

Scope of Work

1. Project Name

Research on the U.S. Livestock Industry and Promotion of Japanese Wagyu Markets

2. Purpose

The United States is one of the world's leading meat-producing nations and supplies a significant portion of Japan's meat import demand. While domestic consumption is the primary market for dairy products, the U.S. also produces approximately 100 million tons of raw milk annually. Furthermore, Japan is actively promoting exports of Japanese Wagyu beef, with the United States being one of the key export destinations. However, promotional efforts in major metropolitan areas have reached a plateau. It is essential to expand initiatives beyond consumer-facing events to include educational activities targeting actual buyers at the distribution stage, retailers, restaurants, and other end-users. This project will research the actual activity or ingenuity of livestock production in the United States to contribute to policy formulation in Japan.

The contractor shall support JETRO's research activities regarding the above information gathering in the U.S. by providing information via online meetings, telephone, etc., and introducing potential interview farms or persons. If there are any questions or adjustments are necessary regarding this research, the contractor shall consult with JETRO before making a decision.

3. Work Description

(1) Research on the U.S. Livestock Industry

The Contractor shall provide necessary support for conducting a fact-finding survey on livestock production within the United States, utilizing its own available networks, in accordance with the following. When conducting the research, the contractor shall allow JETRO, or a person designated by JETRO to accompany the contractor upon consultation.

- 1) To provide information to JETRO regarding the U.S. livestock industry, the Contractor shall conduct briefings and exchange opinions with relevant parties via online meetings, telephone, etc., at least eight times. Each briefing or opinion exchange shall be approximately 30 minutes or longer.
- 2) To understand the actual situation of the U.S. livestock industry, introduce at least one U.S. producer or related party. Regarding the field of the producer or related party, consult with JETRO and, where possible, prioritize beef cattle or dairy farms or related persons. Arrange on-site investigations as necessary.

(2) Information Providing to Promote Markets of Japanese Wagyu

The contractor shall collect information, materials, photographs, etc., that can serve as reference when considering new initiatives to promote the markets of Japanese Wagyu within the United States, utilizing their own knowledge, experience, and accessible networks. Subsequently, conduct briefings for JETRO and/or Organizations related to

Japanese Wagyu beef, as determined in consultation with JETRO via online meetings, telephone, etc., at least ten times. Each briefing should be approximately 30 minutes or longer.

4. Term of Contract

From the date of signing the contract to February 28th, 2027.

5. Submission of the Report

The Contractor shall compile a list detailing the activity results (date/time, activity content) and submit it by February 28th, 2027.

6. Payment

- (1) JETRO shall make a payment by bank transfer in accordance with the following schedule:
 - 50% of the compensation will be paid upon receipt of the order confirmation and invoice.
 - The remaining 50% of the compensation will be paid upon receipt and examination of the work report and invoice.
- (2) Items shall be stated as taxable or non-taxable in the invoice.
- (3) All expenses necessary for the project, including but not limited to, research and survey costs, transportation, travel expenses, office expenses, shall be included in the contract amount.

7. Requirements for the Contractor

- (1) The Contractor must:
 - 1) Have similar experience in performing work similar to this project.
 - 2) Secure sufficient human resources and work hours for the project and respond quickly to requests from JETRO NY.
 - 3) Respond to legal and private issues that arise externally in the implementation of the project.
 - 4) Have an office or base in the US and primary project members are based in the US.
- (2) The Contractor shall propose and manage a feasible schedule that covers all the work described in this document (with all conditions met).

8. Other Important Notes

- (1) The Contractor, and all sub-contractors and third parties involved in this project, must obey laws, ordinances, and regulations of the country, states, and local governments in which this project is conducted.
- (2) In performing the work, the Contractor shall comply with the confidentiality and personal information requirements specified in the contract.

- (3) The deliverables and creatives of this project shall be treated as copyrighted by JETRO NY, and the Contractor shall not claim copyright. In addition, the deliverables of this project may be used by JETRO outside of this project with some modifications.
- (4) The deliverables and creatives of this project shall not have an expiration date, as they are expected to be used for multiple years. However, if additional costs are expected to be incurred when the deliverables are used after the end of the contract term due to rights related to the cast, music, etc., such information shall be clearly stated at the time of proposing the plan.
- (5) [Information Security Requirements]
 - 1) The Contractor shall comply with the items pertaining to confidentiality and personal information specified in the contract and shall implement information security countermeasures.
 - 2) The Contractor shall never use outside of the contract or disclose to a third party any information obtained through this project.
 - 3) The Contractor shall limit the number of persons engaged in this project. In addition, in the event there is request from JETRO, information on the corporate and board members of the Contractor, the location where the work is to be performed, and the affiliations, expertise (including qualifications and training records related to information security), and past record of all personnel engaged in this work shall be presented to the contact person of JETRO (hereinafter referred to as “the contact person”).
 - 4) If JETRO deems it necessary, the Contractor shall agree to JETRO conducting an information security audit, management audit or penetration test (including an audit by an entity selected by JETRO) and specifying the details of such audit. In the event of an actual audit, the schedule shall be determined upon consultation, and the Contractor shall cooperate in the execution of the audit.
 - 5) If JETRO requests improvement in the status of implementation of information security measures in this project, the Contractor shall, after consultation with JETRO, formulate and promptly implement the necessary improvement measures.
 - 6) The Contractor shall take measures against vulnerabilities, malware, denial-of-service attacks, targeted attacks, access control, and information leakage related to the software, computers and devices used for this work, and shall provide information security training to the personnels involved in this work regarding these measures during the contract term.
 - 7) The Contractor shall exercise due care in handling information related to the work obtained during the performance of the work (paper and electronic media, including reproductions thereof).

- 8) In the event of termination or cancellation of the contract, the Contractor shall promptly return, dispose of, or erase any information obtained by the Contractor during the performance of the work (paper and electronic media, including reproductions thereof). In such case, confirmation from the contact person must be obtained.
- 9) The Contractor shall not divulge to any other party or use for any other purpose any of JETRO's work-related information obtained in connection with the work during the contract term or after the termination of the contract. In the event that it becomes necessary to provide JETRO's work-related information to an external party, the information should be provided after careful consideration of whether the party to which the information is provided may not handle the information appropriately, and after obtaining the approval of the contact person, indicating the precautions to be taken in handling the information.
- 10) If the information security breach or the possibility of such event occurs during work related to this project or during the warranty liability period specified in the contract, and the event is caused by an information security problem in the Contractor, the Contractor shall promptly implement the following at its own responsibility and expense:
 - A) After investigating the content of the information security breach and the scope of its impact, a countermeasure for the said information security breach shall be formulated and implemented after obtaining approval from JETRO.
 - B) A report shall be prepared on the specific details of the situation that occurred, the cause, and the measures taken in response, and submitted to JETRO for approval.
 - C) Measures to prevent recurrence shall be developed and implemented upon approval by JETRO; and
 - D) In addition to the above, measures based on JETRO's instructions regarding any information security breaches that have occurred shall be implemented.
- 11) When using external services (including social media services) provided by private companies to an unspecified number of users which can be used only by agreeing to uniform terms and conditions, the Contractor shall not handle any confidential information in these services and shall comply with the rules and regulations.
- 12) When using external services (including cloud services) to perform entrusted work, the Contractor shall consider the information security measures of the service provider and the service. In addition, the Contractor shall delete any data registered with external services in connection with this work upon approval of the contact person at the end of the contract term.
- 13) When developing a website or developing or creating application content (this refers to a generic term for application programs, web content, etc.; the same shall apply

hereinafter), the Contractor shall also include the following to ensure that the information security standards of users will not be compromised:

A) The website or application content that it provides does not contain malware. In addition, measures that include the following shall be taken:

1. Before providing website or application content, scanning using anti-malware software shall be conducted to ensure that they do not contain malware; and
2. When providing an application program, it shall be confirmed that it does not contain program codes that violate the specifications of the said application.

B) Content in executable program format shall not be provided unless there is no other means of providing content other than in executable program format.