

# Press Release

June 20, 2023

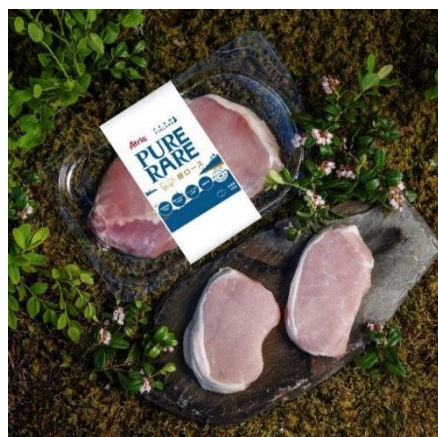
To Whom It May Concerned

NIPPON STEEL TRADING CORPORATION

Nippon Steel Trading is Exhibiting PURE RARE pork, Produced Without the Use of Growth Hormones or Antibiotics, at a Leading Sports and Health Industry Trade Show

The Foodstuffs Division of Nippon Steel Trading Corporation (NST) will be exhibiting PURE RARE pork, which is produced in Finland and renowned for its high quality, at SPORTEC2023 \*1, Japan's largest sports and health industry trade show.

By exhibiting at SPORTEC2023, NST is aiming to provide products that will meet the needs of athletes and other consumers in the sports nutrition field, which represents a new sales channel for the company.



◆ PURE RARE' s unique appeal

The Finnish government provides guarantees that Finnish meat products are salmonella-free, and Finnish meat products enjoy a worldwide reputation for outstanding food safety.

The PURE RARE pork that NST imports into Japan is produced from healthy pigs raised in accordance with Finland's strict food quality management standards.

◆ Ideal food for athletes

Pork is an excellent source of protein, and it is also rich in Vitamin B1, providing outstanding benefits in terms of recovery from fatigue.

PURE RARE pork is produced without the use of antibiotics, thereby eliminating the mechanism that contributes to the emergence of multidrug-resistant bacteria\*2, and it is also produced without the use of growth hormones, so there is no danger of having hormone residues in the muscle. Offering first-rate nutritional value, PURE RARE pork can be consumed with peace of mind by athletes looking for food that offers balanced nutrition.

As a trading company that holds the exclusive sales rights for PURE RARE pork in Japan, NST anticipates that PURE RARE pork will become widely recognized as a sustainable food product that embodies concern for both the environment and human health, and which can contribute toward the building of a sustainable society.

\*1 SPORTEC2023 is being held over the period from Wednesday August 2nd to Friday August 4th, 2023, at the Tokyo Big Sight (East Hall) exhibition center.

Website: <https://sports-st.com/en/>

\*2 Multidrug-resistant bacteria: These are bacteria that have developed resistance to multiple different antimicrobial drugs.

Related information on our website:

Sustainability “Contributing to a Recycling-oriented Society and Sustainable Living”

<https://www.nst.nipponsteel.com/en/sustainability/social/recycling.html>

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