

## Meat and Fish Meat Processing Machinery Manufacturers

### Nantsune Tekko Co. Ltd.

Established in 1929, Nantsune is Japan's leading manufacturer of meat processing equipment, including cutters, slicers and choppers. The company is capitalized at ¥200 million and employs 170 workers. In 1988, Nantsune's production output was valued at ¥3 400 million, up 11 per cent over 1987.

Nantsune also handles imported machines from foreign suppliers, including Butcher Boy (U.S.), AEW (U.K.), Omega (Italy), F. Dick (West Germany), and Turbo (Netherlands).

In the U.S., Nantsune is represented by Koch Co. Ltd. in Kansas City, Missouri and by New Brunswick International Inc., in Somerset, New Jersey.

### Watanabe Tekkojo Co. Ltd.

Established in 1938, Watanabe is the third ranked manufacturer of fish meat and meat processing equipment. The company is capitalized at ¥49.5 million and employs 96 workers. In 1988, production output was valued at ¥1 950 million, up approximately 12 per cent over 1987.

In addition to its own line of products, the company handles imported lines from manufacturers like F. Dick and Mado from West Germany, Butcher Boy from the U.S. and Omega from Italy.

### Hanaki Kogyo Co. Ltd.

Established in 1960, Hanaki Kogyo is currently the fourth ranked manufacturer of meat processing and slaughterhouse equipment. The company's capital stands at ¥100 million and it has 25 employees on the payroll. For the fiscal year ended March 31, 1988, Hanaki's sales increased by approximately 20 per cent over the previous year to ¥2 100 million, while production output was valued at ¥1 730 million, up 11 per cent.

In co-operation with Alpha Foods, the Japanese representative for Red Arrow (U.S.), Hanaki recently began handling POWRSMOKER.

## Bakery Companies

### Yamazaki Baking Co. Ltd.

Ranked as Japan's top bakery, Yamazaki has an extensive network that includes not only convenience stores and cafeteria chains, but also the Vie de France specialty bread stores.

Yamazaki has full control of its joint-venture with Nabisco Foods for manufacturing confectioneries, and is strengthening its western and Japanese cake-related operations.

For the fiscal year ended December 31, 1988, sales increased 5 per cent over the previous year to reach ¥383 973 million, while net profits were up 4 per cent to ¥9 911 million. Facilities investment stood at ¥22 500 million.

As of June 1989, the company's market shares were estimated as follows: bread 61 per cent; Japanese cakes 15 per cent; western-style cakes 14 per cent; confectioneries 3 per cent; and purchased goods 7 per cent.

### First Baking Co. Ltd.

A major bakery with a well-positioned retail network in the Tokyo metropolitan area, First Baking also operates a subsidiary in Hawaii and is in the midst of diversifying its operations to cover new products such as western-style cakes. It is also expanding its sales network through retail outlets such as supermarkets and convenience stores.

For the fiscal year ended December 31, 1988, sales increased 3 per cent over the previous year to ¥43 877 million, while net profits dropped 55 per cent to ¥781 million. Facilities investment totalled ¥3 023 million.

As of June 1989, First Baking's market shares were estimated as follows: bread 25 per cent; pastries 46 per cent; Japanese cakes 9 per cent; western-style cakes 7 per cent; purchased goods 11 per cent; and others 2 per cent.