

September 30, 2020
Otsuka Foods Co., Ltd.

Otsuka Foods Starts Investigating Standardization Under a New JAS Standard for Soy Meat Products

TOKYO, Japan, September 30, 2020—Otsuka Foods Co., Ltd. (Head Office: Chuo Ward, Osaka; President: Koichi Shiraishi) has started investigating the standardization of soy meat products under the Specific JAS (Japanese Agricultural Standards),*¹ which applied a new logo. JAS was established by Japan's Ministry of Agriculture, Forestry and Fisheries (MAFF).



In recent years, meat substitutes that can be eaten instead of hamburgers and sausages have been attracting a lot of attention worldwide. This may be due to factors including food shortages caused by a rapidly rising world population and the size of the environmental impact of producing livestock compared to grains. Moreover, health awareness is higher than ever due to the COVID-19 pandemic, and sales of meat substitutes are expanding in the United States. In Japan too, there is a growing need for meat alternative products that are healthy and environmentally friendly.

In November 2018, Otsuka Foods launched Zero Meat hamburgers made from soybeans*² in an effort to help solve problems connected to population, the environment, and health. So far, the Company has developed Zero Meat products for home use and Zero Meat products for commercial use, aiming to expand the market as a leading product of meat substitutes from Japan.

As part of these efforts, Otsuka Foods has decided to pursue the standardization of soy meat products for home use under MAFF's new JAS standard, with the aim of helping customers understand soy meat products in a more easy-to-understand manner.

By formulating a standard for soy meat products that is easy for customers to understand, Otsuka Foods hopes to promote awareness and enhance the value of soy meat products and help the whole market in Japan to grow significantly.

You can check the progress of procedures related to JAS establishment at the following MAFF website (Japanese only) at any time:

https://www.maff.go.jp/j/jas/jassagyo_keikaku.html

*1. About the New JAS logo

JAS logos are displayed on foods, agricultural, forestry, and fishery products, and in advertisements of businesses as proof that those products and their methods of handling meet the Japanese Agricultural Standards (JAS).

On December 28, 2018, a new JAS logo (Specific JAS) was established, integrating three previous types of logos, as a JAS logo for foods with distinctive requirements.

The Specific JAS logo is expected to help businesses appeal to consumers by highlighting high added value, commitments, and excellent quality and technology in an easy-to-understand manner, with a view to further differentiating and branding Japanese products and services.

*2. This product is made with a soy-based processed food.