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Price of Chicken Meat Surges as the Market Recovers from Avian Influenza Outbreaks

<http://www.hankyung.com/news/app/newsview.php?aid=2017021900991>

Summary: Price of chicken meat is reportedly showing a steep increase as the market recovers from avian influenza. The price plunged down to 888 won per kilogram in the retail store on December 22, 2016 when the outbreak of avian influenza in local farms was peaking. However, the price of chicken meat started to rebound after the Lunar New Year's Day and marked 2,200 won per kilogram on February 14, which was almost twice the price marked on November 5, 2016 before the outbreak.

"Korea is a Coffee Republic" ... Coffee Imports in 2016 Hit a Record High

<http://www.hankyung.com/news/app/newsview.php?aid=2017021776411>

Summary: Korea's coffee imports hit a record high, 159,000 metric tons in 2016, up 11 percent from the previous year. According to an industry calculation, this import volume was large enough for each Korean adult over 20 year old to consume 348 cups of Americano coffee in 2016.

13,000 Direct Sales Women under Yakult Korea Generate New Business Opportunity for the Company

<http://news.donga.com/3/all/20170216/82907803/1>

Summary: Yakult Korea, a leading dairy milk processor in Korea announced that its direct sales women would start to offer two premium dessert products on February 20. The company pointed out that there was a growing demand from the target consumer group (office workers in their 20's through 30's) for additional product offerings by the direct sales women. According to the company, these young Korean consumers have rediscovered the value of purchasing unique food and beverage products offered face-to-face by the sales women. As a result, the variety of products offered by the direct sales women have significantly increased in recent years from basic milk and yogurt to premium coffee beverages and dessert items. Currently Yakult Korea operates a fleet of 13,000 direct sales women who are equipped with electric carts. The electric carts are networked on GPS and consumers can locate the nearest cart using a smart phone application provided by Yakult Korea. Yakult Korea's annual cash-register sales amount to about \$1 billion. The direct sales women account for over 90 percent of cash register sales of Yakult Korea.



An Importer of American Shell Eggs Gives up on the Business

<http://news.donga.com/3/all/20170216/82907833/1>

Summary: An import distributor who has been importing American shell eggs through sea containers since January out of a hope to develop new business under outbreaks of avian influenza in local egg farms has mentioned in an

interview with a local newspaper that he has canceled additional shipments for the coming month as he does not see any economic sense to maintain the business. The egg market is showing sign of recovery and the price of local eggs is on a decline. The price of a pack of 30 shell eggs sold in local retail stores averaged 7,771 won on February 16, which was a significant drop from the peak price, 9,543 won, recorded on January 12. According to the importer, the profit from imported American shell eggs was much lower than his original forecast as the actual logistics cost taken to land, transport, and hold in storage was 30 percent higher than his plan.

A "Sugar Boy" Star Chef Joins Korean Government Effort to Reduce Sugar Consumption

<http://news.donga.com/3/all/20170215/82870398/1>

Summary: Korea Ministry of Food and Drug Safety (MFDS) announced on February 14 that Jongwon Baek, a famous star chef in Korea, has joined its public campaign to reduce sugar intake. Mr. Baek has been known as a "sugar boy" as his recipes and cooking demonstrations in TV programs often incorporated a good amount of sugar use. MFDS has been targeting 'lower sugar intake' as its top priority public diet initiative in recent years as Koreans' daily sugar intake was much higher than its healthy diet guideline. MFDS added that Mr. Baek's participation in the public campaign should help local consumers better understand the importance of a low sugar diet.

10 Million Consumers Visited 'Star Field' Hanam Store by E Mart

<http://sports.donga.com/NEWS/List/3/all/20170214/82869385/1>

Summary: E Mart, the leading hypermarket store chain in Korea, reported on February 14 that the number of consumers that visited the 'Star Field' Hanam store under its umbrella exceeded 10 million on January 26. 'Star Field' is a brand new, mega-scale shopping mall business of E Mart that combines the company's various retail and foodservice businesses under one single roof. The Hanam store was the first store opened under the 'Star Field' brand on September 9, 2016. E Mart plans to open additional 'Star Field' stores in four different locations by 2021.

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"