

Korea Product Brief: Pomegranates

Overview:

In recent years, the United States gained a 98 percent market share of imported pomegranates in Korea as a result of a devastating freeze and consecutive bad crops in Iran, Korea’s previous top supplier. U.S. exporters seized this opportunity by providing quality fruit which Korean importers prefer because the U.S. fruit is more uniform and consistent in color, shape and size than other origin imports. Pomegranates are very popular in Korea because of their purported health benefits and supply is not always sufficient to meet demand. Korean consumers remain health conscious and on the lookout for health foods and foods with functional values. Mass media advertising and internet bloggers help promote frenzied consumption of the latest health food or functional product.

Korean Imports of Pomegranates and Products

Country	2011		2012		2013	
	\$1,000	MT	\$1,000	MT	\$1,000	MT
World	14,460	6,739	20,078	8,823	28,818	13,823
United States	14,044	6,585	19,410	8,702	27,630	13,596
Vietnam	357	97	174	82	567	188
Iran	59	57	0	0	0	0
Others	0	0	494	39	621	39

Source: Global Trade Atlas, HS 0810 90 9000, Other

Tariff Phase-Out Schedule under KORUS FTA :

Under the Agreement, Korea’s current 45-percent tariff on pomegranates will be phased-out in equal annual installments over 10 years and U.S. pomegranates will enter duty free beginning in year 10 of the Agreement.

HSK	Description (Korea)	Base Rate (%)	2012	2013	2014	2015	2016	2017	2018	2019
HSK 08109 09000	Pomegranates	45	40.5	36	31.5	27	22.5	18	13.5	9

Export Requirements:

Please see APHIS’ website at http://www.aphis.usda.gov/import_export/plants/plant_exports/index.shtml for any phytosanitary requirements for shipping U.S. pomegranates to Korea.

For more information, please contact the U.S. Agricultural Trade Office, U.S. Embassy Seoul, Korea, at atoseoul@fas.usda.gov, Tel: 82-2-397-4188, Fax: 82-2-720-7921, Or visit www.atoseoul.com