

*From Shinagawa,
the town of meat* ———

Shibaaura Brand



Meat Market, Tokyo Central Wholesale Market

Welcome to **Shibaura, Tokyo,** **the hall of meat**

Today, Japan enjoys one of the richest food cultures in the world. We have limitless foods in supermarkets and shopping districts, that can be enjoyed affordably anywhere and anytime.

We must also remember that recently there has been rising concern about food safety. Meat safety is one of the most attention-drawing areas because of BSE and other past issues.

Under such circumstances, the Meat Market, Tokyo Central Wholesale Market have kept up efforts and initiatives in Shibaura, to produce and deliver high-quality, safe and fresh meat for many years. Dubbed “Shibaura Brand”, these meats have won the trust of Tokyo residents in more ways than one.



**High
quality**

Safety

Freshness

Our unchanging commitment today and for the future is to constantly deliver safe and tasty meat.

See how this meat delivery has become possible.

Promoting correct understanding of meat processing

● About meat processing ●

Fresh vegetables and fruit are usually bought whole by consumers and processed at home. Fish is also mostly processed at retailers and home, but when it comes to meat, the animal needs to be slaughtered at a slaughterhouse, halved and cut up to separate offal and skin, and for the bones and fat to be taken out, before it is ready for consumers.

The slaughtering is called meat processing. Our market features a meat-trading market division and a slaughterhouse for the meat processing. The slaughterhouse is indeed a huge meat processing plant.

● Discrimination and prejudice against meat processing ●

Meat processing is an essential operation for meat supply, but unfortunately, we still see a lot of discrimination and prejudice against this business today.

For instance, mass media and other literature often portray slaughtering as being cruel and cold, or some people are refused marriage because they are engaged in meat processing. Such inconvenience in social life is still a reality in society today. We also see frequent discrimination against meat market workers. It includes malicious and harassing letters sent to them, calling them slaughterers and hog killers, or posting such comments on the Internet.

Such discrimination and prejudice deeply hurt people in the meat processing and meat market business. We need to face this reality and understand how out of place this is, and how it is a violation of human rights.

● Historical background of discrimination and prejudice ●

Since ancient days, people in Japan had enjoyed meat. When Buddhism came to Japan, and due to government-related reasons by leaders of each generation, eating meat was legally banned many times, as well as killing animals for meat. Indeed, for as long as 1,200 years until the Tokugawa Era, meat was regarded as taboo and something that contaminates the human body.

During this era, however, animal skins were important, especially to produce weapons. Moreover, in the name of medicine, meat was taken as a source of nutrients. This meant there was a need to process farming and carriage horses and cattle when they died, a job that was taken on by people of discriminated groups because it was considered a dirty job.

In the Edo Era, a hierarchy was established where warriors stood above ordinary people (farmers and townspeople), of whom, the people from the discriminated groups were called “Eta (extreme

filth)” and “Hinin(non-human)” and faced severe discrimination in every aspect of social life, from dating and marriage to clothing. It is considered that the Edo Era government and certain social groups wanted the people involved in animal slaughtering, cutting, skinning and leather work to keep to themselves.

So, this was how the discrimination and prejudice against meat processing business arose. In 1871, a “liberation act” was enforced, eliminating the hierarchical system. However, the discrimination and prejudice that had become part of people’s beliefs and culture for such a long time were neglected. Even more than 50 years have passed since the new constitution was enforced after World War II, this discrimination and prejudice still exist.

● Promoting correct understanding of meat processing business ●

As such, the prejudice and discrimination against meat processing stem from the history of the discriminated groups and are still an unresolved issue.

Today, our food culture has nothing to do with the meat-eating taboo. Meat has become an essential part of our everyday eating. Meat processing is an essential process to provide this meat. If we understand this, we understand how out of place and irrational the prejudice and discrimination are. Discrimination by work or wrong thinking from the past is not acceptable in a democratic society.

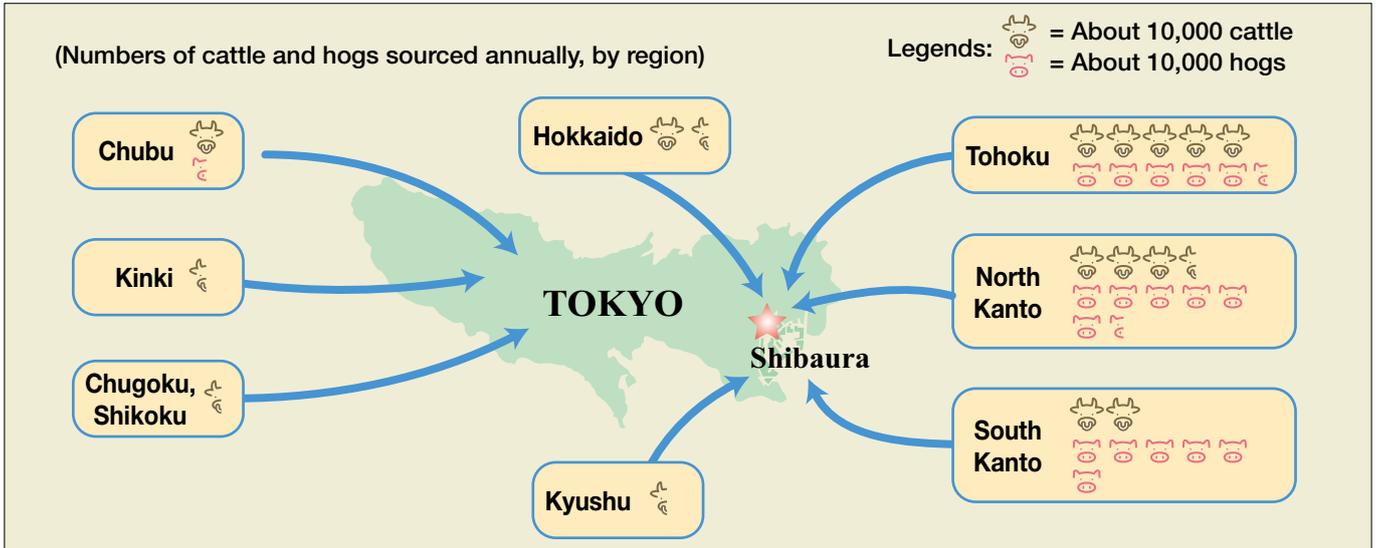
When urbanization advances around a slaughterhouse, we often hear people say that slaughterhouses are not fit for the cityscape. But, a study of the market will show visitors the history of how the market has developed together with the local community in Shibaura, since 1936. We earnestly hope that it will give people an opportunity for a correct understanding and recognition of meat processing as well as better awareness for human rights, so that human dignity will be respected in local communities.

The essence of the “Dowa” issue

●
The Dowa Issue is a serious and significant social issue, where, because of the discrimination that arose from the hierarchical structure that developed during Japanese society’s historical development, some groups of citizens were placed below others economically, socially and culturally, and the basic human rights of those groups are still significantly impaired in today’s society, and whose civil rights and freedom that are warranted to everyone else as a principle of modern society are also still significantly impaired (quote from a Dowa Policy Council Report).

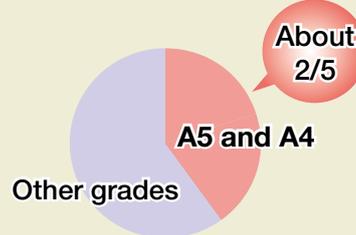
High quality

We have more better things.

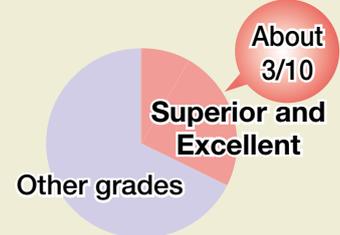


We get many cattle and hogs from all over Japan. The trading prices here serve as benchmarks across Japan. There is also a high proportion of high-grade meat in our market.

Share of high-grade beef (A5-A4) in our market



Share of high-grade pork (Superior and Excellent)

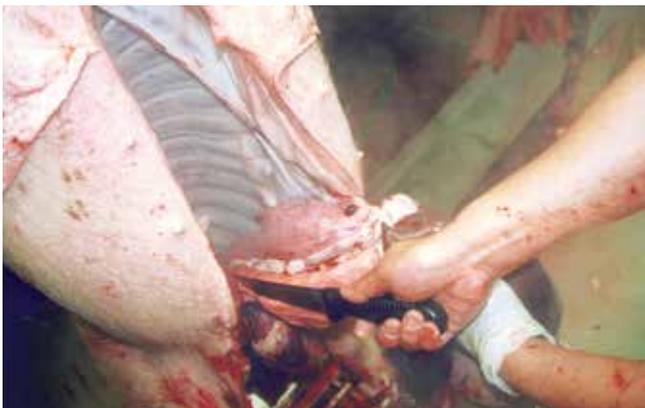


We apply advanced techniques carefully for a great finish.

The cattle and hogs are traded as in the form of carcasses (cut into two halves). The process of producing carcasses is called slaughtering. The slaughtering process affects the final look and prices of the carcass and is thus an important process requiring experience and skills.

* Generally, a market is where items are traded, but the Meat Market, Tokyo Central Wholesale Market serves both as a place to trade meat and a slaughterhouse to cut up cattle and hogs.

● The slaughtering process



Safety

Freshness is essential for delicate meat.



● Voluntary inspections



● Meat being stored in a cold store



● Air shower

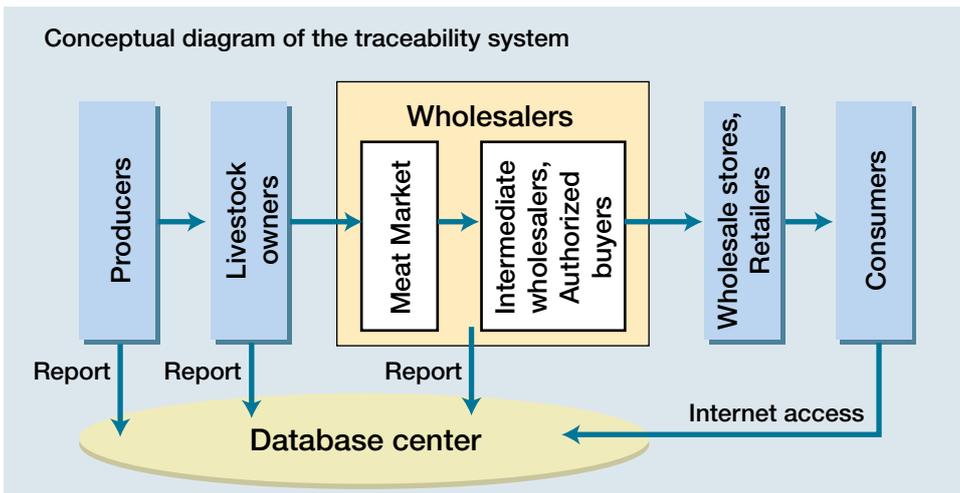
Meat cannot be sterilized by heat or chemicals. It requires strict hygiene control to protect consumer health. Based on the HACCP system concept that prevents hygiene risks associated with meat processing procedures and warrants food safety, we sterilize hands, fingers and equipment before work and ensure strict temperature control. Slaughter inspectors, who are also veterinarians, also check the meat at every step, unit by unit, from before to after the cutting.

We check every cattle thoroughly.

Since September 2001, when the BSE (Bovine Spongiform Encephalopathy) was detected for the first time in Japan, we have checked every cattle for BSE and in addition, since April 2017, we have also been checking any cattle with nervous symptoms. We have also adopted a traceability system that can trace the history of every cattle, so that consumers can also access all information related to beef safety. We also perform inspections on every cattle for radioactivity to ensure safety.



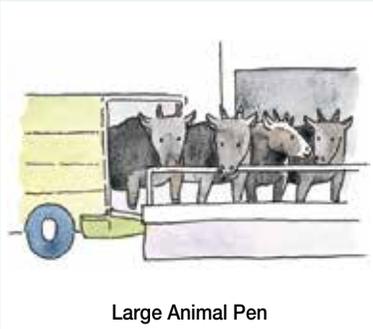
● BSE inspection



● Identification tag attached to the ear

Freshness

Smooth and speedy daily dissections and trades.



Large Animal Pen

1

The cattle are brought in and rested before washed and cleaned.

Cattle



One leg is hooked onto a shackle to hang from a beam.

2

After removing the head, the animal is hung from the ceiling, skinned and the offal removed.



Offal inspection

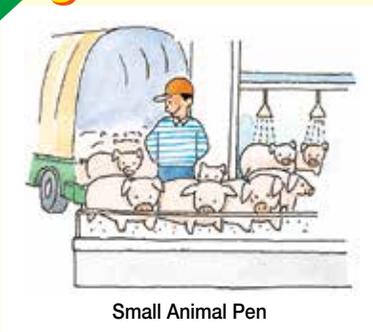
3

Slaughter inspectors check the offal to see if it is ok. The medulla oblongata is taken out of the head for BSE inspection.

Slaughterhouse

Raw skin processing

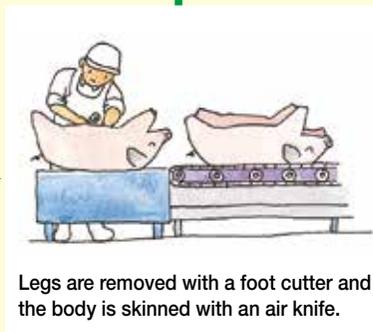
Hogs



Small Animal Pen

1

The hogs are brought in and rested before washed and cleaned.



Legs are removed with a foot cutter and the body is skinned with an air knife.

2

The hog is laid on a table, hung from the ceiling after removing the head, skinned and the offal removed.



Offal inspection

3

Slaughter inspectors check the offal to see if it is ok.

We deliver freshness from central Tokyo.

The major characteristic of our market is that we prepare and trade the meat right in the middle of Tokyo, a huge center of consumption. As the process takes place in the middle of a megalopolis, we organize facilities that take the urban environment into account and enhance interactions with local communities through events such as a Meat Market festival. We will continue to support Tokyo's meat consumption with the cooperation of local communities.

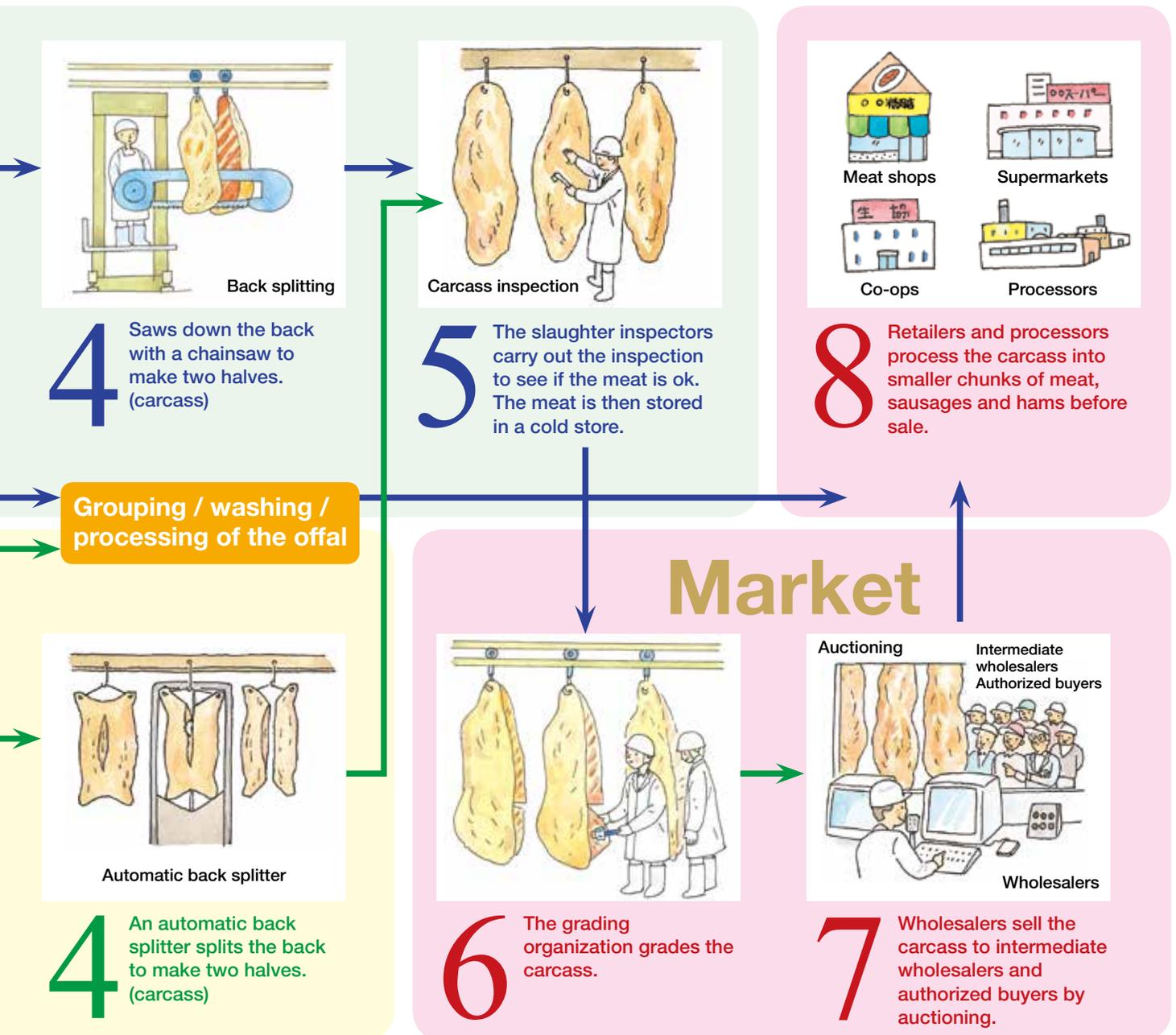
Slaughter inspectors: Veterinarians who conduct marketed meat hygiene inspections pursuant to the Slaughterhouse Act.

Grading organization: Japan Meat Grading Association. It conducts meat quality evaluations by consistent national standards.

Wholesalers: Sell products subcontracted from producers to intermediate wholesalers and authorized buyers by bidding and auctioning, with permission from the Minister of Agriculture, Forestry and Fisheries.

Intermediate wholesalers: Buy products from wholesalers with permission from the governor and sell them to stock purchasers in their own stores within the market.

Authorized buyers: Can directly buy products from wholesalers with approval from the governor.



○ Meat Market festival

Market tour

Eligibility:

Elementary / junior high / high school student groups

* Other visitors are only allowed into the Onikunojyouhoukan (Exhibition room).

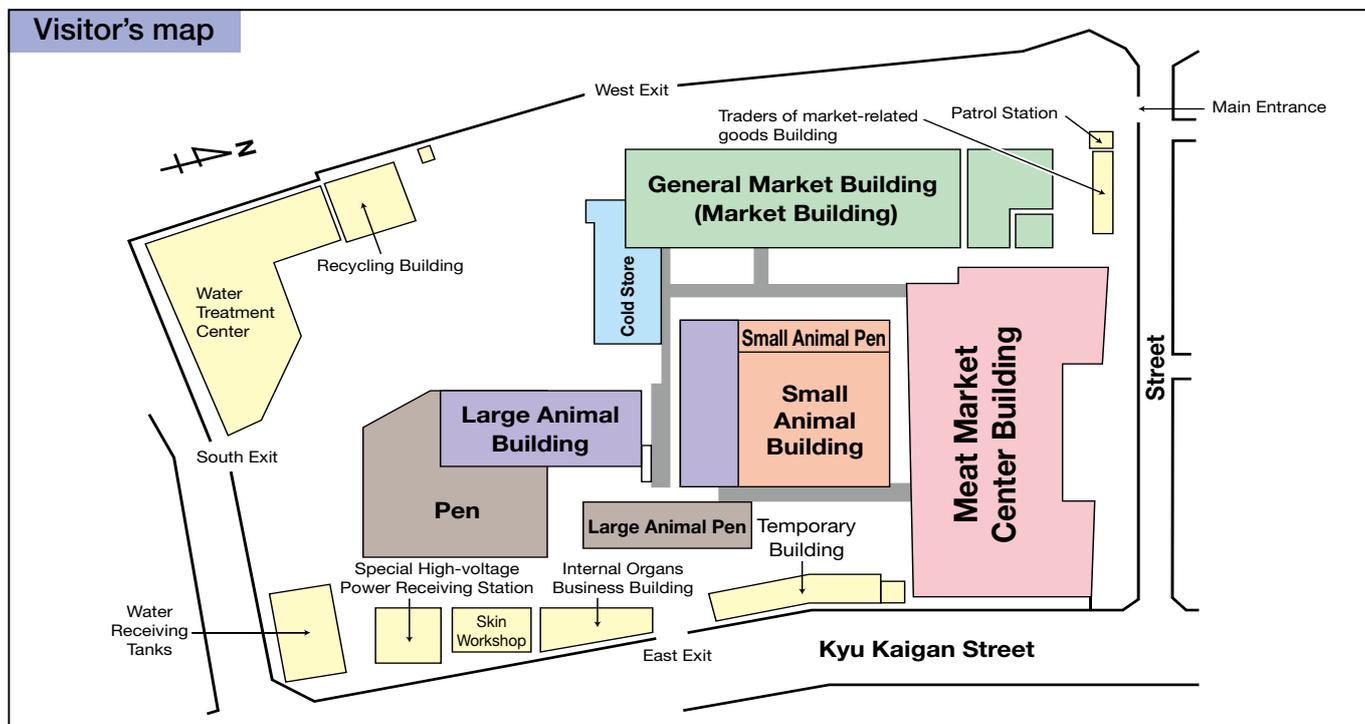
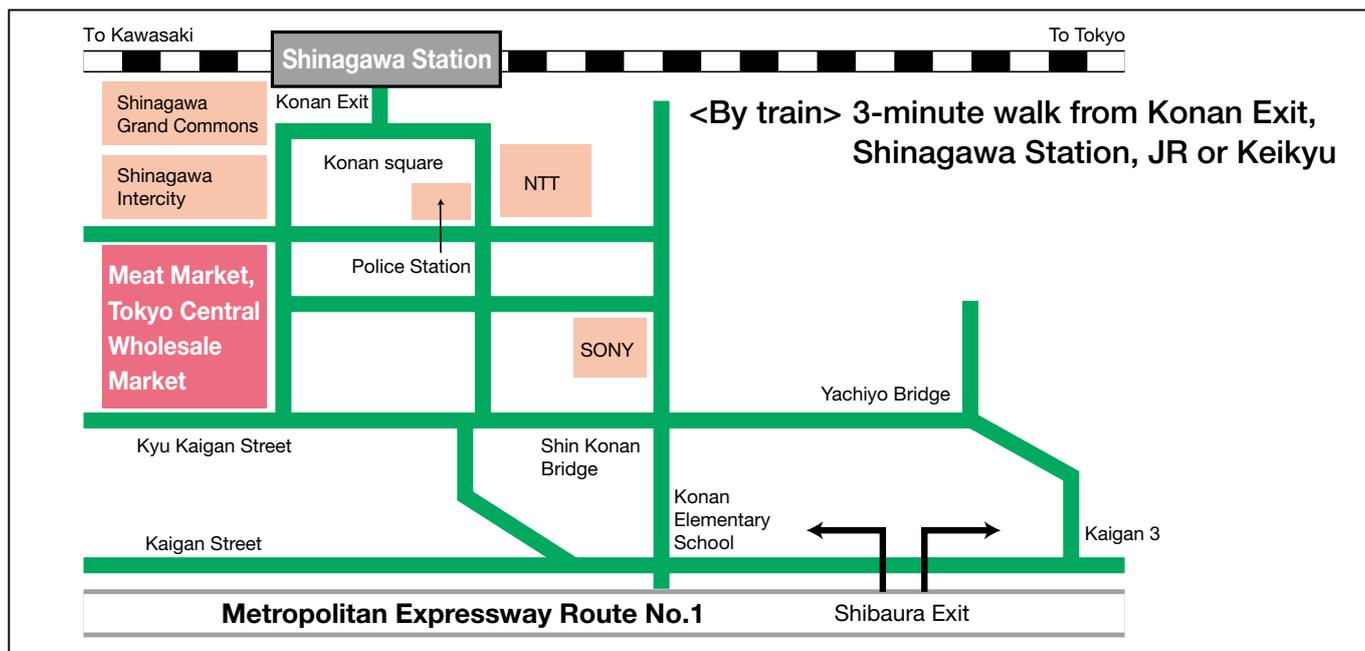
How to apply:

Call the phone number below at least two weeks before the desired tour date.

* If you would like to visit only Onikunojyouhoukan (Exhibition room), you need not call in advance.

* Please note that due to operational circumstances the tour may not be available.

03-5479-0651 (main line) or 03-5479-0659 (Management Section)



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2-7-19 Konan, Minato-ku, Tokyo 108-0075

Tel: 03-5479-0651 (main line), Fax: 03-3474-8567

Website: http://www.shijou.metro.tokyo.jp/shokuniku/shokuniku_top.html

Tokyo Central Wholesale Market website: <http://www.shijou.metro.tokyo.jp>

Registration number (30) 1.