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The Masterfully Marbled World of
Japanese Wagyu Beef

日本畜産物輸出促進協議会

JAPAN LIVESTOCK PRODUCTS EXPORT PROMOTION COUNCIL



Spreading the Appeal of Japanese Wagyu Beef to the World

Japanese Wagyu beef has become a fixture among wealthy Asians, and the demand is also growing in Europe and America. Let's take a closer look at the appeal of Japanese Wagyu beef, starting with the competition to determine the best Japanese Wagyu cattle.

The 12th National Wagyu Competition in Kagoshima, Japan's largest Wagyu cattle competition, was held in Kirishima and other locations in Kagoshima Prefecture. Also known as the Wagyu Olympics, the event is held once every five years, bringing together the best Wagyu cattle from all over Japan to find the absolute best of this world-leading premium breed. In the breeding bull category, 438 cattle from Japan's 41 prefectures gathered after winning their preliminary rounds.

The event's history going back more than half a century reveals the roles of Japanese Wagyu cattle changed from being used as working animals in rural areas to being improved as beef cattle, eventually becoming a mainstay of Japanese agricultural exports. Today, beef exports are expected to be a standard-bearer for the Japanese government's export expansion goals for agricultural, forestry, and fishery products and food.

Watch our video to discover the profound world of Japanese Wagyu and its appeal, starting with the competition to determine the very best of Wagyu cattle.



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