

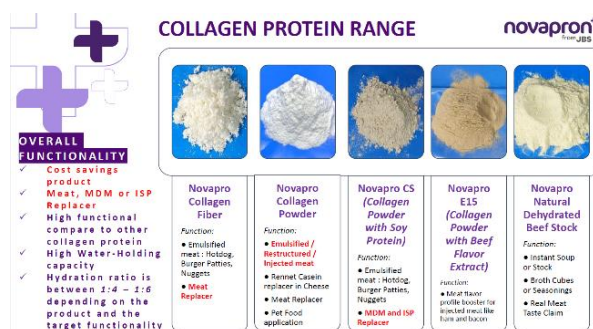
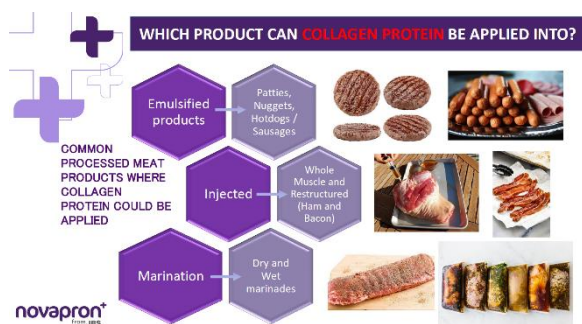
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Introduction to Novapron's Beef Collagen (Brazil)

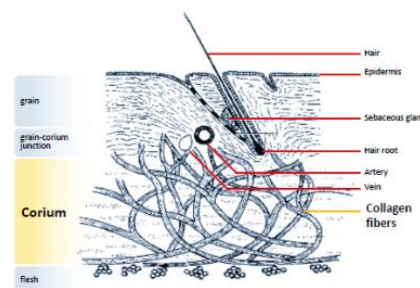
October 10th, 2025

Masato Saito

From Monday, September 29 to Friday, October 3, the Technical Sales Manager of Novapron (Brazil) visited Japan and met with our customers. Below is a brief overview of their products:



■ Novapron is part of the Brazilian JBS Group and specializes in beef collagen. They use only bovine hides, which have higher protein content than pork or chicken, and the dermis layer (corium) of the hide has the highest collagen ratio. This enables stable production of high-quality collagen.



■ Their manufacturing process is very simple, involving only a heating step followed by milling, with no additives such as antioxidants. Shelf life is two years when stored in a cool, dark place.



■ Five products are being introduced to Japan, with a particular focus on three: Fiber, Powder, and CS. Fiber is mainly for sausages, Powder for injected products such as ham, and CS is mixed with soy protein.

Characteristics

	Novapro® Fiber	Novapro® Powder
Size	> 250 µm	< 150 µm
Hydration ratio capacity*	1:6	1:10
Injectable	No	Yes
Protein Level	min. 98%	min. 98%

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■ The products could also be applied beyond processed meat, including dairy (e.g., analogue cheese) and pet food.

■ Beef collagen is expected to be primarily used in beef products, so the market may be limited. However, compared to pork and chicken collagen, it has higher strength (stronger texture) and protein content, and there may be applications that can take advantage of these features.



Additional Information:

We also obtained updates on international egg and egg product markets.

【EU】

- Laying hen numbers are regulated by the European Commission, limiting production increases; egg output remains stable.
- Egg prices remain high, though about 20% lower than the mid-to-late March peak. (Over twice the 10-year average.)
- Following mass culling due to AI (avian influenza) in Spain on July and September 18, concerns remain about future outbreaks and market impacts, likely keeping egg and egg product prices elevated.
- AI outbreaks in Poland have increased imports of shell eggs from Turkey and Ukraine. Note: Ukrainian eggs for processing have occasionally faced recalls due to veterinary drugs or pesticide residues.
- Egg white prices are very low locally, but import costs remain high due to currency exchange (weaker yen, stronger euro).

【USA】

- Major US egg producers are increasing hen numbers, but overall flock growth is limited.
- With AI season approaching, global discussions on vaccination are ongoing. The American Egg Board (AEB) largely supports vaccination, a trend being monitored worldwide, including in the EU and Japan.
- The US Midwest has traditionally been ideal for egg production due to low feed costs (over 60% of production cost) and abundant corn and soybean meal. It has been the main supplier of powdered whole egg and yolk. However, frequent large-scale AI outbreaks since 2015 have threatened this position.

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【Others】

- China has rapidly industrialized poultry farming and uses AI vaccines, remaining largely AI-free.
- In India, shell egg prices continue rising but remain lower than in the EU or USA. Some farms have started powdered egg production with new cracking and drying equipment, though quality remains inconsistent.
- In Argentina, labor-saving measures in poultry farms have lagged but are progressing, mainly with EU companies. Packaging and automatic packing machines for retail eggs are also being introduced.

We handle a wide range of protein products, including those from the suppliers introduced here.

If you are interested, please feel free to [CONTACT US HERE](#)