



Foreign Agricultural Service
U.S. Agricultural Trade Office



FAS/Seoul Monitoring of Media Reporting on Agricultural Issues

Today's Date: **Friday, August 23, 2019**

For Coverage: **August 20 ~ 23, 2019**

"Korean Forest is Ready to Supply Commercial Logs", BK Jun, Korea National Forest Research Institute

<https://www.hankyung.com/society/article/2019082212441>

Summary: BK Jun, the head of the Korea National Forest Research Institute (NFRI), announced during an August 22 press conference that Korea is ready to supply quality logs for commercial uses. Mr. Jun said that 70 percent of the woods in Korea are 30-40 years old, and that 63 percent of land in the country is forested (4th highest among forest coverage among OECD countries). NFRI is working to expand the forestry industry in Korea. Mr. Jun added that NFRI was also looking into launch joint reforestation projects with North Korea in the future.

MFDS to Double Safety Inspections on Imported Japanese Foods for Potential Radiation Contamination

<https://www.yna.co.kr/view/AKR20190821048300017?input=1195m>

Summary: The Korea Ministry of Food and Drug Safety (MFDS) announced that it will double the number of inspections on imported Japanese foods for potential radiation contamination beginning August 22. Random sample testing per shipment will increase from one 1 kg batches to two 1 kg batches. The strengthened inspection measure will be applied to products falling under 17 categories that failed MFDS radiation testing over the last five years, including tea, candy, beverage mixes, chocolates, blueberries, and coffee. Products that fail to meet the Korean radiation safety standards will be rejected. Korea has banned imports of Japanese agricultural products and seafood from areas affected by the Fukushima nuclear accident since 2011. Products from other areas in Japan are required to be tested for radiation.

Local Flower Crabs Appear in Stores as Fishing Season Starts

<http://www.donga.com/news/article/all/20190821/97060890/1>

Summary: Retail stores started offering local Flower crabs on August 22 as the seasonal catch ban was lifted the day before. The Korean government implements a catch ban on Flower crabs from June 21 through August 20. Retailers anticipate increased supply of local Flower crabs this year as a result of government effort to preserve this highly sought-after specie in Korea.



Pulmuwon to Sell Korean Kimchi in 10,000 U.S. Stores

<http://www.foodnews.co.kr/news/articleView.html?idxno=70971>

Summary: Pulmuwon will expand its sale of Korean Kimchi made using Korean ingredients in over 10,000 stores in the United States. The company began to sell Kimchi in 5,000 stores in the United States from June 2019 (3,900 Walmart stores and 1,100 Publix stores). They recently expanded the product to 5,000 more stores, including Safeway and Food Lion stores. They plan to sell the product in 20,000 additional stores.



'4,900 Won Wine' by EMART Reports Top Sales ... Over 10,000 Bottles a Day

<http://www.donga.com/news/article/all/20190820/97041314/1>

Summary: EMART reported that Dos Copas Cabernet Sauvignon generated the second largest sales in its alcoholic beverage category since launching on August 1 this summer. Dos Copas Cabernet Sauvignon is a private label brand wine that EMART developed with a Chilean winery. As of August 19, 2019, EMART had sold over 2220,000 bottles of Dos Copas Cabernet Sauvignon, more than its top selling beer and second only to its top selling soju brand. EMART pointed out that the key for the outstanding success of Dos Copas Cabernet Sauvignon was its low price of 4,900 won (about \$4) a bottle. This product was targeted at young first-time wine consumers. The same bottle of wine retailed at \$12 in Chile, but EMART was able to secure a heavy price discount by purchasing 1 million bottles from the Chilean supplier. EMART emphasized that its "Price for All People Project", including its Dos Copas wine program, will launch 200 super-value products within this year. EMART has already launched a second Dos Copas wine sourced from Spain, which has sold 40,000 bottles since launching on August 14.



Golden Blue, Top Selling Whiskey Brand Lowers Price 8% - 30%

<https://www.yna.co.kr/view/AKR20190819152900030?input=1195m>

Summary: Golden Blue, the top selling whiskey brand in Korea, announced on August 20 that it will cut prices by as much as 30.1 percent. The price Golden Blue's flagship Sapirus whisky was reduced by 7.9 percent; sales of this product have accounted for over a fifth of the whiskey market in Korea this year. Golden Blue explained that the price reduction was due to a voluntary implementation of the Korean government's planned "Anti-rebate regulation." Golden Blue has eliminated excessive promotional budgets following the initiative, which provided room to lower prices. Another major whiskey brand in the market, Imperial, also announced a 15 percent price reduction earlier this month.



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