

Greetings

Miyagi Prefecture Governor
Yoshihiro Murai



Miyagi, Fine quality rice farming area, also known for its quality Japanese beef.

The “Sendai Beef” is an ultra-high quality beef brand certified by the strictest level of standards in Japan. Perfection in terms of quality, superb fragrance and its taste.

Miyagi Prefecture, located in the Tohoku region of Japan, is famous for its fine quality of rice farms. It has beautiful environment filled with rich nature and clean water. These are the keys not only for rice farming but also for producing the high quality beef. Moreover, the cattle are less densely bred compared to other prefectures. Everyday, farmers make sure to treat every cow with love to minimize their stress. This is a very important factor to nurture delicious beef.

I would like to get (let) everyone to know the people of Tohoku as well as the unknown excellence of Sendai Beef. I hope that everyone enjoys beef produced in Miyagi, including the flagship brand Sendai Beef. Please plan a visit to the hometown of Sendai Beef in Miyagi Prefecture.



Sendai Beef mascot character
Ushimasamune



Gifts

贈答「おくりもの」



Gifts as a type of “OMOTENASHI” hospitality.

Japanese sincere hospitality “OMOTENASHI” is a virtue that is praised around the world. Moreover, we occasionally present our appreciation by exchanging “Gifts”, the “OKURIMONO”. In summer, there’s “Ochuugen” (meaning the middle of the year), and in the winter there is “Oseibo” (meaning the end of the year); people use these occasions to present appreciation to those who have helped by sending the gifts each other. People send gifts with respect to the recipients. Conveying your sincere feelings is the aesthetic of gifts.

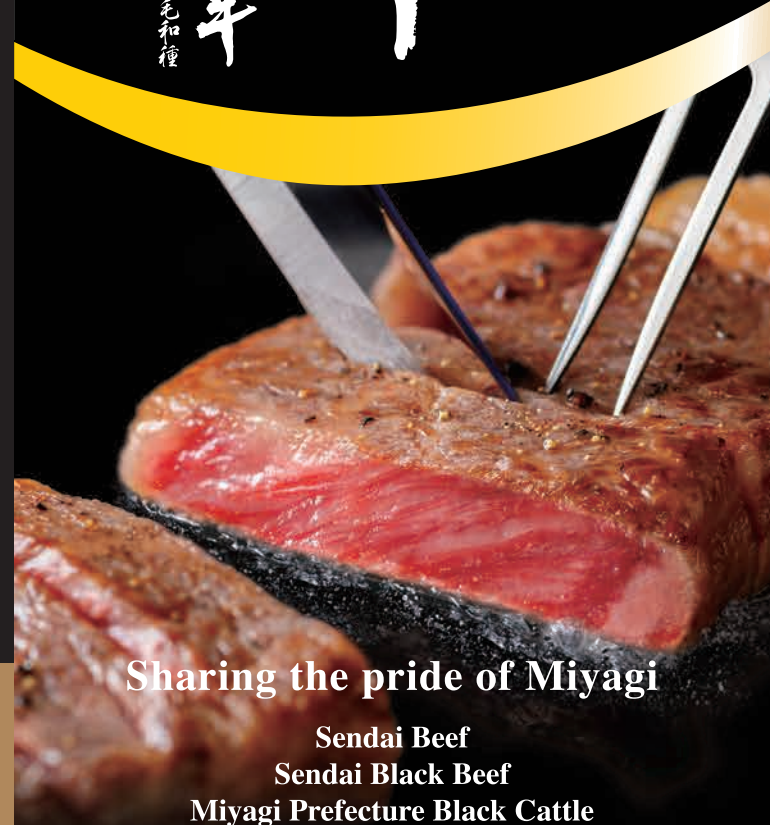
Enrich your appreciation by presenting Sendai Beef and Sendai Black Beef: Prestige and bred in strict tradition. Sendai Beef can be a great communication tool between you and the ones you love.

Miyagi Prefecture Agricultural Department and Livestock Division

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仙台牛

仙台黒毛和牛
宮城県産黒毛和牛種



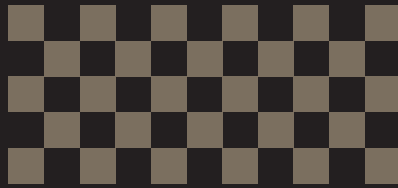
Sharing the pride of Miyagi

Sendai Beef
Sendai Black Beef
Miyagi Prefecture Black Cattle



仙台牛

Secrets behind the taste of Sendai Beef



Miyagi Prefecture is approximately 300km northeast of Tokyo, in the region called Tohoku. The land is blessed with forests and plateaus and has beautiful four seasons making it ideal environment to breed cattle.

Miyagi Prefecture is also well known for its top quality rice in Japan.

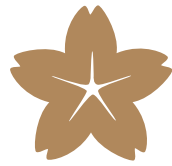
The water and air are very clean, great environment to harvest rich agricultural flavors.

The taste of Sendai Beef is from the blessings of the land of Miyagi.



宮城
Miyagi

東京
Tokyo



仙台牛



“Sendai Beef” is a certified brand only for the best graded beef in Miyagi.

Sendai Beef is from Japanese black cattle bred in Miyagi Prefecture and is evaluated by the Japan Meat Rating Association.

It is a brand that only includes meat graded A5 or B5 by the association’s standards.

Currently, Sendai Beef is the only brand in Japan has strict certification for only beef with the highest quality measures. In addition, meat that is classified as C5-B3 is called Sendai Black Beef, but yet the quality is the same as Sendai Beef other than the marbling of the meat.

Good ←

	Meat grade											
	5			4			3		2	1		
Marbling	12	11	10	9	8	7	6	5	4	3	2	1
Production yield grade	A	A5 Sendai Beef				A4 Sendai Black Beef			A3 Sendai Black Beef	A2		A1
	B	B5 Sendai Beef				B4 Sendai Black Beef			B3 Sendai Black Beef	B2		B1
	C	C5 Sendai Black Beef				C4		C3		C2		C1

Grades A5 and B5 guarantees the best and most consistent quality in taste



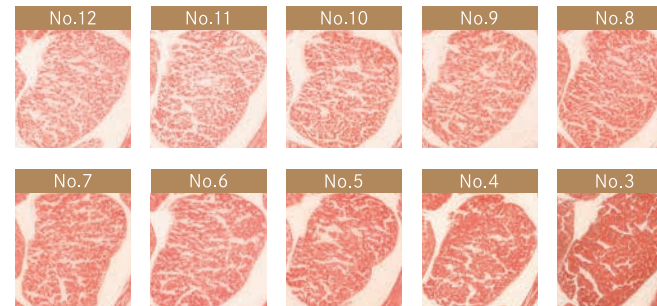
Quality grading [1-5] : How good is the quality of the meat?

The meat grade is evaluated comprehensively based on the following four metrics: marbling of the meat (highest importance), color of the meat, texture and softness of the meat, and color and quality of the fat.

Cut Yield grading [A-C] : How much meat will it produce?

Yield evaluation after the bones and fat are taken away. The more quality meat left, the better the production yield.

▲ The Sendai Beef mark is proof that the meat has passed these strict standards. Of course, traceability is also guaranteed.



Beef Marbling Standards (BMS) (Source: Japan Meat Rating Association website)



Q&A



What do the cows eat?

Two major cow feeds are coarse feed (rice straws, grass) and concentrated feed (corn, soybeans, etc...). Most cows prefer concentrated feed over coarse feed, and farmers put their efforts to give best nutrition such as to chop the coarse feed into small pieces, or feeding coarse feed before the concentrated feed.



What is the secret of the taste?

High-quality and plentiful rice straws are indispensable for the beautiful marbled meat. Miyagi Prefecture is the hometown of rice, and is also the fifth largest rice farm area in Japan. There is little snowfall during the winter, still with plenty of dry, sunny days. This fine weather condition creates good, dry rice straws. Miyagi cattle eat lots of rice straw while becoming one step closer to Sendai Beef.



Moreover, a stress-free environment with plentiful, high-quality self-supplied feed produces delicious beef.



Is it true that the cows are fed with rice grains?

Not limited to rice straws, cows are also fed with rice grains. The rice grains can be made into rice flour and mixed with cow feed, or the ear and stem of the rice can also be fermented together. It is said that feeding the cows with rice grains helps to enrich the quality of the fat,



forming into more fine solubility fat. In some areas, the cows are also fed with sticky rice or even with cooked rice. All of which is to enrich the quality of the meat.



How do you recommend to cook?

Grill the meat with the melting meat fat in high heat for a short period of time until there is a slightly crispy surface – then cut with knife, and you will see gorgeous rare steak. Please try to have steak with fresh wasabi. The wasabi helps to bring out the taste of the meat juices and the sweetness of the fat as it melts inside your mouth.

