

# **CALIFORNIA KIWIFRUIT COMMISSION**

## **BI - MONTHLY REPORT**

### **SOUTH KOREA**

~ November 13<sup>th</sup>, 2009

#### Import

Most importers reduced the import volume of fresh fruits in October, choosing to source locally grown product. New Zealand is still in the market with very large volumes, along with kiwifruits. Most importers are postponing importing California kiwifruits until local and southern hemisphere supplies give way. Some importers have said that they plan to start bringing in California before the end of 2009. Many want to import California kiwifruit in small amounts to test it in the market.

Import volume of New Zealand kiwifruit is dropping as the season is almost over. Moreover, many importers overstocked on New Zealand kiwifruit this year so they aren't importing any more and focusing on selling stocks.

New Zealand kiwifruit at this point is quite poor due to its long stay in storage. Most of the fruit has dried skin and watery, with an overripe taste. However, the berry size is still quite big and the sugar content is comparatively high. Most gold kiwifruit are often soft and overripe, sometimes covered with mold. Most of the fruit left in the market is quite small.

As the import volume of New Zealand kiwifruit has decreased, the import volume of Chilean green kiwifruit has increased slightly as an alternative item. The quality of Chilean green kiwifruit is quite good with firm texture but with small berry sizes. The sugar content is lower than the fruit offered by New Zealand.

As the season for local gold kiwifruit approaches, import shipping volumes have decreased. The quality is not the best, with pressure being the main deficiency. Along with being overripe and soft, local kiwifruit is quite low in sugar content, with a watery taste and small sizes.

#### Wholesale

California kiwifruit is not available in the wholesale market yet, but many wholesalers want to handle it.

There are still large quantities of New Zealand kiwifruit available in the wholesale market however the season is quickly ending for the origin.

The wholesale price of New Zealand gold kiwifruit is about W43,000~45,000 per 6kg box and green kiwifruit is sold about W19,000~41,000 per 10kg box.

Chilean green kiwifruit is also sold in large quantities in wholesale market, mostly for retail chains. Many wholesalers prefer to purchase Chilean kiwifruit due to its low price and high quality, but they have reported that consumers do not like the origin, which has lead to slow sales, and in turn is limiting imported volumes. The wholesale price of Chilean kiwifruit is about W17,000~28,000 per 10 kg box.

Retail

California kiwifruit is not sold in the retail stores yet.

New Zealand kiwifruit is available however the fruit’s age is showing. Much of the fruit on display is soft, overripe with low sugar content. Accordingly, sales have dropped recently. Many retail stores are doing promotions like special sales events or sampling to increase their sales.

Many retailers such as E-Mart and Samsung Tesco Homeplus imported directly. The sale volume of Chilean kiwifruit is low because it is unknown origin to Korean consumers and most still, prefer New Zealand kiwifruit. Accordingly, many retailers are selling 8~13 pieces in a plastic bag or 20 pieces in a box package for low prices.

Most retailers that sell local gold kiwifruit mix their displays with New Zealand green kiwi fruit. Sales are slow as the price is much more expensive than imported kiwifruit and superior quality is not enough to entice most consumers to purchase it over New Zealand or Chilean kiwifruit.

**2. KIWIFRUIT COMPETITION AND PRICE DATA**

ORIGIN	WHOLESALE PRICE	RETAIL PRICE	CONDITION AT RETAIL
California	N/A	N/A	N/A

Local	Gold kiwifruit 1kg / 5.73 ~ 7.17 USD	Gold kiwifruit \$ 0.56 ~ 0.86 /piece	Small ~ Medium in size Sweet with watery taste
New Zealand	Green kiwifruit 1kg / 1.63 ~ 3.53 USD Gold kiwifruit 1kg / 6.16 ~ 6.45 USD	Gold kiwifruit \$ 0.60 ~ 1.12 /piece Green kiwifruit \$ 0.33 ~ 0.64 /piece	Small in size (gold) Medium ~ Large in size High in sugar with watery taste Soft and dried skin
Chile	Green kiwifruit 1kg / 1.46 ~ 2.41 USD	Green kiwifruit \$ 0.22 ~ 0.60 /piece	Medium ~ Large in size Firm texture Slightly sour taste

### 3. FRUIT RETAIL PRICE

Exchange Rate US\$ = 1,162.60

FRUIT	ORIGIN	UNIT	PRICE
Banana	Philippine	100g	\$0.17 ~ \$0.39
Grape	Local / USA	100g	\$0.34 ~ \$1.29
Apple	Local	Piece	\$0.39 ~ \$3.87
Pineapple	Philippine	Piece	\$2.97 ~ \$5.16
Tangerine	Local	100g	\$0.34 ~ \$0.69
Persimmon	Local	Piece	\$0.43 ~ \$0.84
Melon	Local	Piece	\$5.14 ~ \$17.20
Tomato	Local	100g	\$0.34 ~ \$0.65
Lemon	USA	Piece	\$0.51 ~ \$1.72
Orange	South Africa	Piece	\$0.51 ~ \$0.86
Grapefruit	USA	Piece	\$1.27 ~ \$2.58
Pear	Local	Piece	\$0.65 ~ \$6.88

#### 4. CONTACTS IN OCTOBER 2009

Importer (company name, pic name, title, contact number)

Wonjun Produce – Beom-Ho Seo, President, 82 2 2043 6566  
Lee's Marketing – Yong-Jin Lee, President, 82 16 246 5609  
Fruitbank – Dae-Ho Jeong, Manager, 82 2 403 7100  
Daum Trading – Jae-Hoon Lee, Manager, 82 2 10 9080 2789  
Global Trading – Seong-Jin Lee, Manager, 82 2 408 0193  
Sooil Trading – Soo-Min Jo, Manager, 82 2 409 8967  
Lotte Trading – Sang-Woo Hong, Chief, 82 2 3459 9669  
Shinsegae Food – Won-Seok Kang, Manager, 82 2 2297 6212

Wholesaler (company name, pic name, title, contact number)

Samshin Nongsan – Ie-Soon You, Director, 82 19 630 1914  
Hyundai Fresh – Moon-Joon Suh, President, 82 10 9472 4195  
Bareun Fruit – Young-Don Kim, President, 82 10 5940 2543  
Karak Fruits – Cheol-Ho Choi, General Manager, 82 10 2399 4426  
B.L International – Jae-Min Sohn, Assistant Manager, 82 31 329 3991  
Daeil Sanghoi – Nak-Kwon, Lim, General Manager, 82 2 407 5112

Retailer (company name, pic name, title, contact number)

E-Mart, Head Office – Gyu-Cheon Han, Manager, 82 2 380 5324  
Samsung Tesco Homeplus, Head Office – Yang-Sik Kim, Assistant Manager, 82 2 3459 8146  
Lotte Mart, Head Office – Hye-Jin Kim, Chief, 82 2 411 8621  
Costco, Head Office – Mi-Jung Lee, Buyer, 82 2 2630 2637  
Lotte Super, Head Office – Jin-Wook Ko, Manager, 82 2 2290 5197  
Lotte Department Store, Head Office – Chang-Mo Yeon, General Manager,  
Hyundai Department Store, Head Office – Heui-Soo Sohn, Assistant Manager, 82 2 3416 5609  
E-Mart, Yongsan – Gyoung-Su Yun, Fresh Section Assistant Manager, 82 2 2012 1234  
E-Mart, Jayang - Kyu-Hwan Choi, Fresh Section Assistant Manager, 82 2 2101 1225  
E-Mart, Yangjae – Seung-Ju Lim, Fresh Section Assistant Manager, 82 10 9969 4529  
Lotte Mart, Seoul Station – Jae-Ryeon Kim, Fresh Section Chief, 82 11 9711 4937  
Lotte Mart, World - Jang-Seob Han, Fresh Section Chief, 82 2 411 8800  
Samsung Tesco Homeplus, Jamshil – Woo-Jin Park, Fresh Section Assistant Manager, 82 17 409 5136

Samsung Tesco Homeplus, Dongdaemun – Myoung-Soo Kang, Fresh Section Assistant Manager, 82 10 5120 2341

Hyundai Department Store, Apgujeong, Dae-Hyeon Jo, Fresh Section Assistant Manager, 82 2 3467 6036

Hyundai Department Store, Mokdong – Jae-Wook Lee, Fresh Section, Assistant Manager, 82 2 3145 3006

Shinsegae Department Store, Kangnam - Sang-Sun Lee, Manager, 82 2 3479 1671

Lotte Department Store, Gwanak – Ho-Chun Lee, Fresh Section Manager, 82 10 3041 7976

## **5. ACTIVITY TO BE CONDUCTED**

Contact importers to discuss import volume of New Zealand and Chilean kiwifruit, sales amount and forecasted shipping volume of California kiwifruit.

Contact retailers to discuss the best selling items, the average price and the preference of consumers, any specific changes of the number of visitors