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Korea - Republic of

Food Processing Ingredients

Food Processing Ingredients Update - ATO Seoul

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Report Highlights:

The United States was the largest supplier of agricultural, food, fishery and forestry products to Korea, with a 20 percent market share in 2015. About 70 percent of food products in Korea are imported. Korea maintains a strong processing industry that manufactures a wide variety of processed agricultural and food products, which generated an estimated \$41 billion of cash register sales in 2014, down 0.8 percent from the previous year. The Korean food and beverage manufacturing and processing industry are major users of imported agricultural products. The Korean economy currently faces another tide of challenges as the recovery of its major export markets has slowed under the extended global economic downturn and increased competition. U.S. market share

should continue to increase under the Korea-United States Free Trade Agreement, which is expected to generate more export opportunities for U.S. food processing ingredients.

Post:
Seoul ATO

Executive Summary:

Author Defined:

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SECTION I. MARKET SUMMARY

Korea by nature relies heavily on imports to fulfill its food and agricultural needs. The United States is by far the largest exporter to Korea, accounting for about 20 percent of its total food and agricultural and related products imports.

The Korean food and beverage manufacturing and processing industry are major users of imported agricultural products for processing use including corn, soybeans, wheat, vegetable oils, whey powder, fruit juice concentrate, and food additives such as flavors, coloring agents, and preservatives.

The Korean Food Processing industry generated sales an estimated \$41 billion of cash register sales in 2014, down 0.8 percent from the previous year.

The top 10 food processing industry products with production value over \$1 million in 2014, included beverages, snacks, breads and rice cakes, noodles, seasonings, food additives and edible fat/oils.

Korea maintains a strong processing industry that manufactures a wide variety of processed agricultural and food products. There were over 4,675 agriculture/food processing businesses (based on over 10 employees companies) and about 180,000 workers in Korea.

Although there are many small- and medium-sized businesses in the food processing industry, about 20 companies dominate the industry accounting for nearly 70 percent of total sales.

Many of the Korean conglomerate business groups have agriculture/food processing business arms, and more Korean processors are trying to expand their sales to foreign markets. About 7 percent of overall production by the Korean food processing industry is currently exported to foreign markets.

Table 1: Annual Sales of Food Processing Industry in Korea

	2008	2009	2010	2011	2012	2013	2014
Sales(\$Million)*	\$29.9Mil.	\$33.9Mil	28.2Mil.	32.4Mil.	\$34Mil.	\$41.3Mil.	\$41Mil.
Growth Rate	N/A	13%	-17%	15%	5%	21%	-1%

Source: Food Processing Industry Statistics, Korea Ministry of Food & Drug Safety (KFDS)

*Sales: Food (Local Sales + Export) + Food Additives (Local Sales + Export)

Exchange Rate: 1 US\$ = 1,150 Korean Won as of December 2016

The unusually high increase of the industry sales between 2012 and 2013 was due to inclusion of the alcohol beverage category to the definition of processed food in 2013 (which reflected the transfer of regulatory authority for alcoholic beverages from the Korea Tax Service to the Korea Ministry of Food & Drug Safety in 2013). If the alcohol beverage category was not counted, the sector sales grew 4.2 percent between 2012 and 2013.

The food processing and manufacturing industry generated \$41 billion of cash register sales in 2014, down 0.8 percent from the previous year. Although Korea faces economic challenges, the market is relatively stable and provides many opportunities and rewards for U.S. food and agricultural product exporters.

Table 2: Breakdown of Food Processing Industry by Product Category (2014)

Product Category	Production Volume (MT)	Production Value (Million)
Alcohol Beverages	4,401,894	US\$5,043
Other Processed Food (including wheat flour, starch, cereals, grains, table salts, honey, instant meals)	4,102,510	US\$4,230
Processed Food Outside Official Specification	1,550,241	US\$3,348
Non-alcohol Beverages	3,648,133	US\$2,897
Bread & Rice Cake (including dumpling)	1,320,787	US\$2,865
Snacks (including cookies, gums, candies, ice cream)	573,123	US\$2,836
Seasonings (including sauces, vinegars, spices)	888,393	US\$2,271
Noodles	816,372	US\$2,214
Coffee	644,177	US\$1,721
Food Additives	5,956,539	US\$1,564
Edible Fat & Oil	904,571	US\$1,423
Chocolates & Processed Cacao Products	153,057	US\$1,102
Sugars	1,467,233	US\$782

Kimchi	421,505	US\$771
Tea	463,975	US\$713
Traditional Soy Sauces & Bean Pastes	632,925	US\$696
Processed Fish Meat	219,262	US\$559
Tofu & Vegetable Jellies	455,229	US\$517
Pickles & Cured Food	342,061	US\$510
Dried Meat & Fish Slice	30,932	US\$293
Taffy & Dextrin	469,404	US\$213
Fermented Fish	108,312	US\$210
Dressings	106,260	US\$205
Food for Special Diet (including Infant Formula)	48,586	US\$180
Fructose	411,418	US\$164
Prepared Food Boiled in Sauces	82,138	US\$161
Processed Livestock Meat & Eggs	30,098	US\$131
Jams	38,821	US\$106
Oligosaccharides	59,082	US\$38
Glucose	95,342	US\$37
Sugar Syrups	760	US\$1.7

Source: Food & Food Additive Production Statistics, Korea Ministry of Food & Drug Safety (KFDS)
Exchange Rate: 1 US\$ = 1,150 Korean Won as of December 2016

The Korean processing industry relies heavily on imports for raw materials, intermediate ingredients and additives because of limited local supply. As a result, the Korean food processing industry offers an outstanding opportunity for imported agricultural products for processing use from basic commodities such as corn and wheat to intermediate ingredients such as whey powder and fruit juice concentrates to food additives such as flavors and coloring agents.

Table 3: Breakdown of Food Processing Companies by Employment Size (2014)

Number of Employees	Number of Companies
10 or less	22,507
11 – 50	3,953
51 – 200	652
Over 200	70
Total	27,507

Source: Food & Food Additive Production Data, Ministry of Food & Drug Safety (KFDS)

Korea maintains a strong processing industry that manufactures a wide variety of processed food products. There were over 4,675 food processing companies (based on over 10 employees companies) in Korea. Only 70 of the 27,507 food processing companies in the market had over 200 employees as of 2014. It is noticeable that the majority of companies are small- and medium-sized businesses in the food processing industry. However, 20 companies dominate the industry accounting for nearly 70 percent of total sales. Many of the Korean conglomerate business groups have agriculture/food processing business arms, and more of the Korean processors are trying to expand their sales to foreign markets.

Table 4: Export of Korean Food Processing Industry in Korea

	2008	2009	2010	2011	2012	2013	2014
Export Value (\$Million)*	\$1.66Mil.	\$1.46Mil.	\$1.81Mil.	\$2.26Mil.	\$2.35Mil.	\$2.62Mil.	\$2.81Mil.
Growth Rate	N/A	-12%	24%	25%	4%	11%	7%

Source: Food Processing Industry Statistics, Korea Ministry of Food & Drug Safety (KFDS)

*Export Value: Food (Export) + Food Additives (Export)

Exchange Rate: 1 US\$ = 1,150 Korean Won as of December 2016

About 7 percent of overall production by the Korean food processing industry is currently exported to foreign markets and Korean processors are making heavy investments to expand their export business as the local market offers little growth momentum. The Korean government is also committed to provide the industry with financial and promotional support to boost industry exports under the “globalization of Korean Food” policy initiative.

Table 5: Advantages and Challenges for U.S. Food and Fishery Products

Advantages	Challenges
Continued tariff reductions under KORUS FTA will make U.S. products more competitive with other foreign suppliers.	Imports of many products still face restrictive trade barriers. Certain food additives that are approved for food use in the United States may not be approved in Korea.
Health consciousness and increasing affluence of Koreans are shifting consumer focus from price to quality.	Food safety concerns. Non-acceptance of biotechnology. BSE issue is still lingering. Outbreaks of animal diseases such as Avian influenza restrict the trade.
U.S. food is perceived as equal or superior quality relative to competitors.	Imported products are subject to complicated labeling and food safety standards in Korea, which change frequently with limited lead time.
Local supply of agricultural products is limited.	Complicated inspection/customs clearance procedures.

SECTION II. ROAD MAP FOR MARKET ENTRY

A. ENTRY STRATEGY

Market Research:

The first step recommended for new-to-market American suppliers seeking an entry into Korea is preliminary research to determine if there is a potential market for their products in Korea. The research should cover key marketing and regulatory issues including consumption trends, size of the market (imports), major distribution channels, current import tariff and local tax structure, and Korean government regulations and standards. The research, together with consultations with potential Korean import partners down the road, can also help American suppliers determine if any modifications to their existing products or marketing strategy are needed.

The internet home-page (www.atoseoul.com) of the Agricultural Trade Office Seoul under the USDA/Foreign Agricultural Service (FAS) is highly recommended to new-to-export American suppliers as the site offers various information about the Korean food market, including:

- [GAIN Market Reports](#): Reports on key products and industries published by FAS Seoul. Particularly

Exporter Guide, FAIRS Country Report, Export Certificate Report, Retail Food Sector Report, and HRI Food Service Sector Report are recommended to new-to-market suppliers.

- [KORUS FTA Product Briefs](#): Short briefs on over 45 “best prospect” products are available.
- [Korea’s Agricultural Import Statistics](#) : Spreadsheets, updated monthly, provide a summary of Korea's agricultural imports by four digit HS product code. For more accurate reading of the market, both the Korean government’s imports statistics (CIF value basis) and the U.S. exports statistics (FOB value basis) are provided.
- [Korea's Agricultural Import Trends Presentation](#): Presentations, updated quarterly, provide an overview of Korea's agricultural imports and the competition between the U.S. and other competitors for key products.
- [Korea Food Market Media Reports](#): Weekly food news clippings summarize outstanding issues and trends in the Korean food market.

Local offices in Korea under USDA/FAS can also provide American suppliers with catered assistance with various market entry tools as well as links to other relevant sources of support (please see Section VII of this report for contact information of the offices). Additionally, the United States Department of Commerce is another important source of information about the Korean market. In particular, the ‘[Country Commercial Guide](#)’ published by the department includes a wide range of useful information for new-to-market American suppliers (available from www.export.gov).

Establishing Korean Business Partners:

While executing preliminary market research, the American supplier is encouraged to develop dialogues with potential business partners (importers/distributors) in Korea. Lists of Korean importers by product or by industry are available from the USDA/FAS offices in Korea. The lists are based on the industry contact database updated by the offices regularly. Korean importers in general are actively seeking new business opportunities with foreign suppliers and would willingly provide in-depth market intelligence if they are interested in the supplier’s product or business offer.

An effective tool recommended for developing contacts with Korean importers is exhibiting in reputable food trade shows because Korean importers highly value face-to-face encounters when developing new business with foreign suppliers. In particular, Seoul Food & Hotel, the only food trade show officially endorsed by USDA/FAS in Korea, has been an outstanding venue for new-to-market American suppliers to develop business contacts with a large number of key importers and distributors in Korea. Registration information to join the U.S. Pavilion of the show is available from the organizer (www.seoulfoodnhotel.co.kr, rhoon@oakoverseas.com). Other international food trade shows that attract a sizable number of Korean food buyers include FoodEx Japan (<http://www.jma.or.jp/foodex/en/>), Natural Products Expo West (www.expowest.com), Fancy Food Show (www.specialtyfood.com), SIAL France (www.sialparis.com), and ANUGA Germany (www.anuga.com).

Another tool recommended is joining trade delegations to Korea organized by various American agricultural export promotion organizations, such as State Regional Trade Groups (Food Export Association of the Midwest USA, Western U.S. Trade Association, and Southern U.S. Trade Association, Food Export USA Northeast), State Departments of Agriculture, and USDA Cooperators (e.g. U.S. Dairy Export Council). Some of the states and USDA cooperators maintain representative offices or marketing contractors in Korea. Contact information of these organizations is available from USDA/FAS Korea offices.

Korea has well established regulations and procedures on food imports, which often makes entry of new-to-market products into Korea a time and resource consuming process. Working with reputable importers is the approach that has been proven most efficient to overcome these regulatory challenges. Established importers are the best source for up-to-date market demand/supply intelligence, local business laws and practices, distribution

channels, and most of all government regulations on imported foods.

As the dialogue develops further and the potential business partner is narrowed down, the American supplier would be asked to ship sample products to Korea. Sample products shipped to Korea could be subject to the same set of Korean regulations as required on regular commercial shipment to enter the market, and therefore allow the American supplier to verify in advance if the product would have any problems against Korean standards, such as export certification requirements or food additive standards. The test shipment also helps verify the Harmonized Tariff System (HS) Code that the product would be subject to in Korea, which decides the import tariff or tariff rated import quota that the product is subject to.

Once the test shipment is successful, and an agreement on price and transaction terms is reached, the American supplier and the Korean importer would move forward to sign a formal contract to start actual business. The type of business relationship agreed between the U.S. exporter and the Korean importer may vary from a market exclusive, long-term business agreement to a non-binding, one-time purchase order. This determination would mainly depend on how the exporter sees the role of the import partner in market development. One common practice is maintaining a non-binding seller-buyer relationship during the test-market period and then upgrading to a more binding option later if the partnership proves to demonstrate bigger potential. Letter of credit (L/C) is the most common and recommended payment terms used between new business partners. It is also recommended that the contract include an agreement on the method of resolution for any dispute that may arise from the transaction.

Meeting Local Tastes:

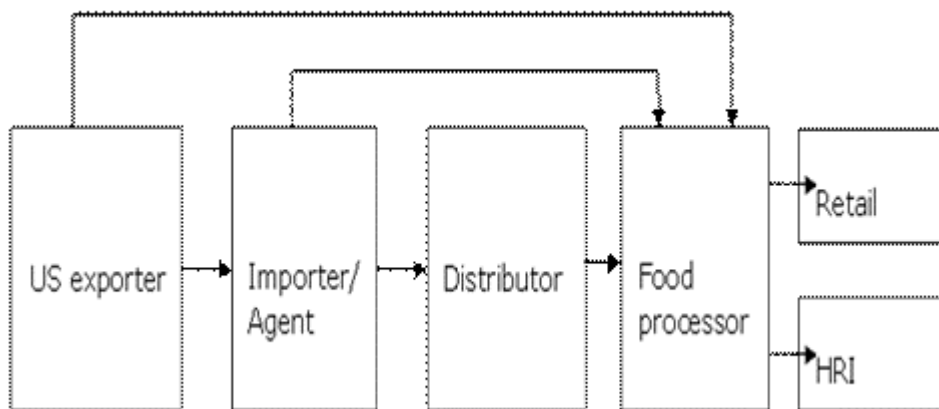
One of the common mistakes that American suppliers often make is viewing Koreans as the same as consumers in the neighboring countries, Japan and China. Although it is true that people in these three Far Eastern Asian countries share some parts of their histories and cultures, Koreans' tastes for foods are different in many ways from their neighbors'. Consequently, products that cater to the taste of Korean consumers will have a higher chance of making a successful entry into Korea. Personal visits to Korea should be the best way to develop understanding about the local tastes. Information gathering through Internet or associating with Korean American communities could also be an efficient tool.

Meeting local tastes could mean anything from modifying package design to reformulating the recipe. Package design, in particular, is a very important factor in Korea, and the American supplier should consider developing a separate design that can better attract Korean consumers. Although many Koreans can read English, adding Korean language on the label can significantly improve the level of exposure on the shelf. Another noteworthy issue in packaging is the separate Korean language label required on imported products. This added, stick-on label can detract from the appearance of the product. The American supplier should discuss the design of the Korean language label with the import partner to develop a better look. The Korean language label is generally printed by the import partner and hand-attached to the product in the duty free warehouse at the port of entry before the customs inspection.

B. MARKET STRUCTURE

The chart below gives an overview of the usual distribution channel for imported food ingredients from U.S. exporters to Korean food processors.

Table 6: Market Structure



Large food processing companies often prefer to purchase from local importers, agents or distributors when the quantities they require are small. These large companies generally tend to buy food ingredients directly from overseas suppliers when their supply quantities become large.

C. COMPANY PROFILES

Table 7: Top 20 Local Food Processing Companies (2014)

Company	Product Types	Sales US\$Mil	End-Use Channels	Production Location	Procurement Channels
1.CJ Cheiljedang www.cj.co.kr	Flour, Noodles, Sugar, Sauces, Flavors, Fat&Oils, Ready-to-serve Food, Snacks, Beverages	US\$3,764	Retail & HRI	Korea USA China, Brazil Indonesia	Importers, Distributors
2.Lotte Chilsung company.lottechilsung.co.kr	Beverages	US\$3,273	Retail & HRI	Korea China Philippines Myanmar	Importers, Distributors
3.Nong Shim www.nongshim.com	Instant noodles, Snacks, Beverages	US\$1,566	Retail & HRI	Korea China, USA	Importers, Distributors
4.Ottogi www.ottogi.co.kr	Sauces, Oils, Instant noodles, Ready-to-serve food	US\$1,517	Retail & HRI	Korea China, Vietnam New Zealand	Importers, Distributors
5.Lotte Confectionery www.lotteconf.co.kr	Snacks, Confectioneries	US\$1,483	Retail & HRI	Korea	Importers, Distributors
6.Paris Croissant www.pariscroissant.co.kr	Bakery Products	US\$1,437	Retail & HRI	Korea	Importers, Distributors
7. Lotte Foods www.lottefoods.co.kr	Ice Cream, Food	US\$1,420	Retail & HRI	Korea	Importers, Distributors

	Ingredients, Edible Oils, Snacks				
8.Hite Jinro www.hitejinro.com	Beverage	US\$1,397	Retail & HRI	Korea	Importers, Distributors
9.Daesang www.daesang.co.kr	Sauces, Oils, Instant noodles, Ready-to-serve foods	US\$1,392	Retail & HRI	Korea China, USA Japan, Vietnam Philippines	Importers, Distributors
10.OB Beer www.obbeer.co.kr	Beer	US\$1,330	Retail & HRI	Korea	Importers, Distributors
11.Dongsuh Food www.dongsuh.co.kr	Instant, Brewed, Canned Coffee, Coffee Creamer, Tea, Cereal, Biscuits	US\$1,305	Retail & HRI	Korea	Importers, Distributors
12. Dongwon F&B www.dongwonfnb.com	Canned tuna/ meats/fruits, Ready-to-serve Foods	US\$1,163	Retail & HRI	Korea China New Zealand	Importers, Distributors
13.Sam Yang Corp www.samyangcorp.com	Sugar, Flour, Edible Oil, Premix, Bakery ingredients	US\$1,099	Retail & HRI	Korea China	Importers, Distributors
14.Maeil Dairy www.maeil.com	Processed Dairy Products	US\$1,099	Retail & HRI	Korea	Importers, Distributors
15.Daehan Jedang www.ts.co.kr	Flour, Noodles, Sugar, Sauces, Flavors, Fat&Oils,	US\$1,008	Retail & HRI	Korea	Importers, Distributors
16.Namyang Dairy company.namyangi.com	Processed Dairy Products, Infant Formula, Instant Coffee Mix, Soymilk	US\$979	Retail & HRI	Korea	Importers, Distributors
17. Samlip Foods www.spcsamlip.co.kr	Bakery Products, Snacks, Flour, Noodle	US\$895	Retail & HRI	Korea China	Importers, Distributors
18. Coca Cola www.cocacola.co.kr	Beverages	US\$870	Retail & HRI	Korea	Importers, Distributors
19.Korea Yakult www.yakult.co.kr	Processed Dairy Products,	US\$841	Retail & HRI	Korea	Importers, Distributors

	Coffee				
20.Binggrae www.bing.co.kr	Beverage, Ice-Cream, Snacks	US\$713	Retail & HRI	Korea	Importers, Distributors

Source: Food Industry Statistics (FIS) , Local Major Food Industry, www.aTFIS.or.kr

Exchange Rate: US\$1= KW1,150

Some Korean food processors like Nong Shim, CJ, Lotte Confectionery, Sam Yang Corp. and other food companies have investments in China, USA, Russia, Vietnam and Chile, etc. These companies mostly sell their final products in the respective local markets, or export them to third countries—only a small amount of these products are exported to Korea. Some U.S. companies like Baskin Robbins Korea, Cargill Agri Purina, Coca Cola, and Kellogg have invested in Korea to produce food, feed, ice cream and soda products in Korea as sole investors and/or joint ventures.

Imports are necessary to support the processing industry due to limited local supply in terms of quantity and variety. The Korean food and beverage manufacturing and processing industry are major users of imported raw materials, intermediate products, ingredients and additives. However, the local processing industry relies heavily on imported products for raw materials, intermediate ingredients, and additives because of limited local resources. As a result, Korea is an excellent buyer for almost all types of agricultural products for processing, including corn, soybeans, wheat vegetable oils, whey powder, fruit juice concentrate and food additives such as flavors, coloring agents, and preservatives.

No sugar cane or sugar beets are produced in Korea. Accordingly, all raw sugar is imported. There are currently three sugar-refining companies in Korea with total annual imports of about 1.8 million metric tons in 2015, 1.1 million metric tons (60 percent) is consumed domestically and 454,000 metric tons (25 percent) is exported to other countries. Sugar is widely used in processed food sectors, including confectionery, jam and jelly, powdered milk, bakery, cake, beverages and fruit based alcohol. Per capita consumption of sugar in Korea is about 24 kilograms. The total demand for sugar in Korea remains relatively flat.

Many Korean conglomerate business groups have agriculture/food processing business arms, and more of the Korean processors are trying to expand their sales to foreign markets. The Korean government has also been providing the industry with financial and promotional support under the “globalization of Korean cuisine” campaign.

Food and drink retail internet purchases have shown strong performance within total internet retailing since 2013. In 2015, food and drink accounted for about 10% of total retail internet sales. While internet retailing continues healthy growth, the sales percentage of hypermarkets and supermarkets through their own internet shopping malls is also increasing. Hypermarkets and supermarkets put more importance on internet retailing due to government regulations restricting operating hours and days.

D. SECTOR TRENDS FOR PROCESSED FOODS

1. KOREAN ORGANIC PRODUCT MARKET

Koreans perceive organic, low-chemical or other “natural” products as healthy products in line with the recent trend in Korea focusing on the “well-being” lifestyle. As a result, the market for organic and “natural” foods is a

segment that has been developing rapidly. Korean consumers also like natural, fresh food products, such as health foods, functional foods and diet foods. Koreans have always looked to their food to provide a functional or health benefit and foods made without the use of pesticides or insecticides appeal to Korean consumers.

In July 2014, the Korea-United States Organic Equivalency (KORUS EA) went into effect. The arrangement covers processed organic product as defined by the Korean food code. You may find for further information on the agreement at: <https://www.ams.usda.gov/services/organic-certification/international-trade/Korea>

Table 8: Imports of Organic Processed & Unprocessed Agricultural Products by Year

Unit: Metric Tons (MT), Million (M)

Year		2008	2009	2010 (from U.S.)	2011 (from U.S.)	2012 (from U.S.)	2013 (from U.S.)	2014 (from U.S.)	2015 (from U.S.)
Imports Cases	Un processed	250	286	263	376 (45)	388 (58)	357 (80)	142 (15)	322 (21)
	Processed	3,629	2,613	3,728	3,798 (1,246)	4,137 (1,210)	3,820 (1,327)	795 (257)	1,961 (588)
	Total	3,879	2,899	3,991 (1,103)	4,299 (1,307)	4,525 (1,268)	4,177 (1,407)	937 (272)	2,283 (609)
Imports Weight (MT)	Un processed	7,300	5,600	7,060	8,195 (361)	9,653 (333)	7,974 (160)	6,246 (263)	11,038 (292)
	Processed	18,100	13,700	18,413	20,646 (3,457)	19,903 (4,099)	21,589 (3,273)	8,375 (1,123)	15,139 (1,762)
	Total	25,400	19,300	25,473 (3,417)	28,841 (3,818)	29,556 (4,432)	29,563 (3,433)	14,621 (1,386)	26,176 (2,054)
Imports Value (\$ Mil)	Un processed	\$7.4M	\$7.6M	\$10.7 (1.6)	\$13.8 (2.1)	14.5 (1.7)	16.8 (1.8)	9.1 (1.8)	16.2 (1.9)
	Processed	\$49.3M	\$28.2M	\$38.7 (11.4)	50.7 (13.6)	54.5 (16.5)	61.8 (15.6)	19.5 (4.6)	38.4 (10.1)
	Total	\$56.7M	\$35.8M	\$39 (13)	64.5 (15.7)	69.0 (18.2)	78.6 (17.4)	28.6 (6.4)	54.6 (12.0)

Source: Korea Ministry of Food & Drug Safety (KFDS) 2016

Note: Based on CIF Price. In general, the retail market price is 2.5-3 times higher than the CIF price.

Table 9: Processed Organic Products Market Prospect (Unit: \$Million)

	2008	2011	2012	2015	2020	2025
Total	215.8	377.7	435.5	578.1	681.7	712.9
Local Production	184.3	321.9	371.2	493.7	586.7	616.7
(Only Local Ingredient)	29.6	48.0	54.9	79.0	120.3	143.9
(Only Imported Ingredient)	154.7	273.9	316.2	414.7	466.3	472.7
Finished Products Imports	31.5	55.8	64.4	84.4	95.0	96.3

Source: Food Distribution Year Book 2012, Korea Rural Economy Institute (KREI) 2014

The Korean organic foods market, including fresh produce, field crops, and imported processed food has shown strong growth over the past several years. The total market for imported organic food was \$54.6 million in 2015 at CIF prices, an increase of 91 percent compared to the previous year. When the KORUS EA went into effect, new organic import regulations to implement the agreement also went into effect. Under the new organic import

regulations, a sharp increase of imported organic processed products from the United States is expected. However, organic agricultural produce and livestock products complying with the U.S. organic standards or international standards still require certification from a Korea National Agricultural Products Quality Management Service (NAQS) accredited certification agency, which is similar to the U.S. certification process.

The organic market has done well in Korea because consumers are very health conscious and increasingly greater disposable incomes have led to more purchases by a larger segment of the population. Consumers worry about food safety and issues such as BSE and AI. They are also concerned about GMOs and trans fats that are often mentioned negatively in the media. These worries and concerns contribute to a greater interest in organic foods.

The majority of processed organic products are imported brands that are sold in specialist channels such as ecofriendly-organic shops and health food shops as well as food courts in department stores. Only about 10 percent of organic products found in the Korean market are imported processed products while over 80 percent are manufactured in Korea using imported organic ingredients.

2. KOREAN SEAFOOD PRODUCT MARKET

Korea imported \$233 million of U.S. seafood in 2015, up 4.9 percent from \$222 million in 2014, giving the United States a steady market share of 5.5 percent. In Korea, U.S. seafood, including aquaculture, is generally considered high quality, but higher in price compared to that of competing countries. Until 2011, the United States had been the fifth largest exporter of seafood to the Korean market following China, Russia, Vietnam and Japan. In 2012, the United States surpassed Japan due the drop in demand for Japanese seafood products after the nuclear power plant accident in Fukushima. In 2015, the U.S. maintained its market position with increased sales performance of its seafood products compared to 2014. Alaska Pollack Surimi, live lobster, flatfish, live Hagfish, Monkfish, frozen Alaskan Pollack, Cod, Alaskan Pollack roe, Skate, frozen Hagfish, frozen lobster, ray, Atka Mackerel were the top thirteen species imported in large quantities from the United States, the increased value of U.S. seafood exports to Korea can be partially accounted for by frozen fish Surimi (\$60.2 million, up 7 percent), frozen flatfish (\$24.6 million, up 6 percent – increased demand by institutional feeding sector), live Hagfish (\$12.3 million, up 11 percent – rising market price), Monkfish (\$11.6 million, up 14 percent – increased demand from restaurants), frozen Alaskan Pollack (\$10.9 million, up 57 percent – reduced import from Russia and benefits from customs-free product under the KORUS FTA TRQ system have focused attention on U.S. Alaska Pollack), frozen lobster (\$4.6 million, up 51 percent – increased demand by lobster sandwich restaurants).

Table 10: Korean Seafood Production by Waters (1,000 MT)

Year	Total	Adjacent Waters	Shallow Sea Aquaculture	Distant Waters	Inland Waters
2009	3,182	1,227	1,313	612	30
2010	3,111	1,133	1,355	592	31
2011	3,256	1,235	1,478	511	32
2012	3,183	1,091	1,489	575	28
2013	3,135	1,045	1,515	550	25
2014	3,305	1,059	1,547	669	30
2015	3,331	1,059	1,661	578	33

Source: Ministry of Oceans and Fisheries (MOF), Fishery Information Portal (www.fips.go.kr)

Table 11: Korean Seafood Production by Products (1,000 M/T)

Year	Total	Fishes	Shell fish	Crustacean	Mollusks	Other aquatic animals	Seaweed
2009	3,182	1,424	420	132	312	24	870
2010	3,111	1,331	440	147	256	22	915
2011	3,256	1,355	467	130	269	28	1,007
2012	3,183	1,267	433	135	293	23	1,032
2013	3,135	1,195	346	149	282	23	1,140

2014	3,305	1,245	419	160	357	27	1,097
2015	3,331	1,226	409	117	335	38	1,206

Source: Ministry of Oceans and Fisheries (MOF), Fishery Information Portal (www.fips.go.kr)

Table 12: Korean Production of Processed Seafood

Year	Production (MT)	Value (Million K/Won)
2007	1,613,056	5,517,849
2008	1,766,528	6,642,033
2009	1,898,135	6,046,188
2010	1,815,286	6,875,258
2011	1,865,546	6,540,369
2012	1,885,437	7,770,232
2013	1,819,693	7,422,605
2014	2,337,313	7,523,432

Source: Korea Food Distribution Yearbook 2016

Table 13. Korean Seafood Demand and Supply (Unit: 1,000 tons)

Year	Demand			Total	Supply			Self-sufficiency rate
	Local Consumption	Exports	Carry-over		Production	Imports	Inventory	
2009	4,071	1,336	528	5,935	3,182	2,186	567	78.2%
2010	3,639	1,751	603	5,993	3,111	2,339	543	85.9%
2011	3,813	1,466	639	5,918	3,256	2,059	603	85.4%
2012	4,236	1,072	390	5,698	3,170	2,144	384	74.8%
2013	4,070	1,087	374	5,531	3,133	2,008	390	77.4%

Source: Korea Rural Economy Institute (KREI) 2013 Food Balance Sheet

Table 14: Korean Annual Per Capita Consumption of Seafood Products (Kg)

Product Category	2007	2008	2009	2010	2011	2012	2013	2014 (Preliminary)
Fish and Shell fish	42.1	39.1	36.1	36.6	37.8	39.0	36.4	38.3
Seaweed	14.4	15.8	14.4	14.7	15.7	15.9	17.4	15.6
Total (kg/year)	56.5	54.9	50.5	51.3	53.5	54.9	53.8	53.9

Source: Korea Rural Economy Institute (KREI) 2013 Food Balance Sheet

Seafood Market Competition

Seafood is imported into Korea from about 100 different countries. Major suppliers of fishery products to Korea include China, Russia, Vietnam, USA, Norway, Thailand, Chile, Japan, Peru and Taiwan. In 2015, the top ten supplying countries accounted for about 81 percent of total Korean seafood imports on a value basis. China continued to be the largest supplier, followed by Russia and Vietnam.

A dozen supplying countries including China, Russia, Japan, Norway, Thailand, Chile, Canada, Indonesia, etc.,

participate in the Busan International Seafood & Fisheries Expo annually. These competitors exhibit a wide variety of seafood products targeting importers, wholesalers, distributors, retailers, hotels, restaurants and food processors. In 2015, competitors such as Norway, Canada and Japan put considerable strategic effort into promoting their own country’s seafood exports to the Korean market through agencies--Norwegian Seafood Council (Norway), Trade Commissioner Service (Canada) and Ministry of Agriculture, Forestry & Fisheries (Japan)--executing market research projects and market promotional events in Korea.

Seafood Market Marketing

Imports of seafood are relatively straight-forward compared to other food and agricultural products. Traders import fishery products, and generally sell to hotels and the food service industry directly, and/or to distributors who sell to traditional markets and restaurants. When the volume is large, importers generally sell to retailers such as supermarkets, discount stores and department stores directly. When the volume is small, importers sell to distributors who sell to retailers. Accordingly, U.S. suppliers should contact seafood importers to sell their fishery products to Korea.

Consumers purchase species that they are accustomed to, and importers tend to import the species consumers are demanding. As mentioned earlier, imports of only 29 species accounted for more than 90 percent of total seafood imports from the United States to Korea in 2015. This means that U.S. exporters should supply the species consumers prefer, and at the same time should also try to invest in building demand for other species with which consumers currently lack familiarity.

Possible sources of market information include Korean importers, U.S. state departments of agriculture, the U.S. Agricultural Trade Office (ATO) website (www.atoseoul.com) and the U.S. Department of Commerce. Lists of Korean importers, by species, can be obtained from the ATO Seoul.

One way of finding potential importers while also assessing market potential is to participate in local food shows to showcase your products to a larger audience. Many Korean importers attending these shows are looking to establish reliable long-term trading relationships. Show participation enhances initial contacts with importers, agents, wholesalers, distributors, retailers and others in the food and beverage industry.

SECTION III. COMPETITION

Locally grown or manufactured products present a significant competition to many American products. Although limited in volume, Korean agriculture produces a considerable variety of raw agricultural products, including rice, fresh vegetables (cabbage, radish, cucumber, pumpkin, onion, potato, sweet potato, green onion, mushroom, garlic, etc.), fruits (apple, pear, tangerine orange, grape, persimmon, water melon, strawberry, kiwi, etc.), seafood, beef, pork, chicken, eggs, and fluid milk. In addition, Korea has a strong food processing industry that manufactures a wide variety of processed products, including processed meat, seafood, vegetables, fruits, noodles, sauces, oils, grain flour, beverages, snacks, confectionery and dairy products. Domestically produced products reflect the tastes and consumption trends of local consumers. Furthermore, Korean consumers are generally biased toward locally grown and manufactured products and willingly pay a premium for domestic products.

Table 15: Korea’s Self-Sufficiency Rate for Agricultural and Fishery Products

Product	1990	2000	2010
Grains Total	43.8%	30.8%	26.7%
Rice	108.3%	102.9%	104.6%
Wheat	0.1%	0.1%	1.7%
Corn	1.9%	0.9%	N/A

Beans	20.1%	6.8%	31.7%
Vegetables	98.9%	97.7%	89.3%
Fruits	102.5%	88.7%	81.1%
Beef	53.6%	53.2%	43.2%
Pork	100.3%	91.6%	80.9%
Chicken	100%	79.9%	79.7%
Eggs	100%	100%	99.8%
Milk & Dairies	92.8%	81.2%	65.4%
Fish & Clams	121.7%	132.6%	N/A
Fat & Oil	8.0%	3.2%	N/A

Source: Korea Rural Economic Institute Report 2014 (www.krei.re.kr)

Korea relies heavily on imports for input ingredients for the local processing industry as well as for consumer-oriented products for the retail industry. Many U.S. products face rising competition in the Korean market from export oriented countries, including China, EU, Australia, Chile, and South Asian countries. Many of the products from competitor countries offer lower prices or higher quality than U.S. products and have built up significant market shares in Korea. China, for example, has become the leading supplier of fresh and processed vegetables, seafood, and spices to Korea based on price. The EU has become the leading supplier of premium whiskies, wine, specialty cheeses, chocolate confectioneries, pasta, and olive oil to Korea based on quality. Increased consumer demand for more diversified tastes will further generate competitive pressure on American products in Korea.

Despite challenges from competitors, the United States is expected to remain the leading supplier of food and agricultural products to Korea for years to come, not only for commodities and intermediate products but also for consumer oriented products. The United States accounted for 20 percent of total Korean imports of food and agricultural products in 2015.

ATO Seoul's internet home-page (www.atoseoul.com) provides up-to-date trends of Korea's food and agricultural imports:

- (1) [Korea's Agricultural Import Statistics](#): This spreadsheet, updated monthly, provides a summary of Korea's agricultural imports by four digit HS product code.
- (2) [Korea's Agricultural Import Trends Presentation](#): this presentation updated quarterly provides an overview of Korea's agricultural imports and the competition between the U.S. and other players for key products.

Table 16: Korea's Annual Imports of Food & Agricultural Products

Unit: US\$ Million

	2008	2009	2010	2011	2012	2013	2014	2015
World* (\$Million)	21,686	17,798	21,606	28,696	28,090	28,535	30,304	28,823
US	6,630	4,436	5,910	7,577	6,585	6,009	7,908	7,091
US Market Share	31%	25%	27%	26%	23%	21%	26%	25%

Source: Korea Trade Information Service (KOTIS) Data (www.kita.net)

*Total World: Basic + Intermediate + Consumer Oriented + Seafood

Table 17: Korea's Imports of Food & Agricultural Products from the U.S. by Category

Unit: US\$ Million

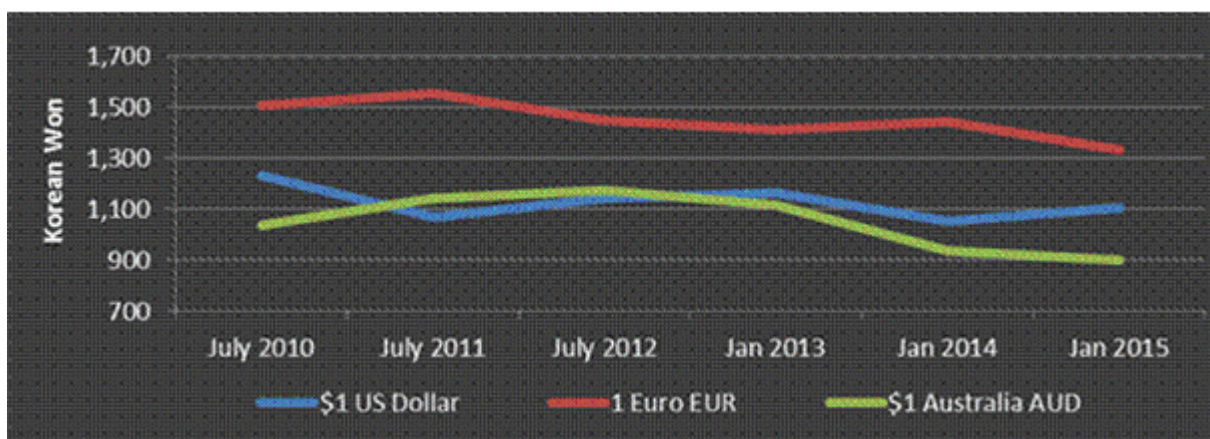
	2008	2009	2010	2011	2012	2013	2014	2015
Basic	6,305	4,480	5,087	7,014	6,896	7,226	6,599	5,666

Intermediate	6,469	5,524	6,781	8,612	8,585	8,641	9,022	7,844
Consumer Oriented	6,065	5,189	6,647	9,237	8,964	9,102	10,521	11,071
Seafood	2,847	2,605	3,091	3,833	3,645	3,565	4,162	4,240
US Market Share	31%	25%	27%	26%	23%	21%	26%	25%

Source: Korea Trade Information Service (KOTIS) Data (www.kita.net)

Korea's import tariffs and quota volume barriers on American food and agricultural products have been reduced significantly under the KORUS FTA. As a result, many American products have gained an advantage over competitors that lacked free trade agreements with Korea. ATO Seoul website provides detailed information on the KORUS FTA, including FTA Product Briefs on over 40 prospective products (http://www.atoseoul.com/fta/fta_page2_final.asp).

Shifts of currency exchange rates among competitor countries have been another important factor that affected price competition in Korea. Between January 2014 and January 2015, the value of U.S. dollar rose 5.1 percent against Korean won, while the Euro and Australian dollar values declined 7.8 percent and 3.7 percent, respectively. As a result, the import cost of American products to the Korean importer went up relative to European and Australian products.



SECTION IV. BEST PRODUCT PROSPECTS

Korea imports a wide variety of agricultural, food, fishery products and ingredients for domestic consumption, and also re-exports some final product to other countries after importing raw and/or semi-finished ingredients and manufacturing them in Korea. The following are products which have good increased sales potential to the processing sector in Korea.

A. Products Present in the Market Which Have Good Sales Potential

1. Beef: The HRI foodservice sector in Korea generates strong demand for U.S. beef as local traders in general have a good understanding of the value and quality of grain-fed American beef. Imports of U.S. beef (HS0201, 0202) into Korea totaled \$749 million in 2015, up 6 percent from the previous year. Although over 80 percent of the American beef imported was frozen product, it is expected that demand for chilled American beef would see a stronger growth in the coming years as indicated by the fact that chilled beef imports recorded much higher

growth (33.8 percent) than frozen beef imports (0.8 percent) in 2015.

2. Pork meat: Although Korea has a large domestic supply of pork, Korean consumers' highly skewed taste for belly cut meat generates strong demand for additional imports of belly cut meat. Korea also has a significant import demand for pork neck bone and spine bone for popular local stew recipes. Imports of American pork meat (HS0203) totaled \$402 million in 2015, up 15.5 percent from the previous year.

3. Processed meat products (pork and poultry origin only): Increased consumer demand for western recipes generates strong demand for processed meat products such as hams and sausages. Proliferation of quick service restaurants in the foodservice sector also boosts the demand. Imports of processed meat products from the United States in 2015 amounted to \$11 million for processed meat--including \$28.8 million for sausages (HS1601), up 3.1 percent from the previous year; and \$17 million for other prepared/preserved meat (HS1602), up 9.2 percent.

4. Poultry meat: Although Korea maintains a significant scale of broiler farm industry, the local supply alone cannot satisfy the strong demand for chicken meat. In particular, proliferation of fried chicken restaurants generates additional demand for imported frozen chicken meat. It is notable that Korean consumers favor legs and drum sticks over wings. Imports of poultry meat from the United States amounted to \$15 million in 2015, down 84.7 percent from the previous year. The sharp decline was due to the import ban on American poultry products for outbreaks of avian influenza in the United States. Korea's overall imports of poultry meat from the world amounted to \$221 million in 2015.

5. Seafood: Korea is an outstanding seafood market and provides good growth potential for imported products. Korean consumers' continued safety concerns since the Hukusima nuclear accident generates additional demand for seafood from other quality origins, including the United States. Korea's seafood imports from the United States in 2015 amounted to \$12.7 million for live fish (HS0301), up 5.1 percent from the previous year; \$101.8 million for frozen fish (not fillet, HS0303), up 9.2 percent; \$69.6 million for fish fillets (HS0304), up 7.3 percent; \$42.1 million for crustaceans (HS0306), down 5.3 percent. Major species currently imported from the United States include: Alaska Pollack, Pollack surimi, Pollack roes, salmon, tuna, skate, mackerel, hagfish, halibut, scallop, cod, Pacific salmon, angler fish, rock fish, crabs, lobsters and prepared sea cucumber.

6. Processed fruits and nuts: Processed fruits and nuts are gaining popularity among Korean consumers for their natural and healthy image. As a result, the retail and foodservice industry has been introducing additional products and recipes that incorporate processed fruits and nuts. Imports from the United States in 2015 amounted to \$28.2 million for processed fruits & nuts (HS0811), up 9.1 percent from the previous year; \$59.4 million for preserved fruits and nuts (HS2008), down 7.6 percent; \$4.8 million for jams (HS2007), up 5.4 percent; and \$59.4 million for fruit juices (HS2009), up 6.9 percent.

7. Tree nuts: Korean consumers are well aware of health benefits of eating tree nuts (in particular almonds and walnuts). Imports of tree nuts (HS0802) from the United States totaled \$372.8 million 2015, up 7.6 percent from the previous year.

8. Fresh fruits: Due to limited supplies from local farms and diversified consumer taste, Korea relies heavily on imports to meet the strong demand for fresh fruits. Imports of American fruits into Korea in 2015 amounted to \$215.1 million for citrus (HS0805), up 9.9 percent from the previous year; \$29.6 million for grapes (HS0806), down 8.5 percent; and \$119.9 million for cherries (HS0809), down 2.1 percent.

9. Vegetables (fresh, frozen, canned or prepared): Although Korea harvests a significant amount of fresh vegetables including from green houses, seasonal fluctuations in the local supply and unfavorable growing condition for foreign varieties generate increased demand for imports. China has emerged as the leading supplier

of vegetable products to the Korean HRI foodservice sector for both fresh and processed categories. However, there remains a solid demand for a limited variety of high- quality U.S. products. Major products imported from the United States in 2015 included: processed vegetables (\$133.6 million, HS2004, HS2005, up 8.5 percent from the previous year); preserved tomatoes (\$20.9 million, HS2002, up 6.1 percent); frozen or dried vegetables (\$7.2 million, HS0710, HS0712, up 7.5 percent); dried peas and beans (\$6.5 million, HS0713, up 33.6 percent); and fresh potatoes (chip stock) for processing (\$12.7 million, HS0701, up 58.9 percent).

10. Cheese and processed dairy products: Increased consumer demand for western recipes generates strong demand for cheese and dairy products. However, the local dairy industry mainly targets packaged milk market due to government subsidy program. As a result, Korea relies heavily on imports for cheese and other processed dairy products. Imports from the United States amounted to \$250.7 million for cheese in 2015, down 16.8 percent from the previous year; \$12.8 million for concentrated milk/cream, down 61.5 percent; \$6.4 million for butter, down 1.4 percent. Under the on-going trade sanctions againsts Russia, aggressive marketing by European suppliers is likely to present tough competition to American dairy suppliers in Korea in the coming year.

11. Alcohol Beverages (wine, beer and distilled spirits): The Korean HRI foodservice sector maintains a large number of bars and pubs, which generates strong demand for alcohol beverages. In particular, diversified consumer taste expands the market for imported products. It is also notable that elevated consumer health concerns generate additional demand for products with lower alcohol content. Imports from the United States amounted to \$23.1 million for wine (HS2204) in 2015, up 8.8 percent; \$9.1 million for beer (HS2203), up 23.3 percent; and \$8.0 million for distilled spirits (HS2208), down 19.2 percent.

12. Coffee: Korea maintains a strong café industry which generates strong demand for coffee imports. Imports of coffee products (HS0901) from the United States totaled 34.9 million in 2015, down 1.5 percent from the previous year.

13. Sauces: Introduction of more diverse foreign recipes generates increased demand for imported sauces. Imports of sauces and preparations (HS2103) from the United States amounted to \$30.7 million in 2015, up 2.8 percent from the previous year.

14. Bread, pastry, cakes: Due to the strong growth of window bakery shops and café outlets, the HRI foodservice sector generates strong demand for imported bakery products. Imports of bread, pastry and cakes (HS1905) from the United States amounted to \$69.0 million in 2015, down 9.6 percent from the previous year.

15. Soybean oil: American soybean oil offers competitive price and quality. Imports of soybean oil from the United States amounted to \$32.2 million in 2015, up 157.6 percent from the previous year. While the sharp increase was mostly due to a shortfall in Argentine production, U.S. soybean oil is expected to gain further market share in the HRI foodservice and processing sector.

B. Products Not Present in Significant Quantities But Which Have Good Sales Potential

1. Pasta: Italian cuisine is gaining popularity among general consumers, resulting in increased demand for related products, including pasta noodles. Among \$136.6 million of pasta products imported in 2015, imports from the United States amounted to \$1.2 million.

2. Olive oil: Consumption of olive oil is on a rapid increase as restaurants and consumers are seeking healthier alternatives to conventional cooking oil. However, of the \$54.2 million of olive oil imported in 2015, imports from the United States only amounted to \$36,000.

3. Processed turkey meat: Many Korean consumers still maintain a negative view on turkey meat. However, processed turkey products (hams in particular) are likely to gain more local followers, especially among young consumers who have traveled to the United States and have developed a taste for related dishes.

4. Premium seafood: Products such as lobster, crabs (King, Snow, and Dungeness), black cod, and wild-caught Sockeye salmon have a good niche potential in the high-end restaurant segment in Korea as affluent consumers are looking for premium, healthier alternatives to meat dishes.

5. Processed eggs (fluid, frozen and flour): An increased number of restaurants and bakery shops in the HRI foodservice sector is expected to switch to processed egg products for safety and efficiency in the coming years. Imports of liquid egg products from the United States amounted to \$1.2 million in 2015, down 66.8 percent from the previous year.

6. Premium malt and hops for craft beer: Korean craft breweries are expected to maintain strong growth in the coming years due to local consumers' increased demand for high quality beer. In particular, many young Korean consumers are developing taste for imported premium American craft beer, which could potentially encourage local Korean craft breweries to produce American style craft beer using premium American malt and hops. Korea imported \$133.4 million of malt in 2015 but imports from the United States amounted to only \$50,000.

Other products that have good sales potential include frozen prepared products, organic products and oats. Demand for frozen prepared products such as frozen soups, frozen dough and frozen desserts that offer longer shelf life and labor-saving convenience is likely to increase in the HRI foodservice sector in the coming years. Strong consumer health concerns will likely expand the market for organic products in the HRI foodservice sector in the coming years. Korean consumers are also paying extra attention to healthy, functional food, including oats and other "super grains." Further removal of import tariffs under the KORUS FTA should make American oats more price competitive against Canadian and South American competitors in the future.

C. Products Not Present Because They Face Significant Barriers

1. Korea utilizes a "positive list" system for importing fresh agricultural products meaning imports of any product that is not pre-approved in the Korean government regulation is prohibited. Because of the risk of transferring pests, trade of fresh fruits and vegetables are only possible when the importing country (Korea) approves phytosanitary standards of the exporting country (the United States) through a pest risk assessment, which takes a considerable amount of time as it involves extensive amount of both laboratory and field studies. Many fresh fruits from the United States, including apple, pear, peach, strawberry, raspberry, and watermelon, are currently not importable as there are no phytosanitary import agreements established on these products between Korea and the United States.

2. Imports of approved fresh fruits and vegetables are frequently restricted for phytosanitary reasons such as outbreaks of fruit flies. For animal products, outbreaks of animal diseases, such as swine cholera, AI and BSE, also restrict imports of related products into Korea. Products currently restricted include:

(1) Beef meat from over 30 month old cattle: Korean government maintains import restrictions on American beef as of January 2016. Commercial understanding between Korean importers and U.S. exporters to only export U.S. beef from cattle less than 30 months of age is effectively keeping out imports of beef and beef products from over 30 month old cattle.

(2) Processed food containing beef ingredient is not allowed to be shipped to Korea currently.

(3) Poultry meat (non-heat treated): Imports of American poultry meat were banned due to outbreaks of avian influenza in the United States in January 2015.

(4) Lamb meat: Imports of American products from all ruminant animals, except beef from cattle less than 30 months of age, are still banned for potential BSE risk.

(5) Korea maintains an import ban on American elk antlers, which is an important ingredient for local herb medicine and health-functional recipes, due to the risk of Chronic Wasting Disease (CWD). Consequently, American elk antler industry currently has no access to the Korean market, which exported \$24 million to Korea in 2006.

(6) Korea maintains a ban on fresh potatoes (table stock) from many American states due to nematode risk.

3. Fresh organic agricultural produce, including vegetables and fruits: there are technical barriers that prohibit imports of fresh organic produce. Korean regulation does not accept USDA organic certificates for fresh produce but requires certification from Korean government accredited certifying agents. In addition, there is a high chance for imported fresh vegetables and fruits to be subject to fumigation treatment upon entering the market, which will disqualify the product from “organic” status.

4. The Korean Food Additive Code defines specifications and usage standards for individual food additives. Korea utilizes a “positive list” system for food additives meaning any food additive not listed in the Korean code is prohibited. The Korean standard differs from the CODEX or American standard in some cases and consequently may prohibit entry of American products manufactured solely under the CODEX or American standard.

SECTION V. KEY CONTACTS AND FURTHER INFORMATION

A. USDA/FAS Offices in Korea

(1) For information about the Korean agricultural market and regulations, please contact:

U.S. Agricultural Trade Office Seoul (ATO)

Korean Address: Room 303, Leema Building, 42 Jongro 1-gil, Jongro-gu, Seoul, Korea

U.S. Mailing Address: U.S. Embassy Seoul, Unit 15550-ATO, APO, AP 96205-5550

Telephone: +82-2 6951-6848 Fax: +82-2 720-7921

E-mail: atoseoul@fas.usda.gov

Internet homepage: www.atoseoul.com

Agricultural Affairs Office, U.S. Embassy Seoul (AAO)

Korean Address: U.S. Embassy, 188 Sejong-daero, Jongro-gu, Seoul, Korea

U.S. Mailing Address: U.S. Embassy Seoul, Unit 15550-AgAff, APO, AP 96205-5550

Telephone: +82-2 397-4297 Fax: +82-2 738-7147

E-mail: agseoul@fas.usda.gov

(2) For further information about sanitary/export certificate requirements, please contact:

U.S. Animal Plant and Health Inspection Service Seoul (APHIS)
Korean Address: Room 303, Leema Building, 42 Jongro 1-gil, Jongro-gu, Seoul, Korea
U.S. Mailing Address: U.S. Embassy Seoul, Unit 15550-APHIS, APO, AP 96205-5550
Telephone: +82-2 725-5495 Fax: +82-2 725-5496
E-mail: yunhee.kim@aphis.usda.gov
Internet Homepage: www.aphis.usda.gov

B. State Regional Trade Groups (SRTG)

For information about export assistant programs offered by State Regional Trade Groups, please contact:

Western United States Agricultural Trade Association (WUSATA)
2500 Main Street, Suite 110, Vancouver, WA 98660-2697, USA
Telephone: 360-693-3373 Fax: 360-693-3464
E-mail: export@wusata.org
Website: www.wusata.org

Food Export Association of the Midwest USA
309 W. Washington St., Suite 600, Chicago, Illinois 60606, USA
Telephone: 312-334-9200 Fax: 312-334-9230
E-mail: thamilton@foodexport.org
Website: www.foodexport.org

Food Export USA Northeast
150 S. Independence Mall West, 1036 Public Ledger Building, Philadelphia, PA 19106, USA
Telephone: 215-829-9111 Fax: 215-829-9777
E-mail: jcanono@foodexportusa.org
Website: www.foodexportusa.org

Southern United States Agricultural Trade Association (SUSTA)
2 Canal Street Suite 2515, New Orleans, LA 70130, USA
Telephone: 504-568-5986 Fax: 504-568-6010
E-mail: susta@susta.org
Website: www.susta.org