

DEEP DIVE INTO THE WONDERS OF JAPANESE WAGYU - FARM TO OUR TABLE -



Source: Wagyu of Japan, "DEEP DIVE INTO THE WONDERS OF JAPANESE WAGYU - FARM TO OUR TABLE -" YouTube, 2024.





うしの中山

NAKAYAMA WAGYU FARM





有限会社うしの中山

USHI NO NAKAYAMA Co., Ltd.

- **Founded:** 1950

- **Location:** Kanoya City, Kagoshima Prefecture

▷ **Business Operations:**

- **Wagyu Cattle Farming** (Approx. 5,600 head of Japanese Black Wagyu, crossbred cattle, and matured Wagyu cows)

- **Export Business**

- **Restaurant Business** (Operating two yakiniku restaurants in Kagoshima Prefecture)

- **Wholesale Business**

- **Retail Business** (E-commerce, hometown tax donation programs, etc.)

▷ **Awards & Achievements:**

- **2022 Wagyu Olympics**

1st Place in the Castrated Fattened Cattle Division (Best in Japan)

- **Multiple Other Prestigious Awards**

IV. "Beef Cattle Division" - Individual Category (Castrated Fattened Cattle)

[1] Basic Policy

1. While respecting both meat quantity and meat quality, which currently define the value of carcasses, a ranking system will be established based on new evaluation criteria, including fat quality, which represents the future direction of Wagyu meat improvement.

2. The ranking system will weigh **meat quantity, meat quality, and fat quality** **equally** in a **1:1:1 ratio**.

(Reference: 12th National Competitive Exhibition of Wagyu, Judging Criteria, 2019)



Philosophy

Maximizing the potential of WAGYU.

- Large-scale production with uncompromising quality
- A fully integrated producer handling everything from Wagyu breeding to sales and distribution (Comparable to a "Château" in the wine industry)
- Master breeder Takashi Nakayama has spent over 50 years perfecting Wagyu farming techniques, which are meticulously applied to every single cow
- Awarded numerous times in national competitions, including the Minister of Agriculture, Forestry and Fisheries Award, with a total of over 100 accolades



受賞歴



サマーミートフェア福岡 2023 和牛の部 最優秀賞

第64回鹿児島県肉牛枝肉共進会(京都会場) グランドチャンピオン、最優秀賞2席、優良賞トリプル受賞

鹿児島黒牛宣伝販売会(京都会場) 最優秀賞

令和4年鹿児島県肉牛枝肉共進会(大阪会場) グランドチャンピオン、最優秀賞2席 ダブル受賞

第34回鹿児島黒牛産地宣伝販売会(ナンチク会場) グランドチャンピオン

第64回鹿児島県肉牛枝肉共進会(京都会場) グランドチャンピオン、最優秀賞2席、優良賞 ダブル受賞

第44回九州管内系統和牛枝肉共励会 最高位 金賞(農林水産大臣賞)

Awarded numerous prestigious titles in Japan's most esteemed Wagyu competitions.



◇ Restaurant Business (Directly Operated Yakiniku Restaurant: Chuzantei)



A yakiniku restaurant that exclusively serves Ushi no Nakayama Wagyu.

By purchasing whole cattle, we offer a variety of cuts.

Opened in 2018, this is the only yakiniku restaurant where you can **enjoy Japan's best Wagyu beef at an accessible price**—a privilege made possible by its direct connection to the farm.

Customers from all over Japan travel specifically to visit our restaurant.

◇ Retail & E-Commerce Business (Own EC site, Hometown Tax Donation Program, etc.)



We handle everything in-house, from operations and processing to shipping. We offer a variety of cuts and products, including steak, yakiniku, sukiyaki, hamburg steak, roast beef, offcuts, sliced beef, and whole blocks. Sales have been increasing year by year.



◇ Export Business



Since 2023, we have expanded into the export market. We export to the EU, Taiwan, Hong Kong, and Australia. Exports are generally conducted in semi-set units, closely resembling full-set (whole cattle) purchases.

◇ Wholesale Business for Restaurants

While high-end dining establishments tend to be our primary clients, we also supply restaurants and individual food businesses. We offer certification plaques and commemorative Wagyu statues for establishments that serve our award-winning beef.

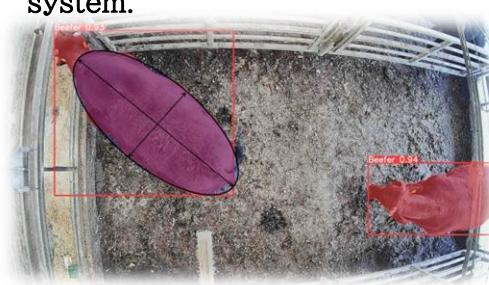
By working directly with Japan's top Wagyu farmers, we can provide customized, ideal Wagyu orders tailored to specific needs.

It is also common for chefs to visit our farm for study and inspection.





We are also committed to environmental sustainability, having planted **approximately 2,000 trees** for farm greening. Our manure is fully fermented and sold to shochu fields, while shochu by-products are reintegrated into cattle feed, creating a sustainable recycling system.



We implement **temperature monitoring sensors** on every cow to detect early health anomalies. Additionally, **AI-powered image recognition cameras** operate 24/7 across all rooms, ensuring not a single cow is overlooked. Our **state-of-the-art facilities** reflect our unwavering commitment to raising every animal with care, so that all of our Wagyu can be enjoyed at its best.

Calf Procurement



We incorporate **pasture grazing** and carefully select **250 cattle** every month, personally overseen by our expert representative.

Compost Recycling & Greening Initiatives



Proprietary Wagyu Production Process

Using a **proprietary feeding manual**, we tailor the feeding quantity for each individual animal. Our custom-blended feed, combined with **state-of-the-art facilities designed to minimize stress**, allows us to maintain the highest quality even as a large-scale farm.

AI·IoT-Based Management System

Feed & Water



For over **50 years**, we have continuously refined our feeding techniques, incorporating **shochu lees**, **kurozu moromi** (fermented black vinegar mash), and **koji mold**, all of which are specialties of Kagoshima. These enhance **cattle health, meat umami, and sweetness**.



◇Quality

- **Meat Texture:** Firm and tender with a strong umami flavor.
- **Fat Quality:** Soft and milky, like butter, yet light and not overpowering.
- **Aroma:** A rich, fragrant aroma spreads when the meat is unsealed or grilled.

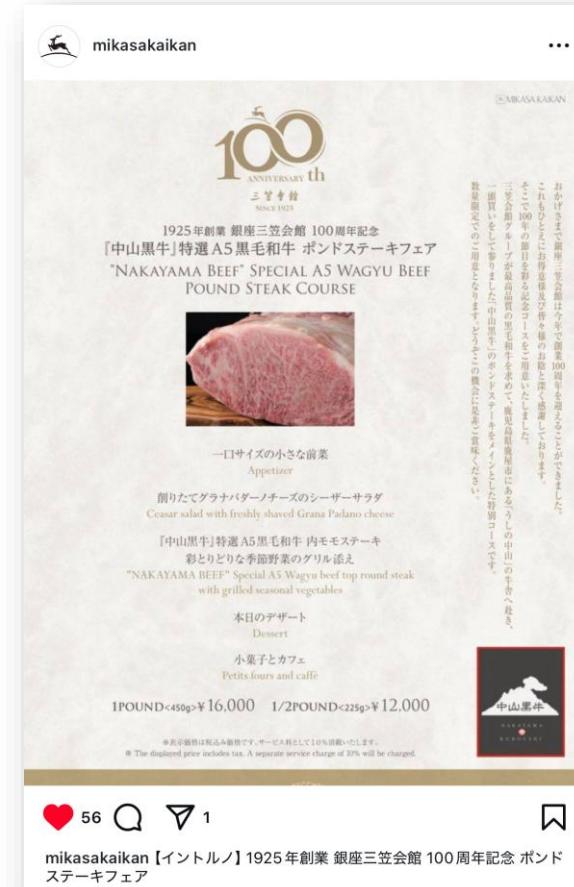
Other Features

- Produced by Japan's top-award-winning Wagyu farmers, ensuring consistent quality and stable supply.
- Not only the **loin cuts**, but even the **round cuts** feature beautiful marbling, making all parts highly appreciated.



◇ Ginza Mikasa Kaikan

(Operating various restaurants, including French cuisine, Italian cuisine, Kaiseki, and Chinese cuisine)



Whole-Cattle Purchase of Ushi no Nakayama Wagyu

All parts of the cattle are utilized across various Mikasa Kaikan Group restaurants. A special collaboration between the Mikasa Kaikan brand and Ushi no Nakayama Wagyu. The quality has been highly appreciated, leading to continued transactions. Our Wagyu is priced higher than the Kobe Beef course, reflecting its exceptional quality.



◇ Kappo Myotoku

(Yamaguchi Prefecture – Traditional Kappo Cuisine, serving Sukiyaki and Charcoal-Grilled Wagyu)



Served under the brand name
“Myotoku wagyu.”

In partnership with Ushi no
Nakayama, ensuring quality
assurance.

Our customers have been
extremely satisfied.



◇ Sushi Kato Niseko

(Located in Niseko Resort, Hokkaido, serving Japan's No.1 Wagyu in sukiyaki, charcoal-grilled dishes, and sushi)



During the winter season, 99% of visitors to Niseko Town, Hokkaido, are international tourists. Our Wagyu is served at two locations in the area.

To cater to international customers, we promoted it under the easily recognizable brand "Japan's No.1 Wagyu", supported by stone statue promotional materials.

The combination of exceptional taste and compelling storytelling has received high praise.



Youtube



instagram



website

