



Foreign Agricultural Service  
U.S. Agricultural Trade Office



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

Today's Date: **Tuesday, October 08, 2019**

For Coverage: **October 01 ~ 08, 2019**

### ***Five Star Hotels in Seoul Increase Premium Recipes Incorporating Local Specialty Agricultural Products***

<http://www.donga.com/news/article/all/20191007/97775249/1>

Summary: Leading five star hotels in Seoul have increased premium recipes that incorporate local specialty agricultural products. For example, Shilla Hotel Seoul added 'Gochang county melon ice flake pot' recently. 'Yangyang county salmon roe rice hot pot' launched by Westin Chosun Seoul is another example. Other specialty local products featured by hotels include cheeses from Chungbuk province, blueberries from Junranam province, Hanwoo beef from Gangwon province, tuna from Jeju island, and persimmon from Gyeongbuk province. Marketers point out that premium recipes themed on local specialty products are tools to attract both foreign consumers visiting Seoul and local consumers who support the idea of "local food is better for your health".



### ***Price of Imported King Crab Plunges as China Buys Less***

<http://www.donga.com/news/article/all/20191006/97756556/1>

Summary: EMART, the leading hypermarket grocery store chain in Korea, launched an in-store promotion on imported Russian king crab on October 7. EMART pointed out that its retail price of Russian king crab declined from 9,480 won per 100 gram in July down to 5,980 won this month. EMART explained that reduced imports of king crab by China drove down prices around the world.

### ***ROK Confirms ASF Outbreaks in Two Additional Swine Farms ... Total 13 Farms Infected as of October 4***

<http://www.donga.com/news/article/all/20191004/97721476/1>

Summary: Korea Ministry of Agriculture, Food and Rural Affairs (MAFRA) reported that a swine farm in Paju and Gimpo city each tested positive for African Swine Fever (ASF) virus on October 3. The number of local swine farms infected by ASF virus increased to 13 as a result. MAFRA is elevating its efforts to prevent the further spread of the virus. All the ASF outbreaks have been in areas that are close to the North Korean border. The Ministry of Environment (ME) reported on October 2 that its inspection of a wild hog carcass found within the De-Militarized Zone (DMZ) tested positive for ASF virus. ME has inspected a total of 1,255 wild hogs, either alive or carcasses, in Korea since August 2018 as a precautionary measure, but this was the first positive ASF detection infection in a wild hog.



#### ***Pulmuwon Establishes Leading Share in the U.S. Kimchi Market***

<http://www.fnnews.com/news/201909301424454218>

Summary: Pulmuwon, a leading food processor in Korea, reported that it has become the leading player in the U.S. Kimchi market by achieving 40.4 percent of market share since its entry into the U.S. market a year ago. Pulmuwon's Kimchi has penetrated into 10,000 retail stores in the U.S., including 3,900 Walmart stores. All of Pulmuwon's kimchi exports from South Korea are produced in its Iksan plant in Junarabukdo province.



***'No Brand Burger' by Shinsegae Food Reports Early Success***

<https://kr.investing.com/news/economy/article-257610>

Summary: Shinsegae Food, a leading foodservice company in Korea reported that its 'No Brand Burger' hamburger restaurant division opened its 4th store in Seoul on September 30. Shinsegae Food pointed out that its 'No Brand Burger' stores had achieved 100,000 accumulated burger sales since it launched six weeks ago. 'No Brand Burger' targets consumers who want high quality burgers at value prices.

*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."*