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| Department | Food Industry Policy Bureau |  | Director Lee Yong-jik (044-201-2171) |
|  | Export Promotion Division  |  | Deputy Director Kim Nam-ju (044-201-2174) |
| **Public-Private Collaboration to Expand the Export of Kimchi**- Holding an event to promote Kimchi at the Library of Congress in Washington, D.C. and 2022 Korean Fermented Food Forum - |

The Ministry of Agriculture, Food and Rural Affairs (Minister Chung Hwang-keun, MAFRA) announced that the export of Kimchi to the U.S. has steadily increased. As of the end of November 2022 tentatively, the export volume of Kimchi recorded 26.7 million dollars (7,991 tons in volume), up by 1.7% (9.2% in volume) year-on-year compared to 26.2 million dollars (7,318 tons in volume) during the same period last year.

\* Export volume of Kimchi to the U.S. (5 years): (2018) 9 million dollars → (2019) 14.8 million dollars → (2020) 23.0 million dollars → (2021) 28.2 million dollars → (2022.11p) 26.7 million dollars

With a globally increasing attention to health after COVID-19, awareness of Kimchi, Korea’s representative traditional fermented food, has risen, spurred by a rising popularity of the Korean Wave such as K-pop. Under the circumstances, public-private collaboration has made the achievement with the private sector improving quality and safety of Kimchi, and the government supporting the efforts.

With the aim of expanding overseas consumption of Korean traditional foods such as Kimchi and Jang (Korean fermented sauce), MAFRA has developed Kimchi and Jang recipes linked to local food culture. The recipes have been used for marketing Korean foods in 10 countries, including the United States and Japan. In addition, MAFRA has discovered and nurtured promising food products such as processed Kimchi products (seasoning, etc.) and Gochujang (Korean fermented red pepper paste), and supported them to get vegan, Halal, and other certifications, diversifying the market. As a result, the number of export destination countries increased from 62 in 2012 to 89 as of now.

MAFRA made Kimchi QR codes containing the facts and information of Kimchi such as safety from production to distribution through strict quality control, efficacy of improving health and immunity, and recipes using Kimchi. The QR codes have been used in 18 export destination countries. Various efforts have been made to support Kimchi exporters, such as improving packaging design of Kimchi products for export and acquiring overseas certifications.

In the meantime, consumers, exporters, and food industry officials have joined forces to promote a dining culture with Kimchi and raise awareness of Kimchi in the United States, laying a groundwork for expanding Kimchi exports. Kimchi Export Association\* members, Korean Americans and consumers will hold an event at the Library of Congress in Washington, D.C. on December 6, 2022 (EST) to promote the excellence of Kimchi and express support for officially designating Nov. 22 as Kimchi Day by the federal government.

 \* Kimchi Export Association: Established with the aim of expanding export of Korean Kimchi with joint marketing activities of Kimchi exporters (in 2008, 46 members)

California, Virginia, New York, and Washington D.C. have designated Kimchi Day. Five states including Michigan and Maryland, have declared Kimchi Day. A resolution to designate Kimchi Day was proposed on July 22, 2022.

After the event, 50 participants including Kimchi and fermented food experts, exporters, and chefs will participate in 2022 Korean Fermented Food Forum to be held on December 7, 2022, at Hyatt Regency Washington on Capitol Hill. At the forum, presentations and panel discussions about excellence and efficacy of Korean fermented foods such as Kimchi, Gochujang, Doenjang (Korean fermented soybean paste) will be hosted.

To facilitate the export of Kimchi, MAFRA and Korea Agro-Fisheries & Food Trade Corp. will promote sales of Kimchi, Jang and Korean agricultural products at supermarkets in the US such as Hannam Chain, Hanyang Market, and K MARKET from December 8 this year to February next year in line with the year-end shopping season.

Director General Yang Joo-Phil of the Food Industry Policy Bureau of MAFRA said, “We will make every effort to further expand the export of Kimchi, a representative of K-food. Going forward, we will continue our efforts to find promising Korean agricultural foods and promote them in the global market.”