



Foreign Agricultural Service  
U.S. Agricultural Trade Office



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

Today's Date: **Wednesday, January 11, 2017**

For Coverage: **December 30, 2016 ~ January 11, 2017**

### ***Gyeonggi Province to Develop Horse Riding Trails by 2019 to Boost Horse Industry***

<http://www.hankyung.com/news/app/newsview.php?aid=2017010994941>

Summary: Gyeonggi province government announced on January 9 that it was planning to invest 60 billion won of its budget by 2019 in various programs to promote development of the horse industry in the province. One of the key programs announced is to develop horse riding trails in four cities in the province (Yongin, Hwasung, Echun, and Goyang). The province government programs are earmarked to support and establish 81 horse riding centers and 300 breeding farms in the province. The province government pointed out that development of the horse industry should also generate momentum to expand the tourism and leisure industry in the province.

### ***Price of Shell Eggs Continues to Go Up***

<http://news.donga.com/3/all/20170109/82236614/1>

Summary: According to the Korea Agro-Fishery Marketing Corporation (aT), the retail price of a pack of 30 fresh eggs (large size) in Korea averaged 8,960 Won as of January 6, 2017. Many small retail stores were offering a pack of 30 eggs at over 10,000 won. Even large-scale hypermarket grocery stores additionally raised the price of shell eggs as the supply further declined. For example, Home Plus (the second largest hypermarket chain in Korea) announced that its retail price of a pack of 30 eggs would be raised by 9.6 percent to 7,990 won beginning January 7.

### ***One Out of Three Households in Korea will be a Single Member Household by 2030***

<http://news.donga.com/3/all/20170109/82236350/1>

Summary: A Korean government report published recently pointed out that the number of single member households would be on a rapid increase to account for 32.4 percent of total households in the country by 2030. The report also forecast that the elderly population will fill over half of the single member households.

### ***American Beef Recovered #1 Market Share in Korea's Imported Beef Market***

<http://news.donga.com/3/all/20170108/82236010/1>

Summary: According to the Korea Customs Office's official data, Korea's imports of American beef amounted to 13,921 metric tons in November 2016, which was 3,611 metric tons larger than imports from Australia. As a result, American beef recovered the leading market share in Korea's imported beef market since December 2003. It is reported that Korean consumers' food safety concerns for eating American beef has declined significantly, leading to increased sales of American beef through major retail channels. In addition, serious drought in Australia for the past three years has weakened the supply capacity of Australian suppliers. Lotte Mart, the third largest hypermarket retail store chain in Korea reported that the share of American beef in its overall beef sales increased from 19.8 percent in 2014 to 32 percent at the end of 2015.

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