

## Introduction of the location of Murakami Beef production



### Murakami City:

The city is located in the north of Niigata Prefecture, Japan, which is a castle town still having signs of its former days. In the center of the city, there are spots you can feel city's the history such as rows of "merchant houses" of those days and "Maizuru Castle Ruins" famous for cherry blossoms blooming there.

#### -Miomotegawa River

Miomotegawa River flows through the north of Murakami City, which has been familiar to people since long ago for its vibrant and traditional salmon fishery, called "Iguriami net fishery" (directing salmon to a net). In its upstream, there are Suzugataki Falls and virgin beech forests producing high quality water.

#### -Arakawa River

Arakawa River, which has been selected as one of the 100 Greatest Springs by the Ministry of the Environment of Japan, flows through the south of Murakami City. It also nurtures rich environment of nature as a mother river and supports lives in local community.

#### -Sasagawanagare Beach

Sasagawanagare Beach has been designated as a Place of Natural Scenery and Natural Monuments of Japan. The beautiful long 11km white sandy beach and unique rocks, represented by Megane-iwa in a form of glasses, are worth while to see. You can see a lot of tourists and sea bathers there in summers.

**Sekikawamura Village:** A village locating on a hillside of Iide Mountain Range. You can enjoy camping, fishing, and hiking, in the wonderful and rich nature. You can also enjoy beautiful autumnal leaves on the National Route 113 along with a clear stream of Arakawa River, named as "Arakawa River Gorge Maple Line".

**Tainai City:** A city blessed with the rich history and nature. You can enjoy vivid flowers, fresh verdure, autumnal leaves, the glittering sea, and white snow, as well as delicious food and onsen (hot spas) which allow you to relax your body and soul; a fresh resort to invigorate yourself through four seasons.

## Mountain, Water, Wind, and Warm hearts

Carefully selected high quality breeding cattle are raised from a plenty of Koshihikari rice straw and hay for additional two years and brought up to maturity as Wagyu, with the farmer's generous love, unstinting labor and time in the majestic nature in the north of Niigata Prefecture, Japan, where the traditional culture is still alive. Such beef is praised for its vivid color and rich flavor, as "Exceptional Japanese Black Wagyu Beef". This is the "Murakami Beef".

We have 1,000 breeding cattle continuously. The annual shipment has achieved about 500 cattle to Shokuniku (Meat) Market in the Tokyo Metropolitan Central Wholesale Market and about 100 cattle to a specific market within the prefecture.



## Exceptional Japanese Black Wagyu Beef



Niigata Wagyu Beef



# Murakami Beef

Trademark Registration Number 4804405



## Trademark of Murakami Beef

Trademark Registration Number 4804405

#### Contact:

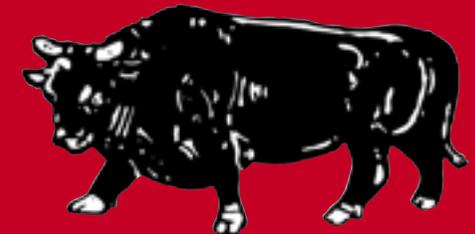
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Agriculture and Forestry Promotion Department,  
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Murakami Beef Production Council

## What is "Niigata Wagyu Beef"?

The "Niigata Wagyu Beef" refers to the beef, having a grade A-3 or B-3 or higher, prepared from Japanese Black Wagyu Cattle raised in Niigata Prefecture.

## What is "Murakami Beef"?

The "Murakami Beef" refers to the beef, having a grade A-4 or B-4 or higher, prepared from the "Niigata Wagyu Beef" raised in Murakami City, Sekikawamura Village or Tainai City in Niigata Prefecture.

Standard grades and how they are displayed						
Yield Grade	Meat Quality Grade					
	5	4	3	2	1	
A	A	A	A	A	A	
	5	4	3	2	1	
B	B	B	B	B	B	
	5	4	3	2	1	
C	C	C	C	C	C	
	5	4	3	2	1	

## What is "Exceptional Murakami Beef"?

The "Exceptional Murakami Beef" refers to the beef prepared from high quality and healthy calves carefully selected in the magnificent nature full of green.

Those calves are from local Niigata Prefecture and Tohoku region of Japan and raised with high quality roughage (rice straw and hay) and a mixture of carefully selected compound feed. This gives the beef its vivid appearance, silky texture, rich flavor, and a special taste what we call "melt-in-the-mouth-tenderly taste".

These farmer's consistent efforts with love and time make it possible to give the "Exceptional Murakami Beef" its special characters.



## About Japanese Black Wagyu Beef

Japanese Black Wagyu are most common beef cattle raised in Japan. The produced beef is popular among lots of consumers, characterized with its premium level of the "marbling" which influences the taste of beef.

"Marbling" means a state of fine intra-muscular fat forming a marble-like pattern; the melt-in-the-mouth-tenderly texture and a sweet and rich flavor, called "Wagyu flavor", are derived from fine marbled fat.



## Safety and security of the "Niigata Wagyu Beef / Murakami Beef" are visible.

All of us :

- ◎ Promote to qualify reliable livestock producing farms branded as the "Clean beef production farm" authorized by the Niigata Prefecture Livestock Industry Association (Public Interest Incorporated Foundation).
- ◎ Produce high quality beef containing ample flavor ingredients.
- ◎ Issue a certificate of the "Niigata Wagyu Beef / Murakami Beef" to facilitate consumers to confirm the safety and security.
- ◎ Issue a certificate, which specifies the producer, the handling market, the identification No. and the grade at the time of sale.
- ◎ Mark with a sticker indicating the "Niigata Wagyu / Murakami Beef" for identification at stores.



That's why it is safe, secure, and reliable brand beef.



# Murakami Beef

Trademark Registration Number 4804405

## "Niigata Wagyu Beef / Murakami Beef"

### won awards in national-wide beef competitions.

Won a honorary award in the 1996 National Beef Carcass Competition (the best in Japan)  
 Won a honorary award in the 2003 National Beef Carcass Competition (the best in Japan)  
 Won the top award in the 2nd (2000) Beef Carcass Competition held by the National Federation of Agricultural Cooperative Associations (ZEN-NOH)  
 Won the top award in the 4th (2002) Beef Carcass Competition held by the National Federation of Agricultural Cooperative Associations (ZEN-NOH), and other various awards



## Please enjoy the exceptional Murakami Beef.



### Yakiniku (BBQ)

You can feel attractive grilled flavor and appetizing juiciness as well as the melt-in-the-mouth-tenderly texture.



### Suki-yaki

Please enjoy sukiyaki, a typical food served from a boiling pot, using the "Niigata Wagyu Beef / Murakami Beef". You will be satisfied with its rich taste warming your body and soul.



### Shabu-shabu

You can directly enjoy the flavor and tenderness of the beef itself. Please feel how well bred "Niigata Wagyu Beef / Murakami Beef" is.

There is an organization composed of designated stores which serve the Niigata Wagyu Beef / Murakami Beef called "Murakami Beef Tomo-no-kai" (Friends of Murakami Beef). Nearly thirty stores in Murakami City are a member of it, including onsen (hot spas), inns, hotels, butcher shops, and Japanese-style cooking restaurants.