



Ito Ranch was established in Mie Prefecture, Japan in 1955. Surrounded by a picturesque landscape, Ito Ranch offers up a serene and tranquil environment, which is ideal for raising Matsusaka cattle.

While maintaining the capacity to breed 1,400 cattle, Ito Ranch stays true to its goal of raising high quality prime Matsusaka beef, by limiting its herd to 700 head of cattle. Their reasoning is that they would like for the cattle to be raised in a stress-free environment, which would, “placate the spirits of the cattle” and thereby create healthier fine quality specimens.

With over 60 years of experience, Ito Ranch has consistently proven this theory by winning numerous competitions, from the grand prize on down, at the Matsusaka Beef Cattle Carcass Fair.

Annually ranked as a first-tier farm, Ito Ranch prides itself on its ability to maintain a 90% A-5 grade ratio for the beef that it supplies. In comparison, the Japan Meat Grading Association lists the average ratio of A-5 grade beef among whole genuine Japanese Black (Wagyu) cattle at only 10% which just further goes to testify towards Ito Ranch’s professional skills and dedication to quality.



AN INTRODUCTION TO **ITO RANCH**

MR. ITO'S SECRET TO PRODUCING THE HIGHEST QUALITY MATSUSAKA BEEF CATTLE COMES DOWN TO 4 KEY ELEMENTS, WHICH HE HAS LEARNED THROUGH A LIFETIME OF RANCHING.

1

The
FIRST
Element

RAISED IN LOVING CARE

We provide individualized loving care for each head of cattle at Ito Ranch. This helps to ensure the remarkable A-5 grade. The environment is of the utmost important to ensure their quality. Therefore, hygienic private stalls for each cow enable staff members to observe the condition of each cow on an individualized basis. Bred with human compassion, Matsusaka cattle are truly unique. This gives way to superior quality found nowhere else in the world.



2

The
SECOND
Element

OVER 1,000 DAYS TO CREATE THE PERFECT MATSUSAKA BEEF

We ship heifers at over 36 months of the fattening period, 10 months longer than regular counterparts. Through this period, fatty acids turn unsaturated. This improves the quality of the fat which comes up with a long lingering scent, unique taste, and rich aroma.



3

The
THIRD
Element

CATTLE FEED

In addition, a carefully designated diet of rice, bran, wheat, beancake, and corn is used to maintain cattle that are healthy and produce quality beef. This formula has been developed over generation to generation as a family secret in order to maintain the quality of the breed.



4

The
FOURTH
Element

THE ACQUISITION OF CALVES

The pedigree is the most influential factor. We purchase calves largely in Kagoshima. Meanwhile, it is getting more difficult to purchase them. We once purchased Tajima cattle, but lately A-5 grade beef has not materialized from Tajima cattle. However, we are constantly seeking all over Japan for better pedigree to offer the highest quality beef.



CYCLICAL AGRICULTURE

Ito ranch has conferred the title of

The Queen of Dignity

Only the above Japanese Wagyu, which meets the Level 7 Beef Marbling Standard (BMS) within the A-5 and A-4 Grading Categories, is able to be exported overseas. This beef is not to be confused with or sold under the specific Matsusaka Beef brand name. The beef mentioned above is officially registered and sold under the Queen of Dignity brand name.

CHEF'S RECOMMENDATION

TOYOKEN [東洋軒]

Marunouchi 29-17
Tsu City, Mie Prefecture, Japan 514-0033
Tel : 81-59-225-2882

<http://www.touyouken.co.jp>

KENJI INOMATA



As an experienced & talented owner of Toyoken restaurant, as well as the celebrity chef on the stage of the TV program “Emperor's Chef”(天皇の料理番), Chef Kenji Inomata is pleased to recommend the fine quality Matsusaka Beef that is supplied by Ito Ranch.

Furthermore, as an expert connoisseur of Matsusaka Beef and a cherished customer, Chef Inomata has agreed to write a recommendation testifying to the quality of the Matsusaka Beef that Ito Ranch supplies.

OWNER'S OF ITO RANCH

ITO RANCH Ltd. [(有)伊藤牧場]

<http://yakinikuito.com/company/>

HIROKI ITO

Ito Ranch won the First Award at Matsusaka Beef Carcass Competition for Three consecutive years between 2017-2019, which was a historical moment among a long Matsusaka Beef history.

Furthermore, it is Mr. Ito's desire to convey the refined qualities of Matsusaka Beef to the international community, as an elegant illustration of a traditional Japanese delicacy.



K-icon Co.,Ltd

is the official representative
of Ito Ranch

TEL 81-52-253-8117 / FAX 81-52-253-8191

Pressance Grand Marunouchi 1106, 13-16-2, 2-chome,
Marunouchi, Naka-word, Nagoya, Aichi-prefecture 460-0002 Japan

E-Mail: chomoko@k-icon.net, hikari@k-icon.net

<http://k-icon.net/>