


Oita Wagyu

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Oita

Since the dawn of Bungogyu's history in 1918, this breed of beef cattle has ranked number one at competitions in Japan many times. In 2018, the year that marked Bungogyu's 100th anniversary, Oita's new Wagyu brand "Oita Wagyu" was launched. Oita Wagyu beef is sourced from the high-quality Bungogyu breed that is raised by farmers who make various efforts to produce delicious meat with a quality grade of 4 or 5.

After thriving on a century of blessings, we are launching new efforts to improve "Oita Wagyu" as Oita Prefecture's wagyu brand, so that locals can continue to be proud of their prefecture's Wagyu for another 100 years.

Look for this brand logo



Blessings of a Century Oita Wagyu sticker



Blessings of a Century
Oita Wagyu

Standards for Certified Oita Wagyu beef

Oita Bungogyu beef* that meets the following standards is certified as Oita Wagyu beef.

1. High-grade beef (Grade 4 or 5)
2. Beef from reliable cattle farmers dedicated to producing delicious meat
3. Beef from farmers making various efforts to produce delicious meat (such as feeding rice and beer lees to their cattle)



Oita Bungogyu beef

High-quality premium brand beef—
Oita Wagyu beef



* Oita Bungogyu beef is defined as beef from Japanese Black cattle which have been raised longer in Oita Prefecture than any other place.



We have been growing the Oita Wagyu beef brand one step at a time for 100 years to ensure a truly delicious experience.

The 100-year history of Oita Wagyu beef

- 1918 Registration rules for Bungogyu beef cattle are established to set the stage for the Bungogyu beef brand.
- 100 years ago The history of Wagyu in Oita Prefecture officially begins.
- 1921 The bull "Chiyosama-go" wins top prize at the National Livestock Exhibition and parades around Ginza with a banner reading "Bungo is the best beef in Japan."
- 1953 "Sumise-go" becomes the best breeding cow in Japan, winning the Minister of Agriculture, Forestry and Fisheries Award at the 1st National Wagyu Competition.
- 1958 The bull "Kinryu-gojuchigo" is observed by the Emperor and the Empress during a national tree-planting festival in Oita Prefecture.
- 1970 Wagyu cattle raised in Oita Prefecture (owned by Mr. Tsutanu Shizuri, Kasu Town) win the Prime Minister's Award at the 2nd National Wagyu Competitive Show.
- 35 years ago "Hofukugo," later known as Oita Prefecture's leading bull, is born. The bull has an enormous impact on the history of Wagyu in Oita Prefecture by gaining national publicity for the Bungogyu cattle breed.
- 1992 The bull "Hofukugo" wins the Minister of Agriculture, Forestry and Fisheries Award at the 6th National Competitive Exhibition of Wagyu.
- 2002 Calves of the bull "Suefuku-go" win the Prime Minister's Award in the beef cattle division at the 8th National Competitive Exhibition of Wagyu.
- 2007 Oita Prefecture Bungogyu Beef Marketing Council is established by various stakeholders in Oita Prefecture to promote Bungogyu beef cattle produced in the prefecture and make Bungogyu beef more available to consumers.
- 2012 Oita Bungogyu beef wins the Minister of Agriculture, Forestry and Fisheries Award in two divisions at the 10th National Competitive Exhibition of Wagyu.
- 2013 "Oita Bungogyu" is established as Oita's prefecturewide beef brand.
- 2017 Oita Bungogyu cattle win first place in the bull division at the 11th National Competitive Exhibition of Wagyu, winning the Prime Minister's Award.
- 2018 "Oita Wagyu" is publicized as a premium brand for "Oita Bungogyu".
- Present Efforts for the next 100 years are being launched.



"Chiyosama-go" was first place at the National Livestock Exhibition in 1921.



Oita Bungogyu has received many awards at the "Wagyu Olympics", the National Competitive Exhibition of Wagyu, over the past 100 years.



Oita Bungogyu beef cattle won first place in Japan again in 2017.