



Foreign Agricultural Service  
U.S. Agricultural Trade Office



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

Today's Date: **Tuesday, August 22, 2017**

For Coverage: **August 11 ~ 22, 2017**

### ***Retail Price of Fresh Vegetables Soars due to Extended Rainy Season***

<http://news.hankyung.com/article/2017082160931>

Summary: The retail price of fresh vegetables in general has gone up significantly due to heavy and extended rain this summer. For example, the retail price of fresh lettuce went up 257 percent in July this year compared to the same period of last year; spinach 188 percent; cucumber 168 percent; and cabbage 97 percent.

### ***ROKG Discards 2.4 Million Eggs and Confiscates Additional 4.5 Million Eggs for Contamination by Toxic Pesticides***

<http://news.hankyung.com/article/2017082161141>

Summary: Following the nationwide inspections on egg farms between August 14 through 18, the Korean Ministry of Food & Drug Safety (MFDS) reported that it had discarded 2.4 million eggs and confiscated another 4.5 million eggs from 52 egg farms that were contaminated by toxic pesticides as of August 21. MFDS added that these farms had already distributed 0.34 million of contaminated eggs to the market before the inspection. MFDS ordered mandatory recalls on the eggs or processed foods made from the eggs but some of the eggs and products were reportedly consumed already. MFDS announced that the contaminated eggs present no health risk unless an extremely high amount is consumed for a long time.

### ***Lotte Launches Frozen Food Focused Retail Store, Lotte Freezia***

<http://news.hankyung.com/article/2017082160171>

Summary: Lotte Super, a leading grocery supermarket chain in Korea, announced that its Lotte Freezia, a frozen food focused retail store business, opened its first store in Seoul on August 21. Lotte Freezia is a small-scale retail outlet (165 sq. meter of store space) that targets congested metropolitan markets and focuses on frozen food (65 percent of products in the store are frozen products). Lotte pointed out that Lotte Freezia's main target audience is single-member or small-size households that have little demand for fresh agricultural products. According to a local market research firm, Link Aztech, the frozen processed food market in Korea saw an average 7.1 percent of growth during the last four years.

### ***ROKG to Introduce Mandatory Traceability Labeling on Chicken Meat and Eggs after Pesticide Egg Scandal***

<http://news.donga.com/3/all/20170819/85888981/1>

Summary: The Ministry of Agriculture, Food and Rural Affairs (MAFRA) reported on August 18 that its nationwide inspections on all the egg farms in the country (1,239) were completed and found contamination by toxic pesticides in 49 farms. Those 1,190 farms cleared from the inspection were allowed to market their eggs. On the other hand, those contaminated farms will be subject to biweekly inspections until the contamination is removed. MAFRA also pointed out that 31 of the contaminated farms had been certified for environment friendly egg production. As a result, the local certification system for environment-friendly farming is likely to be further reviewed for possible restructuring. MAFRA also announced that it will consider introducing a mandatory traceability labeling requirement on chicken meat and eggs.

***ROKG Investigation Found Pesticide Contamination in 67 Egg Farms***

<http://news.donga.com/3/all/20170818/85874561/1>

Summary: The Korean Ministry of Agriculture, Food and Rural Affairs (MAFRA) reported on August 17 that its nationwide investigation had confirmed contamination by harmful pesticide in 67 egg farms as of the morning of August 17. Among them, 32 farms were banned from market distribution as the contamination level was beyond the safety standards. The government investigation has cleared 844 farms so far. MAFRA plans to complete the investigation (total 1,239 farms) by midnight August 18.

***ROKG Investigation Found Additional Egg Farms Contaminated by Harmful Pesticides***

<http://www.yonhapnews.co.kr/bulletin/2017/08/17/0200000000AKR20170817082500053.HTML?input=1195m>

Summary: The Korean government has been investigating all egg farms in the country since August 14 to confirm any contamination by Pipronyl or Bipentrin above safety limit. The investigation has identified contaminations in six farms and cleared 241 farms as of August 16. Korean government plans to complete the investigation by midnight August 17. Only farms that have been cleared from the investigation are allowed to resume market distribution. Korean consumers in general are expressing grave concerns about the issue. Marketers point out that it will take an extended period of time for the consumers to develop confidence in local eggs.

***Soft Drinks are the Key Cause of Juvenile Obesity ... Sugar Intake of 12-18 Year Old Young Koreans are 1.6 Times Higher than WHO Guideline***

<http://news.donga.com/3/all/20170814/85811043/1>

Summary: According to Korea Ministry of Health & Welfare (MHW), the daily sugar intake of 12 to 18 year old Koreans amounted to 80 grams, which was 1.6 times higher than the healthy diet guideline set by the World Health Organization (WHO). The key cause of the high sugar intake is heavy consumption of soft drinks, including carbonated drinks and fruit juices. According to MHW, soft drinks accounted for 22.9 percent of daily sugar intake of the young Koreans.

*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.*