



Foreign Agricultural Service  
U.S. Agricultural Trade Office



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

Today's Date: **Thursday, June 22, 2017**

For Coverage: **June 1 ~ 22, 2017**

### ***Mandatory Nutrition Labeling to be Expanded to Dressings and Sauces by 2019***

<http://news.hankyung.com/society/2017/06/15/2017061586061>

Summary: Korea Ministry of Health & Welfare (MHW) announced on June 15 that it would expand the scope of products that are subject to mandatory nutritional labeling requirements to dressings and sauces by 2019. MHW pointed out that cereal and cocoa products have been added to the requirement beginning this year.

### ***Grocery Stores Diversify Origin of Imported Agricultural Products for More Stable Supply***

<http://news.hankyung.com/society/2017/06/15/2017061586061>

Summary: E Mart reported that it started to offer squid imported from the Falkland Islands, South America on June 15. Lotte Mart reported that it started to offer fresh cherries imported from Uzbekistan in June, which is 40 percent cheaper than American cherries. Marketers point out that local grocery retail chains will continue to make efforts to diversify origin of imported agricultural products to secure more stable supply.

### ***Over 130,000 Poultry Birds Depopulated in Jeju Island ... Precaution Measure to Prevent Further Spread of Avian Influenza***

<http://news.donga.com/3/all/20170608/84763041/1>

Summary: Since official confirmation of an avian influenza outbreak in Jeju island on June 3, over 130,000 chicken and duck have been depopulated on the island as of June 7. The number of depopulated birds accounted for 7.3 percent of the overall poultry industry in the island. Local industry as well as consumers are very concerned about what this already record-high avian influenza damage will lead to. In particular, preservation of the traditional local chicken breed, an outcome of a 31-year industry research effort, is a critical issue.

### ***Coffee imports reached a record high last year***

<http://news.naver.com/main/read.nhn?mode=LSD&mid=shm&sid1=101&oid=014&aid=0003823942>

Summary: According to the Korea Customs Service (KCS) data released on June 2, coffee imports last year amounted to 159 thousand tons, an increase by 10.7% compared with the previous year. In terms of the items of imported coffee, green coffee beans (89.7%) ranked highest last year, followed by roasted beans (6.3%) and instant coffee (2.9%). The imports of green coffee beans last year reached 143 thousand tons, up by 10.3% over the level in 2015. Roasted beans marked 10 thousand tons, a significant increase by 23.2% compared with the previous year and 42.6% over 2014. KCS explained that fifty three percent of the total roasted beans were imported from the United States. Major coffee exporters to Korea, based on weight, are Brazil (20.0%), Vietnam (19.2%), Colombia (16.2%), Peru (5.7%), and Ethiopia (5.7%) in order.

***Avian Influenza Resurfaces in Korea ... Korean Government Confirms New Outbreaks in Four Different Locations***  
<http://news.donga.com/3/all/20170605/84717103/1>

Summary: The Korean Ministry of Agriculture, Food and Rural Affairs (MAFRA) reported on June 3 that its lab test found H5N8 type avian influenza virus in a dead chicken in a farm on Jeju island. MAFRA traced back the origin of the chicken and further confirmed that a poultry farm in Gunsan, Junrabuk province was the origin of the chicken and virus. MAFRA added that its tests in three additional chicken farms in three different locations (Paju, Gyeonggi province; Yangsan, Gyeongbuk province; and Gijang, Gyeongnam province) which received chicken from the Gunsan farm also found the same H5N8 type virus.

***E Mart On-Line Grocery Store to Mark 1 Trillion Won of Cash-register Sales in 2017***

<http://news.hankyung.com/industry/2017/06/04/2017060413631>

Summary: E Mart reported on June 5 that its on-line grocery shopping store ([www.emart.com](http://www.emart.com)) is likely to mark 1 trillion won of cash-register sales this year, up 20 percent from 2016. E Mart pointed out that its on-line grocery store offers a full spectrum of grocery foods including chilled and frozen products. According to E Mart, chilled and frozen products account for 30 percent of its overall sales currently. E Mart currently operates two distribution warehouses for its on-line grocery store. Considering the rapid growth of the business, E Mart plans to add four additional on-line shopping distribution centers that will expand its distribution scope from the current Seoul Metropolitan area to wider, Gyeonggi province that surrounds Seoul.

***Salmon Outsell "Korean' Fish" Mackerel in E Mart***

<http://news.donga.com/3/all/20170601/84664651/1>

Summary: Mackerel has been the most popular fish among the general Korean public for its low price and good taste. However, consumption of salmon is on a rapid growth and the "Korean's Fish" title might be given to salmon in the near future. According to E Mart, salmon outsold mackerel for the first time in May 2017. Sales of salmon saw 55 percent growth in E Mart this year through May, which was much higher than the average sales growth of the overall fish category at 2.6 percent during the period. Home Plus and Lotte Mart also reported that their salmon sales was on a strong growth this year. Over 90 percent of salmon sold in Korea is imported from Norway. Imports of Norwegian salmon amounted to 17,155 metric tons in 2016. Reflecting the increased consumption of salmon, leading retail store chains are trying to diversify sources for salmon, including those caught in local rivers.

***E Mart Withdraws from China after 20 Years of Investment***

<http://news.donga.com/3/all/20170531/84663943/1>

Summary: E Mart, the leading hypermarket grocery store chain in Korea, announced on May 31 that it had decided to withdraw completely from China. E Mart entered into China with its first store opening back in 1997. Over the years, E Mart expanded its China business and operated as many as 27 stores. However, E Mart has seen a large amount of loss in its China business. The number of E Mart stores in China has been reduced to 6 currently.

***Fluid Milk Consumption Rebounds Due to Cafe Latte***

<http://land.hankyung.com/news/app/newsview.php?aid=2017053125101>

Summary: According to the Korea Statistics Office, the amount of fluid milk consumed in Korea totaled 1.38 million metric tons in 2016, up 2.8 percent from the previous year. Consumption of fluid milk had been on a decline since 2012. However, increased use of fluid milk in the cafe industry for beverage applications, including Cafe Latte recipes, has brought new growth momentum in the fluid milk industry.

### ***Lotte Mart Offers Special Sales Promotion on American Live Lobster***

<http://news.donga.com/3/all/20170530/84643704/1>

Summary: Lotte Mart has announced that it will offer live American lobster that it imports directly from the U.S. via air cargo at 14,800 won each (medium size) for one week from June 1.



### ***Fine Dust-eating Plants Selling like Hot Cakes***

<http://news.mk.co.kr/newsRead.php?&year=2017&no=335903>

Summary: With growing concern on fine dust in Seoul, the number of people looking for air purification plants, which absorb various harmful substances and fine dust in the air, is recently increasing. According to AK Plaza Department Store on May 19th, the sales of purification plants and cactuses went up by 20% over the same period last year. Among the most popular plants, Anthurium which has thick deep red petals absorbs harmful substances in the air, such as nitrogen dioxide and ammonia, Gum tree is effective to blow away cobwebs as well as fine dust, Boston fern which has many broad leaves is particularly good for air purification, and Sansevieria, a kind of cactus, removes carbon dioxide and releases oxygen has the ability to especially block electromagnetic waves coming from computers and televisions. The sales of air purification plants are on the rise, as consumers who don't believe that fine dust can be fully blocked through only an air purifier increase, added an AK Plaza's official.

*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."*