# 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.

	1942	1950	1960	1970	1980	1990	2000	2010	2020
Changing socia related to the n products busin	narine	Procurement of marine mainly from fishing (ca the Company's own d fishing fleet)	aught by	Stricter regulations in eac of fish caught by foreign their exclusive economic Fishing industry declines 200-nautical-mile EEZs a	deep-sea fishing fleets in zone (EEZ)	Increasing consumption of fish worldwide, but declining demand in Japan	Numerous shop openings by major kaiten-zushi (conveyor-belt sushi) chains	<ul> <li>Depletion of wild marine resources</li> <li>Acute Hepatopancreatic Necrosis Disease (AHPND), formerly called early mortality syndrome (EMS), a disease that kills farmed shrimp in Thailand</li> </ul>	<ul> <li>Stricter regulations on marine resources in exporting countries</li> <li>Growing demand for a global sustainable seafood certification system</li> </ul>
Marine Products Business	Start of marine products business Procurement from in-house fishing operations Procurement of various wild-caught marine products from around the world			Expansion of global proc Establishment of represe locations to procure high Start of processed marin in Japan	entative offices in key n-quality products	<ul> <li>Ramping up of processed marine products handling</li> <li>Withdrawal from fishing business</li> </ul>	<ul> <li>Start of overseas sales (China/North America)</li> <li>Strengthening of product development for restaurants, home meal replacement (HMR) and <i>kaiten-zushi</i> shops</li> </ul>	Start of sales to overseas customers (ASEAN)     Establishment of an in-house marine     products processing company in Vietnam	Strengthening of overseas sales of processed marine products     Increase in handling sustainable marine products from fisheries with global certification
	1942 Established Teik Products Contro	oku Marine Star I Company sujin fror 190 Ran Afri Cer	<ul> <li>60s</li> <li>and salmon m Alaska</li> <li>68</li> <li>anked No. 1 in share of ican octopus and ntral and South therican shrimp handled</li> </ul>	<ul> <li>1970s</li> <li>Started procurement of P</li> <li>1972</li> <li>Established Maruichi Kak to produce and sell proc marine products at nine locations nationwide</li> <li>1978</li> <li>Established Amazonas In Brazil; started frozen pro wild-caught shrimp</li> <li>Image: Started St</li></ul>	o Inc. essed dustrias Alimenticias S.A.	ed coast	<text><text><text><text></text></text></text></text>	ALC FORM	eafood Co., company, for whiteleg
Meat and Poultry Products Business	1945 Reorganize Nippon Reiz	ed as			1985 Renamed Nichirei Corporati	on	2005 Spun off as Nichirei Fresh Inc. 2005: Concept the marin Procuremen freshness, o friendliness	of premium ingredients shared thr e, meat and poultry products busi it and development of products with an en eliciousness, safety, security, health, and ec ("eco-friendliness" changed to "sustainabil	oughout ness pohasis on po- ity" in 2022)
		1956 Established the Agriculture and Livestock Section and started importing beef from Australia	1960 Opened the Kamagaya Jaboratory in Chiba Pre started poultry breeding production and pig breeding businesses	fecture; g and 1977 Started importing Thailand and China 1979 • Established the P Products Section Department and	n Japan at the time frozen chicken from a rocessed Livestock in the Livestock started production and chicken products	<ul> <li>1991</li> <li>Started full-scale production and sale of processed chicken and meat products in Thailand</li> <li>1993</li> <li>Started meat prepackaging business (processing center business) to serve major mass retailers in Funabashi, Kawagoe, and Yokohama</li> <li>Image: Comparison of the serve major mass retailers in Funabashi, Kawagoe, and Yokohama</li> </ul>	<ul> <li>2000</li> <li>Started sale of antibiotic-free and synthetic antibacterial-free chicken</li> <li>2005</li> <li>Held first seminar on premium ingredients</li> <li>2007</li> <li>Started trial breeding of pigs for <i>Amani-no-Megun</i> pork, with a focus on fatty acid balance</li> <li>Nichirei Fresh Farm Inc. established Hirono Farm in lwate Prefecture and started <i>Junwakei</i> (native Japanese breed) chicken business</li> <li>2009</li> <li>Started a project for a regional agricultural and livestock cycle through <i>Junwakei</i> chicken</li> </ul>	first poultr to acquire Agricultura certification for chicker 2012 Established Fresh Iwate Prefecture a	chicken became the product in Japan Specific Japanese I Standards (JAS) n for sustainability meat Chicken Karumai Inc. in and started slaughtering domestic chicken
		Start of meat and poultry products business integrated upstream business in Japan for meat and poultry (pork and chicken)		meat and poultry products business • Increased chicken importing • Vertical and poultry • Increased chicken • Start of production of • Start of		and sale of meat and poultry products with rease of use by convenience stores, immercial customers • Start of processing center business (Meat prepackaging business to serve major mass retailers)	<ul> <li>Development and sale of original meat and poultry products in collaboration with suppliers based on the concept of premium ingredients</li> <li>Initiatives for sustainable meat and poultry production and resource cycles in collaboration with suppliers and business partners</li> <li>Operation of a Company poultry business and processing plant in Japan</li> </ul>		
Social changes to the meat an products busin	d poultry	Rising demand for animal protein	<ul> <li>Accelerating Westernization of eating habits</li> <li>Tokyo Olympics</li> </ul>	• Annual supply of pork/chicken exceeds 1 million tons	• Annual supply of beef exceeds 1 million tons	<ul> <li>Beef import liberalization</li> <li>Start of imported pork safeguards</li> <li>Outbreaks of BSE and avian flu</li> </ul>	<ul> <li>Revised Act on the Measures by Large-Scale Re Stores for Preservation of Living Environment</li> <li>Store openings by numerous major mass retaile</li> <li>Beef mislabeling scandal</li> </ul>	impact and safety issues posed by r rs and poultry products	price hikes
		1956	1960	1970	1980	1990	2000	2010	2020







Providing stainable, eco-friendly marine products

e aim to provide new alue 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 & uman Resources

Stakeholders

Governance & Risk Management

Data

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