

The Secret Behind the Deliciousness②

Raised on farms more spacious than the jidori standards

Miyazaki Prefecture is in Southern Kyushu, brimming with natural beauty and a warm climate. Miyazaki is also home to the Umisachi-Yamasachi legends that depict the sun-soaked splendor of our rugged mountains and pristine Pacific Ocean coastline.

Miyazaki Jitokko are raised in this nurturing environment with only two chickens per square meter. The Japanese Agricultural Standard for Jidori is ten chickens per square meter which is roughly the same level required for Organic Certification by the European Union. Only farms that are approved by the Miyazaki Jitokko Cooperative Association can become "Certified Miyazaki Jitokko Farms" and are authorized to raise Miyazaki Jitokko.

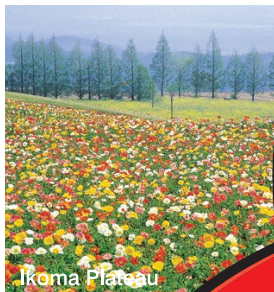
Certified farms raise Miyazaki Jitokko according to a manual that is developed by the cooperative. Enjoy Miyazaki Jitokko with peace of mind, knowing that it is safe and trustworthy. We are all united in producing nothing but the best, and that is why we are proud to present you with Miyazaki Jitokko.



Kirishima Mountain Range



Toimisaki



Ikoma Plateau



Aoshima



Umagase



Takachiho Gorge



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Raised with Love and Care

It is often said that people from Miyazaki are kind and good-natured. These good people give their love and effort to carefully raise roosters for over 120 days and hens for over 150 days. (The Japanese Agricultural Standard for Jidori is at least 75 days while broilers are typically processed in under 50 days.) Raised in a carefree environment, only the chickens that meet our rigorous standards are allowed to be sold as Miyazaki Jitokko.

●Producing Miyazaki Jitokko

① Producing Chicks

Eggs of the Miyazaki Jitokko breed are supplied to our Hatchery Center by the Prefectural Livestock Research Station. Under rigorous hygiene supervision, these eggs are hatched to produce Miyazaki Jitokko chicks.

② Supplying Certified Farms

The chicks that are born in the Hatchery Center are delivered monthly throughout the prefecture to certified farms that pass our inspections.

③ Raising Chicks

Certified farms raise chicks indoors for the first four weeks, carefully managing the temperature and moisture content.

④ Raising chickens

Once the chickens are old enough, they are moved to a poultry house or outdoor pasture where they are able to freely move around.

Our chickens are raised to be healthy and robust under the Southern sun and breeze.

⑤ Delivery

Miyazaki Jitokko's complex and rich flavors reach their full potential after 120 days for roosters and 150 days for hens after which they are delivered to designated Miyazaki Jitokko restaurants.