



Foreign Agricultural Service
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"Although BSE Outbreak in the U.S. Might Not Present Health Risk to Us, Detailed Information should be Provided to Consumers", President Moon

<http://news.donga.com/3/all/20170726/85526190/1>

Summary: In a cabinet meeting on July 25, ROK president Moon mentioned that "Although BSE outbreak in the U.S. might not present health risk to Korean consumers, we should provide local consumers with detailed information about the status of the outbreak and safety measures taken by the Korean government so that consumers can feel safe about the issue".

Government tells Press to look for old Articles when they received request for information on BSE

<http://news1.kr/articles/?3058067>

Summary: There is not much information on the MAFRA website about the BSE. When the press asked for information on BSE, MAFRA told the press to look up the old articles or look up the information put up in 2008 when Korea had the BSE issue. Although MAFRA is uninterested in informing the public, it recently provided a detailed report about the recent BSE case to Minister Young-Rok Kim. The Minister reported the government measures against BSE on July 25th at the Cabinet meeting and President Jae In Moon stated, "Even if it is not a risk to our country, please do your best to inform the people of the status of the BSE and the government measures against BSE so that the people can be relieved."

Heavy Summer Rain and Extreme Heat Drive Up Price of Fresh Produce

<http://news.hankyung.com/article/2017072497631>

Summary: According to the Korea Agro-Fishery Marketing Corporation (aT), the wholesale market price of fresh produce surged in July due to heavy rain and extreme heat. For example, the wholesale market price of lettuce marked 45,600 won per 4 kg box on average on July 24, up 291 percent from June. Spinach, cucumber, and squash also rose 214 percent, 165 percent, and 102 percent respectively.

Korean Craft Beer Leads Sales Growth of Local Beer in Home Plus

<http://news.hankyung.com/article/2017072495621>

Summary: Home Plus reported on July 24 that local beer accounted for 55 percent of its beer category sales in July, outselling imported beer. Home Plus pointed out that the share of local beer in its beer category sales went down to as low as 42 percent earlier this year due to increased popularity of imported beer among consumers. Home Plus explained that the rebound of local beer sales in July was mainly led by local craft beer newly launched in its stores recently such as Gangseo beer, Dalseo beer, and Haewoondae beer. These local craft beers saw over 20 percent sales growth in July.

Premium 'Distilled' Soju Market Expands

<http://news.hankyung.com/article/2017072359001>

Summary: Lotte Liquor reported that its 'Dae Jang Boo' distilled soju line was showing 30 percent sales growth each month since launching in May 2016. Lotte pointed out that Dae Jang Boo is a premium soju brand that is distilled 100 percent from locally grown rice. Dae Jang Boo is available in two different alcohol strengths, 25 percent (offered at 25,000 won per bottle) and 21 percent (6,000 won per bottle). Outstanding performance of Dae Jang Boo is due to increased consumer demand for premium, high quality soju in the market. According to the Korea National Tax Service, market sales of distilled soju category is likely to mark 30 billion won in 2017, up 25 percent from the previous year. Reflecting the increased demand, leading Korean soju makers have newly launched 'distilled' soju products recently (e.g., 'Jewang21' by Keumbokju; 'Boriarak' by Baesangmyunjuga; 'Chamnamutong Malkeuneseul' by Hite-Jinro).

Mad Cow Disease Found in Alabama, the United States [Korean, CSY2]

<http://www.yonhapnews.co.kr/bulletin/2017/07/19/0200000000AKR20170719106000030.HTML?input=1195m>

Summary: According to the Ministry of Agriculture, Food and Rural Affairs in Korea (MAFRA) on July 19, atypical BSE (Bovine Spongiform Encephalopathy, also known as mad cow disease) was found in an 11-year-old cow in the process of monitoring livestock markets in Alabama, conducted by the U.S. Department of Agriculture on July 18 (local time). MAFRA explained that atypical BSE is a natural disease that occurs very uncommonly in old cows and is estimated as a low-risk disease by the World Organization for Animal Health. It also said that no beef processing facilities in Alabama are currently exporting to Korea. In addition, Korean government accepts U.S. beef that specified risk material is eliminated in the slaughtering process from cattle aged 30 months or less. In case of emergency, however, MAFRA immediately expanded U.S. beef inspection rate to 30% from the current 3%, as a strengthened quarantine measure, and is scheduled to hold an emergency meeting, hosted by the minister of agriculture.

Dried Laver Takes the First Rank in Fishery Product Exports in Korea, Beating Tuna for the First Time

http://biz.chosun.com/site/data/html_dir/2017/07/06/2017070603432.html

Summary: The Ministry of Oceans and Fisheries in Korea said on July 6 that fishery product exports during the first half of this year had reached \$1.12 billion, an increase of 12.1% over the same period last year. Among fishery products, dried laver contributed greatly to Korean fishery product exports, taking over tuna for the first time. Exports of dried laver during the first half this year marked \$269 million, up by 49.4% compared to the same period last year. Tuna exports that had maintained the first place in fishery products was \$268 million, an increase only by 3.9%. The largest importer of Korean dried laver was Japan with \$ 60 million in imports, followed by China with \$50 million.

ROK Gov't to Reinforce the Safety Inspection Measurement for American Beef 10 Times Stronger

<http://www.hankookilbo.com/m/v/6c82d838f7a94aebacbf514437d5c49a>

Summary: Related to the USDA-confirmed case of BSE in an 11-year old beef cow in Alabama on July 18, 2017, the Korean government decided to increase safety inspections on imported U.S. beef products from the current 3 percent to 30 percent starting July 19, 2017. This becomes the fifth case of BSE found in USA and the last one was in 2012.

A 'Mad Cow' Found in the U.S. in Five Years ... Ministry of Agriculture & Food Strengthens Quarantine Inspections

<http://news.donga.com/3/all/20170719/85438308/1>

Summary: The Korea Ministry of Agriculture, Food and Rural Affairs (MAFRA) reported on July 19 that an 11-year old cow infected with BSE, aka mad cow disease, was found in a farm in Alabama, USA. MAFRA pointed out that no beef slaughter or packing house in Alabama is currently exporting to Korea. In addition, American beef that is currently exported to Korea is limited to meat from cattle of 30 months of age or younger and is without risky materials (SRM). The Korean government has started to employ more strict rules on quarantine inspections on imported American beef.

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.