



Foreign Agricultural Service
U.S. Agricultural Trade Office



FAS/Seoul Monitoring of Media Reporting on Agricultural Issues

Today's Date: **Monday, September 30, 2019**

For Coverage: **September 24 ~ 30, 2019**

EMART Launches Frozen Pizza for Air Fryers Exclusively

<http://www.donga.com/news/article/all/20190929/97646110/1>

Summary: EMART launched 'Jackson' frozen pizza under its private label program, Peacock, exclusively for air fryers on September 29.



POSCO International Opens 2.5 Million Ton Capacity Grain Terminal in Ukraine

<https://www.hankyung.com/economy/article/2019092541101>

Summary: POSCO International, a leading international trading firm in South Korea, reported that its first grain shipping terminal in Ukraine started operation on September 25. The terminal, located at the Mnkhonib port, has the capacity to ship 2.5 million metric tons of grain a year. POSCO pointed out that Ukraine is a leading international supplier of grain that exports 43 million metric tons out of the 77 million metric tons of grain it produces each year. POSCO added that the terminal will help South Korea secure a stable grain supply.

DAISO Opens a Large-scale Import Distribution Center at Busan Port

<http://www.donga.com/news/article/all/20190925/97590903/1>

Summary: DAISO, the leading low-price retailer in Korea, reported that its new import distribution center started operation on September 25. The center, located in Busan port, is the size of 20 football fields and will supply imported products to all 1,300 DAISO stores in Korea. DAISO pointed out that the new import

distribution center will reduce the amount of time for imported products to arrive in its stores from 4 weeks to 2 weeks, creating additional room to lower the prices for consumers. DAISO's sales revenue has expanded rapidly over the years from 800 million won in 2014 to 2 trillion won (\$1.8 billion) in 2018.



Pork Meat Price Rises as Supply Declines due to African Swine Fever Outbreaks

<https://www.hankyung.com/economy/article/2019092542171>

Summary: Price of pork meat price in wholesale markets averaged 6,287 won (\$5.23) per kilogram on September 25, 47 percent higher than the price on September 16 before outbreaks of African Swine Fever (ASF) in South Korea. Marketers forecast that meat imports will increase. However, international pork price remains strong and many import distributors will likely take a conservative stance.

ROKG Confirms Fifth Case of African Swine Fever Infection in Ganghwa

<http://www.donga.com/news/article/all/20190925/97571752/1>

Summary: Korea Ministry of Agriculture, Food and Rural Affairs (MAFRA) reported on September 24 that a swine farm in Ganghwa tested positive for African Swine Fever (ASF) virus, the fifth case of ASF confirmed in the country to date. The Ganghwa farm, raising 400 pigs, is 13.6 kilometer from another farm that confirmed ASF infection this week. MAFRA ordered an emergency 48 hour stand still order to all swine industry animals, personel, and vehicles in Gyeonggi, Incheon, and Gangwon province. According to MAFRA, the virus found in local farms is the same virus type reported in China. Academic community assumes that the virus infections in Korea came from China.

Post comment: all detections so far have been in the northern edge of the country, close to North Korea, as shown in the map below.



EMART24 Launches 'Just Pick & Go' Store

<https://www.hankyung.com/economy/article/2019092413041>

Summary: EMART24, the third largest convenience store chain in Korea, reported on September 24 that its first 'Just Pick & Go' store started operation in Gimpo city. According to EMART24, the 'Just Pick & Go' store uses the same artificial intelligence (AI) tool as the Amazon Go store that automatically identifies purchases using in-store video monitoring.

MarketCurly Switches to Paper Delivery Boxes and Frozen Water Packs for Better Environment

<https://www.mk.co.kr/news/business/view/2019/09/762088/>

Summary: MarketCurly, a leading on-line grocery retailer, reported on September 24 that it has replaced Styrofoam boxes, plastic tapes, and chemical refrigerant pouches used for its deliveries with paper boxes and frozen water packs. MarketCurly pointed out that this effort was in line with its philosophy of promoting a healthy and environment-friendly lifestyle.

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."