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## 行事

EVENT

## Sustainable Wagyu: from “useless” meat to top quality meat

Wagyu tasting event focusing on the valorization program of Ginkakuji Onishi and Jukuho Farm

In collaboration with JFOODO, Japan’s overseas food products promotion center, and the Embassy of Japan in Switzerland, JETRO Geneva has organized a Sustainable Wagyu promotion event for professionals at the Hotel Schweizerhof in Bern.

The event took place in Bern on October 14. Thirty professionals of the meat industry attended the event. People from restaurants, hotels, importers and butchers were curious to learn to taste this particular meat that was brought by two Japanese companies who kindly visited Switzerland on their way back from the German trade fair.

*Ginkakuji Onishi and Jukuho Farm*

The company Ginkakuji Onishi is an important meat retailer, distributor, and exporter of wagyu meat located in Kyoto. Ginkakuji Onishi has a trustful relationship with several farms all over Japan. They sell different sorts of wagyu, but for the purpose of the event they focused on their sustainable wagyu called “Juku Program”. Mr. Hideki Onishi, CEO, came along with Ms. Duh and



From left to right: Ms Yamamoto and Mr Ishitobi from Jukuho Farm, Mr Onishi, Ms Duh and Mr Goto from Ginkakuji Onishi

Mr. Goto from the company’s overseas department.

The second company is Jukuho Farm, one of the farms that are part of this Juku program. Jukuho Farm is an exemplary farm able to produce the best quality meat by providing excellent breeding conditions to their cattle. The farm has developed a very efficient breeding program for “mother cows” The farm is located in Shimane prefecture (southwest of Japan). Mr. Ishitobi, President and CEO and Ms Yamamoto in charge of the insemination program kindly came from Japan.

*Sustainable Wagyu*

Wagyu which literally means “Japanese beef” is a demanding meat to produce. The cattle are bred during two years while some European species are bred during hardly more than six months.

In Japan, the mother cow is traditionally not used for producing wagyu meat. They give birth a couple of time but are called “Useless Beef” once they are too old for reproduction.

“I was shocked to hear them being called useless,” said Mr. Onishi. Those are 100% Japanese black (main breed for wagyu) from which we make the best meat.

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## 行事

EVENT

## Sustainable Wagyu: from “useless” meat to top quality meat

(continued from page 1)

They have a lot of potential he added. Therefore, the company started this Juku program. They buy mother cows at auction and send them directly to Juku Farm. Juku Farm has developed a highly efficient feeding program adapted especially for those mother cows that are 7 or 8 years old. Thanks to an efficient feedlot and a stress-free environment, Juku Farm is able to turn those “useless” cows into top quality wagyu beef after a couple of months.

This meat can be called sustainable because it turns a “waste” into food. The UN Sustainable Development Goal 12 is to achieve responsible consumption and production. Make the most of the potential food we have certainly contributes to it. It is also important to understand that wagyu is rare. Not only because it takes over two years to breed cattle, but also because the number of farmers is decreasing in Japan. It is not a meat that can be mass-produced.

In Switzerland animal welfare is very important. This is also true in Japan. “Many people ask me if we give them beer” said Mr. Onishi during his presentation. No, but beer wheat that is good for them he answered. Beer may be exaggerated but the good care and dedication of the farmers is true. The stress-free environment is an important part of process. Farms are at human size. Pictures and videos show clean environment and beefs that are happy to see the farmers.

### *Top quality and taste*

One challenge of this sustainable wagyu is to change the way people see this meat. This meat is by no means a second-grade meat. Jukuho Farm is able to produce the best quality including A3 to A5 (A5 being the best quality on the Japanese scale). During the tasting, everyone was impressed by the quality and deep umami flavor. Several people used to excellent wagyu meat said they did not think it could be so good.

In fact, as explained during the seminar, the mother cow has an interesting added value. As said, the average breeding period of ordinary wagyu is 26 to 28 months. For this meat it will be 100 months in average. With the years, the meat ends with a concentrated umami unique taste.

### *A meat well adapted to the Swiss and European market*

In Japan wagyu is traditionally eaten in smaller portions and using thinner cuts than the way we eat meat in Switzerland. Mr. Onishi brought on purpose a meat that

was not too high on marbling scale (going from 1 to 13). A A5-13 meat will be exceptional for many Japanese recipe but may be too fatty to be enjoyed in large quantity such as for a steak explained Mr. Onishi. Therefore, for this kind of cooking, a lower marbling of fat between 6 to 9 is recommended.

Mr. Onishi emphasized that different cuts can be suitable for the Swiss market. Consumers often go for the first cut while second cuts are perfectly suitable and cheaper. Ginkakuji Onishi is also inspired by the European market and is adapting some product to it. At the end of the event participants could try Wagyu ham and salami Ginkakuji Onishi is preparing in its store in Milano. Wagyu’s natural high percentage of intramuscular fat makes it perfectly adapted to those products.

Enquiries regarding the meat:

<https://www.onishi-g.com/>

(English version coming soon, in the meantime we gladly assist)



An A5 wagyu meat (highest quality) and its typical marbling (8 on the marbling scale going from 1 to 13).

## PM Kishida has three priorities: COVID, new-capitalism and security

On October 8th, four days after entering into office, KISHIDA Fumio, Japan's 100th Prime Minister addressed his first policy speech to the Diet. He presented the three main policies his government will work on.

The first policy is to tackle the COVID pandemic. The situation has improved greatly he said as the emergency state has been lifted all over the country. Vaccination is also progressing at an unmatched speed when comparing to other countries (70% of the people vaccinated in five months).

He warmly thanked his predecessor Mr. Suga for achieving it.

The government will put all its

heart on ending the crisis he said as too many people have suffered for too long.

The second policy is the realization of what he called new-capitalism. Economy alone is not enough. The country will get rid of the deflation risk and will provide a better distribution to all. Research and innovation will be at the core of it with a 10 trillion-yen plan (CHF 80 billion). The tax system will also be reformed in order to stimulate companies' investments.

The third policy is a strong diplomatic and security policy. PM Kishida considers that keeping an

open Indo-Pacific area is critical to the prosperity and security in the region and will work to preserve it with Japan's allies and like-minded countries including the USA, Australia, India, the ASEAN countries as well as Europe.

Source: [Policy speech to the 205th session of the Diet](#)



Prime Minister Kishida during a press conference

動向

SITUATION

## Trade between Switzerland and Japan almost recovered to pre-crisis level

During the third quarter (July to September) the trade between Japan and Switzerland continued to recover. Switzerland exported 1.7 billion worth of goods to Japan (+6.1% year over year) while 0.9 billion worth of goods have been imported from Japan (-5.2% year over year). To be mentioned that imports from Japan in the first two quarters increased strongly in a year over year perspective with respectfully +14.5% in Q1 and +8.5% in Q2.

The third quarter is usually the lowest of the year because of a weaker business activity during the summer.

### Exports to Japan

Swiss exports to Japan are dominated by the pharmaceutical and chemical industry representing 49% of the total (-2.5%). This is characteristic of Swiss exports in general.

The rest of the exports compensated the small decrease of the pharma with a solid increase of watches (+10.5%), machines & electronics (35.1%) and jewellery (69.6%). Together, along with Precision Instruments (+0%), they represent 43% of the Swiss exports to Japan.

### Imports from Japan

Swiss imports from Japan are usually more balanced although pharmaceutical and chemical goods represented 43% of the total. This is mostly due to the pandemic has the demand for those products as increased significantly in both direction of trade while other categories of products have shrunk. The situation may be going back to normal with a 19.3% decrease year-over-year for pharma.

Machines & electronics (19.8%) and vehicles (13.4%) have both benefited from a growth of the demand with respectively a 24.5% and 9.1% increase year-over-year.

Source: [Swiss Customs](#)

分析

ANALYSIS

## 革新

INNOVATION

## Timely Nobel Prize for Prof. Syukuro Manabe for its work on climate

Professor Manabe has been awarded half of the 2021 Nobel Prize in Physics for his contribution to physical modelling of earth's climate, quantifying its variability, and predictions of climate change. He shares the first half of the prize with Professor Klaus Hasselmann who also developed a climate variability model. The other half goes to Professor Giorgio Parisi for his theoretical work on complex systems.

While shifting to a environmental-friendly economy and society is one of the great challenges of our time, the Nobel Committee timely awarded three researcher for their contribution in understanding climate. From a scientific point of view, climate is one of the most complex system we know. Thousands of parameters must be taken into account with a multitude of interactions that make prediction

extremely difficult. Climate modelling like the ones developed by Professor Manabe and his co-awardee are critical to understand the evolution of the climate on the mid-term but also on the short-term for weather forecast.

Professor Manabe is born in 1931 in the Ehime Prefecture on Shikoku Island in the Southern area of Japan. He studied meteorology at Tokyo University where he got is PhD in 1959. Afterwards, he spent most of if career in the USA with frequent visit as invited professor to Japanese universities.

Between 1967 and 1975 he co-developed unidimensional and tri-dimensional models of the atmosphere. In the 90s he started to apply those models to investigate the impact of the variation of greenhouse gas concentration in the atmosphere.

The Nobel Prize in Physics is the latest of a long series of award Professor Manabe has received over the last two decades including the very first Blue Planet Prize in 1992 and the famous Asahi Prize in 1995.

Source: [The Nobel Foundation](https://www.nobelprize.org/)



Professor Manabe receiving the Crafoord Prize in 2018 in Sweden.

Picture by Bengt Nyman

## Agenda

## 日程

AGENDA

## ✓ “Automne de la culture japonaise”

Once more, the Japanese consulate in Geneva collaborates with specialists and local associations to promote the Japanese culture in the western area of the country. Several conferences, exhibitions, shows, tasting events, and initiation to traditional handcraft will take place from late-September to mid-December.

The [full program](#) is available on the website of the Consulate.

JETRO is a government-related organization that works to promote mutual trade and investment between Japan and the rest of the world. Originally established in 1958 to promote Japanese exports abroad, JETRO's core focus in the 21st century has shifted toward promoting foreign direct investment into Japan and helping small to medium size Japanese firms maximize their global export potential.

The JETRO Switzerland Newsletter can also be viewed and/or downloaded online: <http://www.jetro.go.jp/switzerland/newsletter>

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