

# 黒毛和牛一筋

We are singularly ocused  
on Kagoshima Wagyu



12th Japanese  
Wagyu Branded Beef Competition

Won the Best  
Carcass Award

No.1  
in Japan

CHAMPION

USHINO NAKAYAMA--Japan' s No.1 Wagyu supplier--has been raising Kagoshima Wagyu in Kagoshima since 1950 when the company was founded.

Our taste improving technology and stress-free fattening environment led to our capturing the title of the Champion of the Beef Cattle Category at the 2022 Japanese Wagyu Brand Beef Competition.

We stick to traditional techniques in feeding management and others and open up a new horizon in livestock industry.

## AWARDS

Gained high accolades  
in the meat industry

12th Japanese  
Wagyu Branded Beef Competition

No.1 in Category 8  
Fattening Bullocks

Minister of Agriculture,  
Forestry and Fisheries Award

15th and 16th  
Japan Beef Carcass Competition

Grand Prize at the 15th

Excellence Award /  
Commendation Award  
at the 16th

62nd Agriculture, Forestry and Fisheries  
Festival, Participation Event

42nd National Agricultural Beef-Carcass  
Mutual Encouragement Competition

Grand Prize

Kyoto Meat Market 2023

Special Prize

44th Kyushu  
Beef Carcass Competition

Grand Champion  
Minister of Agriculture,  
Forestry and Fisheries Award

Gold Prize

Kagoshima Prefecture  
Beef Carcass Competition  
held at Nanko, Osaka Prefecture

Grand Champion

Meat Fair to  
celebrate the opening of Fukuoka  
Meat Wholesale Market

Excellence Award

60th Kagoshima Prefecture  
Beef Carcass Competition

Grand Prize

# CREST OF KAGOSHIMA WAGYU

# うまみ 牛のために 清流水

## Exceptionally tasty lean meat

The beef industry has no evaluation standard for tastiness. But USHINO NAKAYAMA places emphasis on the tastiness of lean meat. Even our round is beautifully marbled. The high-quality meat in which tastiness and premium fats are combined is a delight for the palate of our customers.

## Crystal-clear water for cattle

A cow drinks about 30 liters of water a day. Large water tanks are installed to keep our cows hydrated at all times. We pump up fresh water from 150m underground where clear streams run from Mt. Takakuma to the Kimotsuki Plain.

# 2頭 広々ワンルーム 暮らし



USHINO NAKAYAMA explained in three minutes

## Every cow enjoys a roomy environment

USHINO NAKAYAMA allocates an 18㎡ space for a two-cow occupancy, which is 1.5-times larger than industry average: 12㎡. A larger space makes visual inspection and health control easier, and stress is considerably reduced for the cows.

# 見回りロボット

## Patrolling robots

We are using Local 5G in our ongoing labor-saving project in producing high-quality Wagyu. Patrolling robots are helpful in the production of fattening cattle. Our DX initiative will move us forward in attaining higher goals.

# 人手不要 セルフ ブラッシング

## Self-brushing saves manpower

Each shed is equipped with a brush to enable cows to brush their body on their own whenever they feel like it. This arrangement not only reduces the stress from itchiness but also improves hygiene as cows can brush themselves more frequently and rid themselves of lice and other parasites.

# 胃診電信

## Ishin Denshin

USHINO NAKAYAMA uses Ishin Denshin ® to monitor the temperature of the bovine rumen in real time. Automatic temperature measurement every day makes it possible to see and control the physical condition of each cattle, improve their health and reduce medical costs.

10 keywords

## Maximize the potential of beef cattle!

More than 60-years' experience honing our fattening skills and providing the ideal environment to maximize the potential of beef cattle has brought us high domestic accolades. We will continue to improve our knowhow.

## Automatic rooftop sprinkler

Cows are vulnerable to heat stress. As spending time outdoors in mid-summer is hard for humans, so too is effective temperature control required for cows. The automatic rooftop sprinklers cool down the roof and the air inside, and the water dripping down from the eaves also controls ground temperature.

# 20種類 以上の原材料

## More than 20 kinds of raw materials

Since fattening is important, we blend more than 20 kinds of ingredients and brewer's yeast to feed our cows with safe and secure nutrients. Our meat is known for its low fat melting point, indicating a high oleic acid content. Please enjoy the flavorful red meat with its light taste of natural fats.

# 屋根から 自動で 散水

# 人用 ミスト 牛に、おはよう!

## Mist maker for humans

The system starts automatically when temperatures reach an automated, prescribed temperature. Smaller water particles are generated for humans than the ones for cattle. The humidifier keeps the environment comfortable for livestock and humans.

## Say 'good morning' to cows

Our mission is "to maximize the potential of beef cattle." Since we are cattlemen and our livelihood comes from animal lives, we must be grateful to our cows. We have more than 4,800 cows at present. Every morning, we say 'good morning' to each cow to show our thankfulness. We never stop improving our feed and equipment.



# USHINO NAKAYAMA ONLINE SHOP

<https://chuzantei-online.com>



Spread nationwide the  
kind of tastiness  
we work so hard to  
produce.

Directly delivered from a cattle  
farm to consumers.  
We provide a detailed production history to  
clarify the story of where our cattle were born  
and raised, what kind of water and feed were  
consumed, and who was responsible for taking  
care of every single cow.



## RECOMMENDED



The gift ticket offers three options from which you can select  
the most appealing

## RECOMMENDED



Enjoy every bit of Japan's best beef raised with exceptional  
technique and care.

## Fully fermented compost ON SALE

USHINO NAKAYAMA is selling high-quality fully fermented  
ompost made from natural ingredients as part of our  
initiative toward Green Transformation (GX).  
If you are interested, please feel free to contact us.



## COMPANY PROFILE

### USHINO NAKAYAMA, Co., Ltd.

- Takashi Nakayama, Representative
- Head Office: 5137-3 Kushirachoisato, Kanoya City, Kagoshima Prefecture
- TEL. +81-994-62-4510 FAX. +81-994-45-6543
- <https://nakayama-kimotsuki.com>
- Founded in January 1950 (Capital: 3,000,000 yen)

### nixy, Co., Ltd.

- Tatsushi Nakayama, Representative
- Head office and directly managed yakiniku restaurant
- Zip code 893-0012 3952-2 Oji-cho, Kanoya City, Kagoshima Prefecture
- TEL. +81-994-45-6450 FAX. +81-994-45-6460

## CATTLE FARMS

### Osumi Farm, USHINO NAKAYAMA, Co., Ltd.

- Address: 5137-3 Kushirachoisato, Kanoya City, Kagoshima Prefecture
- TEL. +81-994-62-4510

### Shibushi Farm, USHINO NAKAYAMA, Co., Ltd.

- Address: 5269-2 Shibushichouchinokura, Shibushi City, Kagoshima Prefecture
- TEL. +81-994-62-4510

## Company History

- 1950**  
Foundation of USHINO NAKAYAMA, Limited Liability Company
- 1978**  
Construction of cowsheds for 150 cows in Nagashimacho
- 2005**  
Construction of cowsheds for 1,000 cows in Nagashimacho
- 2017**  
Moved 1,000 cows to Kanoya City
- 2017**  
Construction of “Heisei” cowsheds for 3,800 cows
- 2019**  
Construction of “Reiwa” cowsheds for 1,000 cows. Our  
total capacity is 4,900 now.

