

NH Foods Group will unleash new ideas beyond existing domains to expand new potentials for protein as the power of life.

Throughout its history, the NH Foods Group has helped people everywhere to experience the real *Joy of Eating* through its role as a food supplier, while also addressing social issues. With protein supply problems looming on the horizon, the NH Foods Group is already working to ensure reliable supplies in ways that are environmentally and socially responsible, while responding to diversifying lifestyles and food needs. To achieve these goals, we have started to take up new challenges that go beyond existing concepts and norms.

Unleash new potentials for protein

Proof-of-concept trial of a system combining protein intake and exercise to prevent frailty syndrome in the elderly

Using customer feedback to enhance product development and design

Formulation of animal welfare policy guidelines

Discovery of an egg white fraction that prevents the onset of chicken egg allergies and reduces the risk of skin inflammation

Introduction of plant-based meats in overseas markets

Development of PIG LABO, a complete support system for pig farming

Launch of *Table for All* as the food industry's first comprehensive platform for food allergy care

Transition to a sustainable meat business model through the development of a co-creation network

Eco-Pirottype packaging for the *Schau Essen* brand

This new packaging reduces plastic packaging weight by 28.1%*¹, cutting annual CO₂ emissions by approximately 4,000 tons*².

Creation of the *Meatful* direct-to-consumer (D2C) meat entertainment website

Expansion of procurement sources for beef, pork, and chicken

Development and release of *IMIDEA*, a food with functional claims containing the chicken meat extract imidazole dipeptide, which is believed to enhance memory accuracy

*¹ Comparison between a *Schau Essen* double pack with drawstring and a 127g double pack with the new packaging (comparison of film weight)
*² Value as of January 20, 2022, calculated using shipment quantities in fiscal 2020 (based on research by NH Foods Group)