



Foreign Agricultural Service  
U.S. Agricultural Trade Office



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

Today's Date: **Friday, January 12, 2018**

For Coverage: **January 8 ~ 12, 2018**

### ***Increased Ag Gift Ceiling under Anti-Graft Act Generates Significant Growth of Hanwoo Beef Sales for Upcoming Lunar New Year's Day***

<http://news.hankyung.com/article/2018011199931>

Summary: Shinsegae Department Store reported that its sales of Hanwoo (local Korean beef) gift sets offered for upcoming Lunar New Year's Day saw 24 percent growth so far this year compared to the same season last year. Shinsegae added that sales of other gift sets composed of premium agricultural products were up 22 percent. Marketers point out that increased ceiling price for agricultural gifts (from 50,000 won to 100,000 won) allowed under the Anti-Graft Act this year is the key cause of the outstanding sales growth of premium agricultural products in retail stores.

### ***Price of Local Apple and Pear is 12 Percent Cheaper This Year for Lunar New Year's Day Shopping***

<http://news.hankyung.com/article/2018011100591>

Summary: Korea Agro-Fishery Marketing Corporation (aT) reported that wholesale market price of local apple and pear were 12 percent lower than last year as of January 11. aT explained that increased supply from good harvest was driving the price down. As a result, consumers are likely to spend less on these fruits when they shop for upcoming Lunar New Year's Day (February 15).

### ***At the heart of the global import regulatory measures on Korean products, is the United States***

[http://www.kita.net/info/press/view\\_kita.jsp?sNo=7837&pageNum=1&nGubun=3&s\\_con=&s\\_text=&sStartDt=&EndDt=&sOrder=&sClassification=01&search\\_word=&rowCnt=20&s\\_date1=&s\\_date2=&actionName](http://www.kita.net/info/press/view_kita.jsp?sNo=7837&pageNum=1&nGubun=3&s_con=&s_text=&sStartDt=&EndDt=&sOrder=&sClassification=01&search_word=&rowCnt=20&s_date1=&s_date2=&actionName)

Summary: Korea International Trade Association (KITA) announced that in its new survey on world import regulatory investigations against Korean exports, the number 1 offender was the U.S.A. In 2017, the number of cases in which the world has started new regulatory investigations for imported products from Korea was 27, down from the previous year, but the number of US import regulatory new investigations has increased significantly. As a result, the United States became the largest regulator of Korean exports to the country, accounting for 8 out of 27 new investigations on Korean products around the world.

### ***CJ to Invest \$50 Million in Iowa to Produce Feed Supplements***

<http://news.hankyung.com/article/2018011056801>

Summary: CJ Cheiljedang, the leading food company in Korea, reported on January 10 that it will invest \$50 million to expand its amino acid production plant in Iowa. The Iowa plant started production in 2014 and current production capacity amounts to 100,000 metric tons a year. According to CJ, the additional investment is to produce 'Threonine' (20,000 metric tons a year) and CJ targets to build 20% Threonine market share in the United States by 2021.

### ***Korea's Agricultural Exports to the U.S. Exceeds \$1 Billion for the First Time in 2017***

<http://news.donga.com/3/all/20180108/88079563/1>

Summary: Korea Agro-Fishery Marketing Corporation (aT) reported that Korea's agricultural exports to the United

States totaled \$1.03 billion in 2017, up 7.2 percent from the previous year. aT pointed out that it was the first time that annual Korean ag exports to the United States exceeded \$1 billion. Major Korean products exported were seaweed, pear, and soy sauce. In particular, seaweed saw 17.3 percent of export growth.

#### ***Top San Francisco Bakery 'Tartine' Opens First Store in Seoul***

[http://biz.chosun.com/site/data/html\\_dir/2018/01/03/2018010301176.html](http://biz.chosun.com/site/data/html_dir/2018/01/03/2018010301176.html)

Summary: Tartine Bakery, one of the most famous bakery shops in San Francisco, will open its first Korean store in Seoul on January 28. Tartine reportedly plans to open additional 3 stores in Korea within the next two years.

#### ***Lotte Mart Launches Easy-to-Carry Small-Pack Functional Food Supplements***

[http://biz.chosun.com/site/data/html\\_dir/2018/01/03/2018010300623.html](http://biz.chosun.com/site/data/html_dir/2018/01/03/2018010300623.html)

Summary: On January 1, Lotte Mart (a leading hypermarket grocery retail chain in Korea) launched a line of small-pack functional food supplements. Lotte Mart pointed out that the sales of functional food supplements during the first month of a new year shows a strong growth due to Korean consumers' strong intent to achieve their new year's goal of becoming healthier. The new line of supplements offered by Lotte Mart are in small packages, addressing consumers' increased demand for easy carry and consumption.



#### ***Foodservice Price Outgrew Overall Consumer Price***

[http://news.chosun.com/site/data/html\\_dir/2018/01/04/2018010401221.html](http://news.chosun.com/site/data/html_dir/2018/01/04/2018010401221.html)

Summary: According to the Korea National Statistics Office (NSO), the foodservice price marked 2.4 percent of increase in 2017, which was much higher than the overall consumer price increase, 1.9 percent. NSO pointed out that the foodservice price has marked a higher increase than the overall consumer price over the last five years. An increase in the foodservice price adds pressure to Korean consumers who have no choice but to expand spending on eating out under busier lifestyles today.

*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."*