

For the fiscal year ended March 31, 1989, sales increased 6 per cent over the previous year to ¥240 577 million, while net profits rose by 39 per cent to ¥823 million. Facilities investment totalled ¥4 670.

As of September 1989, Prima's share of the market was estimated at: ham and sausages 30 per cent; processed food and other products 9 per cent; and meat 61 per cent.

Major shareholders include C. Itoh & Co. (10.6 per cent), Dai-ichi Kangyo Bank (4.5 per cent) and Kyoei Life Insurance (4.2 per cent).

#### **Zenchiku Co. Ltd.**

Zenchiku is Japan's largest meat dealer and is known for its aggressive management style. Founded in June 1948, the company handles both domestic and imported meat and operates meat purchasing subsidiaries in Australia and the U.S. It currently processes meat products such as ham, sausage, hamburger and sliced meat and is a major meat product supplier for McDonalds, and Denny's, the largest family restaurant franchise in Japan.

In September 1988, Zenchiku acquired Selkirk Ranch, a cattle ranch in Montana. Two months later, it further strengthened its growing foreign interest by acquiring Hutton Inc., an Australian ham producer.

For the fiscal year ended March 31, 1989, sales rose 11 per cent over 1988 to ¥210 331 million, while profits were up 12 per cent to ¥1 380 million. Facilities investment totalled ¥743 million.

As of September 1989, Zenchiku's market share was estimated at: imported meat 52 per cent; pork 19 per cent; beef 18 per cent; processed meat 6 per cent; ham and sausage 3 per cent; and others 2 per cent.

Major shareholders include Mitsui Bank (4.8 per cent), Norinchukin Bank (4.7 per cent) and Suruga Bank (4.4 per cent).

#### **Fish Meat Processors**

##### **Taiyo Fishery Co. Ltd.**

Ranked as the second largest fishing company in Japan, Taiyo is primarily involved in south sea trawling and tuna fishing operations. Currently, it is diversifying its onshore operations into the chilled foods and foodstuffs sectors. It also produces crab meat paste in the U.S.

A change in the company's settlement term in 1989, from September 30 to March 31, resulted in an irregular business year. For the year ended March 31, 1989, sales totalled ¥290 071 million, net profits ¥1 864 million and facilities investment ¥2 200 million.

The company's share of sales as of September 1989, were estimated as follows: fish and shellfish 60 per cent; canned foods 7 per cent; frozen foods 5 per cent; other processed products 6 per cent; sugar 11 per cent; feedstuffs 3 per cent; and others 9 per cent. The company's export-to-sales ratio was 10 per cent.

Major shareholders include Daito Tsusho (15.6 per cent), Mitsubishi Trust (3.5 per cent) and Japan Securities Clearing (3.5 per cent).

##### **Nippon Suisan Kaisha Ltd.**

Ranked as number one in terms of the size of its fishing haul, Nippon Suisan is also a leading fishing ship builder. A Nippon subsidiary produces crab-flavored fish paste in the U.S. and the company is extending technological assistance to Chinese fishing operations. More recently, Nippon Suisan expanded its operations to include health foods and pharmaceuticals.

For the fiscal year ended March 31, 1989, sales declined 4 per cent from 1988 to ¥463 959 million, while net profits fell by 50 per cent to ¥1 546 million. Facilities investment totalled ¥6 557 million.

As of September 1989, the company's market shares were estimated as follows: fresh and frozen fish 62 per cent; whale oil and fishmeal 5 per cent; frozen foods 18 per cent; canned foods 6 per cent; and others 9 per cent. Ratio of exports to sales stood at 5 per cent.

Major stockholders include Nissan Fire and Marine Insurance (5.4 per cent), Industrial Bank of Japan (4.7 per cent) and Dai-ichi Kangyo Bank (3.7 per cent).