

## Summary of Specification



**1. Name of the GI + transcription in Latin alphabet or in international phonetic alphabet**

くまもとあか牛 (transcription: Kumamoto Akaushi)

**2. Category of the product for which the name is protected**

Class 2 : Fresh meat (Beef)

**3. Applicant – name and address**

Association for Promotion of Kumamoto Beef Consumption

6-3-54 Sakuragi, Higashi-Ku, Kumamoto City, Kumamoto Prefecture 861-2101, Japan

**4. Date of first Protection in the country of origin**

September 27, 2018

**5. Description of product**

Kumamoto Akaushi is the meat of Akage Washu (Japanese Brown) cattle from Kumamoto Prefecture as the last and longest rearing place. The meat is mostly lean with proper marbling of fat, so that is soft and healthy and tastes light.

Compared with Kuroge Washu (Japanese Black) cattle, Kumamoto Akaushi contains more free amino acid, which is crucial for “umami” flavor and has cooked meaty aroma, as well as abundant glycogen, which provides a source of sweetness. With the health-conscious and lean meat-conscious trends in recent years, consumer tend to prefer beef that has proper balance between lean meat and fat so that Kumamoto Akaushi featuring its lean meat is receiving increasing recognition.

**6. Description/delimitation of the Geographical Area and of specific steps in production that must take place in the identified geographic area**

(1) Producing area:

Kumamoto Prefecture

(2) Production method:

① Breed

Raise Japanese Brown calves with a certificate issued from Nihon Akaushi Toroku Kyokai (Japan Akaushi Registry Association) or another certificate conforming to the certification system.

② Fattening

Fattening period should be at least 12 months. The longest and last rearing place should be located in Kumamoto Prefecture.

③ Dressed carcass standard

All of the following standards must be satisfied:

a. Bullock or heifer beef

b. The score of carcass quality must be above 2 in the Beef Carcasses Trading Standard<sup>1</sup>.

## 7. Link with the Geographical Area

Kumamoto Prefecture is located at the center of Kyushu island. Its soil is volcanic, particularly around Aso District where one of world's largest caldera is situated. In this land, not perfect for agriculture, cattle production and breed improvement using grassland has been active from old times.

In Kumamoto Prefecture, indigenous cattle—Korean Native cattle adapted to the local climate—had been raised from ancient times. As the hair of the cattle was mainly caramel color, it was called “*Akaushi*” (red cow). Around the 1870s, efforts to improve *Akaushi* were made with the introduction of foreign breeds. In particular, Simmenthal was widely used because the breed can endure mean feed in the vast grassland under the cold upland environment in Aso, and is meek by nature, which is suitable for raising on pasture. By crossbreeding with Simmenthal as paternal breed, small-sized *Akaushi* became larger and the color became uniformly brown like today.

In 1923, Kumamoto Prefecture launched active breeding and improvement of Japanese Brown and accordingly established rules, including standard proportion, to organize and fix heterogeneous cattle population and register fixed breeds. With continued efforts for popularizing the registration system and fixing breeds, Japanese Brown (Kumamoto line) was officially established as one of *Wagyu* breeds in 1944. Currently, fertile bulls of Japanese

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<sup>1</sup> Beef Carcass Trading Standards are nationwide universal standards managed by Japan Meat Grading Association (JMGA) and authorized by MAFF. The grading of the standards indicates (1) the extent of beef marbling, (2) beef color and brightness, (3) meat firmness and texture, and (4) fat color, luster, and quality.

Brown (Kumamoto line) are managed only at the Kumamoto Prefectural Agricultural Research Center. The center is engaged in improvement and preservation of Japanese Brown.

Improvement efforts across Kumamoto Prefecture took into account adaptability to the natural environment in Kumamoto Prefecture. In terms of rearing management, a group of producers in the prefecture compiled and spread a rearing management manual.

#### **8. History / confirmations of on-going production**

The number of Japanese Brown (Kumamoto line) peaked at about 88,000 in 1975. As of 2017, 14,500 Japanese Brown, about 70% of all Japanese Brown in Japan were reared in Kumamoto Prefecture.

In 1985, groups of producers and distributors in Kumamoto Prefecture established the Kumamoto Prefecture *higogyu* sales promotion association (predecessor of the Association for Promotion of Kumamoto Beef Consumption), chaired by the Governor of Kumamoto Prefecture, with the goal of improving recognition and increasing sales channels of beef produced in the prefecture. Afterwards, names of beef of Japanese Brown produced in Kumamoto Prefecture were unified to Kumamoto Akaushi to improve the brand.

#### **9. Specific rules concerning labelling and using, if any**

N/A

#### **10. Control body / control authority responsible for checking the respect of the product specifications**

Control body is Association for Promotion of Kumamoto Beef Consumption.

In addition, MAFF regularly monitors the condition of quality control in the process of production, through the examination of annual report submitted by Association for Promotion of Kumamoto Beef Consumption.

#### **11. Outline of the quality control plan**

Association for Promotion of Kumamoto Beef Consumption will check (1) breed, (2) fattening, (3) dressed carcass standard. If a producer fails to abide by the specification, Association for Promotion of Kumamoto Beef Consumption will issue a warning and request a correction of his/her production. In case the producer does not follow the warning, Association for Promotion of Kumamoto Beef Consumption will prohibit stops the shipment of his/her products as “Kumamoto Akaushi” for a given time. In addition, Association for Promotion of Kumamoto Beef Consumption will prepare an annual performance report and submit it to the Minister of Agriculture, Forestry and Fisheries.

#### **12. Information of registered trademark(s) identical or similar to the GI (if applied by the GI holder in other Party's territory)**

N/A