

Our relationship with stakeholders

Our business activities involve a wide range of stakeholders. These stakeholders include the consumers who buy our products in stores, corporate customers such as volume sellers and restaurant chains, shareholders and investors, our suppliers, employees, and local communities.

Accordingly, we provide plenty of opportunities to engage with stakeholders and incorporate their feedback. We believe that a sustained commitment to stakeholder engagement will increase our contribution toward a better society and environment.

Key stakeholders	Key opportunities for stakeholder engagement		
Customers (corporate, consumers)	<ul style="list-style-type: none"> Routine sales activities 	<ul style="list-style-type: none"> Customer service office 	<ul style="list-style-type: none"> Corporate website
Employees	<ul style="list-style-type: none"> Corporate portal Internal whistleblower hotline Self-evaluation reports (used for supporting employees' career advancement) 	<ul style="list-style-type: none"> Newsletter System of performance management 	<ul style="list-style-type: none"> Training programs
Shareholders, investors	<ul style="list-style-type: none"> AGM Meetings with institutional investors 	<ul style="list-style-type: none"> Financial results briefings Corporate website 	<ul style="list-style-type: none"> Briefings for individual investors
Suppliers	<ul style="list-style-type: none"> Routine business activities 	<ul style="list-style-type: none"> Information sessions for suppliers 	
NGOs, local communities	<ul style="list-style-type: none"> Community engagement 		

Community Engagement

Providing food-related learning opportunities to schoolchildren across Japan

We provide elementary schools with our original learning materials and send employees into the classrooms to teach students about the importance of food, the importance of food safety, and the problem of food waste.

In fiscal 2020, the seventh year of the school engagement program, we provided learning materials to 118 schools, with a total of 9,116 elementary students. In previous years, we provided schools with samples of our products, such as Koukun Sausage, creating a direct connection between Prima Meat Packers and its young fans. We have suspended the program for the time being due to COVID-19, but we intend to continue it in the future.



Brochure: The Secret of Preserved Foods

Working with JAWFP to eradicate hunger

We wholeheartedly support the work of the UN World Food Programme (WFP). Since 2005, we have served as a councilor of the Japan Association for the World Food Programme (JAWFP).

Every year, many employees and their families participate in charity walks, in which a percentage of the participation fee goes to a charity that works to eliminate hunger in developing

countries. In fiscal 2019, 107 employees and family members participated in a charity walk in Yokohama, and 41 participated in one in Osaka. We suspended the charity walk in fiscal 2020.

We remain committed to supporting JAWFP's Red Cup Campaign, in which a percentage of sales revenue is donated to help provide school meals for children living in poverty. In fiscal 2020, we donated part of the sales from one of our products, raising a total of ¥1.1 million. We have also sponsored a WFP charity essay contest, donating ¥0.1 million.

Ongoing forests campaign

Since 2006, we have engaged in a campaign to conserve forests in Saitama Prefecture. As part of this project, employees from Prima Fine Foods Co., Ltd. participate in forest thinning work.



Disaster relief

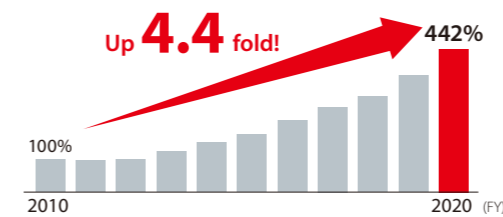
We donated ¥10 million to the Japan Red Cross Society's campaign to provide relief for victims of the Kyushu floods in July 2020. We also provided free food products, including sausages and smoked chicken, to Yatsushiro City in Kumamoto Prefecture.

Our Value Drivers

Building a beloved brand Introducing Koukun Sausage

Launched in 2002, the Koukun series is nearly 20 years old. Loved for its smoky flavor and mellow taste, the series has become one of our value drivers.

Annual sales



Carefully selected ingredients



A winning combination of flavors

To achieve a sausage seasoning blend that is flavorful and fragrant, we carefully selected 11 herbs and spices from among hundreds of options. We then used our proprietary sausage-making techniques to bring out the full flavor of freshly ground sausage meat.

Carefully selected sausage-making techniques



Course grinding for a juicy result

We make the sausages using the perfect balance of lean and fat, which we grind coarsely. The result is a juicy and flavorful sausage.

Wood chips that create a mellow aroma

To smoke the sausages, we use a popular variety of wood chips in Japan. These wood chips deliver the ideal aroma and color, and complement the sausage mix. The result is a mouth-watering combination of smoky mellow and pungent spice.



The moment of truth: Smoking

The smoking process is crucial for achieving Koukun's signature aroma, color, and crisp crunch. Accordingly, we manage this process manually. The team carefully monitors temperature and humidity to ensure the quality of the finished product.



Koukun wins international plaudits



2020: Koukun sausage awarded gold prize by the German Agricultural Society



2019: Koukun sausage wins gold at the International Trade Fair for the Meat Industry

Extensive lineup



Products from the Koukun series