

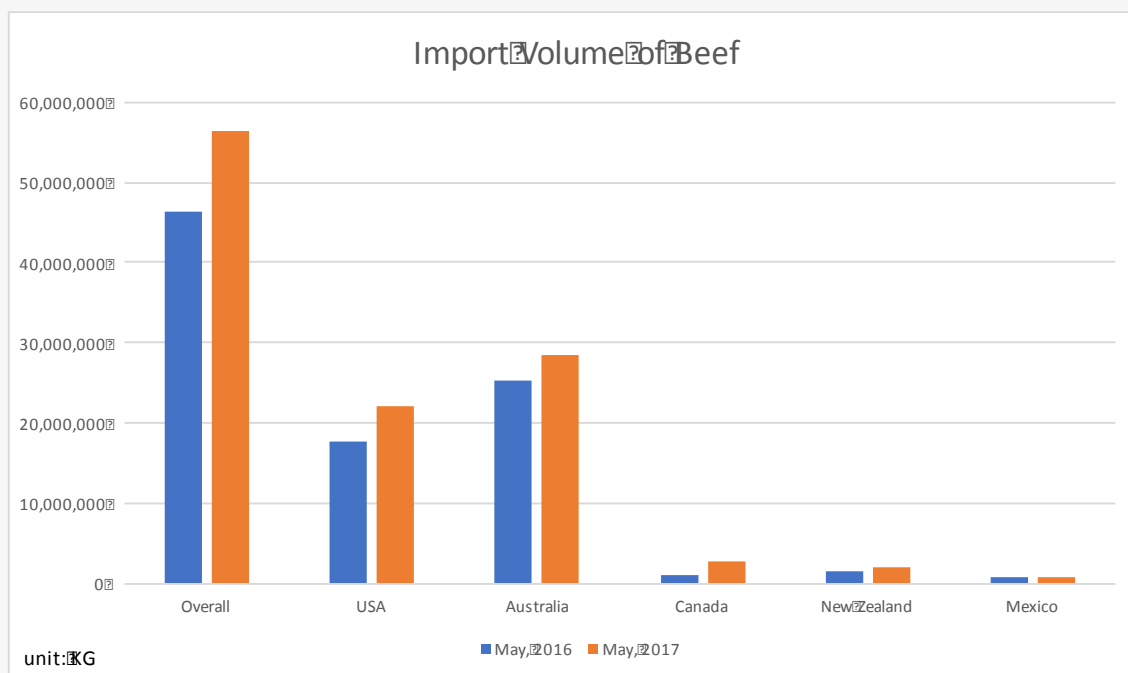
## Meats

August 25, 2017

### ~ Thick Cut Meat Promotion is Now Attracting Attention ~

#### Beef

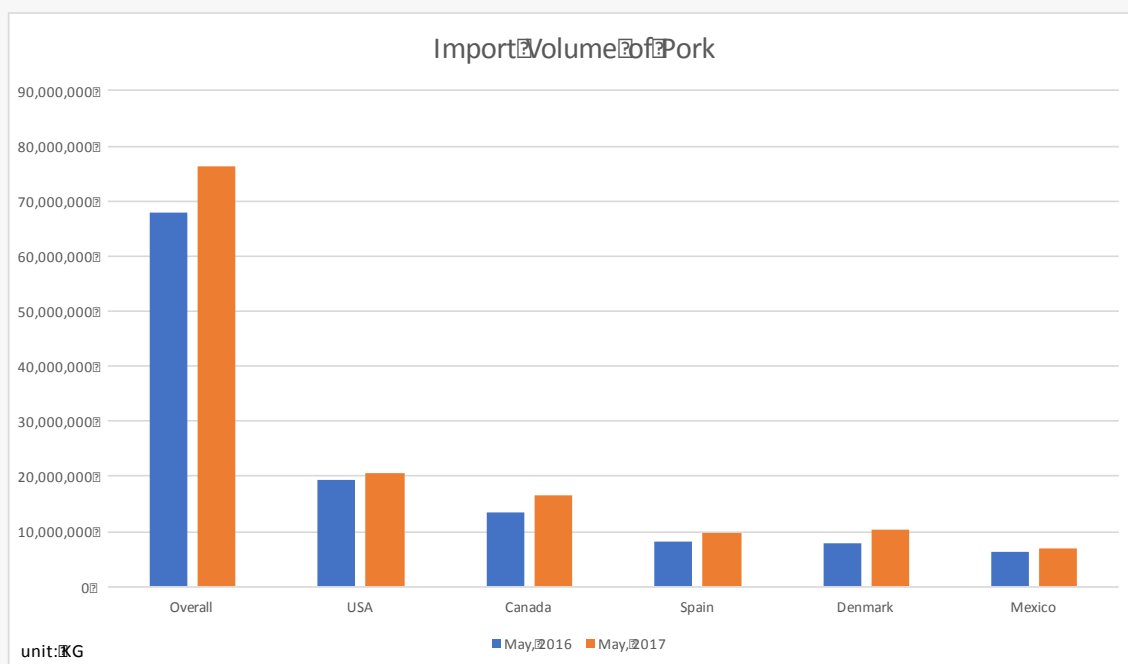
According to the May 2017 import customs clearance record, volume of imported beef to Japan totaled 56,400 tons (121.7% from a year earlier, 109.7% from a month earlier). The breakdown was 22,600 tons for chilled beef (115.1% from a year earlier, 98.9% from a month earlier) and 33,800 tons for frozen (126.6%, 118.3%). As for chilled, Australian beef slightly increased in volume from the previous year (102.0% of previous year) to 10,600 tons and US beef made a sharp increase to 11,100 tons (133.6%). Looking at US chilled beef, 5,713 tons of rib (126.6% of previous year), 4,776 tons of brisket / shoulder clod / round (144.6% of previous year) were imported. The top two cuts, short plate and chuck eye roll, continued to mark high import volumes.



#### Pork

The import customs clearance of May 2017 for pork totaled 76,300 tons (112.5% from a year earlier, 99.2% from a month earlier). The breakdown was 28,100 tons for chilled (108.5% of previous year, 88.1% of previous month) and 48,200 tons for frozen (115.0%, 107.2%). The import volume of May alone exceeded 76,000 tons for the first time since May 2008. Major exporters of chilled pork are US at 15,400 tons (102.4% of the previous year) and Canada at 11,800 tons (118.2%). As for frozen, US exported 5,200 tons (118.3%), Canada 4,700 tons (133.9%), Denmark 10,400 tons (129.9%), Spain 9,700 tons

(119.2%), and Mexico 5,900 tons (111.1%). Canada showed continued growth in the chilled pork category and almost all countries excluding the Netherlands increased in the frozen pork category.

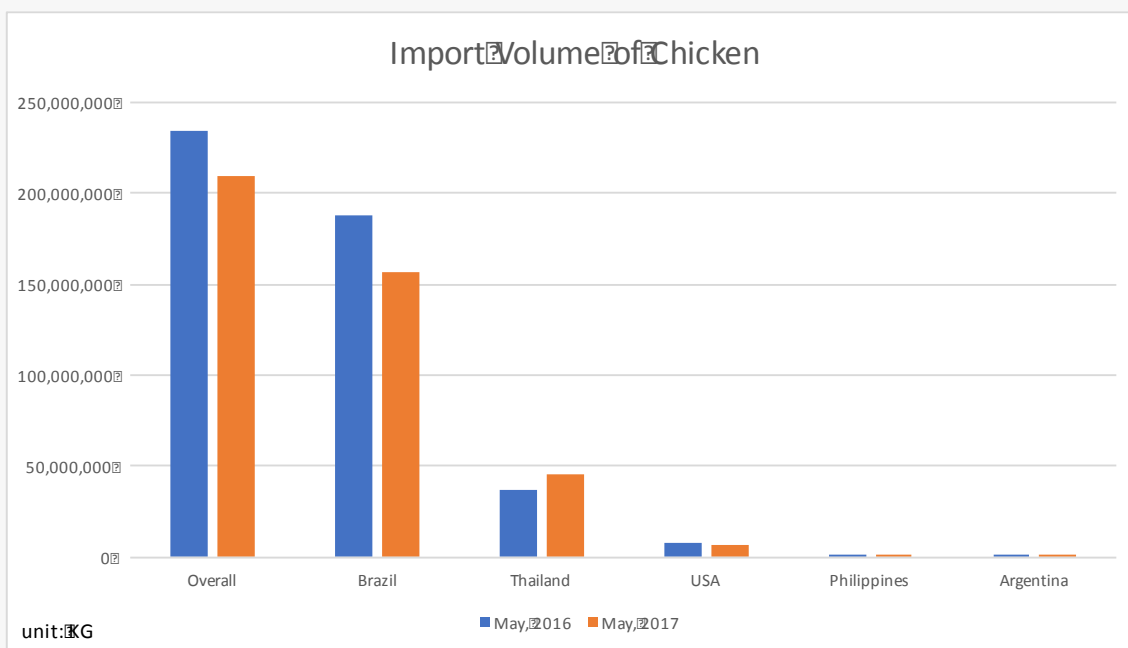


## Chicken

The import customs clearance of imported chicken in May 2017 was 46,100 tons, down about 2,600 tons from the previous month. The total import volume from January to May was 209,700 tons, 89.6% from a year earlier. On a country basis, import from Brazil between the same period only accounted for about 80% of the previous year at 153,600 tons. Thai chicken increased to 45,000 tons (123% of previous year) during January-May period due to the increase of bone-in chicken thighs (total 255 tons). The total import volume from the US was 6,600 tons, up 200 tons from the previous year.

Processed chicken products during the January-May period from Thailand increased 14,500 tons from the previous year to 111,100 tons and Chinese chicken also increased 7,000 tons to 66,700 tons. This is backed by the expanding sales of yakitori (skewered chicken) and fried chicken sold at volume sellers and convenience stores.

According to Family Income and Expenditure Survey conducted by the Ministry of Internal Affairs and Communications, chicken consumption (purchase) volume per household of May 2017 decreased in volume but slightly increased in value, supporting good sales of domestic chicken.



As for household consumption, purchase of beef is increasing in volume and value compared to the previous month, while purchase of pork decreased in volume but slightly increased in value from the previous month. During the summer, consumption of chicken breasts and tenders for salad and beef / pork for barbeque are expected to increase.

### Meat Consumption (Household Consumption Volume)

Month / Year	Beef		Pork		Chicken	
	Purchase Quantity (g / person)	Year on Year (%)	Purchase Quantity (g / person)	Year on Year (%)	Purchase Quantity (g / person)	Year on Year (%)
FY 2012	2,209	▲0.4	6,144	▲0.4	4,750	3.2
FY 2013	2,235	1.2	6,453	5.0	5,018	5.6
FY 2014	2,139	▲4.3	6,302	▲2.3	5,117	2.0
FY 2015	2,077	▲2.9	6,715	6.6	5,278	3.1
FY 2016	2,141	3.0	6,837	1.8	5,446	3.2
May, 2016	173	▲7.9	552	2.4	445	5.8
June	168	4.3	554	0.6	443	4.1
July	171	10.0	538	1.1	397	4.3
August	185	5.8	544	4.2	388	4.3
September	166	0.3	534	0.3	432	0.7
October	176	7.6	604	3.2	477	4.3
November	181	10.0	589	3.2	501	8.4
December	242	4.8	614	2.6	551	2.7
January, 2017	172	0.3	591	2.0	456	2.5
February	158	▲5.7	558	▲0.5	456	4.5
March	172	▲1.3	595	0.4	465	▲2.7
April	178	1.2	575	2.1	447	2.9
May, 2016	184	6.5	566	2.5	442	▲0.8
FY 2017 Total	362	3.9	1,141	2.3	888	1.0

Sources: Family Income and Expenditure Survey (Ministry of Internal Affairs and Communications)

Note) Includes gifts and consumption taken outside of the household

<Active promotion both for B2B and B2C>

While top exporters are individually conducting PR activities in Japan. The US and Australia are especially putting effort in B2C promotion in addition to B2B. Both countries are proposing “BBQ with family and friends” for the summer and introducing tips to enjoy BBQ, family BBQ class for the summer, campaign information, and other useful information.

American Beef & American Pork Website (U.S. Meat Export Federation)

<https://www.americanmeat.jp/index.html>

The Federation is organizing family BBQ classes and introducing ways to cook meat chunks through their “meat chunk promotion project”.



Left: From ways of cutting to ways of cooking! Easier than you think. Thick cut meat project  
 Right: “Know” and “Learn” about American Beef. Summer vacation BBQ classes for families will open!

Aussie Beef & Lamb

<http://www.aussiebeef.jp/>



Let's Baribe! Make your summer full of power. Free givaway of double thickness steak to 300 winners!

BBQ is called “Barbie” in Australia, and Aussie Beef & Lamb is proposing BBQ using thick slices of meat along with the catch phrase “Let’s Barbie”. When you type in

information such as the cuts of beef, thickness, and how well you want to cook it, the app “Barbie Mate” will tell you how to cook a delicious steak.

As seen in the typical Japanese meat cuisines “sukiyaki” and “shabushabu”, there are many recipes using thin slices and the amount of area taken up by thin slices in supermarkets are quite large. The promotion of US and Australian “thick slices” and “meat chunks” can trigger the formation of a new food culture in Japan.



Meat for “Sukiyaki” and “Shabushabu” at a supermarket in Tokyo

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