

**PRIMAHAM**

# Great Taste, Great Connections 2018

Prima Meat Packers' group year in review



Valuing the bonds we share with our customers, we will forge a cheerful and abundant future through the great taste of our products and the great connection between people.

## Management Philosophy

Management philosophy - The basics -

- Be honest and dedicated
- The lifeblood of Prima is its products and quality
- Contribute to customers' lives by continuously innovating



From left:  
 Anna Ootsu (CVS Section)  
 Kyoussuke Kurosawa (Marketing & Sales Dept.)  
 Saori Takabatake (Food Service Division)  
 Tomohiro Hayashi (Purchasing Department Meat Division)  
 Masumi Miyano (Marketing & Sales Dept.)

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### Editorial Policy

We published this report to let more people know about the activities of the Prima Meat Packers Group by introducing the latest news from our company from a CSR standpoint. It was written in easy-to-read language and uses intuitive visuals. For more information on Prima Meat Packers' corporate social responsibility, please see our Social and Environmental Report, available on our website.

 <https://www.primaham.co.jp/company/csr/report/2018/>  
 (Japanese only)





.....

**We will always strive to create new value with the aim of being "a company that is loved and supported by its customers"**

**Naoto Chiba**  
President and Representative Director  
Prima Meat Packers, Ltd.

.....

**What the Prima Meat Packers Group must now do.**

In June 2018, I assumed the office of President and Representative Director of Prima Meat Packers, Ltd. My role is to further evolve our vision of being an "indispensable company," which was the goal of Chairman Matsui, our former President.

The Prima Meat Packers Group has undergone significant changes over the past 20 years. The decade from the period of decline in the latter half of the 1990s was a time of firmly rebuilding our existing circumstances rather than our future. However, since 2008, we have continued to grow at an accelerating pace and some of our most successful products including Koukun and Salad Chicken were produced. As a result, our performance was strong in the fiscal year ended March 31, 2018. The hard work of every employee who supports each department also contributed to this performance.

However, corporate value is now being questioned in the fullest sense of the word. Currently, with the declining birthrate and increasing number of elderly people, the population continues to decline, and the market is shrinking. Under these circumstances, in order to exert our presence as a company, a totally different perspective

from that of the last 20 years is required. In other words, the next decade is “a phase in which we must strive to create new value.”

### **Further increase expertise to enhance the quality of our personnel when striving to create value, we must focus on enhancing the quality of personnel.**

When striving to create value, we must focus on enhancing the quality of personnel.

Although we have proactively trained personnel, from now on, we will further raise their expertise and increase the number of personnel experienced in overseas corporate management, personnel who have studied production technology at overseas manufacturers, and personnel skilled in business acquisition. For example, I would like to send personnel to overseas bases for a period of about three to six months to acquire knowledge that cannot be obtained in Japan, as well as language skills.

In addition, I want to reemphasize activities keeping in mind our management philosophy of “Be honest and dedicated,” “The lifeblood of Prima is its products and quality,” and “Contribute to customers’ lives by continuously innovating.” Whether you are confronting your work in a straightforward manner or doing something really innovative in the workplace, the objective is to create a climate where we constantly question ourselves as we observe the changes in the times, and change those things that need be changed.

### **Improve food safety and reliability by questioning the accepted practices of our company.**

Improving food safety and reliability is our responsibility as a food producer and is a never-ending task.

Of course, we fully accommodate laws and regulations and the rules of the Prima Meat Packers Group, but that is not enough. To improve safety and reliability, we must constantly question our accepted practices. Naturally, the Company has manuals and rules, but they are based on the accepted practices of the Company inherited from the past. On the other hand, in light of society’s accepted practices, it is also important to stop and think “Is this really correct?”

Therefore, we need to review our manuals and regulations objectively by listening to the opinions of outside experts and examining the latest overseas cases. In addition, we will actively develop products that address the health consciousness of our customers in terms of safety and reliability.

### **We will respond to changes with a medium- to long-term perspective.**

My motto is embodied in the phrase “Think Globally, Act Locally.” This means “to think after looking at the big picture, and when taking action, to accumulate small achievements.”

From April 2017, we made new investments in the fresh meats business, but this is actually the first time that we have acquired an outside business. This is also a major decision focused on the Group’s future, and I have great hope that it will generate tremendous value for the Prima Meat Packers Group and, in turn, for our customers, 10 years from now.

Therefore, we will respond to change by always maintaining a medium- to long-term perspective that asks, “What will happen ten years from now?”

We will continue to build relationships of trust with a wide range of stakeholders and always strive to be “a company that is loved and supported by its customers.”



Fresh Meats Business

## Conducting organizational reforms and product enhancements with the aim of becoming one of Japan’s top-ranking live hog companies

In the medium-term management plan for fiscal 2018 to 2020, called the Rolling Plan, the Prima Meat Packers Group has positioned the integrated domestic pork operation as the core of the fresh meats business and initiated a plan to expand meat and pork production looking forward to 2030. Masahiko Yano, Chief of Headquarters Meat Business, explains this plan.



**Masahiko Yano**  
Managing Director  
Chief of Headquarters  
Meat Business

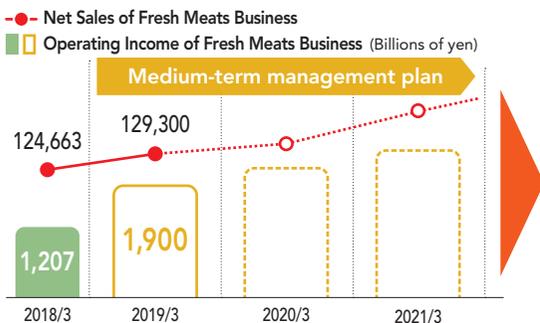
### Launched the VISION2030 Project to examine our vision for the fresh meats business.

In fiscal 2018/3, the fresh meats business performance was strong thanks to the aggressive expansion of original brand products of each livestock species and the development of new customers. To further develop this momentum, we launched the VISION2030 Project, which describes the growth strategy of this business, and junior and mid-career associates played a key role in discussing our vision for the future. As a result, we set the goal of making “domestic pork integration,” this business’s strong point, the core business, and “becoming one of Japan’s leading live hog companies.”

To achieve this, on April 1, 2018, we established the meat production division to drive the domestic pork integration business and devised two broad measures.

### Prima Meat Packers Group Results





### VISION2030

**Measures**

- Develop new farms
- Upgrade facilities of existing farms and expand their scale
- Acquire farms
- Branding of domestic pork (develop new brands)
- Develop breeding pigs and feed for greater production efficiency (leverage AI and other technologies)

### Strengthen upstream domestic pork integration by establishing and expanding new farms and through mergers and acquisitions.

To become one of Japan's leading live hog companies, it is essential that we strengthen the upstream part of our business. To that end, we are establishing and expanding new pig farms and also engaging in mergers and acquisitions.

One such example is our conversion of Kamifurano Farm, Ltd. and Nikken Farm, Ltd. in which we had 25% ownership stakes, into subsidiaries. In the domestic live hog industry, there are many small- and medium-sized farms including individual farms, and while the market shares of large companies are growing, the total share of the top 10 companies is below 20%. We needed to take these measures immediately, as large companies are expected to take a dominant position.

We are also conducting mergers and acquisitions of promising live hog companies and have acquired Japanmeat Co., Ltd. and Yukizawa Co., Ltd.

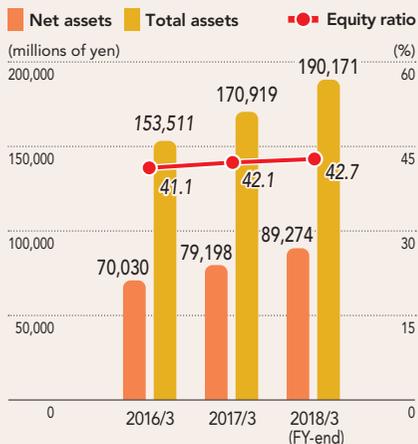
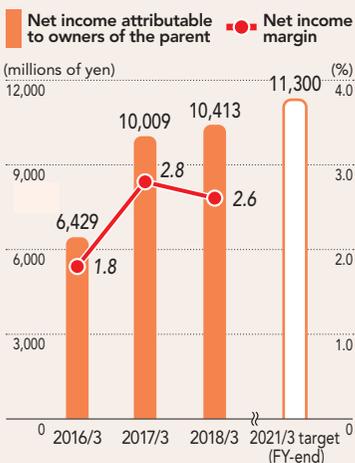
### Succeed with quality meat, raise brand value, and increase our presence from upstream to midstream and downstream.

Our products, not only original brand fresh meats, but also private brands that we supply to mass-retailers, will seek to attain a quality of meat that satisfies customers, thereby enhancing our brand value.

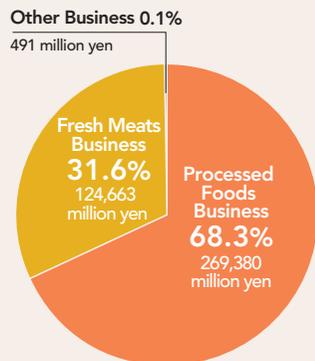
These efforts will help us to unify management from upstream to midstream and downstream, stabilize profits of the entire business, and expand the business domain. In addition, as the second stage of the project, we are reexamining our production, distribution, and sales.

To achieve VISION2030, we will seek to become one of Japan's leading live hog companies while making our presence felt.

I hope the new Prima Meat Packers will meet your expectations.



### Sales composition by business segment for the fiscal year ended March 31, 2018



From Breeding to  
Processing and Products

*Committed to  
great-tasting meat*

## 01 Breeding

Great-tasting  
brand pork



Kamifurano Pork is raised in the town of Kamifurano, Hokkaido, while Herb Sangenton is raised in Manitoba, Canada. To raise delicious pork, we provide land abundant in nature and special feed.

## 02 Processing

Integrated production ensures  
safety and reliability



We manage all processes in an integrated manner, from transport from the farm to slaughter, processing and shipment, so that we can deliver safe and reliable pork that is clearly traceable.

From pig breeding to product creation,  
Prima Meat Packers confidently delivers  
**Kamifurano Pork** and **Herb Sangenton** brand pork  
Prima Meat Packers showcases its commitment to  
the creation of these two original brands.



# 03 Products

(Gift packages and general consumer products)

Offering products that  
meet customers' needs



We offer a diverse product lineup including sliced pork with its discerning taste and sealed-in flavor, as well as processed foods such as hams and sausages, and gift packages.

## Gift Packages

besides Kamifurano Pork  
and Herb Sangenton

Further enhancing our  
lineup of gift packages!



In addition to our regular products such as hams, sausages, and roast beef, gift packages such as sliced meat for shabu-shabu and steak are also popular.

\* The above products are different from those described on this page.





Pigs are sensitive animals and their meat quality changes with stress, but Kamifurano Pork is raised at a farm that is a short distance from the processing plant and in an environment where stress is minimized. This advantageous environment is one of the reasons the pork is great tasting.



**Shuhei Yamada**  
Purchasing Department Meat Division

## Showcasing our commitment to our specialty meats



In April 2018, we set up a plant with the latest equipment and are working to create safer and more reliable meat. I hope to introduce many more customers to Herb Sangenton through HyLife Pork TABLE restaurants and products for consumers.



**Natsumi Otaki**  
Purchasing Department Meat Division

**Excellent Breeding Environment**

Our pigs are raised on three production farms at the foot of the majestic Tokachi mountain range in the town of Kamifurano, which is blessed by nature.



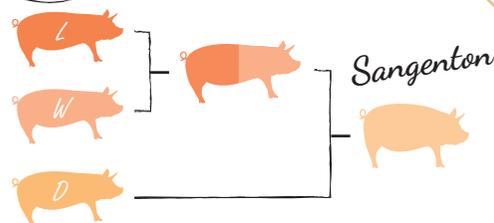
In the growing-finishing phase, we add more than 10% wheat to the feed to produce fully lean and juicy meat.

**Feed that Produces Lean Meat**



**Products Favored by Japanese Consumers**

We are raising the pork for Sangenton, which has a taste favored by Japanese consumers, with a special feed mix comprised mainly of wheat.



A tasty and rich pork is produced by supplying a feed mixed with three types of herbal extracts.

**Feed that Brings Out the Flavor of Meat**





About 10 minutes by vehicle



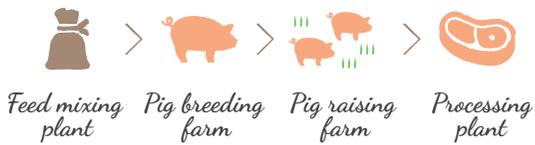
Safe and Reliable Processing System

Safety and reliability are achieved through the Prima Meat Packers Group's integrated production. To rigorously manage hygiene, we put a cutting station in the slaughterhouse and have installed the latest equipment including TV cameras that can monitor all processes.



Optimal Breeding Environment

Manitoba, Canada, which has a low risk of infection and a cool climate, is an ideal environment for pig farming.



Our Integrated System

Herb Sangenton, which is jointly produced by HyLife and Prima Meat Packers, delivers meat that is safe and reliable to customers based on a system that integrates all processes at HyLife and under strict quality management.





**American Pork  
that is Tasty and Safe**

# The Birth of Prima Prime Pork!



Prima Meat Packers collaborated with HyLife of Canada to produce Herb Sangenton. We searched for an American partner to deliver tasty imported meat to more customers.

WHAT'S SO GOOD ABOUT AMERICAN PORK?



HERB SANGENTON IS REALLY TASTY, SO I ALSO LOOK FORWARD TO PRIMA PRIME PORK.

I FOUND A FARM IN AMERICA THAT IS COMMITTED TO QUALITY PORK!

WE DID IT! SO WHERE IS IT?



**Takaya Yamasaki**  
Purchasing Department  
Meat Division



**Momona Soya**  
Purchasing Department  
Meat Division

The state of Minnesota, which borders Canada. The state's nickname is the "Land of 10,000 Lakes" and it is rich in water resources and has a cool climate, so it is perfect for pig breeding.



SO, CAN WE PRODUCE THE IDEAL PORK THERE?



AS WITH HYLIFE, WE CAN RAISE PIGS WITH A COMMITMENT TO BREEDING AND WITH SPECIAL FEED!

## Special Breeding Confined to Four Minnesota Farms



Sangenton is distinctive for its marbled meat.



Uses a specially formulated feed developed for the Japanese market. For about 45 days during the finishing period, a wheat-based feed is supplied to improve meat quality and leanness.

WITH ITS PRONOUNCED TASTE, THIS IS "THE MEAT." IT'S REALLY DELICIOUS! AND IT'S **TENDER AND JUICY**. YOU'LL REALLY BE SURPRISED.

MOREOVER, SLAUGHTER AND CUTTING ARE PERFORMED AT **PRIME PORK** IN MINNESOTA.

*Katie Sinclair*  
Vice President Sales

I'M GLAD TO HAVE MET A GREAT PARTNER!

WE DELIVER GREAT TASTING AND RELIABLE MEAT FOR EVERYONE IN JAPAN.

PRIME PORK OWNS A **STATE-OF-THE-ART PLANT** THAT JUST STARTED OPERATION IN 2017. THE ADVANCEMENT OF **MECHANIZATION ENABLES HYGIENIC PRODUCTION** AS THE MEAT IS LESS LIKELY TO TOUCH HUMAN HANDS.

Thus, collaboration between Prima Meat Packers and Prime Pork gave birth to PRIMA PRIME PORK.

**PRIMAHAM**      **PRIME PORK**  
German              English

Both mean "superb"!

PRIMA AND PRIME. TWO COMPANIES WITH NAMES OF THE SAME MEANING HAVE JOINED FORCES!

I FEEL PEACE OF MIND BECAUSE I KNOW WHERE IT'S PRODUCED.

"JUST LIKE HERB SANGENTON," IT'S DELICIOUS PORK WITH A DISCERNING TASTE!



# Koukun

## Growing in popularity!!

Thanks to customer support, Koukun celebrated the 16th anniversary of its launch. We are conducting a wide range of activities to introduce more customers to its great taste.

### Making Products Appealing with Packaging and POP Advertisements

We developed seasonal packaging that colorfully decorates the dinner table with pictures of cherry blossoms and Halloween. We also present tasty ways of eating for each season through POP advertisements.



### What is Koukun?

Koukun is a leading product line of Prima Meat Packers with an appealing aroma of 11 freshly ground spices and cherry smoke. We are rolling out sausages, bacon, Arabiki Mini Steaks, and other products.



Soppurin the Sausage Chibipurin

### Promoting Product Sales with Display Contest

To create a sales floor that delights customers, we are conducting an in-house "display contest". Through the contest, we seek to improve the shop staff's ability to sell products.



We are taking steps to not only improve product appeal, but to revitalize sales outlets and increase sales by creating an impactful sales floor that brightens the entire store.



Tadashi Okubo  
Chugoku and Shikoku Branch

We are striving to create an eye-catching sales floor with original POP advertisements tailored to customer segment and season, so that customers who have never eaten Koukun will gain interest.



Marina Nishi  
Marketing & Sales Dept.

AWARD  
2018

Winning Products



# Prima Meat Packers' Products are Highly Acclaimed!

## DLG Quality Tests 10 Products Win Gold Medals!

At the "DLG International Quality Tests," the world's largest processed food contest sponsored by the German Agricultural Society (DLG), 10 of the 14 products exhibited by Prima Meat Packers won gold medals. All of our products were awarded medals, with two others winning silver and another two winning bronze.

### Gold Medal Winning Products

- ★ Koukun Arabiki Pork
- ★ Koukun Select Bacon
- ★ Koukun Arabiki Steak
- ★ TAKUMI NO ZEN Roast Ham
- ★ TAKUMI NO ZEN Roast Pork
- ★ Kagoshima Select Arabiki Sausage
- ★ Arabiki Sausage
- ★ Herb Sausage

(plus 2 other products, for a total of 10 products)



## Essen House Wins Gold Medal for Four Consecutive Years!

In the premier category of the FABEX Souzai Bento Grand Prix 2018, which is sponsored by The Japan Food Journal Co., Ltd., the "Wine-stewed Miyazaki beef hamburger plate with a light omelet" bento of the Prima Meat Packers' Group company Essen House Co., Ltd. was awarded a gold medal. It felt like a bargain to get three different side dishes each like a main course in one bento of Miyazaki beef hamburger, a bagna cauda of large-cut vegetables, and an omelet with cooked rice, and the quality of each was highly rated.



# Cookpad Recipes that Use Salad Chicken!



## Time-saving Yodare Chicken using Salad Chicken and a Microwave!

### Ingredients (2 servings)

1 pack Plain Salad Chicken ½ bag Bean sprouts  
½Cucumber

**A** 1 teaspoon Granular chicken soup stock  
1 bulb Grated garlic 1 tablespoonSake  
3 tablespoons Soy sauce 50 cc Water

**B** 1 tablespoon each Sesame oil, chili oil  
a dash Powdered chili pepper (if available)

3 Chopped green spring onions  
1 tablespoon White roasted sesame seeds

### How to prepare

1. Cut the salad chicken into 5 mm-thick pieces. Cut the cucumber into 7 cm-long strips. Boil the bean sprouts.
2. Place **A** into a heat-resistant container, gently cover with plastic wrap, heat in a microwave oven for 1 ½ minutes, cool and add **B**.
3. Put the bean sprouts and cucumber in a container and serve with Salad Chicken on top. Top with 2, and sprinkle with green onion and sesame.



## Simple Salad Chicken and Avocado Cheese Fry

### Ingredients (2 servings)

1 pack Smoked Salad Chicken  
1 Avocado  
60g Pizza cheese  
to taste Black pepper  
to taste Chili powder

### How to prepare

1. Cut the salad chicken into 1 cm-thick pieces. Cut the avocado in half lengthwise, remove the pit and outer skin, and cut into 1 cm-wide slices.
2. Alternately place half of each of the Salad Chicken and avocado on aluminum foil, sprinkle with cheese and bake in an oven toaster for about 5 minutes. In the same way, place the remaining half portions (second serving) on foil and bake in an oven toaster.
3. Sprinkle with black pepper and chili powder.

Primahealthy's Salad Chicken, which is low calorie and carb-free, while having a moist texture and full taste, is supported by consumers who call it "healthy, yet delicious!" In response to its popularity, we formed a tie-up with Cookpad, Inc. in May 2018. On a special website we present Cookpad recipes, which we have introduced here, along with reviews and impressions from Cookpad users.



95% of Cookpad users replied that Primahealthy's Salad Chicken is delicious!

288 reviews of Salad Chicken were collected!



### Healthy Deep-fried Chicken Steak without Frying



### Quickly make Piccata with Salad Chicken

#### Ingredients (2 servings)

1 pack Lemon & pepper Salad Chicken

**A** 4 tablespoons Soy flour\*1

1 Beaten egg

**B** 2 tablespoons Soy flour\*2

2 tablespoons Salad oil

\*1 If using soft wheat flour: 5g

\*2 If using soft wheat flour: 2 tablespoons

#### How to prepare

1. Cut the Salad Chicken into 1 cm-wide strips and then cut them in half.
2. Add **A** and a beaten egg to 1 and then coat with **B**.
3. Heat the salad oil in a frying pan and add 2. Allow it to cook undisturbed for a time, turn over when it begins to solidify and heat so the batter coating solidifies completely.

#### Ingredients (2 servings)

1 pack Herb Salad Chicken

2-3 tablespoons Soy flour\*1

**A** 1 Egg

5g Chopped parsley

5g Parmesan cheese

1 tablespoon Olive oil

\*1 If soft wheat flour: 1 tablespoon

#### How to prepare

1. Cut the Salad Chicken into 1 cm-thick slices and coat entirely with soy flour (or soft wheat flour).
2. Mix **A** together well
3. Heat the olive oil in a frying pan, mix **A** with 1 and cook the entire surface of the Salad chicken over medium heat so that the egg solidifies.

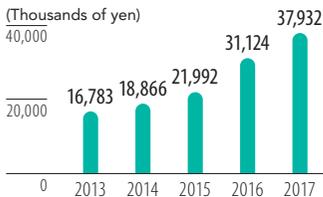
\*Soy flour is used because it is low in carbohydrates, but you can also make it the same way with soft wheat flour.



# Making Delicious Processed Foods with Loving Care

Prima Luca Co., Ltd. is a business that employs a large number of people with disabilities that was established as a special subsidiary of Prima Meat Packers, Ltd. in 1995 with investment from Nagasaki Prefecture and Unzen City. As the Prima Meat Packers' production base in Kyushu, it produces processed foods with a commitment to great taste based on its unique product development capability, a company strength. In addition to promoting the employment of people with disabilities, it has a policy of maintaining a "profitable business" just like regular companies. The company has recently achieved high productivity and continues to increase performance by having each employee make daily improvements in their work.

## Performance



Net income increased for the 5th consecutive year!

It received Prima Meat Packers' "General Manager of Production Division Award"

## Corporate Data

Company name: Prima Luca Co., Ltd.

Head office: 120 Kunimicho Hijikuroki, Unzen City, Nagasaki Prefecture

Founded: 1995

Number of employees:

54 (including 16 mentally disabled and 2 physically disabled)

\*As of April 1, 2018



Mount Unzen-Fugendake can be seen from the plant

## Introducing Our Products

Good for sandwiches



A long-selling product representative of Prima Luca Co., Ltd. Well-browned and juicy texture imparted by direct fire grilling

Plump and juicy



As I deal with safety, reliability and costs (laughs), I'm totally committed to getting customers to say, "This is delicious!"

We cannot produce great taste by simply improving production efficiency. We spare no effort in important areas that require human intervention and produce our products with great care.

Madoka Honda  
Product Development Section



Takahiro Takeda  
Manufacturing Section

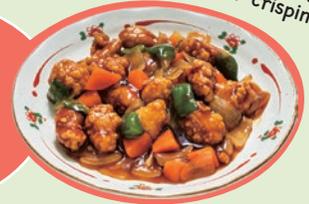


↑ In the process of dipping pork into batter for sweet and sour pork, we strictly check for unevenness and deformation.

↓ Carefully packing while checking that the hamburgers are properly browned from cooking.



Cook in microwave, stir-fry with vegetables, serve with the included sauce, and it's ready



Re-fry with oil for greater crispiness!

Tastiness that grows on you



A big hit with children



A rich aroma that stimulates the appetite



Perfect for snacks

### Customers' Comments

Since about 10 years ago, we have been offering Prima Luca products. Deep-fried chicken wings and ham cutlets are popular products with frequent repeat purchases thanks to the juiciness of the meat and ease of preparation. A co-op member says, "My three-year old daughter is really happy when I put them in her kindergarten lunch box." We look forward to Prima Meat Packers making more products that are loved by a wide range of consumers!

Masatoshi Sawa (left)/Momo Kato (right)  
U CO-OP Consumer Co-operative Society Home-delivery merchandise Department



# To Remain a Company that is Loved by the Community,

## We Grow with Disabled People and Healthy People Working Together

For the growth of the company, it is essential that all employees utilize their capabilities regardless of whether they are disabled or not. For that reason, we are promoting "multi-skilled" workers to get individuals to learn a range of skills. Since they are all serious and hard-working employees, the growth potential is infinite. We are also focusing on recruiting local personnel and conducting local activities based on the idea that we are "a company that is part of a community." While contributing food to the community, we will strive to be "an indispensable company" for the community.



**Hiroshi Kataoka**  
President and  
Representative Director

Communicating with  
the Local Community



### ↑ Community Event

Every year we participate "Kunimi Day," a Kunimi Town event where we sell products and interact with local people. It is so popular that there is always a line of people.



### ↓ Cleanup Activity

We actively participate in community cleanup activities of the ocean and rivers. It is also a chance for employees to deepen their friendships.



We also accept workplace experience and study tours from local special needs schools.

**Yuri Muranaka**  
General Affairs Section



### ← Sending Employees to Give Lectures

As a result of requests from prefectures and welfare organizations, employees often serve as lecturers for training on disabled employee management.

Always Value Teamwork!



Creating a Comfortable Workplace

↓ Thorough Education

Able-bodied teachers take time to educate so that every job is absolutely mastered.



The most important thing is for the able-bodied to understand those who are disabled. Fellow workers and everyone work hard together!

Rie Yoshida  
General Affairs  
Section



↩ Support for Qualified Personnel

Employees qualified as Employment Counselors for People with Disabilities support both public and private cooperation with local welfare facilities.



↩ Postings

A variety of postings using photos and illustrations make it easier for people with disabilities to understand.



→ Barrier-Free

The entire facility is barrier-free. Much attention is paid to detail, such as to setting control panels at low positions.





# VALUING "CONTACT" WITH EACH CUSTOMER



Tokyo Disneyland®

## Coverage of The Diamond Horseshoe's Private Party

A "private party" was held where people who had bought Prima products were invited by drawing to the Tokyo Disneyland® restaurant "The Diamond Horseshoe," of which Prima Meat Packers is an official sponsor. Let us introduce you to the many smiling faces at the party's venue!

∖ Welcome! ∕

Reception



Prima Meat Packers' employees greet guests at the entrance



Greeting by Disney characters



A favorite character. Say "cheese!"

Party Venue

Hearing the customers say "That was fun! I'll enter the drawing again" and seeing their smiling faces motivates me!



Tetsuya Yamazaki  
Marketing & Sales Dept. Tokyo Branch Office

The campaign is a valuable opportunity to directly contact dealers and customers and I hope to continue these campaigns that make everyone happy!



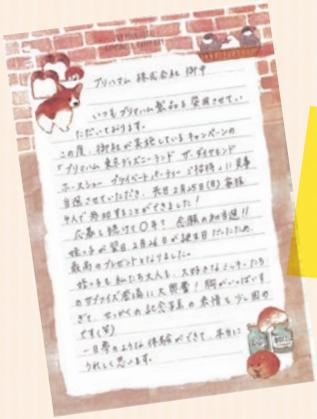
Kenta Ito  
Marketing & Sales Dept. Tokyo Branch Office

## We Received Many Comments from Happy Customers

I was greeted with a warm smile and had a happy time watching a fun show and eating a delicious lunch.

I was deeply impressed by all the smiling faces, greetings of "Welcome", and hospitality of the staff and cast.

I ate juicy sausages, and when I entered the drawing, I won. Thank you for the tickets to Disneyland.



\\ Goodbye! //



©Disney/Pixar

Having fun watching the show while enjoying a meal



Guests are sent off by all staff including the president

Campaign in progress  
Click on this link to see the list of campaign participants.



<https://www.primaham.co.jp/campaign/dhs/>  
(Japanese only)





# CAMPAIGN CONDUCTED IN EACH REGION



## Yoshimoto Kogyo

### Yoshimoto O-warai Live Comedy Event

Every year we conduct the Free Admission to Yoshimoto O-warai Live Comedy Event with Kogyo Yoshimoto and other comedians who have been popular with customers and sales outlets. On the day of the live event, a drawing was held, and everyone was very excited! We plan to continue this event and expand the area where it is held.

Customers are saying "I'm going to apply for the drawing again this year" during the campaign application period. I think the number of Prima Ham fans have increased through this campaign.



**Takashi Harashima**  
Marketing & Sales Dept. Tokyo Branch Office



*After the O-warai live comedy event, the drawing will be exciting*



*We're also providing food at the LEGOLAND® Japan Hotel opened in April 2018*



## LEGOLAND® Japan Resort

### LEGOLAND® Japan Free Admission Campaign

The free admission campaign to LEGOLAND® Japan was held in the Chubu, Kanto, and Kansai regions. As an official marketing partner of LEGOLAND® Japan, we provide food at the "Knight's Table Restaurant," a restaurant inside LEGOLAND. We will continue to help create good childhood memories through food.



Since it's a theme park that many children visit, I hope to use it as a venue in the future for food education.

**Hideki Takenaka**  
Chubu Branch

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SHOWA WOMEN'S UNIVERSITY  
昭和女子大学



PRIMAHAM



# Menu Recipe Contest

*Held to Create a Fun and Abundant Food Future*



Prima Meat Packers President Chiba gave a special lecture



The Excellence Award menu is presented on a special page

There were many entries in both categories. The final selection was reviewed by a culinary school teacher who reproduced the recipes, but every dish looked and tasted great, so it was difficult to choose a winner.



Yukiko Takahashi  
Product Planning Section

We held a menu recipe contest based on the theme of "Delicious Tenderness" in collaboration with the students of the Department of Food Safety and Management established by Showa Women's University in April 2017. We collected recipes in two categories: the "Carbohydrate Awareness Menu Category" using "Prima Healthy Series" foods, and the "Dinner Menu Category" using "Koukun Arabiki Pork" sausages. From each category, one recipe was selected for the Highest Award, two recipes for the Excellence Award, and one recipe for the Special Award.

## Prima Meat Packers and KOYO GAKUEN conducted "fat and oil decomposition testing of grease trap drainage"

To verify the performance of fat and oil decomposition microorganisms for drainage (YB bacteria) developed at Prima Meat Packers' Research and Development Department, we borrowed the facilities of KOYO GAKUEN to conduct long-term testing.



Fat and oil decomposition test in drainage

During verification testing I received advice from vocational school teachers, introduced them to our business, and interacted with them in various ways.



Sonomi Oguro  
Research and Development Department

Processed Foods Business

**Manufacture and sale of processed foods**

From familiar consumer packs to commercial products, Prima Meat Packers makes products that respond to the needs of consumers and customers. We sell to volume retailers, convenience stores, butcher shops, and other businesses. Our products can also be purchased at our online shop.



**Manufacture and sale of products for convenience stores**

We provide convenience stores with freshly made sandwiches, sweets, salads, light meals, prepared dishes, and other products.



Fresh Meats Business

**Manufacture and sales of fresh meats and processed meats**

Together with our overseas suppliers, we provide safe, high-quality original brand meats.

We manufacture and sell graded meat, flavored meat, dressed meat, and other products (all products have been cut from fresh meat).



**Live Hog Operation Business**

We breed and raise safe, reliable, and high-quality breeding pigs and meat pigs in cooperation with our affiliates' farms and partner farms in Japan.



Other Business

**Comprehensive Human Resources Services**

Services including educating, training, dispatching, and insuring of human resources.

**Information Systems**

Developing, controlling, and operating systems; ensuring and maintaining information security

**Research, Technology Development**

Services for testing products and ensuring product safety; sale of inspection kits  
Development, manufacture, and sale of micromanipulation equipment

## Processed Foods Consolidated Group companies

Manufacturing Business of Processed Food	<ul style="list-style-type: none"> <li>● Akita Prima Foods Co., Ltd.</li> <li>● Prima Foods Co., Ltd.</li> <li>● Prima Luca Co., Ltd.</li> <li>● Prima Environment Services, Ltd.</li> <li>● PRIMAHAM (THAILAND) Co., Ltd.</li> <li>● PRIMAHAM FOODS (THAILAND) Co., Ltd.</li> <li>○ Kangpu (Suzhou) Food Co., Ltd. (China)</li> </ul>	<ul style="list-style-type: none"> <li>● Prime Foods Co., Ltd.</li> <li>● Shikoku Foods Co., Ltd.</li> </ul>
Convenience Store -Vendor Business	<ul style="list-style-type: none"> <li>● Prime Delica Co., Ltd.</li> <li>○ Prime Bakery Co., Ltd.</li> </ul>	<ul style="list-style-type: none"> <li>● Kumamoto Prima Co., Ltd.</li> </ul>
Sales Business of Fresh Meats, Hams, Sausages and Processed Foods	<ul style="list-style-type: none"> <li>● Hokkaido Prima Meat Packers, Ltd.</li> <li>● Hokuriku Prima Meat Packers, Ltd.</li> </ul>	
Retail Business of Meat Cuts, Delicatessens and Processed Foods, Etc.	<ul style="list-style-type: none"> <li>● Essen House Co., Ltd.</li> <li>● Toei Foods Co., Ltd.</li> </ul>	

## Fresh Meats Consolidated Group companies

Meat Products Sales Business	<ul style="list-style-type: none"> <li>● Kanto Prima Meat Sales Co., Ltd.</li> <li>● Kansai Prima Meat Sales Co., Ltd.</li> </ul>
Slaughtering Fabrication Business	<ul style="list-style-type: none"> <li>● Kamifurano Kobo Co., Ltd.</li> <li>● Nishi-Nippon Best Packers Co., Ltd.</li> <li>○ Laiyang Purui Foodstuff Co., Ltd. (China)</li> </ul>
Processing and Retail Business of Meat	<ul style="list-style-type: none"> <li>● Primaham Meat Factory Co., Ltd.</li> </ul>
Meat Distribution Business	<ul style="list-style-type: none"> <li>● Prima Logistics Co., Ltd.</li> </ul>
Live Hog Operation Business	<ul style="list-style-type: none"> <li>● Pacific Ocean Breeding Co., Ltd.</li> <li>● Kamifurano Farm, Ltd.</li> <li>● Nikken Farm, Ltd.</li> <li>● Japanmeat Co., Ltd.</li> <li>● Yukizawa Co., Ltd.</li> <li>● Clean Farm Co., Ltd.</li> <li>○ Swine Genetics International, Ltd. (USA)</li> </ul>

## Other Consolidated Group companies

- Prima Management Service Co., Ltd.
- Prima System Development Co., Ltd.
- Tsukuba Food Evaluation Center Co., Ltd.
- PRIME TECH LTD.
- Global Meat Investment Partners Inc.

## Corporate Data

(As of July 1, 2018)

**Company name**  
Prima Meat Packers, Ltd.

**Head office**  
Shinagawa Seaside West Tower,  
4-12-2 Higashi-Shinagawa,  
Shinagawaku, Tokyo  
140-8529, Japan

**TEL**  
+81-3-6386-1800

**Representative**  
Naoto Chiba,  
President and Representative  
Director

**Detail of business**  
Manufacture and sale of hams and  
sausages, fresh meats, processed  
foods, and other products

**Founded**  
September 1, 1931

**Established**  
July 9, 1948

**Capital**  
7,908 million yen

**Fiscal year-end**  
March 31

**Number of employees**  
14,197  
(including temporary employees)

**Business sites**  
Sales bases: 6 branch offices  
24 sales offices  
Production bases: 4 plants  
Number of group companies: 35  
Consolidated subsidiaries: 30  
Companies accounted for using  
the equity method: 5

●●● Consolidated Subsidiaries ○○○ Companies accounted for using the equity method

## **PRIMA MEAT PACKERS, LTD.**

Shinagawa Seaside West Tower, 4-12-2  
Higashi-Shinagawa, Shinagawa-ku, Tokyo  
140-8529, Japan

TEL. +81-3-6386-1800

Japanese-language website  
<https://www.primaham.co.jp/>

English-language website  
<https://www.primaham.co.jp/en/>