

# People & Products

## Japan's Amatake embraces market segmentation

**IT MARKETS A CERTIFIED PREMIUM LOCAL BREED "SANRIKU-JIDORI," DEVELOPED BY AN IWATE PREFECTURE LABORATORY. THE COMPANY USES PS STOCK FROM THE GOVERNMENT LAB TO PRODUCE COMMERCIAL STOCK IN COMPLIANCE WITH JAPAN'S "PREMIUM LOCAL BREED" MANAGEMENT GUIDLINES.**

It has also developed a breed in collaboration with Kinokuniya supermarket.

The product is derived from a cross of French Hubbard JA57 and Redbro Naked Neck. The product is French Red Label certified and distributed exclusively by Kinokuniya.

Amatake offers a competitive product named "Nambu Dori", which combines production efficiency and reasonable pricing. Nambu Dori production accounts for 72% of Amatake's total output.

The breed is an intermediate product derived from a Hubbard male PS crossed with an industrial female. The product adds value to most integrators due to its production efficiency, which makes the product appealing to low-priced mass market customers.

The company experienced an import suspension following the outbreak of avian influenza in 2006. As a result, Amatake started to employ Hubbard grandparents for its male line in 2007 to hedge against supply shortages.

Now it produces PS males from its own GP unit. PS females are produced locally.

It is joining forces with Kagome, a Japanese maker of tomato sauces and condiments. Under the close collaboration agreement, Kagome will develop new sauces exclusively for Amatake's new menu items.



*Shinji Arai*

Amatake runs grandparent farms in Iwate prefecture, some 500 km north of Tokyo. Breeder and broiler production is handled by the company's own farms. It also operates a slaughterhouse.

It supplies between 1,200 and 1,500 ducks per day for the local market using genetics from Groupe Grimaud of France.

Layer and duck farms are operated separately in the northern area of the province. It produces 200,000 antibiotic-free eggs/day. ●