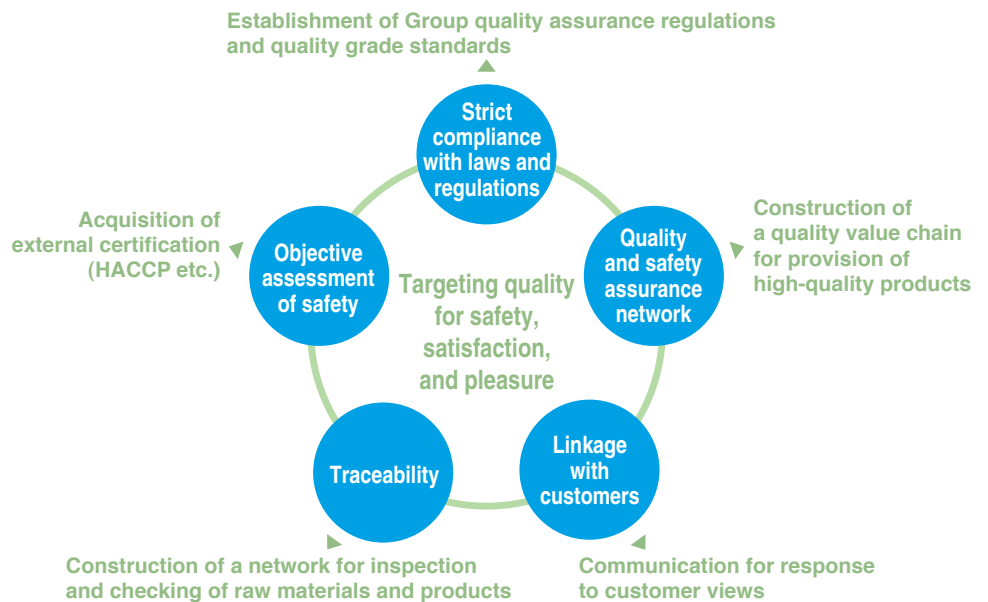


Improving our quality assurance setup for provision of safer and more satisfying food

Approaches to quality assurance for provision of safe and secure foods must be given the very highest priority by companies involved with food. Ours go beyond the mere supply of foods that can be safely consumed by our customers and aim at delivery of nothing less than deep satisfaction and pleasure.

Additional approaches to the quality assurance setup and CS activities

The Group has been implementing the Open Quality Action Program based on its five quality guidelines. To achieve an open development of food products, we have thus promoted the construction of a system for quality assurance and information disclosure under the banner "Open Quality" through a Group-wide effort. We have launched efforts for progression from our current quality assurance setup, which revolves around *Management for No. 1 Quality* aimed at complete satisfaction in all aspects, including customer dealings, safety, flavor, and freshness, to the improvement and development of products and services delivering deeper satisfaction and pleasure. To this end, we are building an even better setup for assurance of quality while aiming for higher levels of flavor and freshness in all processes from the farm to the dinner table.



Response to the positive list system

We are striving to condition environments for provision of safe products under the following guidelines.

Inspection of the history of chemical use

We inspect raw materials from both domestic and foreign sources for agricultural chemicals and other items used in the stage of production.

Periodic inspection for residue

We periodically make inspections to make sure the materials do not contain excessive amounts of residual chemicals.

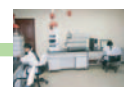
Producer guidance

If the inspections find residue in excess of the standards, we halt the distribution and furnish feedback to the producer with instructions for improvement.

Inspection network



Safety Testing Laboratory



Quality assurance center in Weihai, China



Outsourcing in Brazil



Outsourcing in Thailand

Aiming for quality that reassures, satisfies, and gratifies

Pursuit of quality for reassurance

The Group offices are working to acquire certification under the Hazard Analysis and Critical Control Point (HACCP) system and other external organizations. Besides preparing environments for provision of safe products in conformance with the positive list system for agricultural chemicals and other standards, we are building a system for examination of product safety under Seijitsu-kun 2 (our total production information management system) and bolstering our arrangements for quality monitoring.

Seijitsu-kun 2: A system for speedy and high-precision management of product information based on centralization of quality and normative information for raw materials, products, quality inspections, product charts, and specification sheets.

Pursuit of quality for satisfaction

We share information under our Smile System, which helps us to reflect customer feedback in efforts to improve products and services. In coordination with our research and development sections, we pursue a high grade of quality, inclusive of flavor and freshness, in our quality improvement activities.

Smile System: A computer system that supports two-way communication between customers and the Group companies, and enables in-house sharing of customer feedback, i.e., comments and inquiries received from our customers.

Pursuit of quality for pleasure

In accordance with our CS policy, we engage in text mining of customer feedback to identify points for improvement and development that are genuinely needed, and continue to develop products and services that satisfy and gratify customers.

Nippon Ham Group CS policy: Each and every one of our executives and employees are to place top priority on action from the customer's perspective and strive for the ongoing development of products and services that satisfy and gratify our customers.



Original Group integration system to support quality for peace of mind, satisfaction, and pleasure

We have erected an integration system for assured production of safe, quality meat and its stable supply to the market in large quantities. It provides for total operation and management by the Group in all stages, from production and raising to harvesting, processing, distribution, and sale.

