

Welcome to Japanese Wagyu Educational Seminar in NY



JFOODO

Organized by JFOODO

Greeting from JFOODO

Japanese Wagyu Promotion 2021

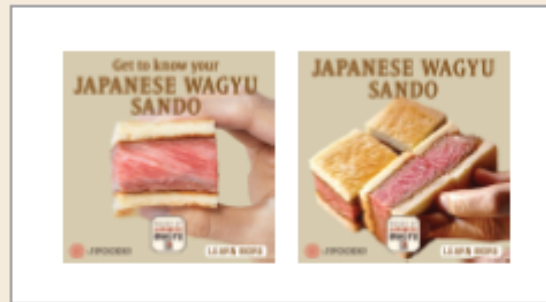
One Bite Wonder Campaign



Japanese Wagyu Sando Experience

Provide the opportunity to experience Japanese Wagyu Sando at the restaurants in NY and LA to increase media exposure of Japanese Wagyu through media and social media.

*Image is from last year



Massive Digital Advertising

Place massive digital advertisements focused on Japanese Wagyu dishes with a sense of sizzle through social media and Google. We will target mealtimes to place them in the main 3 cities.

*Image is for illustration purposes



Special Gift Box

Prepare a special gift box that features the delicate taste of Japanese Wagyu, which is perfect for the holiday season.

*Image is for illustration purposes

Today's Guest Speakers

Mr. Guy Crims



-Known as “Guy the Butcher”, veteran of the butcher business and a legend in the world of Japanese Wagyu

- In 2017 alone, he was responsible for bringing 4.3 metric tons of Wagyu beef into the U.S.

Mr. Eiichi Yamamoto



-25 years of experience as a professional butcher with his outstanding Japanese Wagyu cutting techniques

-Worked at a retail butcher shop, luxury department stores, and supermarkets throughout southern and northern Japan

Japanese Wagyu: 4 Kinds of Japanese Wagyu Breeds

1. Japanese Black



2. Japanese Brown



3. Japanese Polled



4. Japanese Shorthorn



Japanese Wagyu: 4 Kinds of Japanese Wagyu Breeds

1. Japanese Black



- Raised in most prefectures in Japan
- More than 90% of Japanese Wagyu breed

2. Japanese Brown



- Mainly raised in Kumamoto and Kochi prefectures

Japanese Wagyu: 4 Kinds of Japanese Wagyu Breeds

3. Japanese Polled



- Mainly raised in Yamaguchi prefecture
- Smallest population of the breeds

4. Japanese Shorthorn



- Mainly raised in Iwate, Aomori, Akita and Hokkaido prefectures

Japanese Wagyu: Traceability

About Individual Identification Information of Cattle

- All cattle bred in Japan are due to be earmarked with an ear tag printed **10 digits Individual Identification Number**.
- With the 10 digits number, these following information are recorded in database:
 - **Gender**
 - **Class of cattle**
 - **In the case of beef cattle**
 - **The way of breeding**
 - **Slaughter** etc.
- The purpose of the system is to secure the trust towards safety of beefs.



Since all Japanese farmers register the number of the each cattle and raise them carefully, the quality of Japanese Wagyu is maintained and highly appreciated.

Japanese Wagyu: Marbling Score

About Marbling Score:

Marbling is the distribution of soft white intramuscular fats within the red meat

| | | Yield Grade | | |
|---------------|---|-------------|----|----|
| | | A | B | C |
| Quality Grade | 5 | A5 | B5 | C5 |
| | 4 | A4 | B4 | C4 |
| | 3 | A3 | B3 | C3 |
| | 2 | A2 | B2 | C2 |
| | 1 | A1 | B1 | C1 |

Japanese Wagyu: Marbling Score

Yield Grade (A · B · C)

It measures the amount of usable meat on a carcass and range from A (the highest) to C (the lowest)

A: Higher than 72%

B: 69%-72%

C: Below 69%

Quality Grade (5 · 4 · 3 · 2 · 1)

It is calculated by evaluating four different factors:

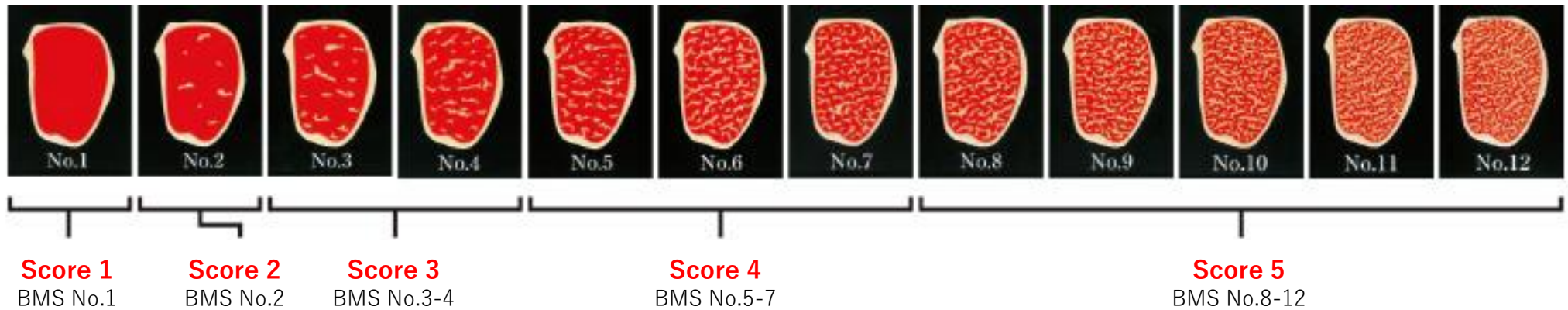
- ① Meat marbling
- ② Meat color and brightness
- ③ Meat firmness and texture
- ④ Fat color luster, and quality

Japanese Wagyu: Marbling Score

Quality Grade (5 · 4 · 3 · 2 · 1)

① Meat marbling

Beef Marbling Standard (B.M.S.): No.1-No.12

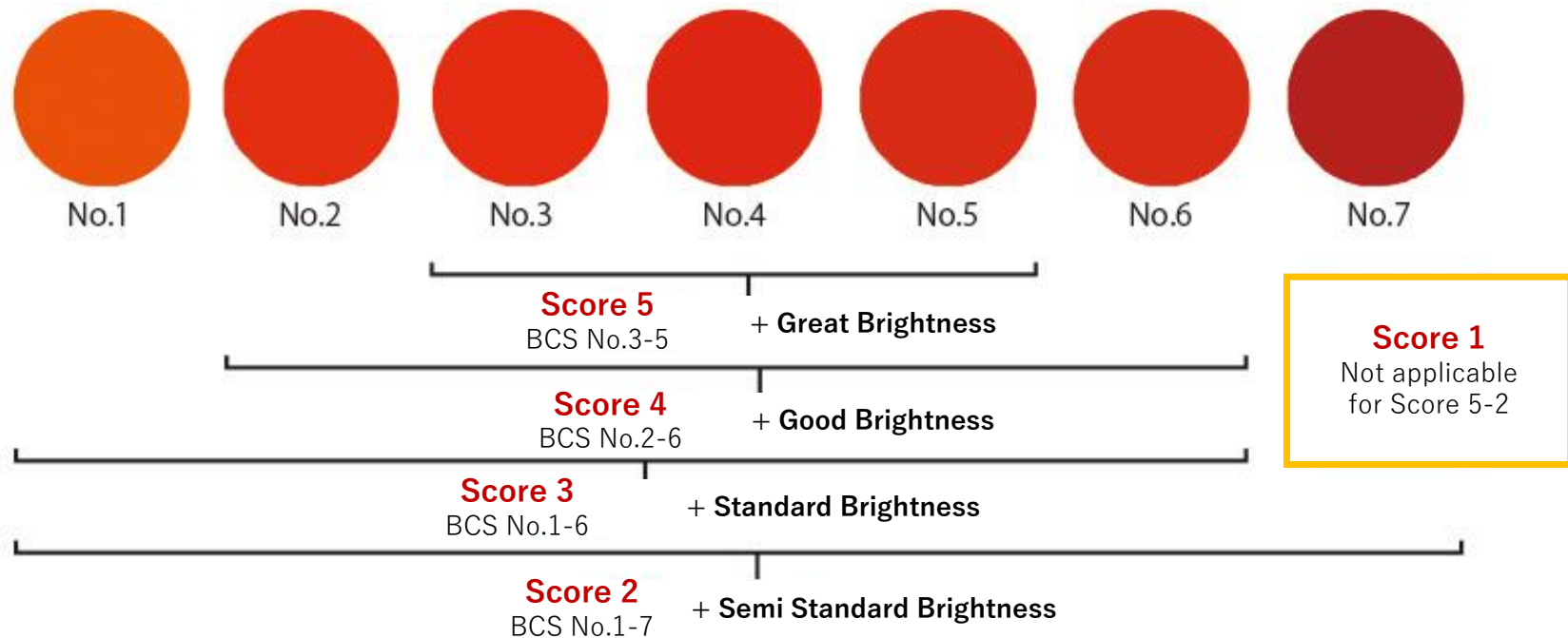


Japanese Wagyu: Marbling Score

Quality Grade (5 · 4 · 3 · 2 · 1)

② Meat Color and Brightness

Beef Color Standard (B.C.S) : No.1-No.7



Japanese Wagyu: Marbling Score

Quality Grade (5 · 4 · 3 · 2 · 1)

③ Meat Firmness and Texture

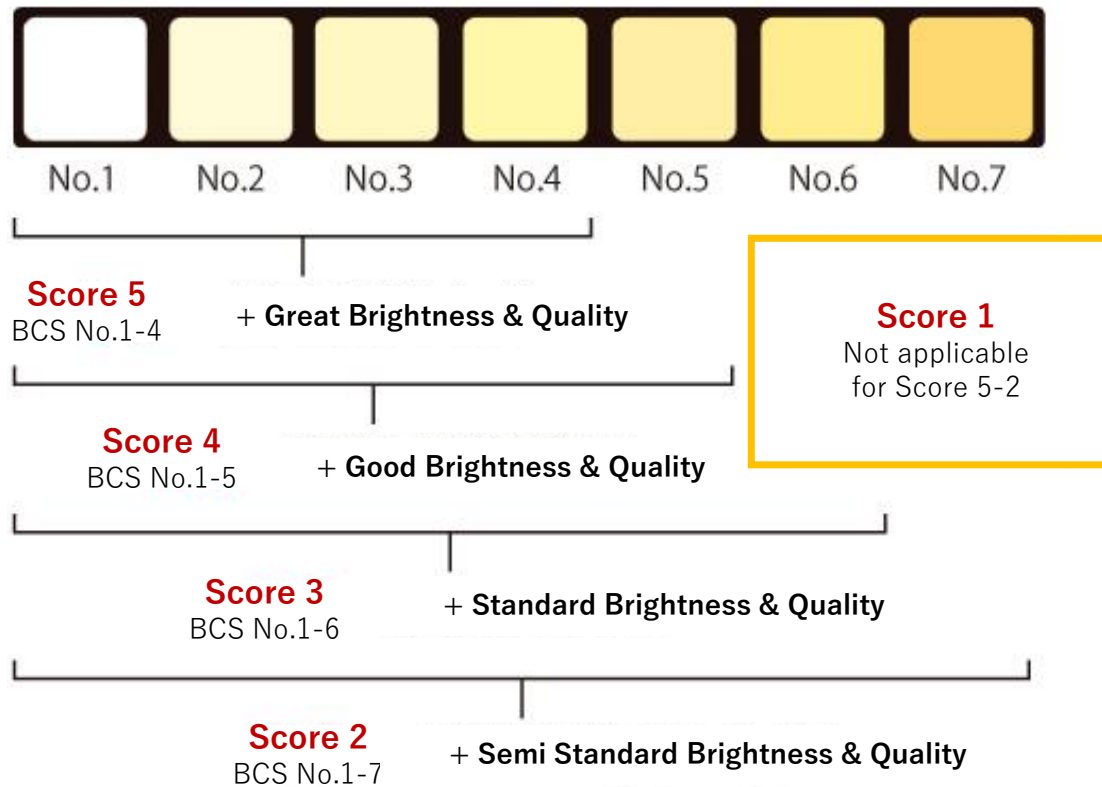
| Score | Firmness | Texture |
|-------|---------------|---------------|
| 5 | Very Good | Very Fine |
| 4 | Good | Fine |
| 3 | Average | Average |
| 2 | Below Average | Below Average |
| 1 | Inferior | Coarse |

Japanese Wagyu: Marbling Score

Quality Grade (5 · 4 · 3 · 2 · 1)

④ Fat Color Luster, and Quality

Beef Fat Standard (B.F.S.): No.1-7



Japanese Wagyu vs American Wagyu

Point 1

Marbling

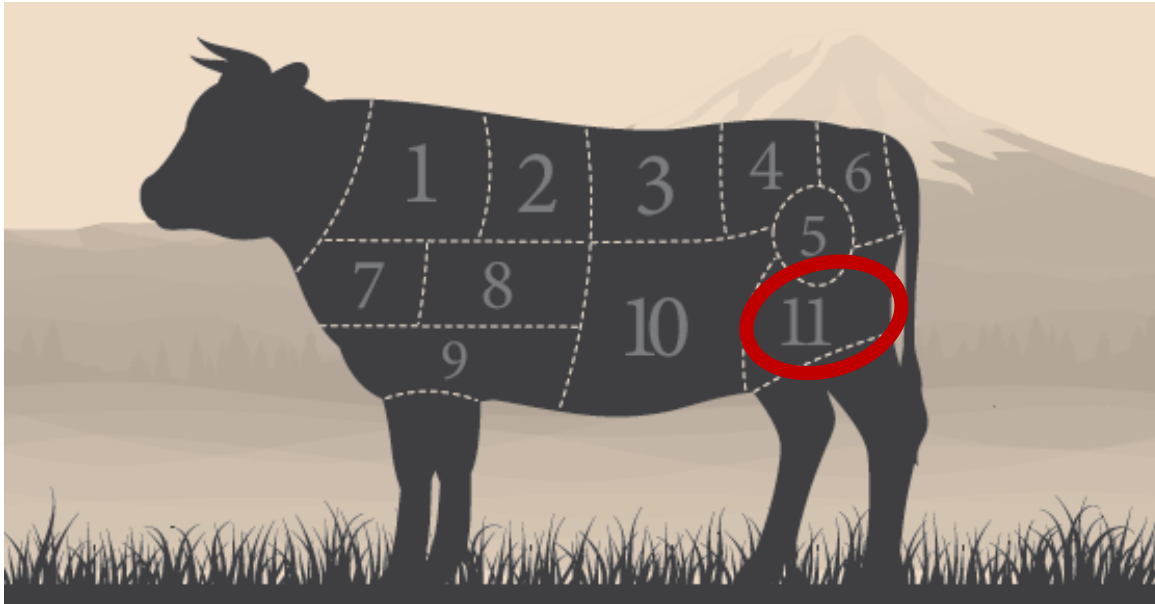
Point 2

Brightness

Point 3

Aroma

Japanese Wagyu: Secondary Parts



CHUCKROLL

Consists of Chuck eye log and Chuck flap with moderate marbling.
Chuck eye log is best for Steak, Shabushabu, and Sukiyaki.
Chuck flap is best for Sushi, and BBQ.

RIBEYE ROLL

5 RIB short cut with fine marbling and a rich UMAMI flavor.
This part is one of the most popular parts of Steak.
This part is best for Steak and Prime Rib.

STRIP LOIN

3 RIB long cut with fine marbling and a rich UMAMI flavor.
This part is one of the most popular parts of Steak.
This part is best for Steak, Sukiyaki, and Shabushabu.

TOP SIRLOIN

Consists of Coulotte and Top sirloin with a rich and full-bodied flavor and fine marbling.
Coulotte is best for Steak and Roast Beef.
Top sirloin thin sliced is best for Shabushabu, Sukiyaki, and Sushi.

TOP ROUND

Consists of Top round cap and the main pieces with plenty of fine marbling.
Top round cap is best for Patty.
Top round main pieces with thin-sliced are best for Shabushabu, Sukiyaki, and Sushi.

BOTTOM ROUND

Consists of Round flat, Eye of round, and Heel meat with plenty of fine marbling.
Round flat and Eye round thin-sliced are best for Shabushabu, Sukiyaki, and Roast beef.
Heel meat is best for Patty.

CLOD

Consists of Top blade muscle, and Clod heart with fine marbling and soft texture.
Top blade muscle is best for Sushi and Steak.
Clod heart thin-sliced is best for Shabushabu and Sukiyaki.

CHUCK RIB

Chuck Rib has one of the best and fine marbling parts.
Due to the lack of thickness, it is best for BBQ and Sushi than Steak.

BRISKET

Brisket has UMAMI when you chew more and lighter taste to compare to other parts.
Brisket with thin-sliced is best for Shabushabu and Sukiyaki.

SHORT PLATE

Short plate has fine marbling with UMAMI and sweet flavor due to the belly parts.
Short plate is best for BBQ and Sushi.

KNUCKLE

Consists of Tri-Tip, Knuckle, and Knuckle cap with a moderate marbling.
Tri-Tip is best for Steak, Sushi, and Roast Beef.
Knuckle thin-sliced is best for Shabushabu, Sukiyaki, and Sushi.
Knuckle cap is best for Patty.

Japanese Wagyu: Secondary Parts

Japanese Wagyu Sushi



Japanese Wagyu Shabushabu



Japanese Wagyu Yakiniku (BBQ)



**Thank you very much
for your participation today!**



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