



## Fruit and Vegetables to Korea.

### Trends and opportunities

#### The market

##### Fruit

Levels of self-sufficiency in fruit production are declining, which may open the door for greater imports. Since the 1990s, per-capita fruit consumption has increased by almost two per cent each year, compared to domestic fruit production which has only increased by half a per cent.

Korea's main fruit imports are:

- ✍ bananas
- ✍ pineapples
- ✍ kiwi fruit
- ✍ grapes
- ✍ grapefruit
- ✍ lemons
- ✍ oranges

While bananas have been the traditional mainstay of imports, accounting for 50 per cent of imported fruit, oranges and grapes are starting to take significant portions of the market (28 per cent and 11 per cent respectively).

Australia is well placed to supply navel oranges from July-October when the northern hemisphere supply stops. Also, in May 2000 a protocol was developed between Australia and Korea to improve the prospects for importing oranges from Australia. This protocol requires the cold treatment of imported oranges to protect against fruit fly. Since that protocol was introduced, imports of Australian oranges during the Korean summer season have grown strongly.

##### Vegetables

Korea is mainly self sufficient in fresh vegetables except for onions, potatoes, ginger and garlic. It imports limited volumes of Western vegetables such as broccoli and asparagus but due to its geographical proximity, significant amounts of vegetables come from China. Contract growing of cabbage, garlic and sesame seeds by Chinese growers has become common in the market.

Demand for organic vegetables is also on the rise amid growing concerns over food safety and greater awareness of 'clean and green' produce, although relevant legislation for such imported produce is yet to catch up.

##### Organic produce

The organic produce industry is in its infancy in Korea, however, Australian producers should be positioning themselves now to maximise opportunities once legislation and importation standards are developed. At the moment importers may risk non-approval at the entry port due to this lack of legislation defining organic produce.

#### Opportunities

The best opportunities in the Korean fruit and vegetable industry for Australian exporters are:

- ✍ navel oranges
- ✍ lemons
- ✍ asparagus
- ✍ broccoli
- ✍ cauliflower
- ✍ radish

- ≠ onion
- ≠ carrot
- ≠ lettuce
- ≠ potato

The [Korea National Plant Quarantine Service](#) **ban the import of most Australian fresh fruit with the exception of green bananas, oranges and lemons**. Vegetables such as onions, potatoes, asparagus, broccoli, cauliflower, radish, carrot and lettuce have no such quarantine problems.

Despite the quarantine restrictions on fruit, Australia is well positioned as a supplier of fresh produce because of its 'clean' image and its ability to supply on a counter-seasonal basis. Australia is also the largest exporter of fresh potatoes to Korea during the Korean winter. The potatoes are used for manufacturing potato chips.

#### **Competitive environment**

China is the major supplier of fresh vegetables due to its geographical proximity and its capacity to grow similar varieties that are in demand in Korea.

#### **More information**

For further information please contact Austrade on 13 28 78 or email [info@austrade.gov.au](mailto:info@austrade.gov.au)

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