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99.2 Percent of Korean Families Have Internet Connection at Home ... 85 Percent of Koreans Use Smart Phones

<http://news.donga.com/3/all/20170131/82641098/1>

Summary: According to a Korean government data released on January 30, 99.2 percent of Korean families had internet connection at home as of 2016, up 0.4 percent point from the previous year. 88.3 percent of Koreans over two years old were using internet on a regular basis, up 3.2 percent point from the previous year. Even 51.4 percent of Koreans over 59 years old were regular internet users. 85 Percent of Koreans over five years old were using smart phones, up 2.5 percent point from the previous year. As a result, Korea remained the leading country in the world for Information Communication Technology (ITC) Index among 175 countries under the International Telecommunication Union (ITU).

Pairing of Chinese Grilled Lamb Meat Skewers and Chinese 'Tchingtao' Beer Gets Popular ... Imports of Lamb Meat and Tchingtao Beer on a Significant Growth as a Result

<http://news.donga.com/3/all/20170126/82600656/1>

Summary: According to E Mart, the leading hypermarket grocery store chain in Korea, Tchingtao was the top selling brand in the imported beer section in its stores in the fourth quarter 2016. Marketers point out that the rapid sales growth of Tchingtao beer has something to do with the increased popularity of pairing this Chinese beer with Chinese style grilled lamb meat skewer dishes in the market. Partly due to TV programs that introduced the pairing to the general consumers in recent years as well as increased population of Chinese nationals living in Korea, Korea's imports of lamb meat has been on a significant growth. The imports of lamb meat in 2016 amounted to 12,334 metric tons, more than doubling from 5,248 metric tons in 2012.

Koreans' Daily Sodium Intake is Much Higher than WHO's Healthy Diet Guideline ... 2.7 Times Higher than WHO recommendation

<http://news.donga.com/3/all/20170125/82580249/1>

Summary: According to an outcome of a research by Kookmin University released on January 24, the amount of daily sodium intake of Koreans averaged 4,867 mg as of 2012, which was 2.7 times higher than the recommended daily allowance (RDA) for sodium set by the World Health Organization (WHO).

Korean's Rice Consumption Continues to Decline ... Current Daily Consumption, 170 gram, is 45% of the Consumption Back in 1970

<http://news.donga.com/3/all/20170125/82580255/1>

Summary: According to a report released by Korea Statistics Office on January 24, the amount of rice that each Korean consumed in 2016 amounted to 170 gram per day, down 1.6 percent from the previous year. Korean's rice consumption has continued a decline after hitting an apex of 281 gram in 1997. On the other hand, Korean's consumption of other grains has shown a steady growth over the years to mark 25.5 gram per day in 2016, up 5 percent from the previous year.

Paris Baguette Bakery Stores Now Offer Home Meal Replacement Take Out Meals

<http://www.hankyung.com/news/app/newsview.php?aid=2017012491141>

Summary: Paris Baguette, the leading window bakery store chain in Korea (operates 3,400 stores) under the

umbrella of SPC Group, launched its first home meal replacement product brand, 'Home Dining', in December 2016. Under the 'Home Dining' brand, Paris Baguette stores are currently offering three take out, microwavable meal items including pasta and gratin. Paris Baguette pointed out that its strong network of retail outlets together with top notched new product development capacity should allow the company to emerge as a leading player in the home meal replacement market in Korea. The home meal replacement industry in Korea is reportedly generating 2 trillion won (about \$1.7 billion) of cash-register sales currently.

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