



Foreign Agricultural Service  
U.S. Agricultural Trade Office



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

Today's Date: **Tuesday, August 29, 2017**

For Coverage: **August 22 ~ 29, 2017**

### ***'Peacock', E Mart's Private Label HMR Brand Targets to Mark 250 Billion Sales in 2017***

<http://news.hankyung.com/article/2017082884801>

Summary: E Mart, the leading hypermarket grocery store chain in Korea, reported that its private label HMR (home meal replacement products) brand 'Peacock' is targeted to generate 250 billion won of sales in 2017. E Mart launched its Peacock brand in 2013 (200 SKU) and sales of products under the brand increased over five times to 190 billion won in 2016. The number of products (SKU) under the brand has also increased sharply to 1,000 at the end of 2016. E Mart added that sales of Peacock products will continue to grow as the market demand for quick meal solution is on a strong rise.

### ***EU Reports Hepatitis Virus Contamination in Sausage ... Korean Consumers Express Grave Concerns***

<http://news.donga.com/3/all/20170825/85979464/2>

Summary: A report by Public Health England (PHE) suggested that processed pork meat products were a possible cause of E-type hepatitis. According to the report, some 200,000 people in England might have been infected with the disease each year from eating processed hams and sausages made from contaminated pork meat. The Korean Ministry of Food and Drug Safety (MFDS) announced that it had started an investigation for potential health risk of imported products since August 24. All the major grocery supermarket chains in Korea have also started internal reviews to identify any risk products in their stores. Many Korean consumers have expressed their concerns on this issue on SNS communication tools.

### ***Egg Sales Plunges ... Consumers Still Question Safety***

<http://news.donga.com/3/all/20170824/85959469/1>

Summary: The Korean government announced at the end of last week outcomes of its nationwide investigation of all egg farms for potential contamination by toxic pesticides. As a result, eggs from cleared farms resumed market distribution. However, consumers are still concerned about the safety of eggs in the market and are not buying as much eggs as they used to. For example, E Mart reported that its egg sales remained about 60 percent of its normal level during the first week after the market resumption. Sluggish sales of eggs have brought about a 25 percent drop in egg prices in the wholesale market.

### ***The First Bilateral Meeting of KORUS FTA Special Committee Ends Without Significant Outcomes***

<http://news.donga.com/3/all/20170823/85939985/1>

Summary: Trade representatives of ROKG and USTR met in Seoul on August 21 to open a dialogue to discuss revision of the Korea-United States Free Trade Agreement (KORUS FTA). The 8.5 hour long meeting ended without generating any significant outcomes. No date was set in the meeting for the next meeting. The Korean side stated in the meeting that Korea had been fully implementing the FTA since its implementation in 2012 and the increase of U.S. trade deficit with Korea over the years is not due to the FTA.

### ***Environment-friendly Food Market Continues to Grow***

<http://news.donga.com/3/all/20170822/85939007/1>

Summary: According to the Korea Rural Development Institute (RDI), sales of environment-friendly agricultural products in Korea amounted to 1.4 trillion won, up 8.7 percent from the previous year. RDI forecast that the sales will continue to grow to 1.8 trillion won in 2018. Chorokmaeul, one of the leading retail chains of environment-friendly food in Korea, has been reporting continuous increase of its cash-register sales since its launching in 2002. Now Chorokmaeul has 460 stores throughout the country. Chorokmaeul generated 230 billion of cash-register sales in 2016, up 9 percent from the previous year. Regular retail store chains are also experiencing a significant growth of the sales of environment-friendly food products. For example, E Mart reported that its sales of "animal welfare" pork meat saw 65 percent growth during the second half of this year compared to the same period last year.

### ***Three Leading Large-Scale Hypermarkets in Korea Simultaneously Lower the Selling Price of Eggs***

[http://news.sbs.co.kr/news/endPage.do?news\\_id=N1004358812&plink=ORI&cooper=NAVER](http://news.sbs.co.kr/news/endPage.do?news_id=N1004358812&plink=ORI&cooper=NAVER)

Summary: As the demand for eggs have sharply declined and at the same time the wholesale price of eggs has collapsed due to the toxic pesticide egg crisis throughout the country, major large-scale hypermarkets in Korea have simultaneously decided to lower consumer prices of eggs. The leading hypermarket E-Mart has dropped the price for 30 eggs to 6,480 KRW (\$5.72) from 6,980 KRW (\$6.16) beginning August 23. Lotte Mart and Homeplus have also cut their prices to 6,780 KRW (\$5.99) from 6,980 KRW (\$6.16), and 6,980 KRW (\$6.16) from 7,990 KRW (\$7.06), respectively.

*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."*