



Foreign Agricultural Service
U.S. Agricultural Trade Office



FAS/Seoul Monitoring of Media Reporting on Agricultural Issues

Today's Date: **Friday, March 30, 2018**

For Coverage: **March 26 ~ 30, 2018**

H&B Retailers Deploy Aggressive Expansion Strategy

<http://news.hankyung.com/article/2018032943581>

Summary: The Health & Beauty (H&B) retail industry is showing a rapid expansion as leading players are deploying aggressive investments to open more stores. The industry is led by CJ Olive Young (by CJ Olive Networks) which currently operates nearly 1,000 stores in Korea. The number two player in the industry, Lalavla (by GS Retail), has announced recently that it will open over 100 new stores within this year to have a total of 300 stores. Another contender LOHB'S (by Lotte Shopping) plans to add some 50 new stores in the coming months to have a total 150 stores by the end of this year. Under heated competition, Olive Young is responding with a more targeted product assortment strategy in that products for its key target consumers (females in their 20's and 30's), such as pet products and health functional foods, are getting more shelf space.

Lotte Confectionery Co. Partners with Quaker's Oats to Launch Hot Breakfast Cereal Business

<http://news.hankyung.com/article/201803291521g>

Summary: Lotte Confectionery Co. (a leading food processor in Korea) announced that it will launch its first breakfast cereal products on April 2 in partnership with 'Quaker's Oats', a Pepsico brand. Lotte pointed out that its Quaker's cereal products will be "hot" cereals which offer better digestion. The breakfast cereal market in Korea has been on a decline since 2012 due to reduced births. However, increased demand for Home Meal Replacement (HMR) products in the market is likely to attract consumer attention back to hot cereals.

Gimpo City Reports Outbreak of Type A Swine FMD ... the First Case in Korea

<http://news.donga.com/list/3/03/20180328/89333639/1>

Summary: The Korean Ministry of Agriculture, Food and Rural Affairs (MAFRA) announced on March 27 that a swine farm in Gimpo city tested positive for type A swine Foot and Mouth Disease (FMD). MAFRA added that it was the first case of type A swine FMD outbreak ever reported in Korea. MAFRA ordered immediate culling of all swine population within 3 kilometer radius from the infected farm. In addition, all livestock industry participants, animal, and vehicles were ordered not to move from where they are ("standstill measure") for 48 hours until noon March 29. According to MAFRA, only 2.7 percent of the 11 million pigs in Korea are vaccinated for type A FMD, which suggests that the outbreak can potentially spread out to other farms unless the government efforts to contain the virus generate early success. MAFRA currently has in its inventory type A FMD virus vaccine for 8 million doses, which will be administered quickly.

MFDS Warns Food Poisoning Risk from Eating Sea Shells ... Tests in 25 Seas Found Toxins Over Food Safety Limit

<http://news.donga.com/3/all/20180328/89333646/1>

Summary: The Korean Ministry of Food and Drug Safety (MFDS) announced a public food poisoning warning for shellfish on March 27. MFDS's routine tests have found toxins exceeding food safety limit (0.8 mg per kg) in shellfish caught in 25 local seas this week.

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 by clicking on "attaché reports."