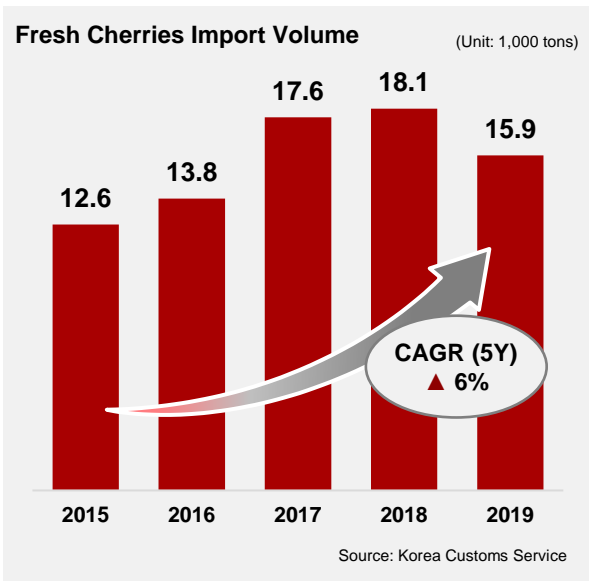


Fresh Cherries

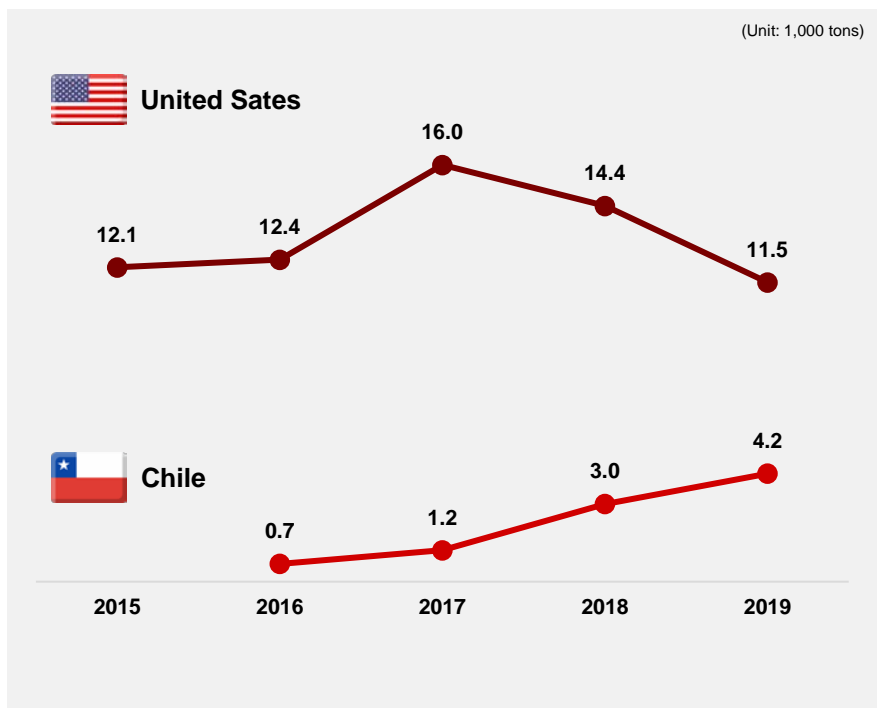
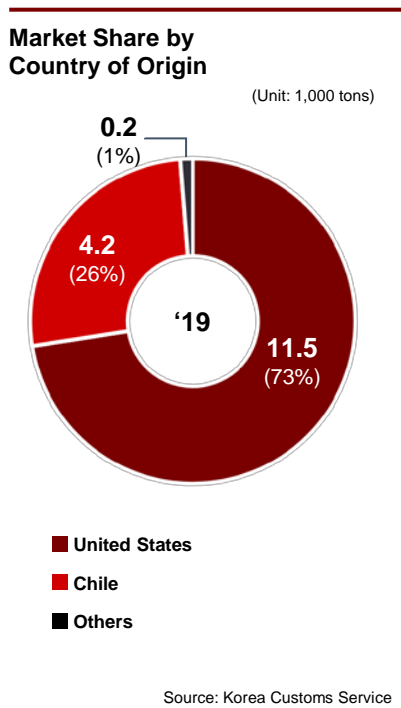


Cherries are one of the most popular imported fruits in Korea, followed by bananas and oranges. This trend is expected to continue in the coming years.



- Cherry imports have increased significantly with the elimination of import duties under the U.S. Korea Free Trade Agreement.
- In 2019, domestic demand for imported cherries was consistently high. However, there was a temporary decline in cherry imports due to record rainfall in the United States.
- Although Korea's cherry market is dominated by imports, some local producers have begun small-scale domestic cherry production.

The United States and Chile supply nearly all the fresh cherries sold in Korea. Due to the counter growing seasons of these two suppliers, Korean consumers can enjoy fresh cherries all year round.



Consumer Trends

U.S. cherries are popular amongst Korean consumers for their premium quality, sweetness and convenience. Online sales provide a future growth opportunity for cherries.

Perfect Match for Korean Consumers

Nowadays, Korean consumers prefer sweeter and yet healthier food options that are convenient when preparing and consuming. Amongst many other fruits, cherries are one of best fits for Korean consumer preferences. For instance, unlike fruits that require peeling, cherries are easy to eat and have multiple health benefits. Moreover, Korea's growing economy and rising purchasing power make Korean consumers able to afford cherries.

Reputation as a Premium Product

Prior to the 2012 U.S.-Korea Free Trade Agreement, U.S. cherries were imported in small quantities and considered a novelty product by most Korean consumers. U.S. cherries still enjoy a reputation as a premium specialty fruit after they became more accessible due to their large size and sweetness. U.S. cherries also have a reputation for quality and safety.

Suitable Product for Online Sales

U.S. cherries imported into Korea are mainly distributed through retail markets and online markets. Forty-four percent of cherries are sold through grocery supermarkets and hypermarkets, and another forty-four percent are sold online. The rest are sold in traditional markets.

Online sales are expected to grow further in the following years. According to online retail industry insiders, cherries are well suited to sell online compared to other fruits as the quality is unharmed throughout the delivery process. With COVID-19 further accelerating the growth of online markets, future sales growth of imported cherries may be found in online markets rather than conventional retail sectors.

Regulatory Overview

****Disclaimer:** This overview is not a comprehensive guide, and regulations can frequently change. Exporters should verify requirements with their importers before goods are shipped.



Tariffs & Taxes

No tariff is applied to U.S. cherries under the KORUS FTA. Please refer to the [Customs Law Information Portal](#) for details.

Fresh Cherries (Included in Other)	HS code	2020	2021	2022	2023
<ul style="list-style-type: none"> Apricots, cherries, peaches (including nectarines), plums and sloes, fresh – Other 	080929	0.0%	The tariff rate for the year can be checked after January 1.		

Source: <https://unipass.customs.go.kr/clip/index.do>

A Pre-Registration and Required Certification for Import to Korea

<p>Product Registration</p> <p>No product registration is required to import U.S. cherries into Korea.</p>	<p>Facility Registration</p> <p>Either a foreign facility or an importer may apply for registration through the MFDS website.</p>	<p>Certificate of Origin</p> <p>The certificate of origin must be prepared for origin verification. Documentation must be retained for five years.</p>	<p>Phytosanitary Certificate</p> <p>Fresh vegetables, grains, fruits, and nuts require phytosanitary certificates issued by USDA/APHIS.</p>
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For details, please refer to [FAIRS Country Report](#), [FAIRS Export Certificate Report](#)

B Labeling Requirements

All imported U.S. products are required to carry legible Korean language labels. Label stickers or tags may be placed upon arrival in Korea. Labels should not be easily removed or cover the original label, such as the product name or expiration date.

<p>Korean Language Labeling</p> <ul style="list-style-type: none"> Agricultural products in a container or packages: the business name, the manufacture date, contents, storage condition or handling methods are required to be indicated on the package. 	<p>Consideration for Labeling</p> <ul style="list-style-type: none"> Misleading claims such as Non-GMO for products that do not have GMO counterparts are not permitted.
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C Import Inspection

<p>Laboratory Test</p> <p>All newly imported products undergo laboratory tests.</p>	<p>Field / Visual Inspection</p> <p>Subsequent shipments of the same product that passed the first lab test will be inspected.</p>	<p>Random Sampling Test</p> <p>Samples are selected randomly depending on violation history or market intelligence.</p>
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For details, please refer to [FAIRS Country Report](#), [FAIRS Export Certificate Report](#)

Regulatory Overview

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Korean Food Safety & MRLs

For Korean MRL standards, please refer to the following link.

[Pesticide MRLs](#)

Frequently Asked Questions

FAQ #1: Are products required to meet Korea's MRL standards?

Yes. Korea has a national MRL list that includes import tolerance MRLs. Prior to export, please check Korea's MRL list to make sure that products meet Korea's MRL standards. In the absence of an MRL, Korea applies a 0.01ppm default tolerance.

FAQ #2: Are there any requirements on exporters when making a Certificate of Origin?

Yes, if you are qualified for the FTA. Article 6.17.1 of KORUS FTA requires specific records to be kept for a minimum of five years if a certification from a producer or exporter forms the basis of a claim. We encourage you to look at these provisions. There are also obligations of exporters provided under Article 6.20. Questions about these provisions can be e-mailed to KORUS@ustr.eop.gov or at fta@dhs.gov.

FAQ #3: Are there any documents required for Halal, GMP, or vegan products?

Yes. In order to apply a mark or claim to packaging, exporters and importers should keep supporting documents for their marketing claims. MFDS does not check supporting documents when products arrive in Korea but MFDS has a right to request supporting documents if necessary. Supporting documents should be issued by reliable and credible organizations.

FAQ #4: What are the roles and responsibilities of importers?

Importers are responsible for claiming preferential treatment for qualifying goods. However, the exporter or producer may be asked by the importer, customs broker, or the Korean Customs Service to provide a written or electronic certification or other information to support the importer's claim. The information required for certification can be found in Article 6.15.2 of the KORUS FTA, but additional elements may be required by the Korean Customs Service. You should contact your importer or customs broker to confirm what information is required.

USDA GAIN Report Link

[Facility Registration](#)
[MRL](#)
[Exporter Guide](#)

FAIRS Reports

[FAIRS Country Report](#)
[FAIRS Export Certificate Report](#)

ATO Seoul - Regulation

[ATO Seoul Regulation](#)

