

## Korea Product Brief: Cranberries (Frozen/Dried)

Cranberries, in dried, frozen and juice form, are popular in Korea today and imports have grown sharply in recent years. U.S. origin dried and frozen cranberries are highly recognized in the bakery and confectionery sectors. The total value of cranberry products exports to Korea is estimated by industry sources to have grown from about half a million dollars in 2006 to more than 3.6 million in 2011. For the first 10 months of 2012 U.S. shipments of dried cranberries reached 188 metric tons and were valued at \$840,000. Frozen cranberry shipments from the United States are estimated at more than 400 metric tons in 2011. The cranberry juice market is small but promising thanks to Korean consumers becoming aware of health benefits of consuming cranberries. Fresh cranberries, however, are prohibited from entering Korea.

### Export Data: South Korea/Total US Cranberry Products (US\$)

Year	Value (US\$)	Volume** (100 lb Barrels***)	U.S. Market Share (%) (By Value)*
2006/07	\$557,168	2,972	95%
2007/08	\$1,163,443	5,319	95%
2008/09	\$2,141,890	8,743	85%
2009/10	\$2,444,294	8,962	75%
2010/11	\$3,645,523	14,083	75%

Source: U.S. cranberry industry survey, \* Note U.S. Market Share is based on share of cranberry products.

\*\* Volume is the amount of concentrated juice made out of frozen and dried cranberries. , \*\*\* 100 lb = 1 Barrels, 1 lb = 0.453kg

### Korean Imports of Dried Cranberries: HS 2008 93 0000

( Vaccinium macrocarpon, Vaccinium oxycoccos, Vaccinium vitis-idaea)

Country	2012 (January – October)	
World	\$840,000	188MT
United States	\$840,000	188MT
Others	0	0

Source: Korea International Trade Association (KITA),

HS 2008 93 0000 was created and initiated since January 2012, HS2008 99 9000 was former code for all categories, including dried cranberries

### Tariff Phase-Out Schedule under KORUS FTA:

Depending on type of the product, tariffs will be phased out over a 5-year, 7-year or 10-year period.

HSK 10	Description	Base Rate	2012	2013	2014
0811 90 9000	Cranberries (Frozen) and others	30(7 years)	25.7	21.4	17.1
2008 93 0000	Cranberries (Dried) and others	45(10 years)	40.5	36	31.5
2009 80 1090	Cranberry Juice and others	50(5 years)	40	30	20
2202 90 2000	Cranberry Beverage and others	9 (10 years)	8.1	7.2	6.3

### Export Requirements:

See APHIS' website ([http://www.aphis.usda.gov/import\\_export/plants/plant\\_exports/index.shtml](http://www.aphis.usda.gov/import_export/plants/plant_exports/index.shtml)) for any phytosanitary requirements for shipping cranberries (frozen) to Korea. For more information, please contact the U.S. Agricultural Trade Office, U.S. Embassy Seoul, Korea, at [atoseoul@fas.usda.gov](mailto:atoseoul@fas.usda.gov), Tel: 82-2-397-4188, Fax: 82-2-720-7921, or visit [www.atoseoul.com](http://www.atoseoul.com)