

MATSUSAKA · MIE · JAPAN

Fukano

The Birthplace of Matsusaka Beef

深野
牧場

松阪牛発祥の地

Since the dawn of Matsusaka beef

MATSUZAKA FUKANO FARM CO., LTD.

Presented by Maiko Toyooka

Photo: y_imura / matsusaka-info.jp

The rarest beef, *from where it all began.*

4%

RARITY

Special Grade cattle make up only about 4% of all Matsusaka beef

900+

DAYS

of patient fattening in a designated Matsusaka area

250_m

TERROIR

Mild, dry highlands with fresh air and clean water

71

YEARS

of mastery by the local legend, Jiro Tochigi

Maiko Toyooka

豊岡 舞子

“Delivering genuine value — correctly — to the future.”

MATSUZAKA FUKANO FARM
CO., LTD. · CEO

Wholesale of Special Grade Matsusaka
Beef from a rare traditional cattle shed
— to fine-dining and Michelin-starred
restaurants.

TOYOOKA INC. · CEO

Fashion supervision and corporate
training built on body-type analysis and
personal color.

Source: eluna.jp/profile/toyooka-maiko (profile & photo)



See the value. Tell its story. *Put it in the right hands.*

No.1

Nationwide in wedding-dress sales; Best Store & Best Manager awards

¥110M

Grew a ¥60M store by coaching people, not numbers

476%

Sales vs. prior year at a department-store event she ran solo

2

Published books; featured on TV Asahi, in Nikkei, Senken & Sankei

2022

Founded Toyooka Inc.

2025

Founded Fukusho Inc. — to protect a traditional cattle shed in the birthplace of Matsusaka beef

Fukano, *Iinan*.

"A gentle breeze, the sound of birds, the smell of greenery, the freshness of the air." In the mountains of Matsusaka, the supposed birthplace of Matsusaka beef.

250_m

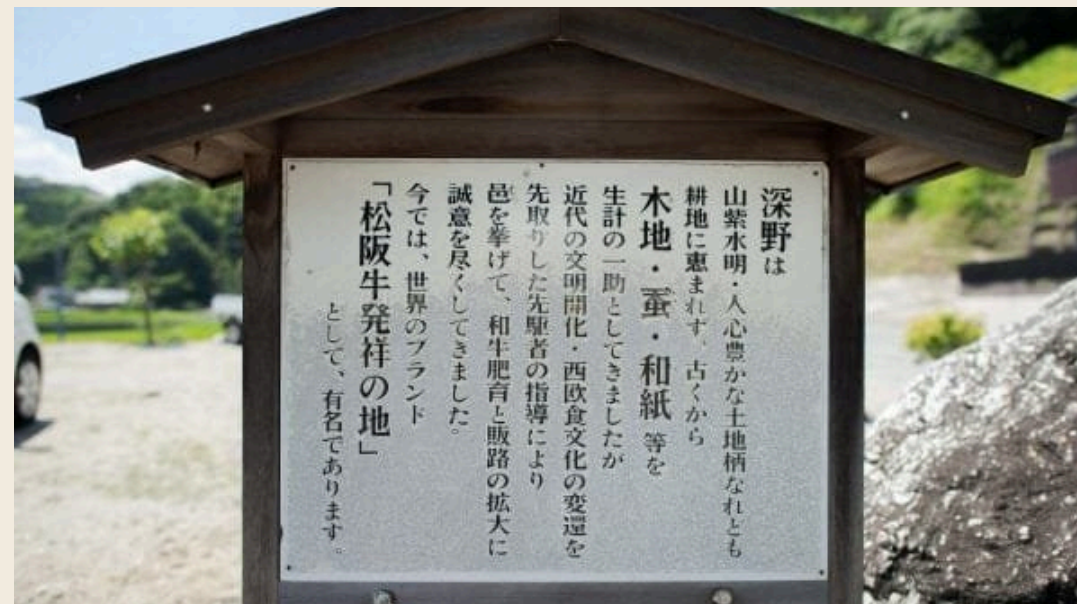
above sea level · mild, dry climate · fresh
air · clean water

From working animals *to Japan's finest beef.*



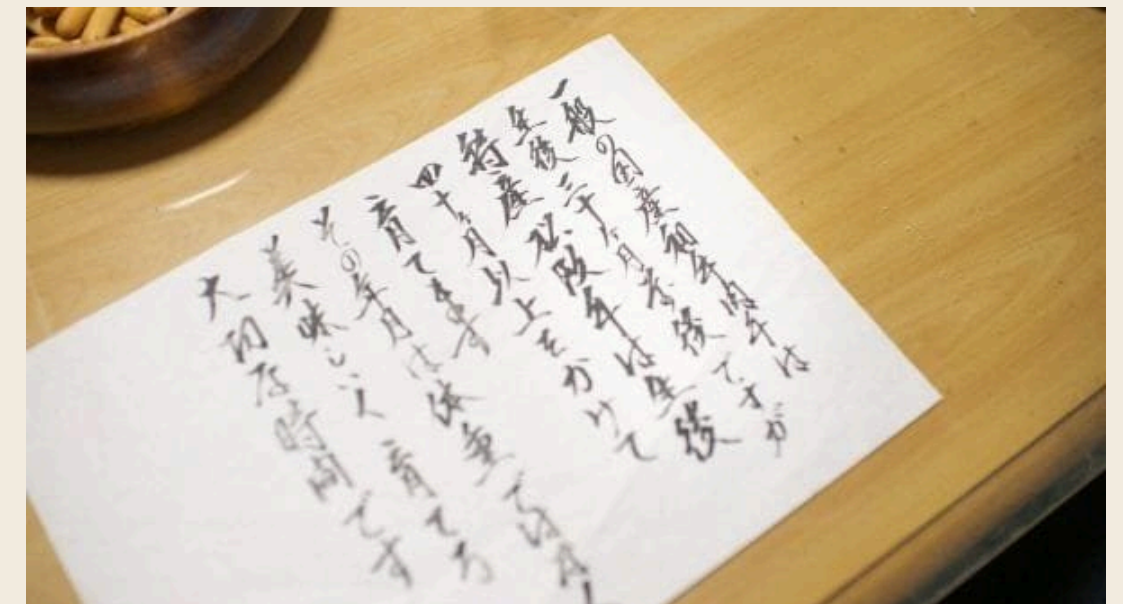
I. Long ago

Strong heifers born in Tajima (Hyogo), raised in Kishu (Wakayama), came to Matsusaka as work animals — and the craft of Matsusaka beef began.



II. Meiji era

Japan began eating beef only in 1868–1912. Retired cattle became food, and the government promoted beef production.



III. Modern times

Imported grain feed and tractors arrived; beef consumption grew, and so did farmers fattening cattle.



Four rules for the name *Matsusaka.*

- 01 Female Japanese Black cattle that have never given birth
- 02 Registered with the Matsusaka Beef Management System
- 03 Fattening begins in a designated area before 12 months of age
- 04 Matsusaka is the longest — and last — home of their life

4%

The rarity within the rarity — only about 4% of all Matsusaka beef.

Hyogo

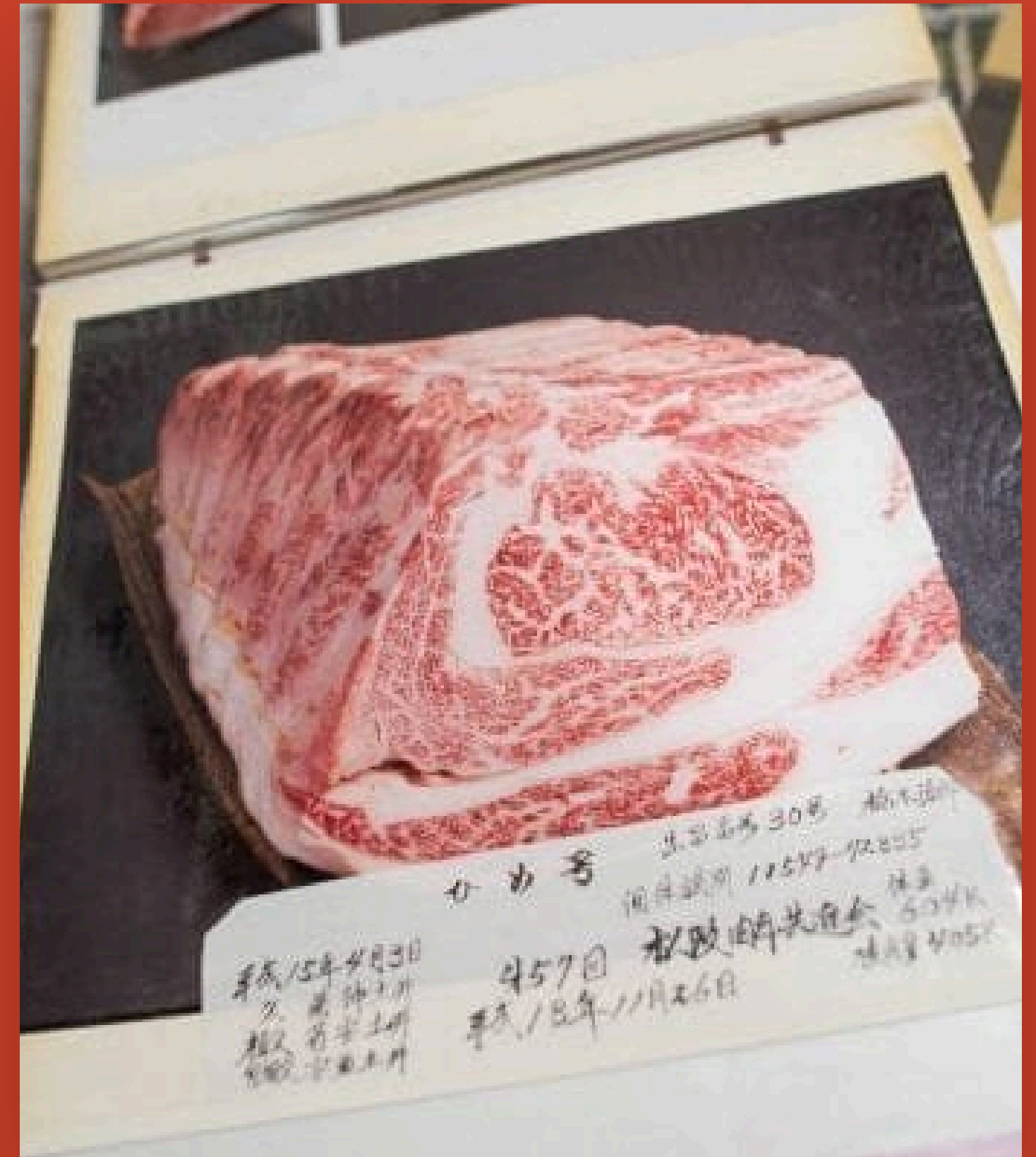
birthplace of the calves

~8 mo

arrival in Matsusaka

900+ days

of fattening



“The Titan of Matsusaka Beef”

Jiro Tochigi

71

years raising cattle

17

age he began, in 1949

3×

Grand Prize, Matsusaka
Beef Festival

Apprenticed after WWII, independent in 1963. A “walking encyclopedia” among fellow farmers, he devoted his life to Special Grade Matsusaka Cattle.

Mr. Tochigi retired after selling his last cattle at the end of 2021.





Five and a half hours on foot — *in straw sandals.*

He walked his cows to market, one or two at a time. On gravel roads, each wore **handmade straw sandals** to protect its hooves.

No sale meant walking home together. A sale meant the train.

In 1953 came a Mazda three-wheeler — and on rainy days, coats for the cows.

“It was delicious... it was all sukiyaki.”

— on his first taste of beef, 1949

Every cow, raised like *family*.



01 — COOKED FEED

Straw and grain, boiled on a traditional stove.

03 — BEER & SHOCHU

Beer for appetite; shochu spray and massage for even marbling.

05 — CALLED BY NAME

Each cow answers happily when called.

02 — GENTLE WORDS

Cows are timid. Speak kindly, pet softly.

04 — BRUSH & SHAMPOO

Less stress means better beef.

06 — A DAILY DIARY

Kept since 1963, recording every cow.

Like snow.

“The taste of beef isn’t just softness, it’s the quality of the fat... put it in the palm of your hand, it’ll melt.”

— JIRO TOCHIGI

38°C

a cow’s body temperature

40+ mo

raised: fat melts in the hand

30 mo

raised: it won’t melt like that

Fine marbling · rich sweetness · elegant aroma · deep umami





“I’m only here today
thanks to my cows.”

13

Sayuri, nearly three, comes whenever he calls
— together since she was a calf.

Up at 5 a.m. daily: tea and rice offered, cows
fed, neighborhood kids seen off to school.

A vanishing craft, *carried forward*.

50+ → ~4

CATTLE SHEDS, ONCE

REMAIN TODAY

Price collapse and a lack of successors are erasing traditional fattening techniques in the birthplace of Matsusaka beef.

With those who inherit the legend's techniques, we deliver rare Special Grade Matsusaka Beef to fine-dining and Michelin-starred restaurants — giving true value back to the craft.





A master among masters, *in the birthplace of Matsusaka beef.*

深野
牧場

MATSUZAKA FUKANO FARM CO., LTD.
松阪深野牧場株式会社
Maiko Toyooka

NOTE FOR VISITORS FROM ABROAD

The cattle shed featured is on private property and not open to the public. Under Japan's Act on Domestic Animal Infectious Diseases Control, people arriving from abroad may not come into contact with livestock within one week of entering the country (maff.go.jp/aqs/languages/info.html).

Sources: "The Legend Raising Matsusaka Beef for 71 Years," Matsusaka Tourist Information (matsusaka-info.jp/english) — text: Fukuda Miki, photo: y_imura, in collaboration with OTONAMIE · Presenter profile: eluna.jp/profile/toyooka-maiko