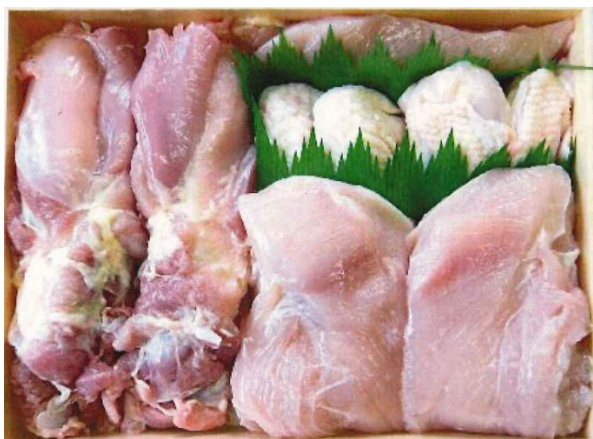


Summary of Specification



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

阿波尾鶏 (transcription : Awaodori) , Awaodori

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

Class 2: Fresh Meat (Chicken and its Offal Meat, Torikawa (skin), Gara (bones) and Cartilage)

3. Applicant – name and address

Tokushima Prefectural Council for the Establishment of the Awaodori Chicken Brand
1-1 Bandai Town, Tokushima City, Tokushima Prefecture, 770-8570, Japan

4. Date of first Protection in the country of origin

5. Description of product

Awaodori is an original local chicken in Tokushima Prefecture, developed over a period of 10 years by crossbreeding superior breeds of male Tokushima Prefecture's native Akazasa gamecock and female White Plymouth Rock chickens. The meat is beautifully reddish in colour, moderately chewy, low in fat and rich in umami components such as aspartic acid, glutamic acid and inosinic acid, as well as having a slow change in K value, an indicator of freshness, making it less susceptible to deterioration in freshness.

Awaodori can be supplied stably throughout the year due to its high meat productivity, and is in demand not only for its not-too-hard meat and umami taste, but also for its offal and gara (bones). It is highly valued by consumers as a versatile local chicken meat suitable for a wide variety of dishes, including baked, hot-pot and deep-fried dishes. The quality of the meat is highly supported by mass retailers and other business partners throughout the country.

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

Tokushima Prefecture

(2) Production method

① Breed

Breeding is carried out using elementary chicks produced by crossing male gamecock and female White Plymouth Rock chicken supplied by the Livestock Production Research Section of Tokushima Agriculture, Forestry and Fisheries Technology Support Center.

② Breeding methods

Breeding methods are based on the "JAS standards for locally produced chicken" in the producing area, and the following methods are used.

(a) Breeding methods are flat-feeding for the entire period after the introduction of the based chicks.

(b) Rearing densities should be no more than 10 birds per sq.m. after 28 days of age.

(c) The rearing period shall be 75 days or longer.

(d) Feed formulae should be of high nutritional quality suitable for body growth performance throughout each period, and low in protein from approximately 21 days of age onwards.

7. Link with the Geographical Area

The meat chicken industry in Tokushima Prefecture has developed by taking advantage of the steep topography of the Shikoku Mountains, which cover much of the prefecture, and by maintaining small producers. From the Meiji era (which started from 1868) until around 1960s, Tokushima Prefecture flourished as a base for supplying chickens to Osaka, as live chickens collected in the prefecture were brought to the Kansai region by sea and traded at high prices in the Osaka market.

The increase in imports of foreign broilers from the 1970s dealt a heavy blow to the domestic poultry industry, and while other producing areas took measures such as large-scale farming to increase productivity. In Tokushima Prefecture, where the terrain is unsuitable for large-scale production, there was a growing demand for the development of new high-quality meat chickens with the selling point of 'small-quantity, high-quality', such as local chicken and speciality chickens, where small-lot production is a strength, as a way of utilising existing small-scale farmers. In 1978, the Tokushima Prefectural Livestock Experiment Station (now the Livestock Production Research Section of Tokushima Agriculture, Forestry and Fisheries Technology Support Center) started breeding and improvement work, focusing on the fine meat flavour of the Prefecture's native Akazasa gamecock.

Originally a breed improved for cockfighting, the gamecock had a rough temperament, and also had the problem of being late maturing and having low meat and egg-laying ability. However, in order to improve practicality with making the best use of its excellent meat quality, technology was established for crossbreeding with White Plymouth Rock chickens, which excelled in productivity, and after 10 years of improvement and breeding, the 'Awaodori' was born in 1989.

In the same year, Tokushima Prefectural Council for the Establishment of the Awaodori Chicken Brand (hereinafter referred to as the 'Council') organised by Tokushima Prefecture, producers, poultry slaughter, processing and marketing businesses in the prefecture, has been established.

Since the establishment of the Council, the feeding technology cultivated in the development of gamecock and the meticulous and careful small-group management techniques fostered in broiler production have been utilised. It has become possible to manage the rearing of

'Awaodori', which have the temperament of noisy gamecock, to produce high-quality meat without stressing them in a quiet environment surrounded by rich nature. In addition, a unique production system involving the public and private sectors and centralised management of sales and distribution was established. These factors have contributed to the maintenance of stable production and increased brand reliability over a long period of time, from the first sale in FY 1989 to the present day.

8. History / confirmations of on-going production

The breeding style was decided in 1989, and the brand name "Awaodori" was given to the chicken by combining the meaning of a chicken rich in local colour with intense energy and dynamism from the Awa Dancing Festival (Awaodori), a traditional performing art of Tokushima Prefecture, and its beautiful standing figure with its "tail feathers" stretched out. The number of chickens produced at the start of sales was 20,000, but thanks to the public-private partnership in feeding management and efforts to maintain quality and increase consumption, more than 600,000 chickens were shipped in FY1998, it ranked first in the country in production as for local chicken.

As a result of continuous efforts to increase name recognition and consumer confidence, including the acquisition of the trademark registration of 'Awaodori with figures' in 2001 and certification as the nation's first product under the Japanese Agricultural Standards for local chicken meat, the number of birds produced has been maintained at around 2 million per year since 2004 and the number of birds produced has been the highest in Japan for 20 consecutive years until fiscal 2017. In addition, efforts have been made to make it the brand of choice both at home and abroad, such as by starting exports to Hong Kong in FY2010.

In addition, the Council plays a central role in actively providing food for events such as the Awa Odori dance, the traditional performing art of Tokushima Prefecture from which the Awa Odori chicken was named, and in 2004, it won the highest prize in a taste contest in which all the country's local chicken and brand-name chickens gathered to compete for favourable tastes, winning support from a wide range of age groups. In 2016, it was designated as a 'Tokushima Special Brand' by Tokushima Prefecture as a tourist resource representing the region with safety and security, and unique attractiveness.

In order to maintain the quality and meat productivity of the Awaodori in the future, the Council has established a risk dispersal system to protect genetic resources from highly pathogenic avian influenza and inbreeding recession by implementing cryopreservation of semen and remote storage of seed eggs of Akazasa gamecocks.

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 Tokushima Prefectural Council for the Establishment of the Awaodori Chicken Brand.

In addition, Ministry of Agriculture, Forestry and Fisheries monitors the condition of quality control in the process of production.

11. Outline of the quality control plan

The Council will check (1) producing area and (2) production method, etc. If a producer fails to abide by the specification, the Council will issue a warning and request a correction of his/her production. If the producer does not follow the warning, the Council may order the suspension of shipments as 'Awaodori' at the poultry slaughterhouse.

In the event that a serious violation is found that significantly undermines or is likely to undermine the trust of consumers regarding the product, it shall be promptly reported 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