



## Breeding



# Happy Hanwoo Farms

### Nature friendly farm

Hanwoo is raised at farms providing clean breeding places and healthy feed. Unlike foreign farms with mass breeding of tens of thousands of cattle, Korea has many environmentally conscious farms with fewer than one hundred cattle each. Hanwoo farms have a sense of craftsmanship to breed perfect Hanwoo by caring for them individually and determining its unique character, dietary habits, and physical properties. Through this cutting edge breeding method and attention to quality, Hanwoo has developed into a sustainable industry.



and give people the opportunity to enjoy the clean farms and natural environment. Hanwoo farms form the axis of community agriculture in the rural regions of Korea.

### 和人共存的農場的文化

大韓國的韓牛農場經常舉辦音樂會，為此保持韓牛農場的清潔。韓牛農家不僅舉辦音樂會，還舉行各種多彩的文化活動，領先和當地愉快的溝通。韓牛農家和地區社會和共生發展為大韓國農業的一個部分。

### Rigid Processing guidelines

Hanwoo slaughtering facilities are strictly managed and each facility must comply with HACCP procedures as well as a great deal of other criteria. Visitor access to the slaughtering facilities is absolutely prohibited, and employees must wear proper working clothes and submit to routine disinfection to maintain the safety of the facilities.

### 細致進行管理的自然親和的農場

韓牛在清潔的飼養場和提供健康飼料的農場飼養。特別是大韓國農場大量飼養幾萬頭的外國相比有很多自然親和型農場飼養100頭以下，所以農場的代表以完美飼養韓牛的匠人精神，徹底了解韓牛的性格、飲食習慣，無微不至地管理每一頭，而且在系統的培訓和體系中實現高科技飼養農業技術，將其發展成持續可能的產業。

### Fostering local communities

Korean Hanwoo farms are not just for the cattle, but frequently act as host to events such as music concerts. These concerts build a sense of community within local society



### 嚴格管理的屠宰加工場

大韓國的韓牛屠宰加工場嚴格經營，嚴格遵守根據HACCP(危害因素重點管理標準)的程序，提示場地本身的標準，徹底管理。加工場徹底隔絕外部人訪問，內部仔細穿著工作服和消毒，將此生活化等經過嚴格的品質管理竭盡全力。

## History

# 5,000 years of Hanwoo

Hanwoo has been a fixture in the Korean tradition since before the first documented history of the Korean peninsula written in 2333BC. Wall paintings at the Goguryeo tomb in Hwanghae-do, Korea depict ancient pictures of Hanwoo with human heads, which represent the close bond between Hanwoo and man. Hanwoo is as much a part of Korean history as the people themselves.

In the past, Hanwoo were cared for as family members and through the millennia, they have fulfilled a variety of important roles from the object of ritual sacrifice to pack animal to compost and agriculture. Hanwoo has been loved and respected for its physical strength against disease and its bright and docile character. Additionally, its skin is excellent for high quality leather and its reproductive rate is high for producing calves.

Throughout the years, systematic scientific improvements have been made to the Hanwoo beef enterprise, and since the cattle themselves are of such high quality, these endeavors have been successful. Each region in Korea practices unique Hanwoo breeding techniques, which are celebrated in friendly competition. This competition has driven the era of 'Premium' Hanwoo in Korea.

韓牛很久以前就在韓半島定居，之後從韓半島歷史開始的公元前2333年到如今的4348年，一直在韓半島生活。一開始韓牛為了農耕和運輸、積肥，還為祭祀犧牲而被飼養。

大韓國人們把這值得感謝的韓牛當作超越動物的象征。大韓國黃海道的壁畫 <高句麗安嶽1號墳古墳壁畫>中可以了解到，壁畫上畫著的‘人頭牛’中可以看到人類的生活和韓牛有多密切。特別是大韓國人們韓牛的漢字為‘牲口’，意思是‘應該喂的嘴’，即像人是應該負責三頓飯的家族。

韓牛從前開始體質強健，不容易得病，溫順伶俐深受人們的喜愛。皮膚好把品質的皮交給人們，繁殖力強還生了很多牛仔。

隨著時間的推移，進行了對韓牛系統、科學的改良，根源好其結果也當然好。大韓國的各地區以特色飼養技術培育了特別的韓牛，各地區自然而然開始競爭，大韓國即將到來名品‘名品’韓牛的時代。



www.hanwooboard.or.kr  
www.hanwoo114.co.kr

For your nice day

# 韓牛

Hanwoo is the name given to beef cattle born and raised in Korea and has been a source of national and cultural pride for more than 5,000 years.



Korea Beef, Hanwoo



## Value

# Quality management for farm to table perfection

### Genetic control

基因管理



In Korea, the excellent Hanwoo gene is controlled at a central research institute and calves are born only through artificial insemination. As births are planned, the premium Hanwoo quality can be maintained. Before slaughter, the quality is checked once more to verify that the cattle are true Hanwoo, and through these methods, Hanwoo has developed consistently great value at the national level.

大韓國的中央研究機關管理韓牛的基因，只有通過人工受精生育小牛。由於計劃生育，因此可以保持優秀的固有品種，而且屠宰之前還再一次識別是否韓牛。固有品種具有的價值值得從國家角度如此進行管理。

### Beef traceability system

牛肉履曆制



A unique beef traceability system has been employed to record the process of Hanwoo beef from breeding to birth to slaughter to processing. Accordingly, if a problem appears in the distributed Hanwoo, the beef's origins can be easily traced and action can be taken immediately. Because of this system, it is impossible to falsify the labeling and people can acquire information about their Hanwoo beef at any time.

牛肉履曆制是指記錄韓牛從出生的瞬間到飼養、屠宰、加工的整個過程，所以流通的韓牛有問題時可以迅速追蹤履曆採取措施。大韓國開始施行牛肉履曆制，不可能表示虛假原產地和搖身一變原產地銷售，消費者可以隨時獲得有關韓牛的信息。

### HACCP

Hazard Analysis and Critical Control Points

危害因素重點管理標準



HACCP is a system that analyzes hazardous elements of hygiene in order to secure safety in the production, manufacturing, and distribution processes. Hanwoo farms adhere to the HACCP certification system, which assesses more than 100 criteria such as disease, water quality, and hygiene.

HACCP是分析在生產-製造-流通過程中對衛生產生的不良影響的危害因素，確保穩定性的認證制度。韓牛農家施行HACCP認證制度，遵守疾病檢查、水質檢查、消毒管理等超過100種標準。

## Nutrition

# Rich in nutritious value



Meats satisfy nutritional requirements that vegetables alone cannot. No matter how much protein a vegetable contains, it cannot replace animal protein, which plays a fundamental role in body composition especially in the health of bone, teeth, and hair. Protein is also an excellent source of energy for an active lifestyle.

Hanwoo beef is low in cholesterol but high in amino acids, which clean the blood, strengthen gastric function, and regulate temperature for a stable mind and body. Hanwoo beef is also high in oleic acid, which lowers cholesterol, and vitamins such as iron, calcium, zinc, and other essential nutrients for the growth of children and immunity of adults. Zinc has the added effect of acting as an anti-depressant of the cerebral cortex. Furthermore, Hanwoo beef is rich in serotonin, which is a hormone for happiness. Thus, eating Hanwoo beef not only makes you healthy, but also happy through scientific changes in the body.

肉食填補素食不能滿足的營養，再好的植物性蛋白質也不能代替動物性蛋白質，動物性蛋白質組成骨頭和牙齒、毛發等身體起到能量的根本性作用。

韓牛的膽固醇含量很低，相反氨基酸比率和油酸含量很高。蛋白質的主成分氨基酸淨化血液，強化胃腸功能的作用，還起到暖身並穩定身心的作用，而且油酸降低膽固醇，韓牛還含有很多鐵粉、鈣、鋅必需營養素，有助於兒童的成長和增強成人的免疫力。特別是鋅在大腦皮質起到抗抑鬱作用，充分吸收時預防抑鬱症。

而且韓牛還含有豐富的血清素的成份，血清素是使人感到幸福的激素，吃韓牛時心情愉快是身體起到的科學的變化。

## Cooking

# Traditional Korean Hanwoo beef preparation methods

### Hanwoo beef steak 韓牛牛排



Grilled Hanwoo beef steak yields a rich flavor as a result of its dense marbling and rich juices, even with minimal aging. As protein is dissolved, amino acids create savory flavors, so Hanwoo beef steak can be equipped without seasoning or additives. Sirloin, tenderloin, and loin ends perfect for a grilled steak, and castrated bull Hanwoo beef has an extra soft and tender quality.

熟成韓牛之後烤制的韓牛牛排是可以品嚐韓牛固有的味道。韓牛大理石紋染色法嫩紋密集肉汁豐富，短時間熟成也可以感到濃濃的味道。適合牛排用的裏脊和牛裏脊、牛裏脊心肉比較好，使用閹割的公韓牛就可以體會到柔和的味道，使用母牛就可以體會到勁道的味道。

### Korean fire grilled Hanwoo beef 韓牛炭火燒烤

Hanwoo beef can be enjoyed in the traditional Korean style: grilled over a fire on the table, surrounded by friends and family. Fire grilled Hanwoo beef may be accompanied with traditional side dishes such as Kimchi, steamed egg, rice and lettuce.

韓牛上不加任何調料直接烤的炭火燒烤比別的菜肴可以體會到豐富的味道。蛋白質分解後氨基酸產生美味，而且韓牛本身的肉汁沒有消失，沒有添加任何添加物而柔和。



### Hanwoo bulgogi 韓牛烤肉



Hanwoo bulgogi is prepared with sliced chuck roll or shoulder, which is marinated in a slightly sweet sauce that varies by region. Bulgogi can be eaten in soup, with rice, or by itself. This diversity in flavor and preparation makes bulgogi a dish favored by foreigners in Korea and abroad.

薄薄的切韓牛梅花肉和前腿肉，再放調料醃制之後烤制肉。有些地區放一些水當作湯，有些地方放在鐵格柵直火烤制，刺激性小，味道甜美，所有受到外國人的青睞。