



Foreign Agricultural Service  
U.S. Agricultural Trade Office



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

Today's Date: **Thursday, November 30, 2017**

For Coverage: **November 20 ~ 30, 2017**

### ***"Hygiene Master" Reduces Consumer Complaints for Fresh Food by 24% in Lotte Mart***

<http://news.donga.com/3/all/20171130/87514103/1>

Summary: Lotte Mart, a leading hypermarket grocery retail store chain in Korea, has introduced "Hygiene Masters" program this year to strengthen its internal quality assurance efforts for fresh food. A dozen select hygiene masters have been visiting all Lotte Mart stores regularly and carried out thorough inspections on every aspect of fresh food section management. Problems identified led to the introduction of new practices and standards for improved quality management in each store. As a result of the program, Lotte Mart saw consumer complaints for fresh food decline by 24 percent. Lotte Mart plans to double the number of hygiene masters next year.

### ***'Simple and Boring', Designated Recipe Theme by IOC for Pyeongchang Winter Olympic 2018***

<http://news.donga.com/3/all/20171127/87477038/1>

Summary: The International Olympic Committee (IOC) has designated 'Simple and Boring' as the key theme for the meals that will be provided to international athletes during the coming Winter Olympic 2018 in Pyeongchang, South Korea. The recipe theme intends to maximize the physical capacity of the athletes by providing balanced meals with less amount of sodium (table salt). Two large-scale Korean foodservice companies, Shinsegae Food and Hyundai Green Food, will operate two large-scale central kitchens and 11 restaurants in Pyeongchang and Gangeung that will offer quality meals to the athletes 24 hours a day during the Olympic games. Each kitchen will offer some 400 menus for breakfast, lunch and dinner in a buffet format. 57 percent of the menus are western recipes; 21 percent are meat recipes; 10 percent are Korean recipes; 6 percent are other Asian recipes; and 6 percent are Halal, vegan and other special diet recipes. The kitchen will also be equipped with baking center to offer quality bread and bakery products to the athletes. Both Shinsegae Food and Hyundai Green Food have been running special project teams of top chefs to be fully prepared for this critical job.

### ***American Beef Recovers #1 Market Share in Imported Beef Market***

<http://news.donga.com/3/all/20171120/87374814/1>

Summary: Korea's imports of American beef amounted to \$989 million in 2017 through October, which accounted for 50.7 percent of overall beef imports. As a result, American beef resumed the number one market share in the imported beef market in 14 years since 2003. Australian beef saw its market share decline to 43.6 percent this year.

*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."*