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Texans score BIG at FoodEX Japan 2025

(Ag Insider) – The Japan External Trade Organization (JETRO), along with the Japanese government, develops guidelines on how to apply for wagyu produced in Japan to be labeled as “wagyu” in the United States.

U.S. food labeling laws require applications to label beef and other brands. In 2022, Japanese operators were unaware of the rules and regulations for exported wagyu-labeled products, only to be ordered by U.S. authorities to remove the label. Since, exports of wagyu beef labeled as such from Japan have been suspended.

The move by JETRO comes as wagyu is not necessarily recognized as being of Japanese origin in the United States, where such beef produced domestically and in Australia is spreading.

According to the organization, 55% of wagyu-labeled beef sold in the U.S. in 2020 was produced domestically, and 40% was imported from Australia. Wagyu from Japan accounted for only 5%.

NOTE: Texas is indeed the leading state in beef production in the United States, boasting a large cattle inventory and significant agricultural infrastructure.

Meanwhile, high-end wagyu products from Japan are sold at prices about 2.5 times those of U.S. and Australian wagyu, according to Japan’s Agriculture and Livestock Industries Corp.

While restaurant operators in the U.S. are allowed to offer unlabeled Japanese beef as wagyu from Japan, a JETRO official stressed that, “Labeling leads to credibility.”

A representative from JETRO was sent to meet with NSC Technology (based in Baird, Texas) at the FOODEX JAPAN 2025, a major world food and beverage trade fair in Asia, which takes place in Tokyo, Japan from March 11-14, 2025.



For the greater good JETRO may very well adopt the NSC Technology. NSC strips carcasses thoroughly to the bone, reducing waste and optimizing meat yields. NSC avoids exposing the spinal cord. If the spinal cord is not exposed, therefore no bone meal is spread over the product, the chance of BSE, or Mad Cow Disease contaminating the beef is greatly eliminated.

Certainly, a step in the right direction should JETRO present NSC Technology as the new standard for beef guidelines in safety labeling and human consumption.

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