

For Immediate Release

October 23, 2020
Nichirei Fresh, Inc.

**“Junwakei” Pure Japanese Chicken Breed First in Japan
to Acquire Tokushoku JAS Certification for Sustainability**

Nichirei Fresh Inc. (Yoshifumi Kaneko, Representative Director and President), announces that, on October 19, the “Junwakei chicken” it raises and sells was certified as Tokushoku JAS chicken for its sustainability by the Center for Eco-design Certification Co., Ltd., a Ministry of Agriculture, Forestry and Fisheries registered certification body. This is the first time chicken meat has been certified as Tokushoku JAS for its sustainability in Japan.

Junwakei chicken is a meat chicken referred to as a pure Japanese chicken breed that has been bred and improved in Japan. Among Japanese chickens, the ratio of pure domestic chickens is only about 3% (according to the National Livestock Breeding Center), making it exceedingly rare.

The Nichirei Fresh Farm Inc. of the Nichirei Fresh Group is involved in raising Junwakei chickens at its farm in Iwate Prefecture.

The Nichirei Fresh Farm makes fertilizer out of chicken manure generated during poultry farming and farmers use this fertilizer to produce feed rice. This realizes a recycling-oriented livestock industry in which feed rice is fed to pure Japanese chickens. Junwakei chicken meat is sold by Nichirei Fresh to retail stores nationwide and is highly evaluated for its moderate texture and richness.

The Junwakei certification “Sustainable Chicken Egg and Meet” is a new JAS standard established in March 2020 for the purpose of popularizing domestic chicken breeds. It applies to chickens and eggs in consideration of sustainability issues including the circulation of production resources and animal welfare.

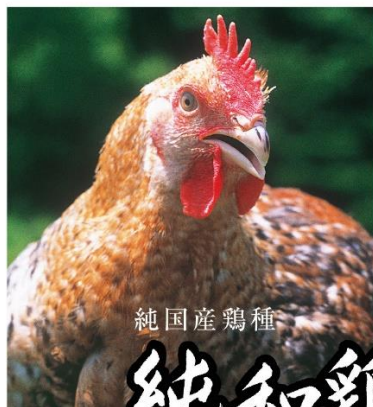
This certification enables Nichirei Fresh to utilize the Tokushoku JAS logo and wording in a variety of promotional activities for Junwakei chicken and supports the utilization of resources through domestic production and improved self-sufficiency. We hope that consumers will understand these benefits and select sustainable chicken.

Nichirei Fresh will continue to contribute to the realization of a sustainable society through the poultry farming and sales of Junwakei chicken.

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Tokushoku JAS logo



Junwakei chicken pure Japanese chicken breed

Inquiry

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