



Helping to Resolve Social Issues through Our Business **3**

Procuring Food through a Sustain Cycle Project

Junwakei Chicken

Social Issues

- ▶ Improving Japan's self-sufficiency for animal proteins
- ▶ Improving Japan's self-sufficiency for animal feed
- ▶ Harmonious coexistence with local communities
- ▶ Biodiversity (sustainability of breeds)
- ▶ Sustainable food production

According to a 2018 survey, Japan's self-sufficiency rate for broilers (chickens used for meat) is relatively high at 64%. However, the self-sufficiency rate for pure Japanese broiler breeders (the parents) that have been selectively bred domestically from the grandparents is only about 1-2%, based on the number of chickens shipped. Avian flu, which has spread repeatedly in Japan and abroad in recent years, has the potential to halt the import of grandparent stock. If this happens, it could devastate the domestic chicken farming industry and cause chicken dishes to disappear from Japanese dining tables.

Initiatives

Initiative 1

Born and Raised in Japan

In cooperation with an independent administrative agency in Hyogo Prefecture, we succeeded in breeding *Junwakei* chickens by crossing the *Koyuki* and *Benizakura* pure Japanese chicken breeds. Bred in Japan from grandparent stock, the *Junwakei* chicken brand was created for the domestic market for sustainable food self-sufficiency.



Initiative 2

A Method of Raising Chickens That Minimizes Their Stress

Using an up-to-date computer-based poultry management system, we strive to create a comfortable environment for our chickens. Since their brooding period is about 60 days, which is longer than other breeds, we take the time to raise them with care. That is why *Junwakei* chicken meat has the quality and deliciousness Japanese consumers demand, with tender, richly flavorful thigh meat and finely textured, soft and juicy breast meat.

Junwakei chicken Nichirei Fresh <https://www.nichireifresh.co.jp/news/detail/?id=1333> (Japanese only)

Reference : Specific Japanese Agricultural Standards (JAS) certification for sustainability for chicken meat and eggs

https://www.maff.go.jp/j/jas/jas_kikaku/prdouga.html (Japanese only)

Sustainable Regional Agricultural and Livestock

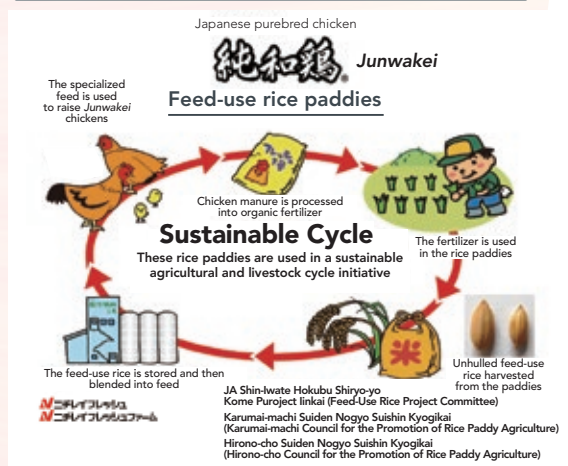
Initiative 3

Sustainable Production Cycle Project

Using a state-of-the-art high-speed biomass processing plant, we can produce organic fertilizer in about eight hours, rather than the three months or more required by our former fermentation-based composting method. Manure from *Junwakei* chickens is processed into organic fertilizer for use in cultivating the feed-use rice that is then used in their feed.

Most of the paddies we use to produce this feed-use rice are lying fallow due to rice production adjustments. The sustainable production cycle originating from *Junwakei* chicken is also helping to revitalize regional agriculture.

Sustainable Regional Agricultural and Livestock Cycle through *Junwakei* Chicken ▶ Page 71



Initiative 4

Traceability for Safety and Reliability

To deliver safe and reliable chicken to consumers, every aspect from receipt of chicks to poultry farming records and management of vaccines and other drugs is conducted under a strict program. This enables traceability by lot back through the genealogy to foundation stock.

Value Provided

Providing chicken meat with consideration for resource recycling, food sustainability and animal welfare



First Specific Japanese Agricultural Standards (JAS) certification given to a poultry product for sustainability

Introductory video on Specific JAS sustainable chickens and eggs (Japanese only)

