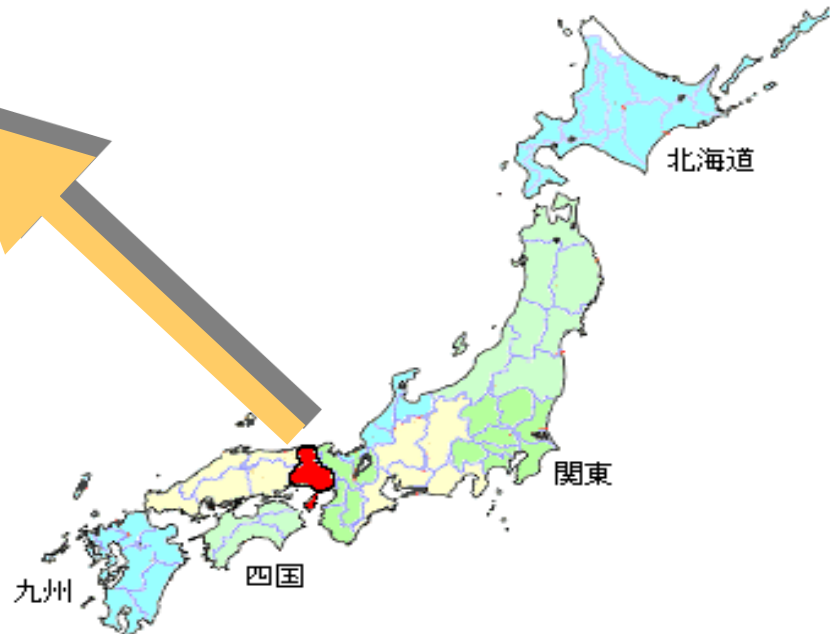
Kobe



Awaji



Hyogo



北海道

関東

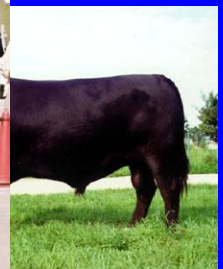
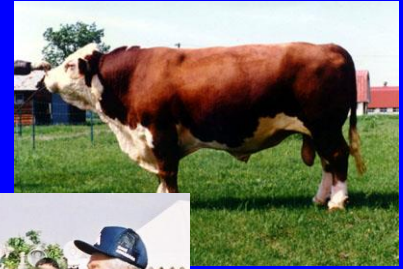
四国

九州

Types of beef cattle

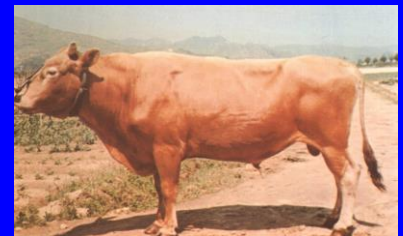
Japanese cattle

Tajima cattle



Hybrids

KOBE BEEF



Beef consumption in Japan

1,200,000 t

Of which;

Domestically produced beef

500,000 t

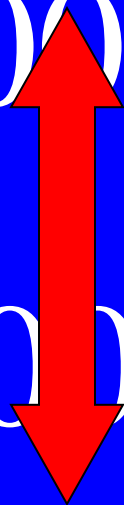
Annual number of Tajima cattle

0.06%

2,000 t

Kobe Beef component

1,300 t



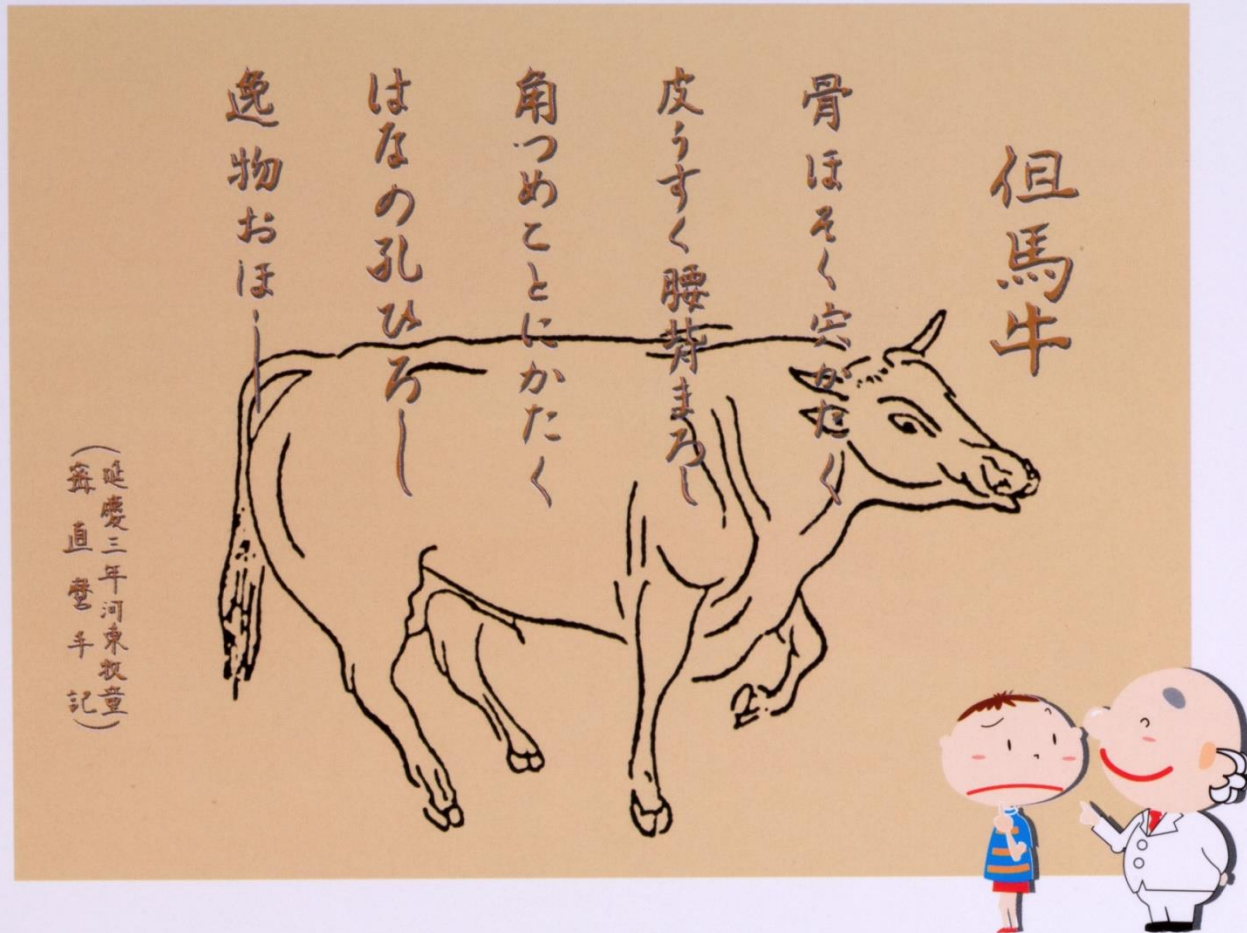
2. History of Tajima cattle

- Cattle arrived from Korean peninsula (for sustaining power of local ruling family and cultivating land).
- Legend of amenohiboko,
- In folklore, Amenohiboko, prince of Silla, is said to have arrived and settled himself in Tajima, contributing greatly to the creation of cattle culture in Tajima province.
- In the 6th Century, dairy products were processed from milk and paid as tribute to the ruler.
- In the 9th Century, Tajima cattle were used as traction animals for carriages conveying aristocrats.

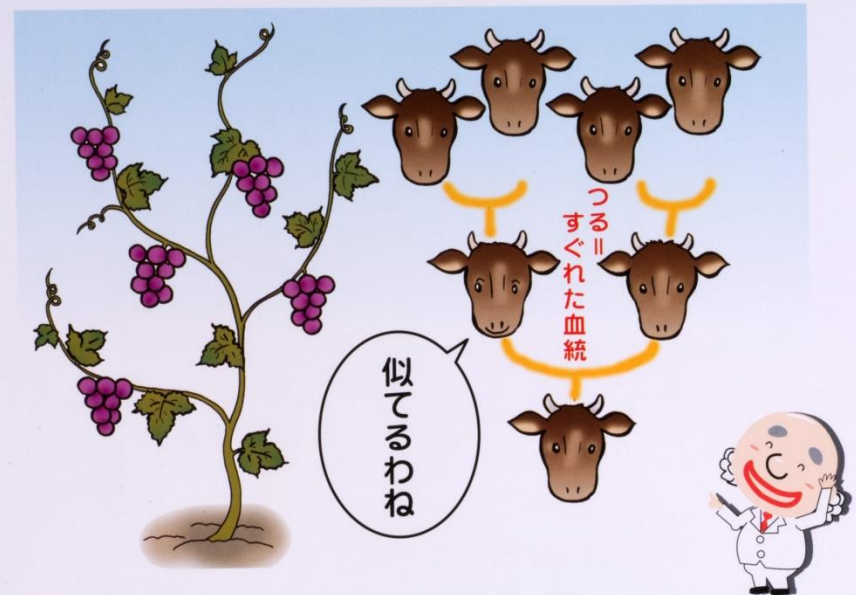


1310

10 pictures of cattle from different provinces
created by: Neino-Naomaro
It describes the advantages of Tajima cattle
identified also at present.



- 1898 “Cattle identification register of Mikata County” was established.
 - 1918 Pedigree registration of Tajima cattle was started.
 - 1943~50 Association of pedigree cattle was established.
 - 1956 Stud bulls were centrally controlled by the prefectural government of Hyogo. (Starting artificial insemination)
 - 1964 Starting the test of meat production capacity.
- Cattle was improved by using only Tajima cattle lines without crossing with breeds from other prefectures (closed breeding)
 The Tajima cattle is utilized to improve local cattle breeds throughout the country.



3. History of Kobe beef

538	Since the advent of Buddhism, due to the influence of its teaching, the custom of eating beef had not developed in Japan. Also in order to conserve the valuable cattle, the law prohibiting people from eating meat was promulgated.
1858	The port of Yokohama was opened. In order to supply the expatriates living there with meat, cattle were transported from Kobe by boat.
January 1 Jan. 1868	The port of Kobe was opened as the first trading port in Japan. An enclave for expatriates was established in Kobe. Tajima cattle that were being employed for traction purposes in the neighborhood of Kobe were used as food. The popularity of good taste of “Tajima cattle beef” spread worldwide through the reputation among foreigners and it came to be called “Kobe beef”. Gradually, Japanese people as well began to eat beef.



September
1983

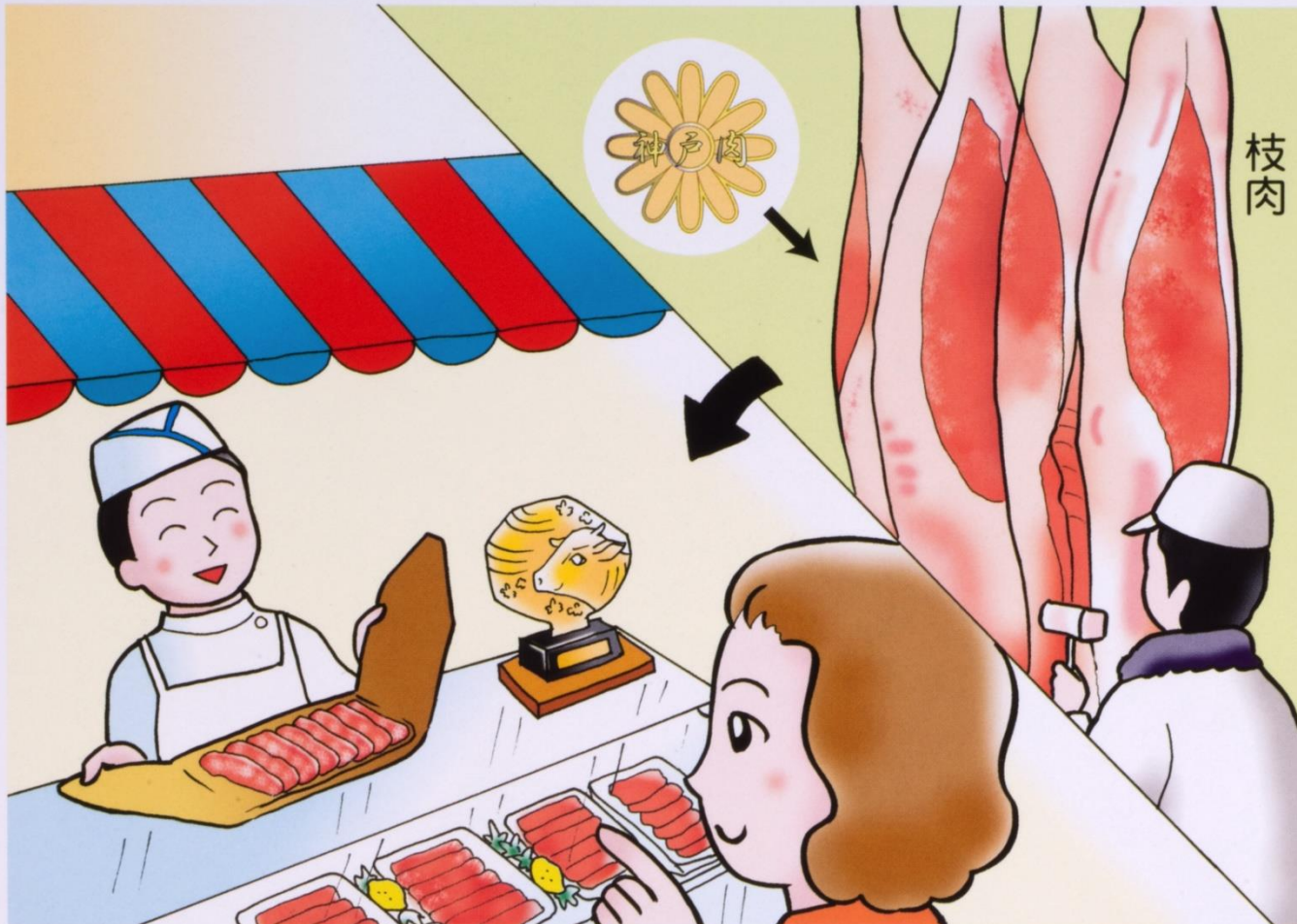
Establishment of Kobe Beef Marketing & Distribution Promotion Association
(established by producers, distributors, consumers)

1. Clearly defining the requirements for “Kobe beef” and issuing the “Certificate of Kobe beef”
2. Retailers and producers are designated and registered
3. Monuments in bronze are displayed in designated stores.



2001


Acquisition of registered trademarks
“Nojigiku mark”, “Monument”



September 2001	BSE was identified in Japan for the first time. Beef prices crashed.
January 2002	Strengthening the law of JAS (Japan Agricultural Standards) Fraudulent practices of displaying false name of place of origin jeopardize the company existence.
February 2002	While prices of beef in whole country stagnated, those of “Kobe beef” soared. “Certificate of Kobe meat” , that had been issued since the foundation of Commission was appreciated by consumers.
April 1, 2006	Regional collective trademark system (Trademark Act) came into force.
August 3, 2007	Acquisition of regional collective trademarks: “Kobe Beef”; “Kobe Meat”; “Kobe Cattle”
October 12, 2007	Acquisition of regional collective trademarks: “Tajima Beef”; “Tajima Cattle”

<p>June 2009</p>	<p>Launching the “System of pedigree certification for Tajima cattle”</p> <p>If a consumer input a ten-digit code on the purchased beef into “System of pedigree certification for Tajima cattle”, he or she is able to identify immediately if the meat is “Kobe beef” or not.</p>
<p>November 2009</p>	<p>Launching Mobile Version of “System of pedigree certification for Tajima cattle”</p>

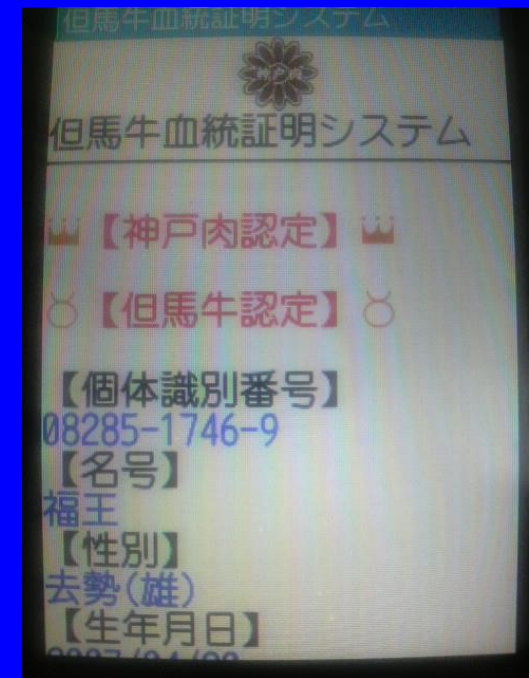
WEB Version

<p>個体識別番号 08285-1746-9</p> <p>名号 福王</p> <p>性別 去勢(雄)</p> <p>指定繁殖生産者 淡路市草香北 大田原 穂</p> <p>指定肥育生産者 神戸市西区押部谷町 中西 義徳</p>	<p>市場名 神戸市中央卸売市場西部市場</p> <p>生年月日 2007/04/20</p> <p>上場日 2009/11/30</p>	
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血統図

	祖父	曾祖父
	谷福土井	安谷土井
父 福広土井	祖母	曾祖父
	かずひめ	菊安土井
	祖父	曾祖父
	照長土井	菊照土井
母 ぎらら	祖母	曾祖父
	やすこ	菊安土井

Mobile Version



但馬牛血統証明システム

但馬牛血統証明システム

【神戸肉認定】

【但馬牛認定】

【個体識別番号】
08285-1746-9

【名号】
福王

【性別】
去勢(雄)

【生年月日】
2007/04/20

Addressing “Good Taste” of Hyogo Prefecture ① <Quality of Fat>



Sampling



Analysis



Analysis
result



Check at the spot and judge the result

Requires a long time
Difficult to check
many samples



Meat fat measuring instrument for simple measurement of fat

Optical fiber method

The light reflection/dispersion varies depending on the quality of meat.
Analysis and assumption with a computer
Simple, quick, low cost, non-destructive, etc.

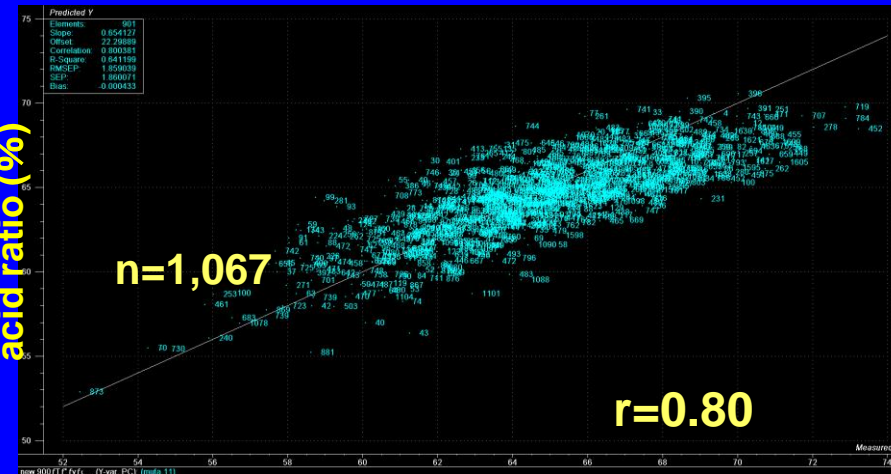


Measuring scene



Meat fat measuring instrument

Mono-unsaturated fatty acid ratio (%)



Near-infrared spectrum measurement value

Relationship between the fat of the carcass that is measured by the meat fat measuring instrument and ratio of mono-unsaturated fatty acid

Winner of "Fat Quality Award"

10th National Japanese Beef Ability Expo
October 25 ~ 29, 2012
Sasebo City, Nagasaki Prefecture



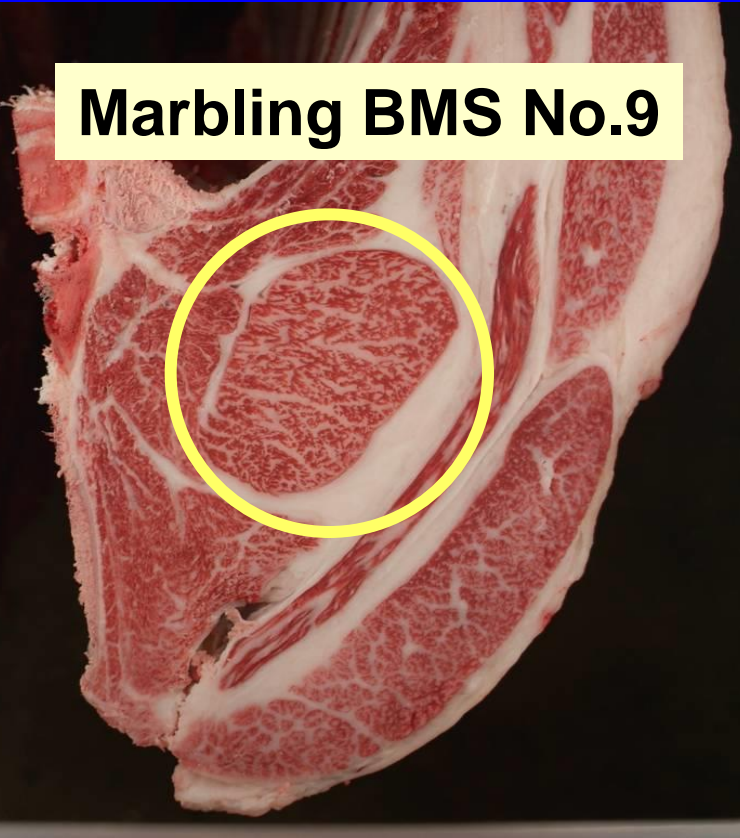
Of 175 Tajima Cattle
No.1

(Mono-unsaturated fatty acid content)

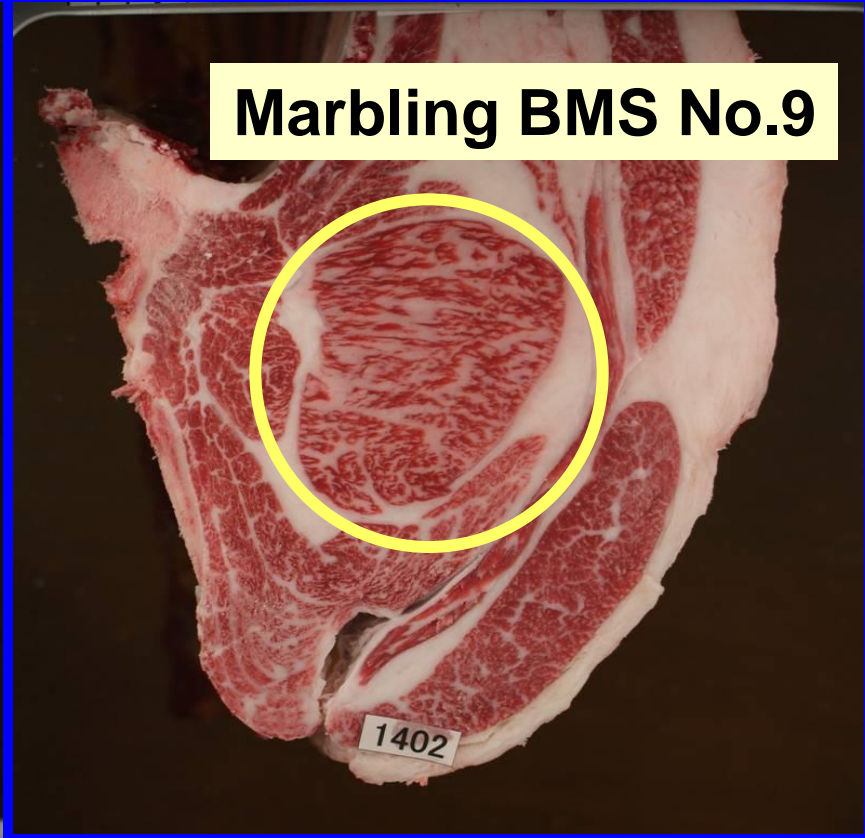
Addressing “Good Taste” of Hyogo Prefecture ② <Small marbling>



Marbling BMS No.9



Marbling BMS No.9

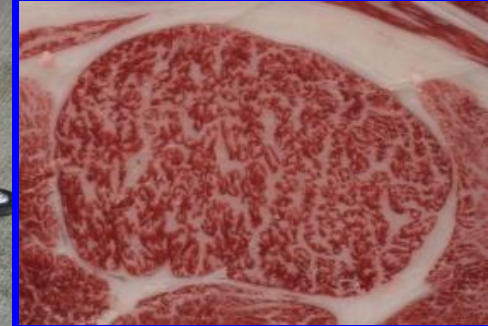


Small marbling

- Softness
- Chewability
- Ease of swallowing
- Taste as a whole

<Evaluation of small marbling>

Roughness index 0.11
Fineness index 3.55



Roughness index 0.22
Fineness index 2.53

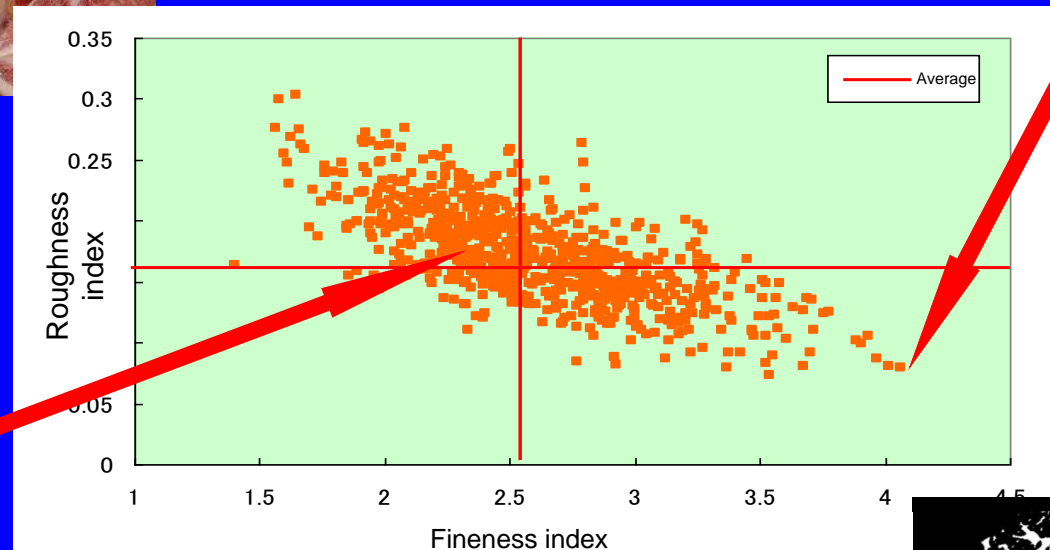
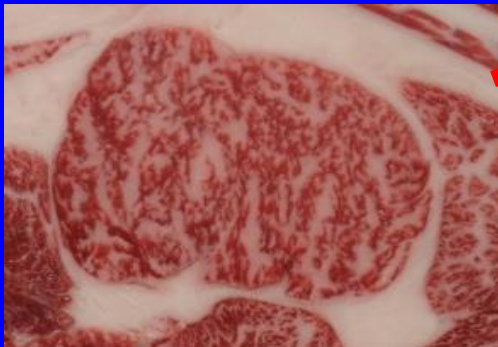
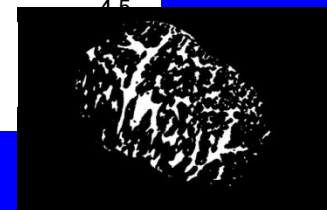


Figure 1 Fineness index and roughness index of Kobe Beef



①Improvement of meat production performance using the breeding value

Improvement of the fattening technology

②New index of good taste

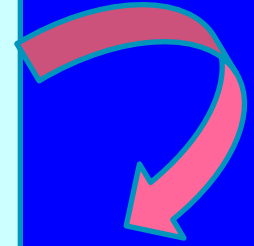


Fat measuring instrument



Carcass image photographing device

③Securing genetic diversity



Delicious beef
Kobe beef



Definition of Tajima cattle

- Pedigreed cattle bred by mating historically only with stud bulls owned by the prefectural government of Hyogo
- Cattle calved and raised in Hyogo prefecture
- Cattle fattened by registered association members until the time of shipment and delivered to meat centers in Hyogo prefecture
- Cattle with age older than 28 months and younger than 60 months
- Cattle with a yield ratio grade of A or B

黒毛和種

子牛登記

左佳 博光



平成18年 3月25日生

登記記号番号 2006子淡路黒 416

発行年月日 平18.06.20

育種価年 平18.2 地 兵庫

発行支部名 兵庫県支部 (支所) (淡路支所)

問合せ番号 292-1064333-007

検査年月日 平18.06.02

検査委員 城田 和尋

種付年月日 平17.06.07

人工授精師 氏名 薮内 博章

損徴・特記



父 光照土井

黒原 3735 (82.4)

16育種 14

現検 H13 G=16

育種価AACCBA

母 としこ

黒原1064333 (82.1)

祖父 照長土井

黒原 1742 (82.5)

黒高 960 ()

祖母 みつやす

黒原 659776 (80.0)

黒高 121508 ()

祖父 谷美土井

黒原 1304 (81.6)

黒高 210 (82.9)

祖母 あやてる

黒原 550914 (79.8)

産検 直検1.16

間検 3.0

H01 45 74.3

産検 間検0.81 +4.5

S61 53 10

曾祖父 菊照土井

黒原 10787 (79.3)

黒高 100 (81.1)

曾祖父 菊安土井

黒原 575 (81.2)

黒高 125 (81.6)

曾祖父 安谷土井

黒原 472 (81.4)

黒高 85 (82.7)

曾祖父 菊照土井

黒原 10787 (79.3)

黒高 100 (81.1)

繁殖者 (管理者)

兵庫県洲本市前平

奥野 博己

(2809001-62050031)

預託 No. 223/585

和牛改良組合認定番号

兵 -11

生時体重

Kg



個体耳標 01115-7588-6

セリ年月日

18.11.18

セリ番号

223

セリ体重

個 格

Definition of Kobe beef

Qualification

Heifer Steer

BMS number

No. 6 or higher

BMS no.	1	2	3	4	5	6	7	8	9	10	11	12
Meat quality grade	1	2	3	4		5					6	

Carcass weight

Less than 470 kg

4. Distribution of Kobe beef

**Kobe Beef Marketing & Distribution
Promotion Association**

**Designated registration
system**

**Consumers'
representatives**

JA Group

**Commissioned
membership system**

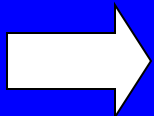
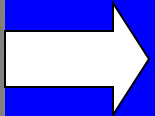
Monitor system

**Technical
guidance**

Producers

Meat centers

**Wholesalers,
retailers,
restaurants**



【Designated registered breeders/producers】

They breed calves of Tajima cattle and foster them until they weigh 250 kg.

1. All calves get an earmark with ten-digit code and registered at Livestock Improvement Center
(all of subsequent transfers are reported to the Center)
2. Calves undergo inspection by National Association of Japanese Cattle Registration, are registered, and calf registration documents are issued..
3. Cattle are registered in “System of pedigree certification for Tajima cattle” by Commission for Promoting Distribution of Kobe Meat.



Average price of calves (steer)

- 632,000 yen (2014)

Number of heads of breeding cows
of Tajima cattle

- 16,000 heads

Number of farm households
breeding Tajima cattle

- 1,360 households (Feb. 2014)

【Designated registered fattening producers】

Fattening farmers purchase calves at markets of Tajima cattle. They raise Tajima cattle to make them weigh about 700 kg. Fattened cattle are shipped to meat centers inside Hyogo prefecture.



【Cattle are put on meat centers/carcass markets】

Inspection including BSE and quality rating.

They are put on 6 markets in Hyogo prefecture (Kobe, Kakogawa, Nishinomiya, Himeji, Sanda, Tajima).

If a designated registered store purchases a carcass of “Kobe beef”, a “Certificate of Kobe meat” is issued.



【Wholesalers with status of designated store】

Sales of article to retailers and restaurants as “Kobe beef”.

【Retailers with status of designated store】

Sales of dressed beef as “Kobe beef” to consumers.

【Restaurants with status of designated store】

Offering dishes as “Kobe beef” to consumers.

【Consumers】

Information about purchased “Kobe beef” is provided through the “System of pedigree certification for Tajima cattle” run by Kobe Beef Marketing & Distribution Promotion Association.

Number of designated stores

- 266 stores (Aug. 2014)

Number of designated producers

- 306 households (Jul. 2014)

Number of heads of Tajima cattle
processed into carcasses

- 7,160 heads (Aug. 2014)

Number of Kobe beef cattle
approved annually

- 3,500 heads (Aug. 2014)

Approval rate of Kobe beef

- About 65 %

5. Registration of trade marks of Kobe beef

Graphic trade mark



February 16, 2001

3D trade mark



July 6, 2001



Trade marks by characters

神戸肉

神戸ビーフ

神戸牛

但馬牛

但馬ビーフ

August 3, 2007

October 12, 2007

6. Export of Kobe Beef

2012/02/02~2015/3/31

Country	Weight	Country	Weight
Macao	11,175.2kg	Germany	5,870.9kg
Hong Kong	37,528.0kg	France	627.0kg
USA	4,639.1kg	Switzerland	658.8kg
Thailand	1,833.3kg	UK	349.3kg
Singapore	7,522.0kg	Belgium	48.0kg
Vietnam	352.3kg	Spain	45.6kg
Monaco	6,998.2kg	Denmark	42.9kg
Netherland	2,874.6kg	Total	80,565.2kg

Effects of Export

① Market vitalization

→ Increase of domestic market competitive power by export

② PR by using mass communication

→ Well-informed news media = Reduction of false report

→ Well-informed consumers = Consumer behaviors

③ Enhancement of consumer recognition by getting attention

→ Desire to know = HP access

Obtaining correct knowledge

④ Increase of registered shops

→ Wish to handle topical products/genuine products

=Increase of competitive power

Transition of the Number of Association Homepage Accesses

	2012 01	2012 02	...	2012 06	2012 07	...	2012 11	2012 12	...	2013 06	2013 07	...	2014 06	2014 07	2014 08	...	2014 11	2014 12	2014 01	2015 02
No. of accesses	4,371	3,410		3,022	3,786		3,432	4,360		5,121	4,433		10,456	6,872	6,800		7,063	6,308	6,509	6,183
Japan	3,342	2,517		2,059	2,191		2,413	2,525		3,752	3,039		3,552	4,392	4,533		4,253	4,317	4,182	3,894
USA	379	226		282	304		295	940		509	355		4150	788	723		833	433	519	369
Hong Kong	41	51		66	571		71	55		81	76		101	63	74		85	138	93	123
Thailand	21	13		12	8		5	13		17	66		32	23	49		40	29	23	25
Singapore	13	18		13	19		22	23		37	161		70	64	69		115	111	127	118
Macao	2	55		5	20		9	10		6	2		—	—	—		—	—	—	—
EU	—	—		—	—		—	—		—	—		1,049	882	671		893	697	889	989

1/29 Initial export
departing ceremony
Macao Initial shipment

7/18
Hong Kong Initial
shipment

11/29
USA Initial
shipment

7/22 Singapore
Local Ceremony

7/8
EU Initial
shipment

Brand Management in Overseas Regions

- Restricting the distribution to only the registered shops within and outside of Japan
- Releasing the meat export managing table in the Association Homepage
- Stipulation in the Tajima Beef Authenticity Certificate System
- Guidance by appointing the local monitor staff
- Preparation of the overseas version of the Kobe Beef Certificate of Authenticity and expiration date

神戸肉之証		
Kobe Beef Certificate of Authenticity		
出荷者名 Shipper's name		
個体識別番号 Individual ID number	/	/
発行年月日 Date of issue	/	/
有効年月日 Date of expire	/	/
神戸肉流通推進協議会長 Chairperson, Kobe Beef Marketing & Distribution Promotion Association		

Brand Registration in Overseas Regions

- Korea "Kobe Meat" "Kobe Beef" "Kobe Cattle" "Tajima Cattle" "Tajima Beef"
August 7, 2009 Registered
- Taiwan "Kobe Meat" "Kobe Beef" "Kobe Cattle" "Tajima Cattle" "Tajima Beef"
May 1, 2010 Acquisition of right by registration of declaration of non-request of right
- China "Kobe Meat" "Kobe Beef" "Kobe Cattle"
August 11, 2011 Requesting re-judgment
"Tajima Cattle" "Tajima Beef"
November 14, 2012 Registered
- Hong Kong "Kobe Meat" "Kobe Beef" "Kobe Cattle"
September 12, 2011 Registered
- Macao "Kobe Meat" "Kobe Beef" "Kobe Cattle" "Tajima Cattle" "Tajima Beef"
January 31, 2013 Registered
- Thailand, Vietnam, USA Under submission

神戸ビーフ®の世界へようこそ

KOBE
Beef
THE FINEST BEEF
IN THE WORLD

<http://www.kobe-niku.jp>