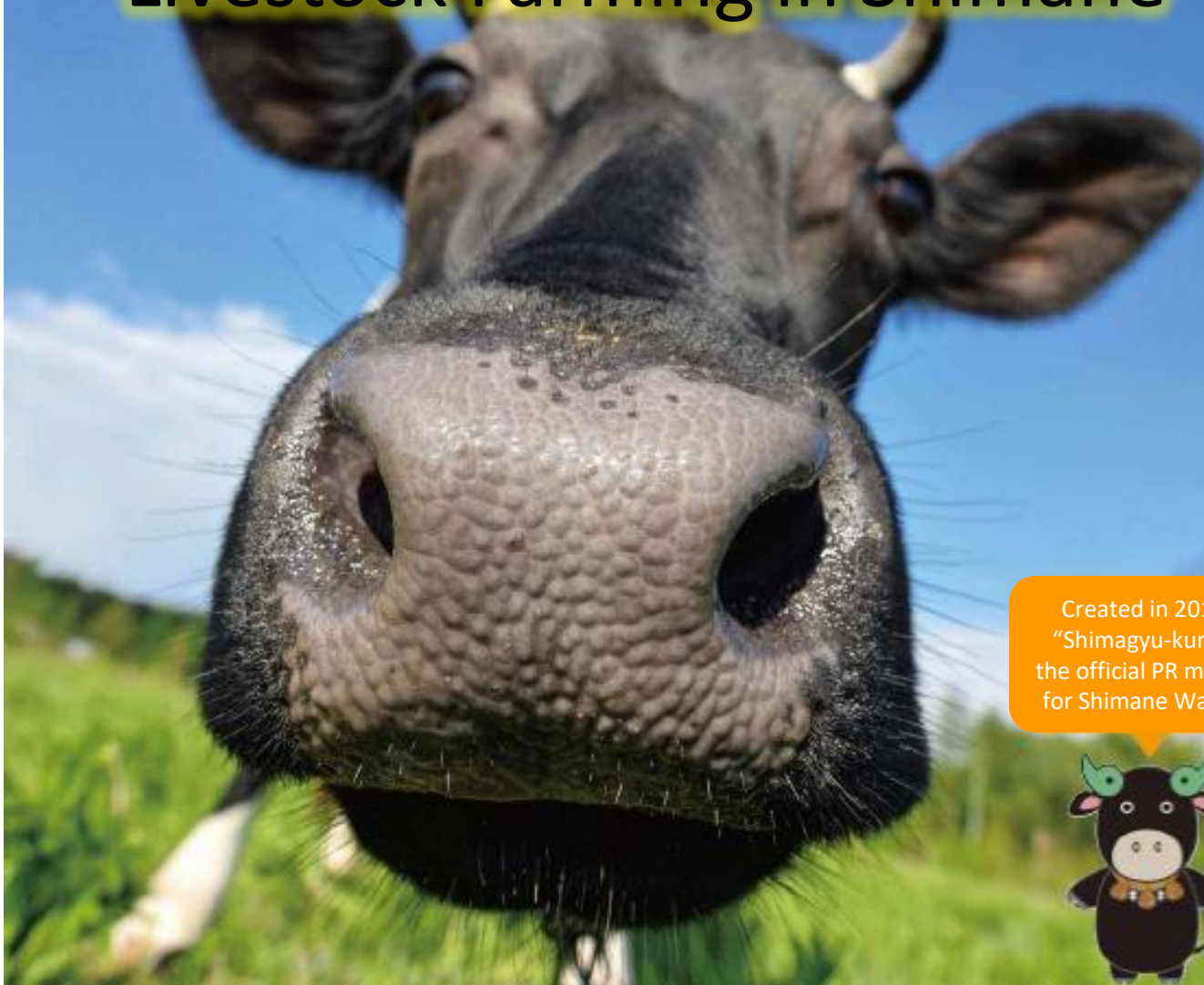


ちく さん

# しまぐの畜産

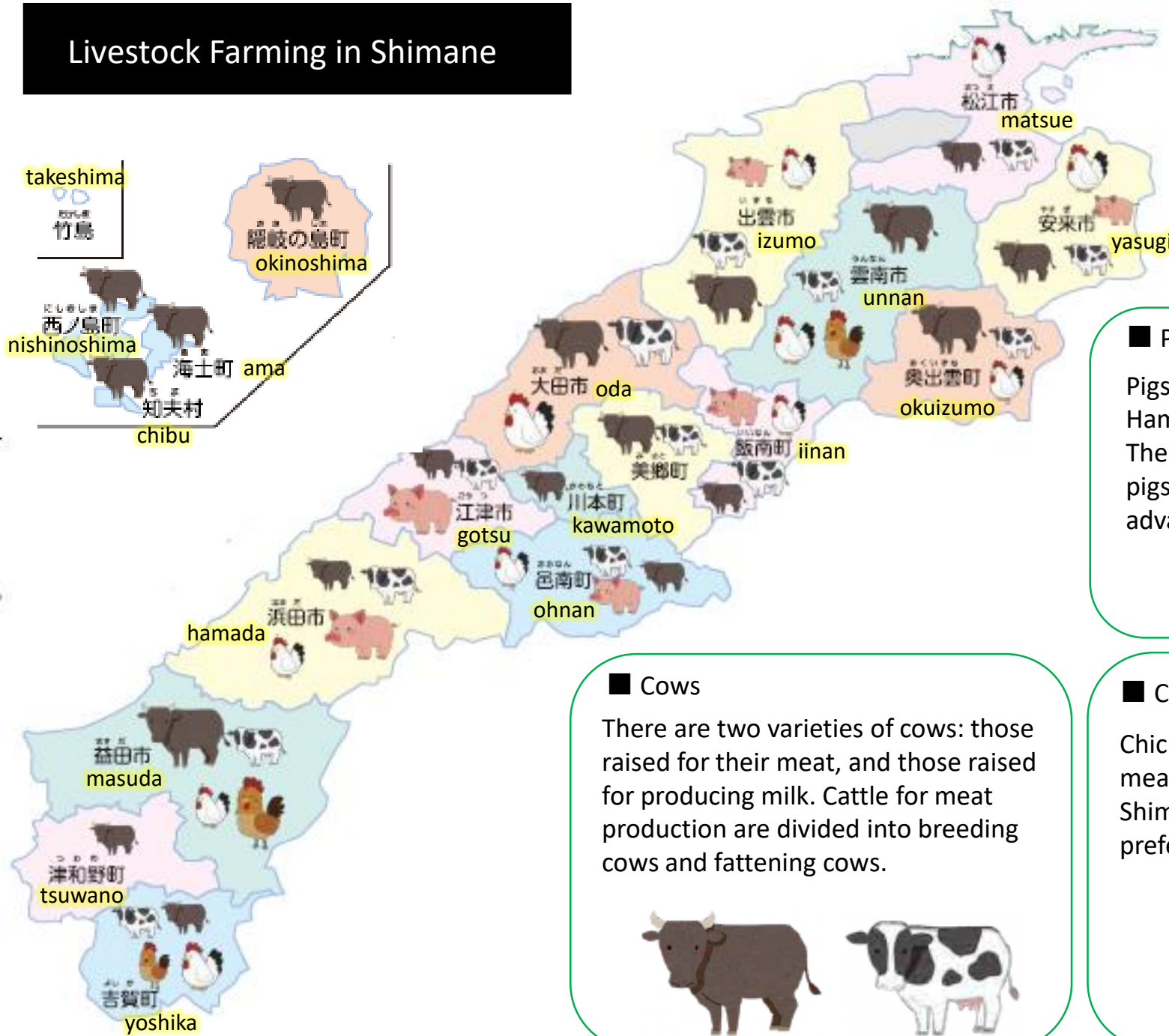
## Livestock Farming in Shimane



Created in 2017,  
"Shimagyu-kun" is  
the official PR mascot  
for Shimane Wagyu.



# Livestock Farming in Shimane



## ■ Pigs

Pigs are raised in areas such as Hamada, Gotsu, Iinan, and Ohnan. The large-scale management of pigs at individual farms is steadily advancing.



## ■ Cows

There are two varieties of cows: those raised for their meat, and those raised for producing milk. Cattle for meat production are divided into breeding cows and fattening cows.



## ■ Chickens

Chickens are raised either for their meat or for eggs. Eggs from Shimane supply about 80% of the prefecture's demand.






# Shimane Wagyu

# しまね和牛

Shimane Wagyu refers to the “Japanese Black” breed of meat producing cattle raised in Shimane Prefecture. Shimane is one of the birthplaces of Wagyu, and has lead production since ancient times. Nowadays, there are many regional and farm brands. Each brand has its own unique characteristics, so definitely try and compare them!

## ■ The History of Shimane Wagyu

Around A.D. 100	Cows were already being raised in Japan.	
927	In Shimane Prefecture, there are records of milk being presented to the emperor.	
1115	There are records that the cows frolicking in the hills and fields of Ama Town (Oki Islands) comforted Emperor Go-Toba who was exiled there.	
15th – 16th centuries	In the Chūgoku Mountains, cattle were raised for transportation and agriculture, such as for rice production and for carrying charcoal used in iron manufacturing.	
Meiji period (1868 – 1912)	Due to Western cultural influences, people began to eat beef, and cattle started being raised for meat production.	
1875	Devon cattle were introduced from overseas to Kizuki Village in Izumo (present day Taisha-cho), and the improvement of cattle farming greatly accelerated.	
Mid to late 20th century	The breeding ox “Itozakura the 7th” was born in Okuizumo, and eventually won Grand Prize in the “Wagyu Olympics” (National Wagyu Ability Competitive Exhibition), where his fame spread throughout the country.	
Recent years	Although Shimane Wagyu has faced stiff competition from other areas such as Kyushu, various regional and farm brands have emerged in Shimane. An increasing number of farms have won top prizes at national meat fairs, and Shimane has become well-known as a beef producing region.	

## What is Shimane Wagyu?

Surrounded by lush nature, our cows are peacefully raised in the temperate climate of Shimane.

1. Very few off-flavors, and an outstanding umami taste
2. Each bite is exceptionally tender and juicy
3. The fat in our finely marbled Wagyu feels light in the mouth

This deliciousness is our secret for you.



## Shimane Wagyu

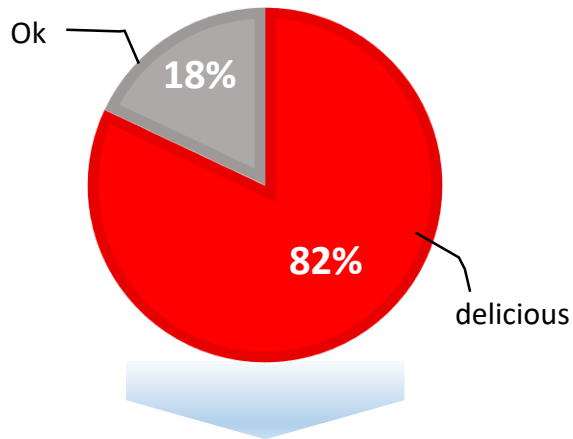
Cows have appeared in the history of Izumo since ancient times; there is even a “sacred cow” dedicated to Izumo Taisha Grand Shrine. During the Edo and Meiji periods, the breeding of cattle for use in “tatara” iron manufacturing was perfected, and the area became famous for its excellent calves. In recent years, we have been successfully raising plump cows to meet consumer demands for safe and delicious Wagyu beef, resulting in our highest-quality “Shimane Wagyu.”

## Achievements

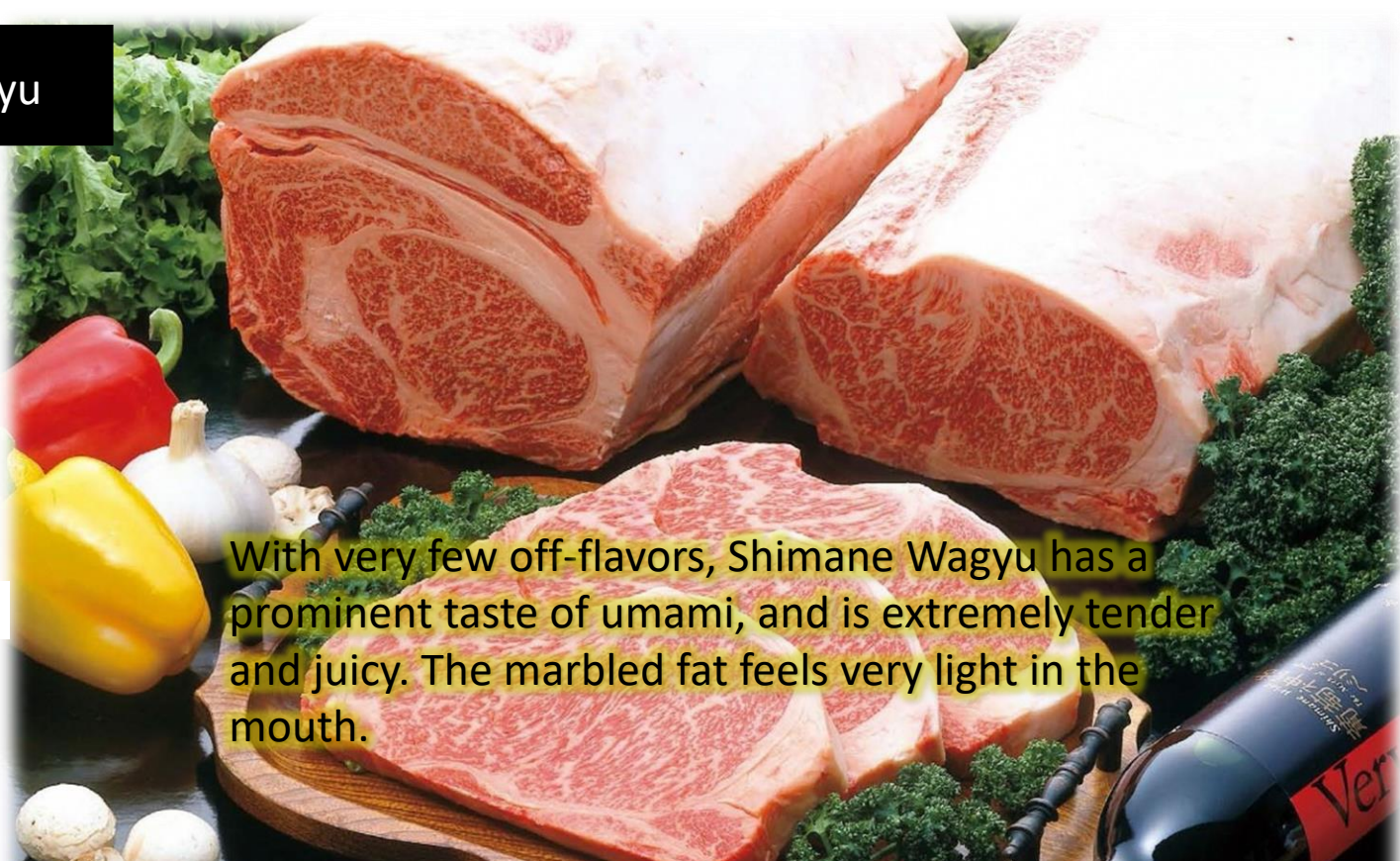
Shimane Wagyu has won the Prime Minister’s Award twice in the “Wagyu Olympics” (National Wagyu Ability Competitive Exhibition), held once every five years. In recent years, our beef has also won awards at major meat fairs across the country.

# The Secrets of Shimane Wagyu

There are three secrets to the deliciousness of Shimane Wagyu.



Almost everyone who tasted Shimane Wagyu rated it as delicious.



With very few off-flavors, Shimane Wagyu has a prominent taste of umami, and is extremely tender and juicy. The marbled fat feels very light in the mouth.

## 1 Flavor

Experience the rich umami that is naturally found in beef—without any off-flavors getting in the way.

Umami is what makes a good cut of beef! But did you know that I also have very few off-flavors?



## 2 Texture

Almost everyone who tasted Shimane Wagyu rated it as juicy.

Even when cooked, the juices don't escape! And I'm incredibly tender.



## 3 Fat

Shimane Wagyu has just the right amount of monounsaturated fatty acids (MUFA) that dissolve quickly in the mouth. The evaluation of appearance (firmness, luster, color, etc.) by meat buyers is also very positive.



## Sukiyaki with thick slices of Shimane Wagyu and seaweed salt



### Ingredients:

sirloin, round steak, etc. (thickly cut) 100g

kombu (kelp) to taste

beef tallow to taste

[A] seaweed salt 1 tbsp.

[A] malt sugar or skim milk 1 tbsp.

raw egg as desired

chopped aromatic vegetables (onion, garland chrysanthemum, etc.) to taste

- ① Tuck the thick-cut slices of beef into the kombu
- ② Sprinkle a mix of the [A] seasonings onto one side of the beef slices, fry on a griddle, and enjoy
- ③ Also enjoy with the fried aromatic vegetables and raw egg