

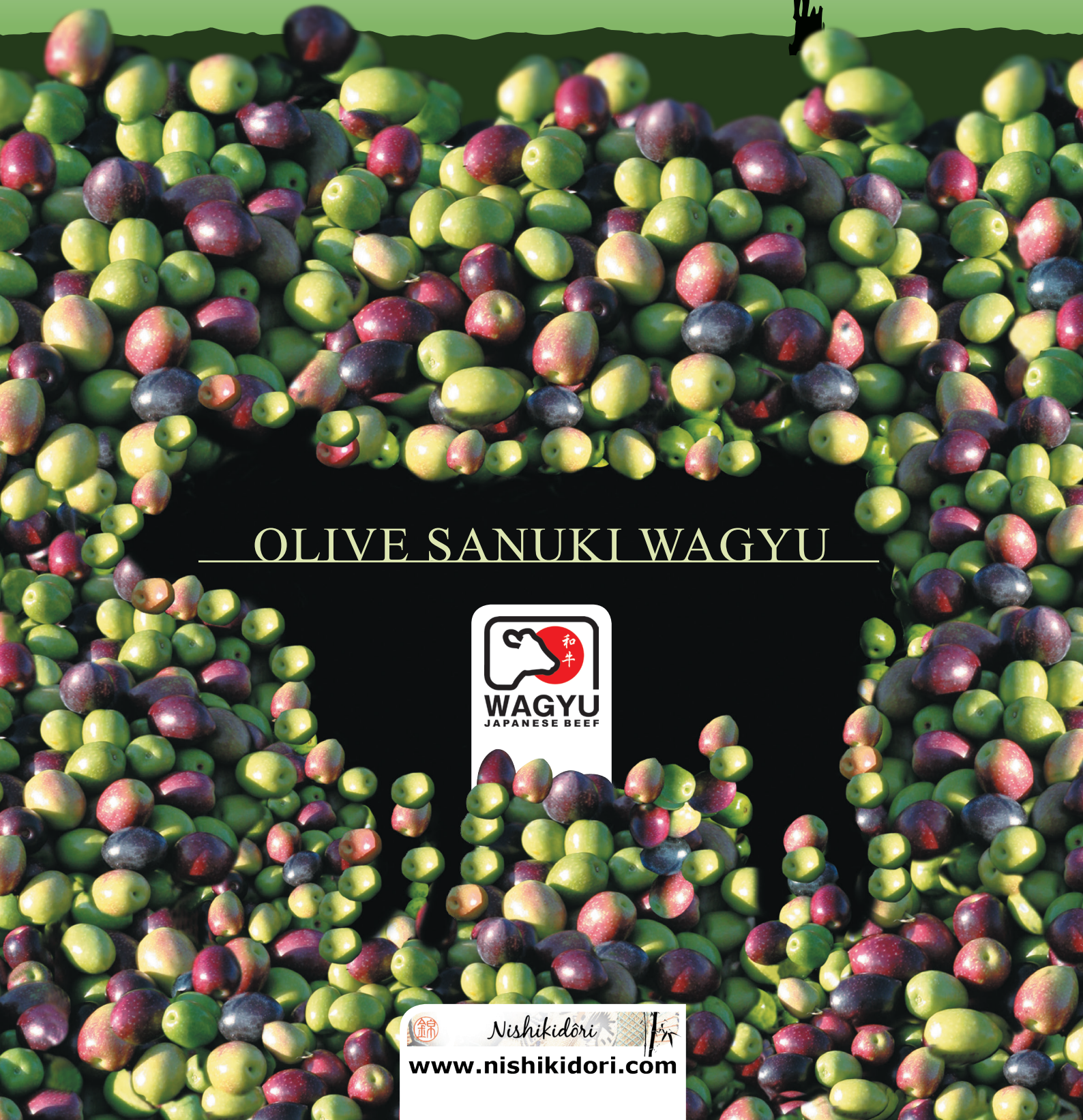


SANUKI



取扱店

瀬戸内の温かな風土とオリーブに育まれた「讃岐牛」



OLIVE SANUKI WAGYU



Nishikidori

www.nishikidori.com



OLIVE SANUKI WAGYU

Sanuki is the former name of the Kagawa prefecture, famous for its 100 hectares of olive groves, planted over a century ago.

Sanuki Wagyu beef, produced on the same land, has been one of the most trusted designations in Japan in the regions of Osaka, Kyoto, and Kobe since the end of the 19th century. It is exclusively produced in the Kagawa prefecture and the cattle are fattened, in the finishing phase with cakes made with pressed olives.



The centre of olive cultivation in Japan

The cultivation of olive trees began on the island of Shodoshima (Kagawa prefecture) in 1908. The local authorities, driven by the development of the local fishing industry and fish canneries, wanted to establish domestic oil production so as to be able to offer 100% local products.

The first young olive trees were planted in three different places. The island of Shodoshima was the only location where the seedlings took root, thanks to the ambient microclimate similar to the Mediterranean climate. To this day, it is recognised as the centre of olive cultivation in Japan.

50 olive tree varieties are cultivated on 100 hectares of plantations situated in Shodoshima. The four main varieties are "manzanilla", "mission", "nevadura blanca" and "luca" (imported from Italy, the United States and Spain).

The harvested olives are used for the production of 40 tonnes of first cold-pressed virgin olive oil and 20 tonnes of olives in light brine consumed in the 2 months following their harvest.





Sanuki Wagyu beef produced in the clement climate of the Seto Inland Sea

Cattle rearing in the Kagawa prefecture dates back to the year 700. At that time, the animals were exclusively used as beasts of burden and for ploughing.

In 1882, Shodoshima became the first place in Japan to fatten up cattle. In the early 1900s, the meat was highly appreciated by the Kyoto, Osaka and Kobe gourmet restaurants, who named it "Sanuki Wagyu". Unwavering effort and the favourable climate have contributed to the development of fattening technology and the production of very high quality meat.

The creation of Sanuki beef

Sanuki beef is produced solely on the island of Shodoshima in the Kagawa prefecture. The olive tree is the symbol of Kagawa.

On Shodoshima, farmers specialised in fattening created a livestock feed from the residue of olives usually discarded after pressing.



The pioneer in the field is Mr Ishii, an octogenarian who has always been passionate about Kuroge Washu cattle, easily recognisable with their black coats.

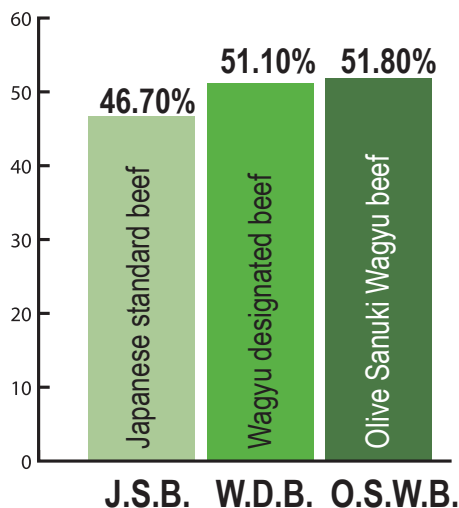
Tired of seeing the local olive industry simply throwing away the olive pulp after pressing, in 2006 he decided to try to introduce it into the feed of his fifty cattle. Constantly in search of exceptional meat flavour, he was inspired by writings describing the influence of oleic acid levels on taste.

The olive then became the obvious choice due to its being rich in oleic acid.

Data for the analysis of oleic acid content and aroma.

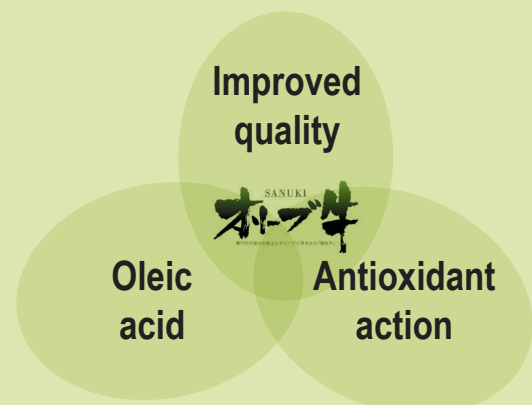
Average oleic acid values.

(Study carried out by the Kagawa prefecture in Japan)



THE TASTE SECRET

Olives are known to contain a high level of oleic acid. Olive Sanuki Wagyu beef farmers aim to improve the quality and taste of their meat by feeding cattle with the remnants of pressed olive pulp.





ISHII San

Of course, the cattle would not eat the olive waste without prior preparation.

In the beginning, Mr Ishii thought of the manufacturing method of dried persimmon to treat this bitter and fragrant olive pulp. Drying persimmon removes the bitterness and concentrates the sugar.

He collected the pressed olive residue and dried them by the coast, taking care to return twice a day. After multiple trials, three years later, in 2009, his project was successful.

His cattle no longer rejected the cake but actually welcomed a real treat.



THE SECRET OF OLIVES IN FEED

The cattle cannot be fed with olives which have only been pressed. They don't like the bitterness.

Mr Ishii discovered that once the olive pulp has been dried, it is relatively sweet and gives off a smell of caramel.

A real treat which his cattle love.



Today, the manufacturing is mechanised. Olive pressing residue is dried in rotating drums heated once for seven and a half hours then dried a second time until the residual moisture drops below 10%.

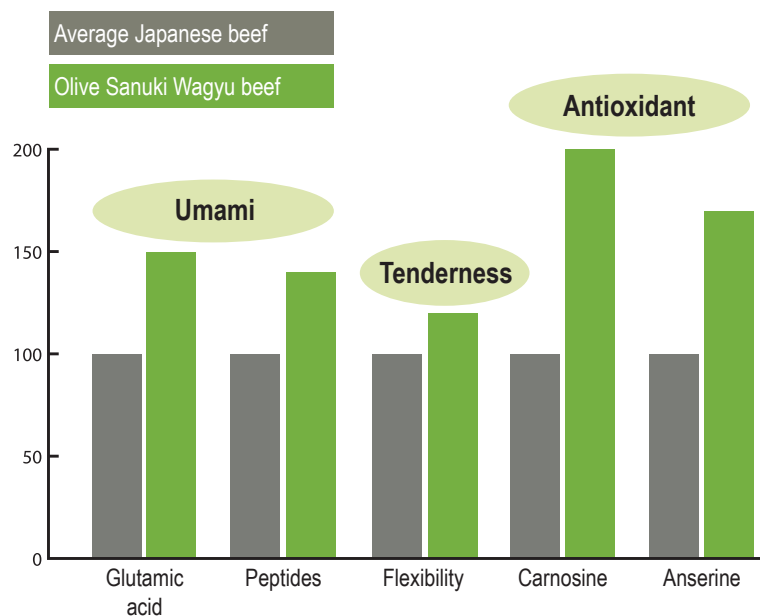
Without saying a word, Mr Ishii then decided to integrate this cake in the feed of his cattle.

The results are surprising. There is substantial marbling; the meat is a delicious pale red, the meat and the fat a pristine silky white. The flavour is astonishing; the fat is fine and very digestible. There is no heaviness in mouth. The fat does not cling and the sweetness is surprising.

Local restaurants give this gem rave reviews and the best restaurants in Kyoto and Osaka are helping to build up its reputation.

Mr Ishii decided to share and transmit his know-how with cattle farmers in the Kagawa prefecture.

*The results of analysis of the constituent taste elements.
Average of 100 for Wagyu Japanese beef.*





O. DERENNE



DESIGNATION CONDITIONS FOR SANUKI WAGYU

Cattle must be the KUROGE WASHU breed.

All animals must come from the Kagawa prefecture.

**They must have received, for at least 3 months prior to slaughter,
a daily supplement in their diet of dried pressed olive musts.**

The young Kuroge Wagyu, castrated males, if not born on the farm, must be bought at auction at the age of 7 to 10 months, the age at which they enter into the fattening phase.

2 to 4 are then housed together. The ground is generally covered with sawdust to absorb any moisture, prevent odours and to ensure a good layer for the animals' comfort.

Month	10-11	12-13	14-15	16-17	18-19	20-21	22-23	24-25	26-27	28-29
Animal weight	300kg	360kg	420kg	480kg	540kg	600kg	660kg	730kg	790kg	850kg
Kleingrass straw	●	●								
Rice straw (Japan)	●	●	●	●	●	●	●	●	●	●
Cereal flour	●	●	●	●	●	●	●	●	●	●
Bran	●	●	●	●	●	●	●	●	●	●
Olive cake									●	●





Composition of the cereal flour: corn, barley, wheat, soy bran, rice bran, rice cake, corn gluten, soybean cake, beet pulp, calcium carbonate, salt.

No growth hormones or antibiotics.

The olive pulp cake and dried olive kernels complete the fattening phase. They are to Olive Sanuki Wagyu cattle what acorns are to Iberian Bellota pigs.

When Mr Ishii, our Olive Sanuki Wagyu cattle supplier, feeds his animals he ensures they are provided with rice straw and cereal flour throughout the fattening phase.

Traditional Wagyu farms feed their animals with a food which is less rich in vitamin A from the age of 14 months.

Up to 13 months Mr Ishii incorporates Kleingrass straw, very rich in vitamin A and then rice straw which contains little Vitamin A, until the end of rearing.

This is very important for the marbling of the meat but also so as not to tire the animals or cause them joint pain. Maintaining a cereal flour supplement until the end of rearing is for the comfort of the animal.

The result is plain to see: **100% of Mr Ishii's cattle are classed A5 and A4.**

We have selected the best Olive Sanuki Wagyu meat, exclusively from animals classed A5 and A4, with a marbling of 7 to 12 on a scale of 1 to 12.

We guarantee:

- A soft, buttery texture
- Natural sweetness
- Silky fat

We recommend rapid cooking, with the meat cut into thin slices no more than 15 mm thick. Ideal is cooking on a tepanyaki grill or plancha. These cooking methods promote rapid melting and caramelisation of the fat.

Don't be afraid of the fat. Olive Sanuki Wagyu meat is rich in monounsaturated fatty acids, oleic acid and linoleic acid. The omega 3 to omega 6 ratio is reputed to be one of the best in Japan today.



**SANUKI WAGYU
IS A DESIGNATION
which guarantees
exceptional quality**

Olive Wagyu guarantees quality flavour.

Olive Sanuki Wagyu beef is the only beef to have been awarded both gold and silver awards.

Sanuki cattle are fattened in the Kagawa prefecture and are only pure bred cattle.

In accordance with the very official and serious JAPAN MEAT GRADING ASSOCIATION'S CARCASS, Sanuki beef has been awarded grades A and B for its yield and 5 and 4 (gold medal) and 3 (silver medal) for the meat quality.

Olive Sanuki Wagyu cattle are exclusively reared in the Kagawa prefecture and fed on dried and roasted olive pulp, as defined by the Sanuki Wagyu Designation Promotion Committee. The same committee determines the number of animals reared, the times and daily feed rations and their composition.

Standards of the Japan Meat Grading Association's Carcass Trading

Yield	Quality of meat				
	5	4	3	2	1
A (very high cut meat yield)	A5	A4	A3	A2	A1
B (Japanese standard cut meat yield)	B5	B4	B3	B2	B1
C (cut meat yield inferior to Japanese standard)	C5	C4	C3	C2	C1

The quality of meat is calculated using 4 criteria:

THE MARBLING, THE COLOUR OF THE MEAT, THE COLOUR AND AMOUNT OF FAT.



SOME GENERAL INFORMATION

WAGYU

WA = Japanese

GYU = Beef

WAGYU = Japanese beef

"Wa" means both Japan as a country and also peace and harmony, the heart of Japan in one word.

A little bit of history

The first appearance of cattle in Japan would seem to have been in 400 BC.

The animals were mainly used for the transportation of members of the imperial family and the aristocracy (see "emakimono" transport in the Heian era, 794-1185) then, over the centuries, as beasts of burden and for ploughing. Its consumption was often prohibited for religious reasons but also because the cattle were essential for agriculture. The consumption of beef developed late, in the second half of the 19th century, in the Meiji era (1868-1912). It was actually only around 1877 that it became popular with the general public. 558 "gyūnabe" (Japanese fondue) restaurants, a dish considered to be a symbol of the country's opening to the West and its culture, saw the light in Tokyo at this time. Thereafter, constant improvement of the breed was sought throughout Japan to increase quality and carcass yield.

The pinnacle of quality, according to the Japanese, is wagyu granted the designation KOBE WAGYU, "Kobe beef". Only cattle from the Kuroge Washu breed - such as Tajima, exclusively reared in Kobe, are entitled to the denomination "Kobe beef" and may be declared under this designation after slaughter providing the carcass meets the strict conformity and quality criteria determined by the governing Association.

Any person marketing wagyu beef under the denomination "Kobe beef" must be able to produce the official attestation certifying that the meat supplied and the lot number correspond to an animal specified as such by the official Institution. The real "Kobe beef" includes the symbol of the Emperor: the chrysanthemum stamp.

The different races (Source: Japan Livestock Industry Association)

There are 4 major families of Japanese beef.

a) "Kuroge Washu" = Japanese Black

An ancient beast of burden reared high in the regions of Kinki and Chūgoku. It was crossed with foreign breeds in the Meiji era and recognised as a Japanese meat breed in 1944. Produced throughout the nation, today it represents 90% of the Wagyu in Japan. Its meat, with its unique marbling, has a spectacular taste and leaves feelings of tenderness and softness in the mouth.

b) "Katsumou Washu" = Japanese Red

Also called "Akaushi", this category is mainly present in the prefectures of Kumamoto and Kōchi. It is the product of crossing of the Akaushi and Simmental species in the Meiji era and has been since improved, and was recognised as a Japanese meat breed in 1944. The meat is less marbled than the Kuroge Washu but still very tasty. The texture is firm yet soft.

c) "Nihon Tankakushu" = Japanese Shorthorn

Mainly reared in the Tohoku region, it is the product of a cross between the traditional Nambu cow and the Shorthorn. After many improvements, this family was recognised as a Japanese meat species in 1957. There is less marbling, but the meat is tasty and flavoursome. Its richness in inosinic and glutamic acids give this meat a powerful flavour.

d) "Mukaku Washu" = Japanese Polled

The traditional Japanese "Kokuge Washu" breed was crossed with the Aberdeen Angus imported from Scotland in 1920 giving birth to the Mukaku Tankashoku. It has less marbling, but its taste is very characteristic of Japanese beef. The meat is rich in amino acids, very pleasant to chew with assertive flavours.

日本語	ENGLISH	Approx. weight per piece
MEAT CUTS		
肩ロース (ネックなし・1/3カット)	Chuck roll (without neck)	6kg
みすじ	Top blade	3kg
とうがらし	④ Chuck tender	2.5kg
ひれ	Tenderloin	5kg
リブロース (1/4カット)	Rib loin	2kg
リブキャップ	Rib cap	2kg
サーロイン (1/4カット)	Sir loin	2.5kg
かいのみ	Flap meat	5kg
ショートリブ+ヘッドバラ	Short rib + half short rib	5kg
うちもも (1/4カット)	Top round	2.5kg
いちば	Sirloin butt	4kg
ランプ	Top sirloin cap	5kg
ナックル	Knuckle	5kg
ともさんかく	Tri-tip	3.5kg
インサイドスカート	Inner skirt steak	2kg
フランク	Flank steak	3kg
ショートプレート	Short plate	3.5kg



This logo

is a guarantee you are purchasing true wagyu Japanese beef from Japan.

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