

Value Creation Trajectory of the NH Foods Group

The NH Foods Group, which started as a ham and sausage manufacturing plant in 1942, has since grown to handle everything from fresh meat to processed foods, marine products, dairy products, and extract seasoning. Today, it is one of the top food manufacturers in Japan in the fields of hams and sausages and fresh meats, and it continues to grow as a global company with international production, processing, and sales operations.

1981

Broadened food operations
Entered the marine products business



1966

Launched skinless wiener line that is both easy to eat and delicious

Introduced *Winny*®



1973

Implemented integration system

Established Nippon Pork Co., Ltd. (now Nippon Food Packer Kagoshima, Inc.)



1981

Ultrathin-sliced ham launched for particularly health-conscious consumers

Introduced *Thin Slice*® Hams



1942

Proposing a new culinary culture

Established the Tokushima Meat Processing Plant and started producing hams and sausages



1968

Enhanced product safety and reliability by producing ham and sausage ingredients in-house

Established Nippon Broiler Co., Ltd. (now Nippon White Farm Co., Ltd.)



1972

Responding to the diversification of culinary culture

Entered the processed foods business



1985

Launched coarse-ground pork wieners for customers seeking authentic products

Introduced *SCHAU ESSEN*®



Medium-Term Management Plan*

1985 to 2003
Part I to VI

* Fiscal years indicate April to March

1967

Promoted to the 1st Section of the Osaka Securities Exchange and Tokyo Stock Exchange

1969

Introduced the Consumer Delegate Committee System, a unique monitoring system

1973

Established the professional baseball team Nippon-Ham Fighters Baseball Club Co., Ltd.

SOCIALLY SIGNIFICANT TRANSITIONS COMPLETED BY THE GROUP

1950s

Founding days: Contributing to the diversification of food culture

- Electric refrigerators become commonplace
- First supermarket in Japan opens

1960s

Pursued stable supply of safe and reliable products

- Westernization of eating habits
- Tokyo Olympics held

1970s

Proposals for a new food culture

- Liberalization of pork imports
- Oil shocks
- Expansion of nuclear families
- Development of the restaurant industry

1980s

Faced the challenges of expanding food product categories and building integration systems abroad

- Spread of microwave ovens
- Enactment of the Equal Employment Opportunity Law

1991
Advanced research into food safety and reliability and healthy foods and ingredients

Completed the Research and Development Center in Tsukuba, Ibaraki



1993
Built system for swift delivery of high-quality fresh meats

Fresh meat sales company, the Nipponham Food Group, reached 100 business sites



2002
Started swift delivery of fresh meats via one of the largest logistics centers in Japan

Established Nippon Logistics Center, Inc.



1987
Brought out easy-to-prepare chicken for eating at home

Introduced CHIKICHIKI Bone®



1992
Launched the yogurt and lactic acid probiotic beverages business

Inherited the business of Kansai Luna, Inc. (now Nippon Luna, Inc.), which began to sell yogurt beverages ahead of other companies in Japan



1994
Brought out easily prepared authentic Chinese meals

Launched the Chuka Meisai® series



2002
Brought out chilled pizza with authentic taste

Launched the Ishigama Kobo® series



1988
Implemented integration system overseas, contributing to stable supply of fresh meats

Purchased Whyalla Feedlot (Australia)



1993
Brought out distinctively creamy desert yogurt

Introduced Vanilla Yogurt



1995
Entered the seasoning extract business

Established Nippon Pure Food, Inc.



2002
Launched major domestically produced chicken brand

Launched Sakurahime®



1989
Expanded processed foods manufacturing sites overseas

Established Thai Nippon Foods Co., Ltd.



1993
Enhanced fresh meat safety and reliability

Began branding fresh meats



1997
Branded overseas beef

Launched Omugi-Gyu



2003
Entered the cheese business

Purchased shares in Hoko Co., Ltd. (formerly Hoko Suisan Co., Ltd.)



2002
Scandals within the Nipponham Group
Established the Quality Assurance Department and the Customer Service Office

2003
Launched New Medium-Term Management Plan Part 1 and established newly born "Group"

1990s
Proposals for a product lineup suited to diversifying lifestyles

- Liberalization of imports of beef and oranges
- Growth of the ready-made meal market

2000s
Improved customer satisfaction with high-level management for No. 1 quality

- Consumers' demand for food safety and reliability increased
- Japan's first BSE outbreak
- Soaring raw material and fuel costs

SALES TARGET
FOR THE FISCAL YEAR
ENDING MARCH 31, 2021:

1,410
billion yen

2004

Launched allergen-free products
Launched the *Minna-no-Shokutaku*® series



2011

Launched loin ham with focus on savory taste and fragrance
Launched the *Irodori Kitchen*® series



2014

Achieved melt-in-your-mouth fat through slow fattening
Launched *Dolce Parco*®



2016

Offering hamburgers cooked to maximize delicious flavor of meat

Introduced *Kiwami-yaki*® Hamburg Steak



2005

Wasting nothing from the Bounty of Nature

Introduced *Glucosamine Chondroitin EX*



2011

Brought out bite-sized cheeses enabling customers to enjoy a variety of flavors

Introduced *ROLF Baby Cheese*



2015

Offering high-quality pork through plant-based feed

Launched *Mugikomachi*®



2017

Brought out wiener sausages with focus on juiciness

Introduced *Hojun*® coarse-ground wieners



2006

Brought out gift products using integration system

Launched *Domestic Premium*® *Utsukushi-no-Kuni*



2013

Brought out delicious, easily prepared breakfasts

Launched the *Sucre et Sucre* (currently *SUCRE CAFE*) series



2015

Responding to increasing demand for chicken driven by heightened health

consciousness
Acquired Ege-Tav Ege Tarım Hayvancılık Yatırım Ticaret ve Sanayi Anonim Şirketi



2017

Added new beef suppliers
Acquired stock in Breeders & Packers Uruguay S.A. (BPU)



New Medium-Term Management Plan*

2004 to 2006
Part 1

2007 to 2009
Part 2

2010 to 2012
Part 3

2013 to 2015
Part 4

2016 to 2018
Part 5

Medium-Term Management Plan 2020*

2019 to 2021

2005

Established the Group brand

2014

Changed the Group brand

* Fiscal years indicate April to March

2010

Pioneering the future of food

- Consumption tax hike
- UN Sustainable Development Summit held
- Paris Agreement signed