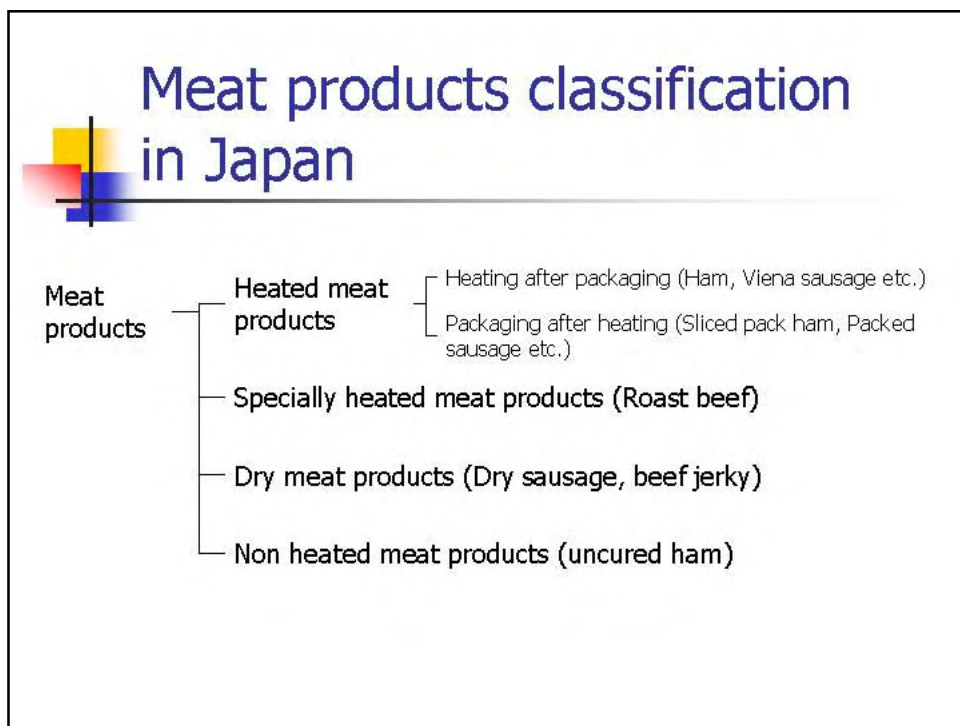
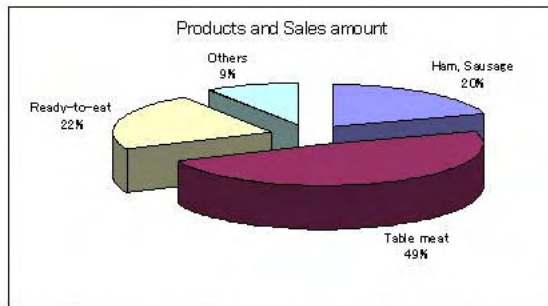


10. 食品加工セミナー資料（食肉加工編）



Meat processing industry in Japan



Gross profit margin rate in one company

Products	Gross profit margin rate
Table meat	4.4%
Ham and sausage	28.3%
Ready-to-eat	20.2%

Products and Sales amount in big four companies of Japan (2006):
Nippon ham, Ito ham, Prima ham and Marudai ham

Meat processing products sample in Japan (1)



Bone-less ham



Thin slice ham (47g, ¥198)



Uncured ham



Viena sausage (150g, ¥416)



Boronia sausage

Meat processing products sample in Japan (2)



Gyoza dumpling (¥3,000)



Bacon pizza with cheese
(230g, ¥298)



Lunch box, Sukiyaki
Using slice beef (¥295)

Meat processing products sample in Japan (3)



Ishikari-river bacon
(400g, ¥1,470)



Process meat gift set
(¥ 6,250)



Viena sausage
containing garlic
(250g, ¥945)

By-products utilization in Japan

1. Lard

Edible Fat and Oil after trimming fat off pork

For catering industry and restaurants

2. Feed material

To reduce meat residues after meat processing

3. Natural condiments from livestock products

Raw material for soup, sauce, seasoning oil etc.

4. Dietary supplement (Collagen)

< Example of Nippon Ham >

Sausage production factory in Japan (1-1)



Washing hands
before entering
working area



Disinfectant of hands
(Sodium hypochloride)



Silent cutter
Made in Germany

Sausage production factory in Japan (1-2)



Vacuum stuffer



Stuffing



Hanging sausages

Sausage production factory in Japan (1-3)



Smoking



Cooling with shower



Vacuum packaging

Sausage production factory in Japan (2-1)



Roller to remove dust

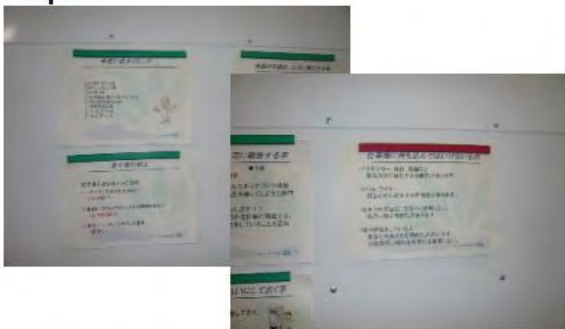


Packaging machine for uncured ham



Uncured ham

Sausage production factory in Japan (2-2)



Caution for workers



Air shower



5S Process in food factory

- Seiri: Throw away all rubbish and unrelated materials in the workplace
- Seiton: Set everything in proper place for quick retrieval and storage
- Seiso: Clean the workplace
- Seiketsu: Standardize the way of maintaining cleanliness
- Sitsuke: Practice Five S daily – make it a way of life
- And one more S !



Products specification for strengthening competitiveness (1)

Ham, Sausage

Slice packaged sausage: 250g, 500g, 750g: heating after packaging

Several kinds of sausage:

- Viena sausage, Frankfurt sausage, Boronia sausage, Cooked sausage



Products specification for strengthening competitiveness (2)

2. Ready-to-eat food

Packed perimeni with special meat

Pizza with cheese : collaboration with dairy company



Meat processing machinery information

Meat processing company list

Gyoza Dumpling machine: Toa Industry Co., Ltd.

(Fully Automatic Gyoza Manufacturing Machine, Small Type Gyoza Manufacturing Machine, Bud Shape Encrusting Machine)

1.1. 食品加工セミナー資料（地域ブランド構築編）



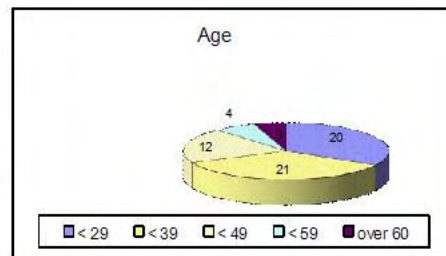
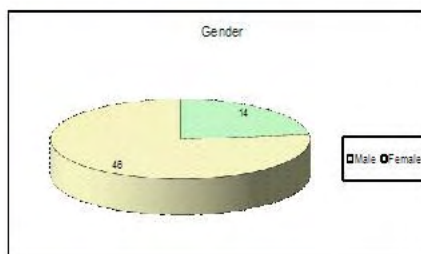
1. Study of image of food products made in Petropavlovsk among the citizens of Astana city



3

Results of questionnaire in Astana city

- Date : 16/12/2009
- Location : Astana city
(Railway station, Shopping center,
Residential area)
- Participants : Total 60



4

Which food products made in North-Kazakhstan oblast do you prefer?

No	Item	Amount	Answers percentage
1	Cereals	14	23%
2	Flour	25	41%
3	Pasta	39	65%
4	Confectionary	8	13%
5	Milk	39	65%
6	Butter	45	75%
7	Yogurt	11	18%
8	Cheese	20	33%
9	Meat	13	21%
10	Sausage	36	60%
11	Other meat products	1	1,6%
12	Drinks	1	1,6%
Total		60	100%

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Do you buy the agricultural products made in North-Kazakhstan oblast?

No	Parameter	Amount	Remarks						
			Milk	Butter	Sour cream	Meat	Sausage	Pasta	Other
1	Usually I buy.	43	14	10	1	4	1	17	0
2	I've ever bought	13	4	3	0	0	2	0	1
3	I've never bought	3							
Total		59	18	13	1	4	3	17	1

6



Results

- (1) Citizens of Astana city prefer **MILK, BUTTER, PASTA AND SAUSAGE** made in North-Kazakhstan oblast.
- (2) Citizens of Astana city usually buy **MILK, BUTTER AND MACARONI** made in North-Kazakhstan oblast. .
- (3) Citizens of Astana city consider that the products made in North-Kazakhstan oblast are **TASTY, FRESH AND SAFE**.

This is image of NKO

8

2. Example of regional brand building in Japan



9

① What does "Tokachi brand" means ?

The concept of Tokachi brand is:

«Confidence, safety and excellent taste»

Standard	Besides the requirement that 100% of raw materials are produced in Tokachi (confidence), there is comprehensive quality and sanitary conditions control (safety) and organoleptic analysis (taste).
Certification period	3 years (yearly inspection)
Participants of the brand	«Examination routine of Tokachi brand» Selection of companies approved for the production. Development of standards for each category of food products and implementation of quality control.



Total area of Tokachi is 10827,47 千 m².

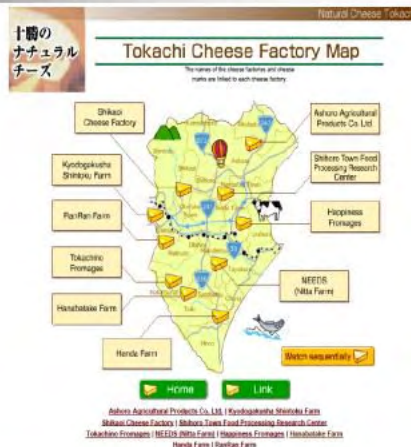
«Tokachi , Kingdom of dairy farms» is really focus of natural delicious tastes.

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Tokachi brand image «Double Star»



Presently there are 11 cheese-making companies (64 assortment items), 16 bakeries produce 161 different items under Tokachi brand.



Tokachi cheese-making companies placement

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②Regional brand“Miyazaki Brand”

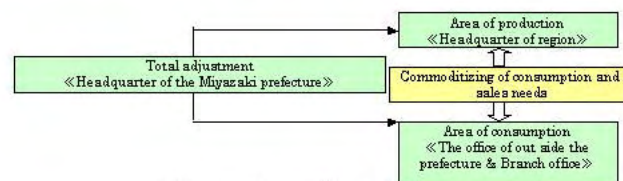
■Miyazaki Prefecture unifies the name of regional specialty products in “area name & products name” and promotes the products sales providing brochures in exhibitions, department stores and supermarkets (refers to the pictures on the right). Furthermore, packagings with the prefecture governor’s portrait tell consumers that the products are recommended by the prefecture governor himself.



Miyazaki Mango Pudding with the prefecture governor's portrait. The Miyazaki Brand Book

An example of the government initiative regional brand “Miyazaki Brand”

“Miyazaki Brand” is an example of the government initiative regional brand that is mainly formed by “Miyazaki Brand Promotion Headquarter”, its head office is the Ministry of Agriculture, Policy and Fisheries, Division of Agriculture, Policy and Plan, Miyazaki Prefecture. Honored chief of the headquarters “Miyazaki Brand Promotion Headquarter” is assigned by prefecture governor and the characteristics of business type that the Miyazaki prefecture governor himself conducting business is limelighted in the nation wide level.



The structure of Miyazaki Brand promotion
 Reference: Miyazaki Brand Promotion Headquater
<http://www.miyazakibrand.jp/miyazakibrand/outline/index.html>

Miyazaki Brand Recognition Institution

“Miyazaki Brand” captures the consumption and distribution needs precisely. And the “Miyazaki Brand” is well known in safety and reassurance. In addition to the safety and reassurance, agricultural products and commodities’ high standard in the appearance including shape and colour, taste (sweetness and sourness), freshness, specification, trend and cultivation methods are highly recognized at the national level. The producers and products areas are highly recognized in their products’ brand name and that encourages producers to hold high manufacturing sprits (Monodukuri) and that makes the products brand well known in safety and satisfaction to markets and consumers.

Main Body	Miyazaki Brand Promotion Headquater (Miyazaki Prefecture)
Concepts of the brand	Creation of special commodities (Promoting the commodity brand recognition institution) Creation of the reliable areas of production (Implementation of on time, given quantity and quality system) Stabilized trading (Expansion in commodity brand strategic sales action plan)
Object	livestock, vegetables, fruits, flowers
Standard	Each commodities holds the standard in tastes, freshness and safety
Recognition effective period	Not specifically limited

3.Regional brand building in NKO



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3 points for regional brand building



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① Consumers' point

Consumers' confidence and appreciation rise



Open information about the producer of food products

- ・production technology
- ・processing methods
- ・cattle raising system

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Example of consumers' confidence and appreciation rise



Milk package with producers' picture



Information about the certain farmers

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Example of consumers' confidence and appreciation rise

Creation of informational web-site in internet

帯広市産 大切に育てた「放牧豚」で
造る逸品ハム&ソーセージ



ローズハム スライス
100g 616円
ウィンナーソーセージ
5本入り 544円

ランチヨ・エルパソ
代表 平林 英明さん

自然に近い環境の
下で、ホエーや木の
実を食べ、ストレス
を与えないよう育て
た
放牧豚の味わいをお
試しください。



Brief information about the producer with the name of the company, concise description of the product, its price, picture of the producer and merits of the product.

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② Production

Business type «Business expansion at the expense of increase of production volume»

① cheap labor power + ② cheap land = ③ cheap goods



Business type «Production of goods with high added value»

production of goods with high added value

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Example of added value rise



Premium milk (milk taken from a single cow) is produced only here. From the herd of elite cows which were bred with accuracy and patience the cow with the best characteristics and choice milk content is selected.

It never mixes with milk taken from other cows. This type of milk is called non-blend.

■ 200ml 4.2US\$ (624kzt.)

Herd-book



MIZAWA farm

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Example of added value rise

Whey utilization for hog fattening in Hokkaido

While using the meat obtained with this technology Nihon Ham company produced special range of products.



For the purposes of introduction of new technology in hog fattening this company founded its own trial farm, that's why all the products are made from own raw materials.

*いずれも販路は、全国の量販店、食料品店

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③ Benefits for the regional population and economy

- Promotion of development of regional economy using regional brand

Examples. Activities, festivals, antenna shops in other regions

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Antenna shop - “Hokkaido Dosanko Plaza” (Tokyo)



The management of this shop is executed by Sapporo Marui Imai company. Hokkaido island authorities promote the activities of this shop.

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Examples of promotion of regional economy

Open farming

Tourist visitation of ordinary farms



Sausage making



Do-it-yourself milking



Butter production



Meat gift set



Dairy gift set

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North-Kazakhstan regional brand building

Which brand might be created in North-Kazakhstan oblast?

*First step is always hard to make.
But once it's time to do it.*



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Our proposals

- 1) Organization of the working group for brand building
- 2) Selection of brand concept
Example: Confidence, Safety and Taste
- 3) Creation of informational web-site in internet
Example: to the right
- 4) Introduction of the common standard for the means of preservation of brand's quality
- 5) Participation of the brand-building companies in exhibitions

鹿追町産

生乳本来のコクと香りが
引き立つよう調味を研じた
ヨーグルト
カントリーホーム風景
清水 智久さん



草原のヨーグルト
「でーでーぼっぼ」
250g 320円
500g 480円



自家牧場でその朝搾った
牛乳を使用。ノンホモタイ
プなので上部にクリーム
の層ができるのが特徴で
す。

27

Thank you for your attention!



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