

# A History of Creating Value: Marine, Meat and Poultry Products Business

Amid food shortages during the Second World War, the Nichirei Group made its start in 1942 with marine products procurement and sales, ice-making, and frozen storage businesses. Our mission: nationwide delivery of marine products—a familiar and valuable source of animal protein—from nearby waters through wider distribution and without loss of quality. Then, seeing an opportunity in the Westernization of Japan's dietary

habits in the 1960s, we started the meat and poultry business. We will continue the evolution of our procurement, optimal processing and sales of marine, meat and poultry products both in Japan and overseas to meet the needs of a changing society, and work to offer sustainable foods that are friendly to the global environment and society.



Providing sustainable, eco-friendly marine products

We aim to provide new value with sustainable resources, the environment, and society in mind.

Developing new markets by providing meat products with health value

Management Strategy & Value Creation Story  
Business Plan & Strategy  
Sustainability & Human Resources  
Stakeholders  
Governance & Risk Management  
Data