

## Summary of Specification



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

飛騨牛 (transcription : Hida Gyu) , Hidagyu, Hida Beef

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

Class 2 : Fresh meat (Beef)

### 3. Applicant – name and address

The Hida Beef Brand Promotion Council

441 Okawara, Nishitawara, Seki City, Gifu Prefecture, 501-3928, Japan

Website: <http://www.hidagyu-gifu.com/>

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

### 5. Description of product

Hida Beef is the beef where the longest raising period is in Gifu Prefecture. Hida Beef is a breed of Japanese black cattle fattened for 14 months or more by producers authorised and registered under the Hida Beef Brand Promotion Council's registered farmer system, and whose meat quality has been graded as Grade 5, 4 or 3 in the Beef Carcass Trading Standards by the Japan Meat Grading Association's beef carcass grading system.

The so-called 'top quality' ratio of grades 5 and 4 exceeds 90%, and compared to the average price of Wagyu castrated beef of grades 5, 4 and 3 at the meat market of Tokyo Metropolitan Central Wholesale Market, the prices of grades 5 and 4 beef are approximately 20% higher and the prices of grade 3 beef are nearly 10% higher (FY 2017 - FY 2019) (according to the Council's research).

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

### (1) Production area

Gifu Prefecture

### (2) Production method

#### ① Producers and longest feeding period

The cattle must be fattened for 14 months or more by a producer certified and registered under the Hida Beef Brand Promotion Council's registered farmer system, and the longest feeding period must be in Gifu Prefecture.

#### ② Dressed carcass standards

Beef carcasses must be of meat quality grade 5, 4 or 3, with a yield grade of A or B, according to the Beef Carcass Trading Standards by the Japan Meat Grading Association's beef carcass grading system.

## **7. Link with the Geographical Area**

Since ancient times, cattle have been used for farming and transporting, but with the mechanization of agriculture and transport and changes in food culture, they have gradually been converted from service cattle to beef cattle.

In Gifu Prefecture, individual farmers have also carried out miscellaneous improvements, but during the period from 1945 to 1954, collective improvements were carried out and the shift from service cattle to beef cattle was achieved.

Beef cattle produced in the prefecture were called by various names in different regions, but in the early 1975s (from 1975 to 1985) , along with improvements aimed at fixing the Hida Beef lineage and stabilizing meat quality, there was an active movement towards branding in each region within Gifu Prefecture.

In 1979, the Gifu Beef (then Hida Beef) Lineage Fixation Promotion Project was initiated, and while efforts to create cattle brands were being made in various parts of Gifu Prefecture, *Yasufuku-go* was introduced as a sire from Hyogo Prefecture to the Gifu Livestock Research Institute in 1981, and his calves began to produce good meat results, and from then breeding and fattening has been promoted with a focus on "*Yasufuku-go* " and his lineage. *Yasufuku-go* calves attracted attention from all over the country for their high percentage of "top" beef carcass ratings, and the price of calves in Gifu Prefecture was the highest in Japan, and they came to dominate the top positions at various carcass competitions in the prefecture. The number of calves born from *Yasufuku-go* was approximately 25,000 (in FY1991), and the Hida Beef brand became firmly established, with *Yasufuku-go* calves at the head of the line. *Yasufuku-go* became a key player in the establishment of the Hida Beef brand.

In 1986, in order to establish a long-term, stable and excellent beef cattle production system by improving fattening techniques, and to unify the beef cattle brands produced in the prefecture as cattle brands that can be sold nationwide in order to overcome competition between production areas, the relevant organisations involved in the production and distribution of beef cattle have discussed this issue and established a production and shipping system in which calves are mainly produced and fattened in the prefecture, as well as the definition of cattle brands.

In January 1988, the Hida Beef Brand Promotion Council was established with the aim of establishing the Hida Beef brand and contributing to the production of excellent brand beef that consumers appreciate, stabilising beef cattle management and promoting the spread of brand beef sales, and Hida Beef was selected as a unified prefectural brand. Since then, in the

beginning of the Heisei era (around 1989), the improvement of Hida Beef has been promoted in the prefecture through the utilisation and withholding of *Yasufuku's* superior genes, the creation of bulls using breeding values based on carcass information, and the promotion of scientific improvement projects using cutting-edge technology for carcass information.

These efforts in Gifu Prefecture have earned Hida Beef a high reputation throughout the country, and the beef is traded at high prices.

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

(1) In 1988, the Hida Beef Brand Promotion Council was established, defined the 'Hida Beef Definition' and began labelling it at the time of sale.

(2) Approximately 10,000 head of cattle are certified as Hida Beef annually.

(3) Since around 1989, a number of sales outlets in Japan have been accredited, and later the Hida Meat Agricultural Cooperative Union was accredited as an export meat facility, which led to an increase in overseas exports of Hida Beef and the accreditation of a number of recommended outlets overseas as well. At the end of January 2022, there were 168 shops designated to sell Hida Beef, 193 restaurants designated to serve Hida Beef and 59 recommended shops abroad for Hida Beef.

(4) In June 2007, Hida Beef was registered as a regional collective trademark, enhancing the credibility of the regional brand.

(5) The cattle are highly regarded throughout the country, winning the Best Carcass Award for two consecutive years at the National Wagyu Beef Proficiency Show organized by the National Wagyu Registry Association in 2002 and 2007.

## **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 the Hida Beef Brand Promotion Council.

In addition, Ministry of Agriculture, Forestry and Fisheries regularly monitors the condition of quality control in the process of production, through the examination of annual report submitted by the Hida Beef Brand Promotion Council.

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

The Hida Beef Brand Promotion Council will check (1) producing area and (2) production method, etc. If a producer fails to abide by the specification, the Hida Beef Brand Promotion Council will issue a warning and request a correction of his/her production. If the producer does not follow the warning, the Hida Beef Brand Promotion Council may prohibit the relevant producers from using the name "Hidagyu", "Hida Beef" and the "GI Mark" for a certain period of time.

In addition, the Hida Beef Brand Promotion Council 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