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AEON Hokkaido Corporation

Maxvalu Hokkaido Co., Ltd.

Aiming to Preserve Forest in Hokkaido Ezo Deer Meat Launched on June 5th

Aeon Hokkaido Corporation and Maxvalu Hokkaido Co., Ltd. announce the launch of Ezo deer meat at its 11 stores in Hokkaido Prefecture from June 5th as a part of contribution initiatives to local communities.

For this launch, we have examined the production process of the deer meat to ensure that it meets Aeon's high hygiene standard as well as the requirements prescribed in the "Ezo Deer Hygiene Manual" created by the Hokkaido Government.



Ezo deer in Hokkaido was at one point on the verge of extinction due to heavy snows and overhunting in the Meiji period. The subsequent implementation of protective policies caused significant increase in the number of Ezo deer, especially over the past 30 years, with the estimation of approximately 560,000 deer in 2013. However, the increased Ezo deer have eaten tree barks and rare plants, causing negative impact on the natural environment. In addition, they are making disturbance in people's lives by eating crops in the neighborhood and causing car accidents.

Under such circumstances, efforts are growing to protect people's lives by consuming Ezo deer as a valuable resource peculiar in Hokkaido. Aeon Group in Hokkaido, likewise, has regulated a supply system to provide safe and secure Ezo deer meat and starts selling the products at some of its stores. The deer is bred for a certain period of time before being processed.

There are three characteristics regarding Ezo deer meat products: Firstly, Ezo deer meat is butchered and processed in a vacuum-seal in the facility close to its habitat, which complies with our hygiene standards. The processed meat will be sold in both blocks and slices to match customer's preference in thickness. Secondly, the meat maintains high freshness through quick freezing process right at the habitat. They are also delivered in freezer with strict temperature control and provided frozen at the stores. Lastly, the product will be traceable with each deer administered by numbers.

Aeon Group in Hokkaido will continue to promote contribution initiatives to local communities through offering new "deliciousness."