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|  | **Press Release** |
| **Embargoed until morning of February 19, 2021** | |
| Export Promotion Division, Director Jae-hyung Kim (044-201-2171), Deputy Director Ki-yeon Han (2176)  / Provided in February 18 (three pages) | |
| Intensive Promotion to Predict Misleading of Chinese Agricultural Produce as Korean Ones in Southeast Asia  - To prevent consumers’ confusion and to improve high-quality brand image of Korean products - | |

<Summary>

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| ◈ Measures are promoted to prevent confusion of consumers and damage to the export of Korean agri-food products due to Chinese agricultural products marked with Korean labels in overseas markets.  ❍ Intensive promotion in Thailand, Vietnam and other main markets where Korean food is gaining popularity.  - (Media) Ways to identify products made in Korea through local TV stations, food newspapers and magazines and SNS will be promoted.  - (Stores) At large supermarkets and offline stores, the Korean national flag, common brand and QR code banner will be shown in the display shelf, raising consumer awareness.  ❍ Uniform design of stickers and paper bands (color, font, etc.) will be developed and attached so that products can be identified as ‘made in Korea.’  ❍ Identification mark with QR code which is difficult to counterfeit can be made and attached.  ❍ Premium image of Korean agricultural products in overseas markets will be established by exporting high-quality agricultural products through the management of safety and quality, along with check-price |

The Ministry of Agriculture, Food and Rural Affairs (Minister Kim Hyeon-soo, MAFRA) will come up with measures to address consumers’ confusion over Chinese agricultural products labelled in the Korean language and the damage done on the export of Korean products in overseas countries.

❍ In the Southeast Asian markets, consumers bought Chinese fruits whose package is written in Korean, thinking that Chinese fruits were from Korea, which can undermine the image of Korean products.

❍ The box of Chinese pears was marked as “Korean pears” and the paper band around each pear looked as if it was from Korea. Also, Chinese sweet persimmons, labelled in poor Korean language were on sale in the market.

MAFRA came up with measures to prevent damage of exporting farms and Korea’s image due to such misleading labels.

❍ First, we will promote examples of mislabel and ways to identify products made in Korea through local TV stations, food newspapers and magazines and SNS in target markets including Thailand and Vietnam where Korean food is gaining popularity.

- At large supermarkets and offline stores, the Korean national flag, common brand and QR code\* banner will be shown in the display shelf, raising consumer awareness.

\* Vietnam (Feb.24 to Mar.22): The way of identifying Korean pear will be promoted by checking QR code and K-pear brand at major retail stores in Hanoi (Aeon mall, Coop mart, F5 Fruits Shop)

\* Thailand (Since March): Comparison of Korean and Chinese pears (in March) at the talk show on CH3, the No.1 channel in Thailand (Like Korea’s KBS Morning Talk) and promotional efforts to confirm the country of origin using banners in streets downtown Thailand and ground railways (in April).

- The application for trade mark right of common brand, which is being promoted to protect the brand image in overseas countries, will be continuously expanded this year by each integrated export organization

\* Pear (5 countries → 6), grape (3 → 6), strawberry (5 → 7), mushroom (0 → 6),

- The existing QR code, which is mainly about recipes, will have additional function of confirming that the product is made in Korea, enabling consumers to easily find out the country of origin.

❍ MAFRA will develop and attach stickers or paper bands with uniform design (color, font, etc.) so that consumers can identify products made in Korea, while making and adding identification mark (hologram, etc.) with QR code, which is difficult to counterfeit.

Strict management of quality and safety will be in place from production, by sharing cultivation techniques and information on pesticides of importing countries through farm-based organizations.

❍ We will establish premium image of Korean agricultural products in overseas markets by exporting only agricultural produce whose quality is certified through voluntary operation of check-price between producers and exporters.

Director General Noh Soo-hyun of MAFRA said, “We will try our best to contribute to boosted income of exporting farms by increasing high-quality agricultural products’ export and to the recognition of Korean agricultural products as premium ones.”