



Foreign Agricultural Service
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Top Racehorses from 5 Countries will Run for 2 Billion Won Purse Money ... Korea Cup Race on September 8

<http://www.donga.com/news/article/all/20190905/97279125/1>

Summary: Korea Racing Authority (KRA) announced that the Korea Cup (1,800 meter) and Korea Sprint (1,200 meter), the only international races in Korea, will take place on September 8. Top quality horses from 5 countries (Korea, the United States, United Kingdom, France, and Hong Kong) are invited to compete for a combined 2 billion won purse (about \$1.6 million). Japanese horses, which won the race for the last two years in a row, were not invited this year due to anti-Japan sentiment in Korea. Among the horses, Lone Sailor from the United States has the highest international rating of 112 (on a scale of 0 to 140). Among the Korean horses, Dolkong has the highest rating, 108. KRA pointed out that the quality of Korean horses has improved a lot over the years and there is a high chance for the Korean horses to win the race this year. Post comment: five U.S. horses will be competing in the race.

ROK Consider Graduating to 'Developing Country' Status under the WTO ... Little Impacts to Local Agriculture

<http://www.donga.com/news/article/all/20190905/97278803/1>

Summary: The Korean government is reportedly discussing changing its status under the World Trade Organization (WTO) from 'developing country' to 'developed country'. The discussion follows a comment by U.S. President Trump in July, criticizing Korea for getting undue benefits by claiming developed country status in the WTO. A high-level Korean government official commented to the press that changing WTO status to developed country will have little impact on the Korean economy, including agriculture. The official pointed out that WTO negotiations on agriculture was likely to generate little progress in the coming years and the Korean government should be able to maintain the same level of support for local agriculture even after the transition to developed country status. The Korean government is expected to make a decision by October 23. Post comment: South Korea's GDP per capita was \$29,750 in 2017 according to the IMF, slightly higher than Spain.

Customers Using On-line Restaurant Meal Delivery Service Reaches 10 Million in July

<https://www.hankyung.com/it/article/2019090373841>

Summary: According to WiseApp Research, the number of customers who ordered on-line restaurant meal delivery service totaled 10 million in July this year. The monthly sales for on-line restaurant meal deliveries amounted to 630 billion won (about \$0.52 billion), up almost 200 percent from a year ago. Young people in their 20's and 30's accounted for 70 percent of the sales. Each customer placed an average of 3.1 on-line delivery orders in July, up from 2.3 orders last year. Market analysts expect on-line meal order delivery sales to keep growing.

Mister Pizza Launches Pizza for 'Pets'

<https://www.hankyung.com/economy/article/2019090374551>

Summary: Mister Pizza Korea launched pizza for pets on September 3. Mister Pizza pointed out that it was the first pizza offered in the market exclusively for pet animal. According to Mister Pizza, the pet pizza uses ingredients catered for pet animal. For example, the pet pizza uses rice flour and lacto-free cheese for better digestion. About 15 million Koreans raise pet animals and they spend about 3 trillion won (\$2.5 billion) a year on their pets.



Nongshim to Construct 2nd Instant Noodle Factory in the U.S.

<https://www.hankyung.com/economy/article/2019090374511>

Summary: Nongshim Co., the leading instant noodle processor in Korea, announced it would invest \$200 million to build its 2nd factory in the U.S. in Corona, CA. The second factory will be three times larger than the first one in Los Angeles. Nongshim said the new plant is being built to meet increased demand in the U.S. as well as potentially export to South American markets.



SK Chemical Expands Bio-Diesel Business ... Increased Export Opportunity

<https://www.hankyung.com/economy/article/2019090245621>

Summary: SK Chemical, a leading petro-chemical processor in Korea, reported on September 2nd that its bio-diesel division generated 20,000 metric tons of exports so far this year. SK Chemical launched a bio-diesel business in 2007 with 40,000 metric tons of processing capacity, which was expanded to 200,000 metric tons in 2018. SK Chemical started exporting this year. There are seven bio-diesel processors in Korea. They mainly target the 700,000 metric tons of local demand. However, SK Chemical pointed out that demand for bio-diesel is forecast to increase in North America and Europe. Korean bio-diesel exports through July 2019 saw 213 percent growth from the same period last year, reaching 62,900 metric tons (\$57 million).

Starbucks and Shinsegae Extend Joint Partnership for Another 10 Years

http://marketinsight.hankyung.com/apps.free/free.news.view?aid=201909024337u&category=IB_FREE

Summary: Starbucks USA and Shinsegae have reportedly come to an agreement to extend their existing joint business partnership another 10 years to 2030. The joint partnership established Starbucks Korea back in 1999 with a 50:50 share. The number of stores under Starbucks Korea saw a rapid increase over the years to 1,262 as of August 2019.

Convenience Store Industry Faces Stagnant Growth

<https://www.hankyung.com/economy/article/2019090246281>

Summary: The convenience store industry in Korea is facing stagnant growth after 10 years of aggressive expansion. Sales growth in the industry has been on a decline since the first quarter 2018. Growth in the second half of this year was a record-low 3.9 percent. The number of new stores opened by the leading franchises, CU and LG25, already declined dramatically last year from 1,646 and 1,701 in 2017 to 666 and 678 in 2018 respectively.

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."