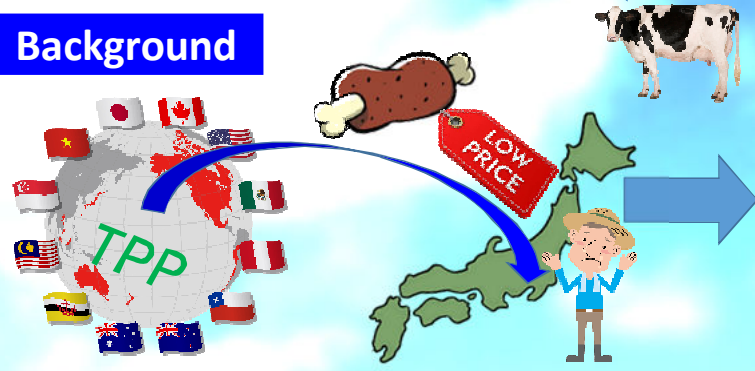




The Threat of Cheaper Foreign Beef – How can Wagyu ‘Meat’ the Challenge and Keep **Mooo** -ving on in the Global Market?

Background



Research Questions

1. Is Wagyu (premium beef) a **really effective** strategy for survival?
2. Do Japanese beef producers **really** provide what the consumers **want**?

Research & Result

1. Questionnaire

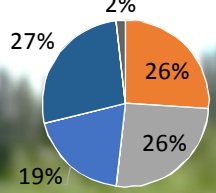
- Preference, impressions of Japanese & foreign beef

2. Internet research & interviews

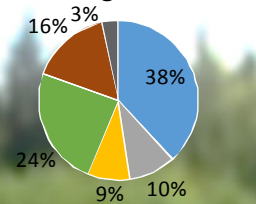
- governments’ policies & strategies
 retail company executive, strategist Agricultural Cooperative



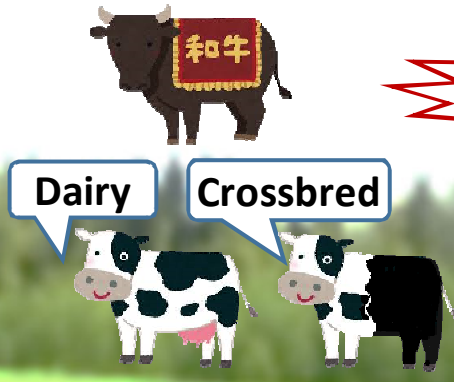
Impressions about Japanese Beef



Impressions about Foreign Beef



- expensive
- premium
- safe
- delicious
- cheap
- not delicious
- cannot trust
- delicious
- casual
- others



Challenges

- Higher cost
- Labor shortage
- Awareness

Discussion

SAFETY FIRST

Japan is re-thinking its beef policy

PRICE MATTERS TOO

→ create new demand with new images

“safer and more affordable Japanese beef”

Conclusion

As for R.Q.1

- No. We cannot only rely on Wagyu. It’s **NOT** for everyone, for everyday use.

As for R.Q.2

- Regrettably, No. But it is changing for **“safer and more affordable”** beef.



What can we do ?

Let’s eat!!



Know more! Tell more! Buy more!