



Foreign Agricultural Service  
U.S. Agricultural Trade Office



## FAS/Seoul Monitoring of Media Reporting on Agricultural Issues

Today's Date: **Tuesday, October 17, 2017**

For Coverage: **October 10 ~ 17, 2017**

### ***Direct Sales Fleet Armed with Mobile Information Technology Generates Outstanding Business ... Korea Yakult***

<http://news.donga.com/3/all/20171016/86780057/1>

Summary: Korea Yakult, a major processor of dairy and snack food products in Korea, reported on October 16 that its 'Eats On' Home Meal Replacement product line launched in July this year had generated 4.5 billion won of sales so far, which exceeded its sales goal. Eats On products are exclusively offered by the direct sales fleet division under the company which is composed of 13,000 sales persons (all female) equipped with motorized (electronic) sales carts. These carts are equipped with chiller, GPS navigator, and Wi-Fi connection so that consumers can locate the carts near them on their smart phones and purchase products from the direct sales persons. Direct sales fleet also offers home delivery service for on-line orders. According to Korea Yakult, over half a million consumers have downloaded the smart phone application so far to access the direct sales fleet. Increased consumer demand for convenience should offer more business opportunity for the direct sales fleet.

### ***Liquor Tax Revenue Amounted to 3.2 Trillion Won in 2016***

<http://news.donga.com/3/all/20171017/86780169/1>

Summary: The Korea Tax Agency reported in the National Assembly Hearing on October 16 that the Korean government's liquor tax revenue amounted to 3.2 trillion won (about \$2.9 billion) in 2016. Beer was responsible for 43.9 percent of the liquor tax revenue, followed by soju, 37.2 percent.

### ***E Mart Launches 'Che-So-Bob-Sang', New Premium HMR Product Line Based on Fresh Vegetable Ingredients***

<http://www.yonhapnews.co.kr/bulletin/2017/10/14/0200000000AKR20171014038500030.HTML?input=1195m>

Summary: E Mart, the leading hypermarket grocery store chain in Korea, announced on October 15 that it has launched its new Home Meal Replacement product line, 'Che-So-Bob-Sang' (Korean interpretation: dining table with green vegetables). About 20 different ready-to-cook products including soups, stir fries, and fried rice meals, are offered under the line. E Mart pointed out that 'Che-So-Bob-Sang' products incorporate fresh vegetables as key ingredients and allow consumers to prepare high quality meals at home very easily and quickly.



**"Agriculture Can Not be Included in Revision of KORUS FTA", Korean Trade Representative HJ Kim**

<http://news.hankyung.com/article/2017101310061>

Summary: Hyung-Jong Kim, the Korean trade representative mentioned in the National Assembly Hearing on October 13 that Korea had notified the U.S. that existing agreements for agriculture could not be included in the revision negotiation of KORUS Free Trade Agreement. Mr. Kim added that agriculture is a red line that KORUS FTA revision should not cross because any demand for agriculture by the U.S. will force Korea to demand a counter measure demand for a sensitive sector to the U.S. in the negotiation.

**CJ Cheiljedang Targets \$3 Billion Sales from HMR Business World-wide by 2020**

<http://news.donga.com/3/all/20171011/86706691/1>

Summary: CJ Cheiljedang, the leading food processor in Korea, reported its new growth plan for Home Meal Replacement (HMR) business on October 11. According to the plan, CJ will make significant investments in the coming years to expand HMR processing capacity and product lines under the goal of achieving \$3 billion of sales by 2020. CJ pointed out that 40 percent of the sales will be from foreign markets. The key of the plan is a new HMR processing plant that is under construction in Jinchun, Korea. The CJ Jinchun plant, a \$500 million project, will have over 150,000 sq. meter of processing space upon completion by 2020.

*The information in this report was compiled by the [Agricultural Trade Office \(ATO\)](#) at the U.S. Embassy in Seoul, South Korea. The press summaries contained herein do NOT reflect USDA, the U.S. Embassy, or other U.S. government agency official policy or view point. U.S. food exporters can learn more about market opportunities in South Korea by reviewing ATO Seoul's [Exporter Guide](#) and other reports available at [www.fas.usda.gov](http://www.fas.usda.gov) by clicking on "attaché reports.*