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Korea, Republic of

Citrus

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Report Highlights: Korea's MY2001 orange crop is forecast in excess of 800,000 MT, 50 percent higher than the MY2000 harvest which brought producers a second straight year of soft market prices. On April 1, 2001, the Cheju government released its 10-year citrus development plan that focuses on reducing acreage while increasing yields to enhance farm gate prices. Market factors led to U.S. record setting fresh orange exports in CY 2000 remain in CY 2001 but are changing. Korea's ability to meet its MMA quota commitment this year is threatened.

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Citrus Situation

Local Citrus Situation

Market Year (MY) 2000/2001 Unshu orange outdoor production is projected at 535,580 metric tons (MT), the target optimum set for the Cheju citrus industry. Consumer demand remained soft, however, causing producer prices for Unshu oranges to plummet a second straight year. Consumer demand was adversely affected by the slower economy and over-supply of cheaper, but lower quality, domestically produced competitor fruit such as pears.

MY 2001/2002 Unshu orange outdoor production is forecast to reach 800,000 MT. The forecast is based, in part, to the historical production pattern that average harvests follow with a bumper crop and, in part, to the favorable weather and ample rainfall during the winter/spring seasons.

In an effort to prop-up producer prices and the market image of Cheju oranges, the Cheju Citrus Grower's Agricultural Cooperative (CCGAC) and provincial government are engaged in measures to reduce volume and improve market quality of fruit moving into domestic channels. Measures include encouraging farmers to remove orchards from production (permanently or alternate years), to thin and prune more frequently, and to plant improved citrus varietals, to encouraging processors and retailers to sort fruits, to better coordinate marketing efforts, to introduce attractive smaller packages and to increase export promotion activities. The government's biannual harvest measures are intended to flatten the cyclical production to provide a more stable supply of domestic oranges thus producer prices. The Calendar Year (CY) 2001 program participation target is to set aside or "rest" 3,000-hectares. However, because of the inflexible nature of orchard-based agriculture - few alternative uses for such land during a "resting" year - larger producer incentives may be required to attract greater farmer participation. Through above referenced measures, Cheju officials aim to reduce future domestic orange production to the 600,000 MT level, the calculated optimum for producer prices when holding all supplies constant.

On April 1, 2001 Cheju Provincial Government announced a 995.5 billion won, 10-year citrus industry development plan. The plan calls for reducing Unshu orange planted area to 22,000-hectare that would yield annually 550,000 MT. The plan focuses on development of alternative crops (i.e., green tea and flowers) and the citrus processing industry, on encouragement of environmental friendly cultivation practices and introduction of improved outdoor varietals (i.e., late season varieties), on expansion of marketing channels and export promotion programs.

CY 2001 Unshu orange greenhouse production area is projected at 510-hectare, a 8-percent decrease from the previous year. Higher petroleum prices are encouraging greenhouse producers to shift to varieties, such as Boojihwa, that do not require extensive heating during the growing season. In CY 2000 greenhouse production of late varietal citrus increased to 6,570 MT, up from 6,317 MT recorded the previous year. By 2005, the industry hopes to increase greenhouse and late season variety production to 20-percent of total citrus output.

Import

In CY 2000, fresh orange imports totaled 99,139 MT, of which 31,183 MT entered under Korea's Minimum Market Access (MMA) quota. Fresh orange non-quota imports exceeded quota imports for the first time, and by a large margin. Three variables underpinned the market's demand for imported oranges - consumer's positive perception of

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California oranges, ample supplies of reasonably priced quality U.S. oranges, and higher-cost domestic produce.

For CY 2001, Korea's import of fresh oranges is forecast to remain unchanged. As of April 16, CY 2001 orange imports totaled 57,387 MT (15,312 MT under MMA quota, 42,075 MT out-of-quota). However, industry expectations of steep price increases for California citrus, specifically for oranges, are expected to dampen import demand the later half of this year.

Through April, CCGAC has contracted for 27,025 MT of the 40,046 MT CY 2001 MMA quota. The Korean government delegated management of the MMA quota program to CCGAC. With market conditions changing - tighter U.S. supplies and rising prices buttressed by continued strength in the domestic market - CCGAC may be forced to loosen tender requirements for broker participation, thus price competition, to increase in nearby tenders.

Export

The CCGAC MY 2000 export target of 17,000 MT, inclusive of greenhouse production, was not achieved as only 5,716 MT were exported. CCGAC provided one of reasons why they could not meet their export goal in MY 2000 that China displaced Korea in the Canadian market, CCGAC's primary export market. For MY 2001, CCGAC set the export goal at 15,000 MT, including 2,000 MT to the U.S. The U.S. market projection is based on anticipated access to five U.S. markets long closed to Korean citrus due to citrus canker in Korea. U.S. and Korean quarantine authorities remain working on this issue.

Competitors

Australia, New Zealand, and South Africa offer only limited competition to the U.S. in the fresh orange import market, capturing in CY 2000 four percent of the trade. Spain, Israel and Italy are negotiating phytosanitary protocols for the orange trade with Korea but have yet to achieve their market access objective. Argentina and Egypt are involved in preliminary discussions with the Korean quarantine authority for phytosanitary protocols for a broader range of citrus products.

Consumer preference for U.S. produce is based on familiarity, attractive physical appearance and perception as a quality product. South African oranges face a daunting hurdle in stringent phytosanitary requirements that require both pre and post shipment fumigation. The self-life of the produce is substantially shortened with such treatment.

Korea-Chile and Korea-China free trade agreement discussions are creating consternation among Korean producers over additional competition and some officials over supply management matters. However, even if such agreements are reached, separate phytosanitary protocols would need to be negotiated. Indications are that no such discussions (re: phytosanitary protocol) have begun.

Fumigation Policy

A National Plant Quarantine Service 100-percent fumigation policy for imported U.S. oranges remains in effect due to ongoing problems with red scale.

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FOJC Market Situation

In 2001, domestic processors project orange juice consumption to increase marginally. Strong competition from new drink products, such as fruit flavored drinks containing small amounts of fruit juice, and a mature orange juice market are the basis for this outlook. Marketing efforts to expand consumption of fresh squeezed orange juice is focused on retail programs concentrated in large scale department stores and supermarkets where consumer activity is greatest.

In 2000, the new Cheju citrus processing plant processed more than 27,500 MT of citrus. The plant is capable of process more than 50,000 MT of citrus annually. Cheju produces mostly citrus concentrate and juice, powder, liquor, chocolate, and vinegar using 27,468 MT of citrus. Cheju hopes that such a large scale processing plant will help its marketing efforts and will provide a stabilizing effect on market prices as 15-percent of locally grown fruit is rejected by the fresh market.

Orange juice exports have not recovered from the Asian economic crisis. Weak economic conditions in many Asian markets, including Russia, formerly Korea's largest market, restrict export expansion efforts.

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PS&D

PS&D for Fresh Tangerines

PSD Table						
Country	Korea, Repul	blic of				
Commodity	Fresh Tangerines				(HECTARES TREES)(100	, ·
	Revised 1999		Preliminary	2000	Forecast	2001
	Old	New	Old	New	Old	New
Market Year Begin		10/1999		10/2000		10/2001
Area Planted	25823	25823	25800	25796	0	25650
Area Harvested	22982	22982	22962	22958	0	22829
Bearing Trees	28728	28728	28703	28698	0	28536
Non-Bearing Trees	10007	10007	9997	9996	0	9939
TOTAL No. Of Trees	38735	38735	38700	38694	0	38475
Production	640	635	565	564	0	640
Imports	1	1	2	2	0	2
TOTAL SUPPLY	641	636	567	566	0	642
Exports	7	6	10	8	0	10
Fresh Dom. Consumption	601	597	552	531	0	599
Processing	33	33	5	27	0	33
TOTAL DISTRIBUTION	641	636	567	566	0	642

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PS&D for FOJC

PSD Table						
Country	Korea, Republic of			65	Degrees Brix	
Commodity	Juice, Orange				(MT)	
	Revised	1999	Preliminary	2000	Forecast	2001
	Old	New	Old	New	Old	New
Market Year Begin		10/1999		10/2000		10/2001
Deliv. To Processors	0	33	0	27	0	33
Beginning Stocks	2096	2096	2602	2534	2785	2692
Production	3533	3533	533	2928	0	3518
Imports	41200	39990	47000	43000	0	47000
TOTAL SUPPLY	46829	45619	50135	48462	2785	53210
Exports	250	232	300	230	0	250
Domestic Consumption	43977	42853	47050	45540	0	50004
Ending Stocks	2602	2534	2785	2692	0	2956
TOTAL DISTRIBUTION	46829	45619	50135	48462	0	53210

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Production

Korea: Citrus Production Situation

Year	Area (HA)	Production 1/ (MT)	Farm Household	Gross Income (Mil.won)
1991	19,605	556,350	25,818	425,134
1992	21,727	718,700	29,541	262,330
1993	21,479	619,000	26,571	394,829
1994	22,800	548,945	26,596	552,120
1995	24,150	614,770	26,589	433,447
1996	25,802	480,000	36,055	607,900
1997	25,781	693,200	36,050	400,862
1998	25,860	543,980	36,212	515,800
1999	25,823	638,740	36,073	325,709
2000	25,796	563,430	36,590	N/A
2001 2/	25,400	828,000 3/	36,580	N/A

^{1/} Greenhouse production is included.

Source: Cheju Provincial Government & Cheju Citrus Growers Ag. Cooperative

Korea: Citrus Utilization (Unit: MT)

Year	Total	Fresh	Processing	Other 1/
1994	548,945	460,620	30,727	57,598
1995	614,770	553,683	47,227	13,860
1996	480,000	438,000	12,000	30,000
1997	693,200	617,747	13,785	61,668
1998	543,980	512,586	5,012	26,382
1999	638,740	567,041	33,142	38,557 2/
2000	563,430	502,838	27,468	33,124

^{1/} Other - composed of self consumption, loss and discarded citrus in Cheju

^{2/} Preliminary

^{3/} Cheju is targeting to reduce the production level of outdoor Unshu oranges to 600,000 MT.

^{2/} Other - including MT purchase by Cheju Provincial Government

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Source: Cheju Citrus Growers Ag. Cooperative

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Korea: Citrus Growing Situation in Greenhouse

Year	Area (HA)	Production (MT)	Gross Income (Million Won)	Farm Household	Price (Won/kg)
1990	25.5	1,277	3,908	114	3,060
1991	80.2	4,224	12,756	328	3,020
1992	164.4	5,364	16,467	643	3,070
1993	295.6	9,112	24,010	1,035	2,635
1994	376	13,220	39,858	1,278	3,015
1995	425	15,851	46,500	1,537	2,800
1996	497.7	23,093	74,659	1,601	3,233
1997	554.2	27,461	85,077	1,762	3,098
1998	637	28,922	66,776	2,094	2,309
1999	694	31,612	73,740	2,132	2,333
2000 1/	567	27,841	N/A	1,777	N/A

1/ Preliminary

Source: Cheju Provincial Government & Cheju Citrus Growers Ag. Cooperative

Korea: 1999/2000 Citrus Growing Situation Per Varietal

Year	Acrea	ge (HA)	Product	ion (MT)
Variety	1999	2000	1999	2000
Very early	2,228	1,868	44,792	36,220
Early	20,598	21,056	521,611	467,720
Normal	2,352	2,264	65,020	52,920
Late	645	608	7,317	6,570
Total	25,823	25,796	638,740	563,430

Source: Cheju Provincial Government & Cheju Citrus Growers Ag. Cooperative

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Korea: Purchasing Price of Processing Tangerine Orange

Year	Price (Krw/kg)
1995	220
1996	220
1997	100
1998	100
1999	100
2000	80

Source: Cheju Citrus Growers Ag. Cooperative

Korea: Citrus Production as Ratio of Fruit Production

(Unit: 1,000 MT, Ratio: Percent)

Year	Total Fruits	Citrus	Ratio
1980	833	187	22.4
1985	1,463	394	27.5
1990	1,765	493	30.4
1995	2,150	615	28.6
1996	2,003	480	24.0
1997	2,330	693	29.7
1998	2,022	544	26.9
1999	2,229	639	28.0
2000	2,385	563	23.0

Source: Ministry of Agriculture & Forestry

Korea: Per Capita Consumption of Total Fruits and Citrus

Year	Total Fruits	Citrus
1996	52.3 Kg	11.9 Kg
1997	57.9 Kg	14.9 Kg
1998	49.2 Kg	11.9 Kg
1999	55.7 Kg	13.8 Kg

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Source: Ministry of Agriculture & Forestry

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Korea: CY 2001 Minimum Market Access (MMA) Bids

Bids & Bid Date	Variety	Amount	Awarded
1. (Jan. 17, 2001)	Navel	7,000 MT	7,000-MT awarded to five companies.
2. (Mar. 8, 2001)	Navel	13,000 MT	5,500-MT awarded to three companies.
3. (Mar. 14, 2001)	Navel	15,000 MT	7,975-MT awarded to four companies.
4. (Mar. 22, 2001)	Navel	10,000 MT	500-MT awarded to one company.
	Mineola	1,800 MT	Only one company participated so the bid was canceled.
5. (Apr. 6, 2001)	Navel	5,000 MT	4,050-MT awarded to five companies.
6. (Apr. 24, 2001)	Navel	5,000 MT	2,000-MT awarded to two companies.
Total		56,800 MT	27,025 MT

Note: As of April 16, Cheju Citrus Grower's Agricultural Cooperative had cleared 15,312 MT of 27,025 MT of navel contracts awarded while 35 traders cleared 42,075 MT of out-of quota imports.

Korea: Monthly Orange Imports

(Unit: Metric Tons)

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
'01	3,952	9,951	22,811	20,781								
,00	2,389	13,041	14,524	23,407	20,861	5,230	6,846	2,284	2,297	3,167	1,351	3,742
'99	792	633	2,076	2,943	7,269	3,261	94	337	1,044	426	115	11,863
' 98	179	2,664	1,367	12,308	8,739	4,700	3,349	737	1,086	252	225	1,052

Source: Korea Customs Service & Cheju Provincial Government

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Tariff

Korea liberalized the fresh orange market on July 1, 1997. Following are in-quota and out-of quota tariffs applied to oranges and other citrus in accordance with the Uruguay Round Country Schedule.

Korea: Import Quota and Tariff for Fresh Orange

(Unit: MT, %)

Year	Quota	In-quota Tariff	Out-quota Tariff
2000	35,596	50	69.6
2001	40,046	50	64.7
2002	45,052	50	59.8
2003	50,684	50	54.9
2004	57,020	50	50

Korea: Import Quota and Tariff for Other Citrus

1/ (Unit: MT, %)

Year	Quota	In-quota Tariff	Out-quota Tariff
2000	1,723	50	150.4
2001	1,816	50	148.8
2002	1,909	50	147.2
2003	2,002	50	145.6
2004	2,097	50	144

1/ HS 0805.20.1000, HS 0805.20.9000, HS 0805.90.0000

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Trade Matrix

Import Matrix for Oranges

Import Trade Matrix				
Country: Korea				
Commodity: Orange (HS 0805.3	10)	Unit:	MT & U\$1,000	
Imports for	MY 19	999/00	Oct. 2000 -	Feb. 2001
Country	Vol	Val	Vol	Val
U.S.	103,088	64,542	21,526	15,888
Others				
South Africa	2,153	1,619	249	115
New Zealand	79	79	101	100
Australia	505	584	755	785
Total for Others	2,737 2,282 1,105			
Grand Total	105,825	66,824	22,631	16,888

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Import Matrix for Lemon

Import Trade Matrix					
Country: Korea					
Commodity: Lemon		Unit: M	T & U\$1,000		
Imports for	MY 19	999/00	Oct. 2000 -	Feb. 2001	
Country	Vol	Val	Vol	Val	
U.S.	3,117	4,119	1,523	1,578	
Others					
New Zealand	70	77	31	29	
Other	0	1	0	0	
Total for Others	70 78 31 2				
Grand Total	3,187	4,197	1,554	1,607	

Source: Korea Customs Service

Import Matrix for Grapefruit

Import Trade Matrix					
Country: Korea					
Commodity: Grapefruit		Unit: M	IT & U\$1,000		
Imports for	MY 19	999/00	Oct. 2000 -	Feb. 2001	
Country	Vol	Val	Vol	Val	
U.S.	1,630	1,373	552	467	
Others					
Israel	107	102	352	322	
Total for Others	107 102 352 322				
Grand Total	1,737	1,475	904	789	

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Source: Korea Customs Service

Export Matrix for Korean Tangerine

Export Trade Matrix				
Country: Korea				
Commodity: Tangerine (HS 0805.10/20) Unit: MT & U\$1,000				
Exports for	MY 19	99/00	Oct. 2000 -	Feb. 2001
Country	Vol	Val	Vol	Val
U.S.	377	298	242	1998
Others				
Russia	76	33	130	77
Canada	4,751	3,359	2,367	1,535
Japan	1,049	3,281	2,725	2,213
Singapore	29	24	29	23
Hong Kong	76	48	99	107
Guam	44	178	26	93
Indonesia	54	24	69	59
Malaysia	0	0	19	9
Others	20	14	16	21
Total for Others	6,099	6,961	5,480	4,137
Grand Total	6,476	7,259	5,722	4,335

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Import Matrix for FOJC

Import Trade Matrix					
Country: Korea	Country: Korea				
Commodity: FOJC		Unit: MT	C & U\$1,000		
Imports for	MY 19	999/00	Oct. 2000 -	Feb. 2001	
Country	Vol	Val	Vol	Val	
U.S.	7,277	12,176	2,777	4,331	
Others					
Brazil	32,371	39,628	11,938	13,321	
Australia	73	120	49	42	
Israel	47	92	0	0	
Hong Kong	19	11	0	0	
Swiss	23	284	10	125	
Belgium	50	65	34	42	
PRC	19	31	0	0	
Spain	0	0	5	2	
Netherlands	98	107	0	0	
Turkey	0	0	10	23	
Germany	0	0	2	23	
Other	13	32	1	1	
Total for Others	32,713	40,370	12,049	13,579	
Grand Total	39,990	52,546	14,826	17,910	

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Export Matrix for FOJC

Export Trade Matrix				
Country: Korea				
Commodity: FOJC		Unit: MT	T & U\$1,000	
Exports for	MY 19	999/00	Oct. 2000 -	- Feb. 2001
Country	Vol	Val	Vol	Val
U.S.	90	114	45	32
Others				
PRC	2	21	0	0
Japan	10	56	1	1
Banglad	12	8	0	0
Guam	16	20	0	0
Canada	47	122	0	0
India	25	14	0	0
Other	30	115	22	57
Total for Others	142	356	23	58
Grand Total	232	470	68	90

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Korea: Monthly Average Foreign Exchange Rate

(Unit: Krw / 1U\$)

Month	1998	1999	2000	2001
January	1706.80	1176.94	1131.07	1272.82
February	1623.06	1186.81	1128.80	1252.44
March	1505.28	1229.16	1117.19	1288.43
April	1391.97	1208.94	1109.76	
May	1394.62	1197.00	1120.01	
June	1397.18	1169.63	1118.73	
July	1300.77	1186.04	1114.86	
August	1303.22	1199.79	1114.57	
September	1370.80	1196.97	1116.50	
October	1336.72	1206.38	1127.31	
November	1294.13	1177.22	1151.15	
December	1213.65	1138.39	1214.40	

Price Table

Korea: Average Tangerine Wholesale Auction Price for 2000 - 2001

(Unit: Korean Won per 1Kg)

	High Quality		Medium	Quality
Month	2000	2001	2000	2001
Jan.	812	955	552	696
Feb.	665	1,013	464	764
Mar.	697	n/a	527	n/a
Apr.	771	n/a	612	n/a
		May - September:	N/A	
Oct.	1,415	n/a	1,142	n/a
Nov.	995	n/a	764	n/a
Dec.	956	n/a	719	n/a

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Source: Garak Wholesale Market

Korea: Average Greenhouse Tangerine Auction Price in Garak Wholesale Market for 1999-2000

(Unit: Korean Won per Kg)

	High Quality		Medium	Quality
Month	1999	2000	1999	2000
Mar.	3,673	1,465	3,000	1,104
Apr.	4,205	1,800	3,200	1,200
May	6,474	2,758	5,767	2,054
Jun.	4,335	4,060	3,577	3,328
Jul.	3,996	3,758	3,346	3,004
Aug.	3,662	3,496	2,962	2,833
Sep.	3,557	3,663	2,683	2,896
Oct.	3,454		2,558	
Nov.	2,550		1,817	

Source: Garak Wholesale Market

Korea: Average Retail Price for Tangerine

(Unit: Korean Won per 10 Fruits, Approximately 100g per fruit)

Year Month	1999	2000	2001	% Changes of 2000/01
Jan	2,141	1,213	1,621	33
Feb	2,535	1,182	1,404	18
Mar	2,432	1,176	1,950	65
Apr	2,442	1,196	n/a	n/a
May	N/A	1,160	n/a	n/a
		June - Septemb	oer: N/A	
Oct	2,159	2,080	n/a	- 3
Nov	1,714	1,694	n/a	- 1
Dec	1,429	1,622	n/a	13

Prices for medium quality

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Source: Agricultural & Fishery Marketing Corporation

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Korea: Average Imported Valencia Auction Price in Garak Wholesale Market for 1999-2000

(Unit: Korean Won per Kg)

Month	High Quality		Medium Quality	
	1999	2000	1999	2000
Apr.	3,097	n/a	3,194	n/a
May	3,372	1,259	2,746	1,278
Jun.	2,735	1,750	2,228	1,778
Jul.	2,494	1,348	1,960	1,209
Aug.	2,758	1,300	2,401	1,155
Sep.	2,801	1,461	2,472	1,336
Oct.	2,684		2,232	
Nov.	2,633		2,375	
Dec.	n/a		n/a	

Source: Garak Wholesale Market

Korea: Wholesale Price for Domestic & Imported Oranges

(Unit: Korean Won per 1kg)

	Imported Navel		Korean Orange	
Month	High	Medium	High	Medium
Jan. 00	1,820	1,528	2,523	1,944
Feb. 00	1,672	1,351	2,550	1,583
Mar. 00	1,666	1,493	2,705	1,754
Apr. 00	1,811	1,635	1,950	1,393
May 00	1,697	1,494	n/a	n/a
Jun. 00	1,896	1,642	n/a	n/a
Nov. 00	2,103	1,972	n/a	n/a
Dec. 00	1,853	1,716	2,883	2,333
Jan. 01	1,766	1,647	2,885	2,085
Feb. 01	1,892	1,792	2,538	1,885

Source: Garak Wholesale Market

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Korea: Average Imported Lemon Auction Price in Garak Wholesale Market for 2000 - 2001

(Unit: Korean Won per 18 Kg Box)

Month	High Quality		Medium Quality	
	2000	2001	2000	2001
Jan.	50,000	54,304	43,260	48,870
Feb.	45,432	48,417	35,886	39,542
Mar.	58,365	n/a	45,180	n/a
Apr.	45,977	n/a	35,238	n/a
May	36,646	n/a	30,375	n/a
Jun.	35,780	n/a	28,980	n/a
Jul.	44,096	n/a	41,346	n/a
Aug.	48,426	n/a	44,537	n/a
Sep.	65,458	n/a	60,896	n/a
Oct.	56,192	n/a	51,769	n/a
Nov.	46,269	n/a	40,750	n/a
Dec.	42,537	n/a	38,148	n/a

Source: Garak Wholesale Market

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Korea: Average Imported Grapefruit Auction Price in Garak Wholesale Market for 1999-2000

(Unit: Korean Won per 18 Kg Box)

	High Quality			
Month	1999	2000	2001	
Jan.	36,750	35,460	34,478	
Feb.	27,175	32,773	33,625	
Mar.	27,654	27,942	n/a	
Apr.	29,646	25,136	n/a	
May	29,478	26,625	n/a	
Jun.	28,423	31,080	n/a	
Jul.	32,212	34,308	n/a	
Aug.	31,615	24,463	n/a	
Sep.	28,522	22,625	n/a	
Oct.	22,385	22,077	n/a	
Nov.	18,500	25,192	n/a	
Dec.	33,058	36,500	n/a	

Source: Garak Wholesale Market