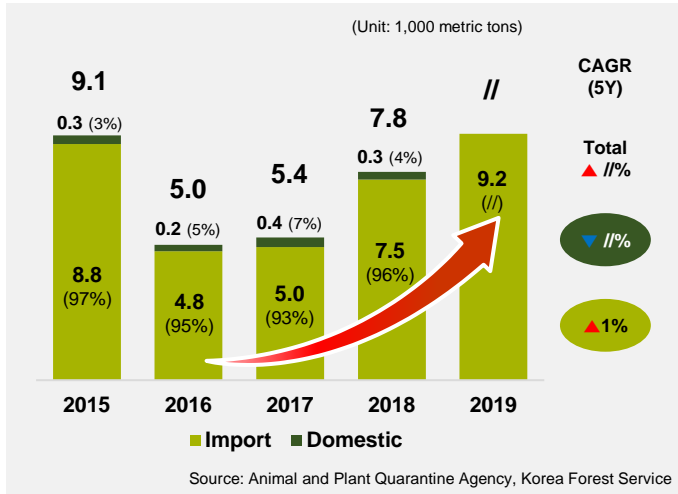


Fresh Pomegranates

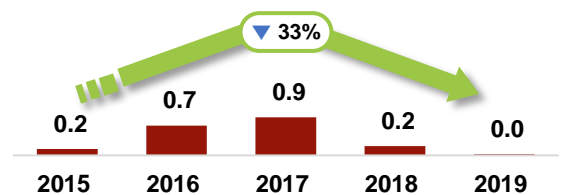
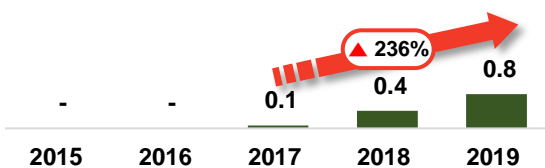
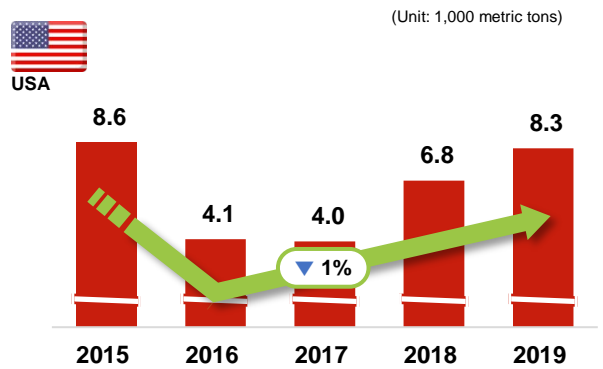
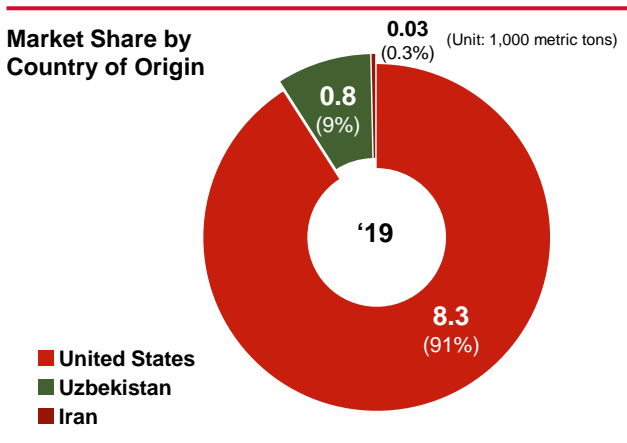


Korea is the United States top export market for pomegranates. U.S. pomegranate sales to Korea have fully recovered after a drop in 2016 due supply shortages.



- A decline in U.S. pomegranate production in 2016 and 2017 impacted the market. Exports have since recovered due to a strong consumer interest in food products with nutritional benefits.
- Korea's climate is not suitable to produce large volumes of pomegranates. As a result, imported pomegranates account for 95% of the total market.

The United States holds more than 90% of the Korean market share, followed by Uzbekistan and Iran. Imports from Iran have been declining due to recent trade sanctions.



Source: Animal and Plant Quarantine Agency



Consumer Trends

Pomegranates' Nutritional Benefits Are Well-Known

With a growing interest in products that benefit personal health, Korean consumers are more often turning towards food products that are both flavorful and promote a healthy lifestyle. As a result, pomegranates have become widely popular in Korea and are successfully marketed for their anti-aging properties and nutritional advantages over other fruits.

Marketing Activities

The California Pomegranates Council regularly holds marketing activities to promote California pomegranates to Korean consumers.



- In October and November 2015, the California Pomegranate Council participated in the Seoul Marathon and Adidas MBC Marathon. During the promotion, the Council distributed fresh pomegranates and pomegranate juice samples to marathon runners and the public. It also shared nutritional information and the best methods to prepare and deseed the fruit.



- In 2017 the California Pomegranate Council held a cooking class for social media influencers. Celebrity food specialist, Lee Bo-Eun, introduced recipes for making pomegranate preserves, pomegranate detox juice, and pomegranate energy bowls.



- Each year at the start of the pomegranate season the California Pomegranate Council holds a promotional media event at hypermarket chains across Korea. In November 2019, Andrew Anderson-Sprecher, Director of the Agricultural Trade Office Seoul, participated in the event to showcase the quality of American pomegranates.

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

The 4.5% tariff on U.S. pomegranates in 2020 will drop to zero in 2021 under the KORUS FTA. Please refer to the [Agricultural Tariff Tracker](#) for details.

Fresh Pomegranates (Included in Other)	HS code	2020	2021	2022	2023
• Other fruit, fresh - Other	0810909000	4.5%	0.0%	0.0%	0.0%

Source: <https://apps.fas.usda.gov/agtarifftracker/Home/Search>

A Pre-Registration and Required Certification for Import to Korea

<p>Product Registration</p> <p>No product registration is required to import U.S. Pomegranates 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>A certificate of origin must be prepared for origin verification. Documentation demonstrating origin must be kept for five years.</p>	<p>Phytosanitary Certificate</p> <p>Fresh vegetables, grains, fruits, and nuts require a phytosanitary certificate 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 original label information such as 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 only required to be indicated on the package. 	<p>Consideration for Labeling</p> <ul style="list-style-type: none"> Misleading claims. For example, 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 imported products undergo laboratory tests the first time.</p>	<p>Field / Visual Test</p> <p>Subsequent shipments of the same product that passed the first lab test will be reviewed.</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 tolerances. Prior to export, please check Korea's MRL list to ensure products meet Korea's MRL standards. In the absence of a set MRL, Korea applies a 0.01ppm default tolerance.

FAQ #2: Are there any requirements on exporters when making a Certification 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?

Korean 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](#)

