



**Fujiwara Corporation**  
**Delivering Trust Through High-Quality Meat Processing**  
**and a People-First Philosophy**

Since our founder opened a butcher shop in 1956, Fujiwara Corporation has been deeply dedicated to the meat industry. We specialize in processing and wholesale of Hokkaido Tokachi Beef, rare Icelandic lamb, and a wide range of pork and chicken products.

With expertise honed over decades, our advanced skills enable us to flexibly accommodate even the most specific customer requests. Food safety is a cornerstone of our operations. In 2016, we introduced a HACCP-certified facility, ensuring a state-of-the-art hygienic environment for all our processes.

Above all, our core philosophy is putting people first. We prioritize relationships with our customers, producers, employees, and local communities and remain steadfast in our commitment to walking together toward the possibilities of tomorrow.

**F Fujiwara Sangyo Co.,Ltd.**  
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*Tokachi Hanagyu*

とがち華牛

Premium Brand Beef from  
Tokachi—Bringing Joy  
to the Hearts of  
Many



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Tokachi Hanagyu

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## Tokachi Hanagyu

### Tokachi Hanagyu: A Perfect Balanced, Flavorful Brand Beef

Raised in the rich natural environment of Tokachi, Hokkaido, Tokachi Hanagyu is a premium beef brand known for its elegant quality and exquisite taste.

Lovingly reared at Ueda Farm in Shintoku Town, Tokachi Hanagyu is an F1 (crossbreed) beef cross breeding with a Japanese Black Wagyu sire and a Holstein dam. This exceptional cross inherits the best traits of both breeds, delivering rich, natural beef flavors, a deep umami, and a harmonious balance of lean meat and marbled fat.

Pursue high quality meat through carefully selected feed and changes at the right time and a strict "cattle first" fattening system in a stress free environment.

Our "cattle first" approach ensures superior meat quality. The skilled cutting techniques of Fujiwara Sangyo maximize the potential of Tokachi Hanagyu, highlighting its exceptional qualities.

With its stunning looks and robust flavor. Highly regarded as a versatile brand beef, it pairs beautifully with a variety of dishes, Tokachi Hanagyu making every meal a celebration.



Note: Tokachi Hanagyu for export is also cut at the Tokachi Factory of Hokkaido Livestock Corporation Co., Ltd.

## Key Features of Beef Cattle Fattening

### 01 Raising cattle stress-free in a clean, comfortable environment

Cattle at Ueda Livestock Company's barns rarely bellow—a testament to their stress-free living conditions maintained through meticulous cleaning and ample fresh feed. Cattle raised without stress produce beef with vibrant color and enhanced flavor.

### 02 Maintaining a cool environment and providing spacious living areas

Cattle are sensitive to heat. To ensure a comfortable environment, barns are built with high ceilings and designed for constant ventilation. Each cattle is also given ample space to promote well-being.

### 03 Providing feed tailored to the health and growth stages of cattle

Ueda Livestock Company uses multiple compound feeds. Feeding managers, well-versed in cattle management, carefully assess the optimal timing for switching feeds based on the health and growth stages of the herd to ensure that the most suitable feed is provided.

### 04 Prioritizing safety and trustworthiness over efficiency without using growth promoters

Growth-promoting substances, such as monensin sodium salt, are not used under any circumstances. The focus is on raising safe and trustworthy beef cattle while keeping the well-being of consumers in mind.

### 05 Sourcing stock cattle from trusted breeding farms

Stock cattle are sourced from reliable breeding farms in Hokkaido. During the handover process, staff are always present to verify the types of feed provided and the rearing methods used.

### 06 Raising healthy cattle without excessive fattening and shipping them at the ideal time

Tokachi Hanagyu cattle are shipped at approximately 22 to 24 months of age. By avoiding excessive fattening, the cattle are raised in a healthy manner, resulting in beef with a well-balanced proportion of lean meat to fat. They are also shipped at the optimal time to ensure the best quality.

## Key Features of Texture and Flavor

### Minimal excess fat and vibrant meat color

Tokachi Hanagyu features a vibrant, glossy meat color, evenly distributed marbling, ample belly meat thickness, and a consistently well-balanced proportion of lean meat to fat. Another key feature is its minimal subcutaneous fat, which reduces the need for excess trimming during processing. The texture strikes the perfect balance—not too firm, yet satisfyingly structured—offering a robust bite while retaining the refined qualities of wagyu beef.

### Rich flavor with a refreshing aftertaste

The greatest appeal of Tokachi Hanagyu lies in its balance between delicately sweet fat and hearty, satisfying lean meat. Compared to traditional wagyu beef, the fat is not overly rich and does not leave a heavy or greasy feeling. The lean meat is succulent and rich, allowing you to fully enjoy the natural flavor of beef. It also features moderate marbling, which contributes to its refreshing aftertaste—a quality that has been widely praised.

