



Foreign Agricultural Service
U.S. Agricultural Trade Office



FAS/Seoul Monitoring of Media Reporting on Agricultural Issues

Today's Date: **Thursday, October 17, 2019**

For Coverage: **October 08 ~ 17, 2019**

Red Ginseng Market Continues to Expand due to Elevated Health Concerns

<http://www.donga.com/news/article/all/20191015/97875420/1>

Summary: Cash-register sales for red ginseng products in Korea are likely to reach 2 trillion won (about \$1.7 billion) this year. Marketers agree that elevated health concerns across all age groups are the key driver for the growth. As an indicator, consumers in their 20's and 30's have also become a key consumer group for red ginseng products. Local red ginseng producers have launched new products to target young consumers, such as easy-carry stick pouches and small-sized bottles. Regular food processors and retail companies have also launched new products with red ginseng, such as beverages. Red ginseng is processed from fresh ginseng through a steaming and drying process.



Alcoholic Beverage Producers in Dispute for Strengthened Environment-friendly Packaging Regulation

<http://www.donga.com/news/article/all/20191015/97875739/1>

Summary: The Korean government is scheduled to implement strengthened environment-friendly packaging regulations in December 2019. Although some components of the regulation have been postponed due to industry concerns, Korean producers of processed foods and other consumer products are working to comply with the new regulation and maintain a positive brand image. For example, cosmetics companies are worried that their products may be required to carry a 'difficult to recycle' marking on the package under new regulation, which may hurt their brand image among consumers. Alcoholic beverage producers have yet to come up with an agreement to adopt one common bottle option for 'good for recycling' marking. Soju producers will need to have one common bottle option in terms of size, shape and color to run a recycle (rebotling) program across all producers. However, producers have different opinions about the bottle color in particular. Beer producers have been using plastic (PET) packaging material for large-volume bottles. But they need to come up with an alternative, recyclable option as plastic bottles would not be allowed under the new regulation. Beer producers are meeting to come up with a resolution before December.

Seven Eleven Korea Reports 83% Sales Growth for Single Portion Pack Fresh Meat ... People Eating Alone on an Increase

<https://www.hankyung.com/economy/article/2019100820991>

Summary: Seven Eleven Korea reported that its sales of single portion pack fresh meat grew 83 percent this year through September. Seven Eleven explained that single portion pack fresh meat sales have grown as more people are living alone. Seven Eleven pointed out that sales of single portion pack meat were highest from 10-12 p.m., accounting for 19 percent of sales for that product. Saturday was the top sales date, accounting for 18 percent of sales for the product.

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."