

**Required Report:** Required - Public Distribution

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**Report Name:** Fresh Deciduous Fruit Annual

**Country:** Korea - Republic of

**Post:** Seoul

**Report Category:** Fresh Deciduous Fruit

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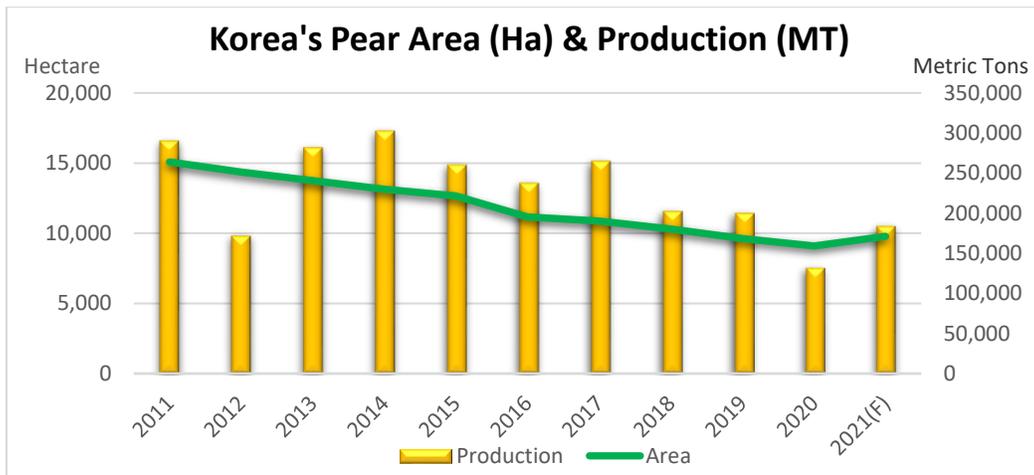
**Report Highlights:**

Korea's 2021/22 pear production is projected to surge by nearly 40 percent, driven mostly by increased yields. Korean pear consumption is expected rise by a similar level. Fresh U.S. (and other origin) pear imports are not allowed under Korea's existing phytosanitary regulations.

## Production

In marketing year (MY) 2021/22 (July – June), Korea’s pear production is projected to increase by 39 percent (52,220 MT) to 184,800 MT mainly due to increased yield (pear production per unit area). As a result of favorable weather conditions during the flowering and fruit growing seasons, average pear yield is expected to increase by 29.6 percent to 1,890 Kilograms per 0.1 hectare. In addition, a 19.1 percent market price increase caused by reduced production in the previous year will motivate some pear farms to expand production this year.

In MY 2020/21, fresh pear production decreased by 34 percent to 132,580 MT due to a series of unfavorable weather conditions during the flowering, fruit growing, and harvest seasons (cold temperature during the flowering season, long rainy days in summer followed by a heatwave and several typhoons right before the harvest season). As a result, pear yields dropped by 30 percent to 1,458 Kg per 0.1 hectare. Additionally, there was a 5.5 percent reduction in planted area (524 Ha).



In 2019, cold damage during the spring (flowering season) impacted some individual regions, while cold temperatures during the spring season in 2020 caused damage widely across the country. As a result of cold damage during the flowering season for the past three years (2018 – 2020), the number of fruit settings on trees has decreased, while the number of damaged and low-quality fruits has increased.

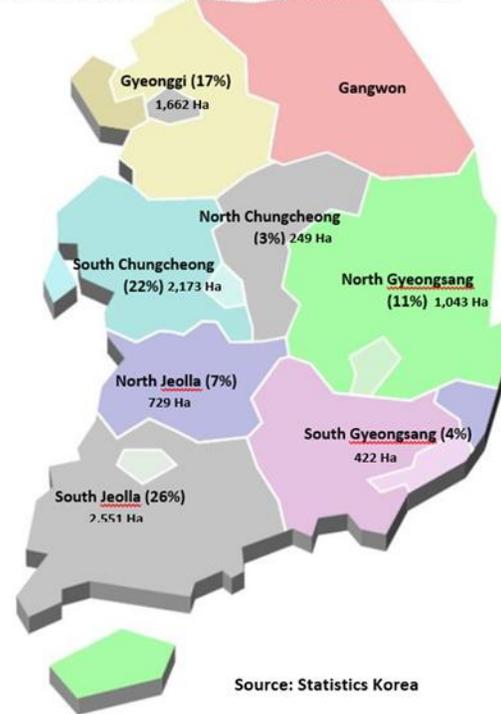
## Pear Planted Area

In MY 2021/22, Korea's pear planted area is projected to increase by 7.5 percent to 9,774 hectares (Ha) due to favorable market prices (about 19.1 percent higher consumers price) caused by a significant reduction in fresh pear production in MY 2020/21. Statistics Korea also revises the sample farm region (planted area) every five years, which should cause an unexpected increase (about 683 hectares) in MY 2021/22. However, the Korea Rural Economic Institute (KREI) and local pear growers estimate that the actual planted area will be similar (or only marginally higher) compared to the previous year. Pear planted area has decreased steadily for the past decade due to the aging population, expanding urban development near pear production areas, and producers shifting to other more profitable crops (some subtropical fruits including “Shine Muscat” in greenhouse).

On the other hand, fresh pear production in the three main growing regions (Gyeonggi, South Chungcheong, and South Jeolla provinces) in MY 2021/22 has increased gradually for the past decade, by three percentage points to 65 percent (from 62 percent in MY 2011/12).

Because of changing fruit consumption trends (diversified fruit demand driving reduced pear demand) in recent years, Korea’s pear planted area decreased gradually, falling below 10,000 Ha for the first time in MY 2018/19. Korea’s pear planted area is expected to continue shrinking overall in the coming years.

Korea's Pear Production Area In MY 2021/22 (Unit: Percentage)



Korea's Pear Planted Area by Province (Unit: Hectare)

Province	MY 2011/12	MY 2020/21	MY 2021/22	Change (%)
	Cultivated Area (ha)	Cultivated Area (ha)	Cultivated Area (ha)	
Gyeonggi	2,991	1,921	1,662	-13.5
North Chungcheong	647	315	249	-21
South Chungcheong	2,668	1,956	2,173	11.1
North Gyeongsang	1,849	1,081	1,043	-3.5
South Gyeongsang	1,203	303	422	39.3
South Jeolla	3,672	2,143	2,551	19
North Jeolla	681	532	729	37
Other Provinces	1,370	840	945	12.5
<b>Total</b>	<b>15,081</b>	<b>9,091</b>	<b>9,774</b>	<b>7.5</b>

Source: Korea Statistics

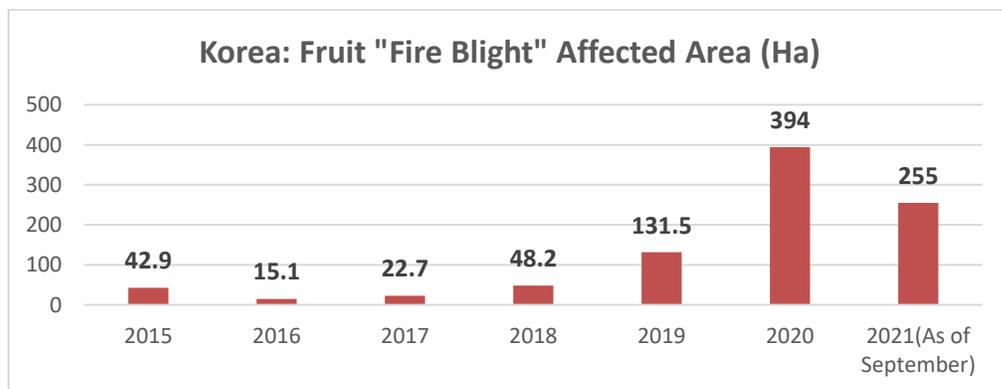
The “Singo” (a medium maturing cultivar) was widely cultivated in MY 2020/21 with 85 percent of total planted area, followed by “Wonhwang” (early maturing cultivar) with five percent, and the remaining 10 percent comprised of other cultivars. The “Singo” cultivar is widely viewed by consumers as higher quality (better taste and long storing period), and is also relatively easy to cultivate, leading to the cultivar’s dominant popularity currently with Korean pear growers.

Calendar Year	Singo	Wonhwang	Other	Total
2013	11,396	819	1,525	13,740
2014	10,891	776	1,460	13,127
2015	10,544	732	1,388	12,664
2016	9,429	646	1,269	11,164
2017	9,426	525	949	10,861
2018	8,902	484	917	10,303
2019	8,250	461	904	9,615
2020	7,733	436	922	9,091

Source: Statistics Korea

### Fruit “Fire Blight” Disease

Fruit Fire Blight has been a growing concern for the Korean apple and pear industry since the first outbreak in 2015. The Korea Rural Development Administration (KRDA) confirmed that a total of 394 hectares of apple and pear farms (mostly apple farms in north Chungcheong province) were infected by this disease in 2020, about 198 percent higher than 2019. In 2021, the KRDA confirmed that about 255 hectares were infected as of September.



Source: Korea Rural Development Administration (KRDA)

## Consumption

In MY 2021/22, Korea's pear consumption is projected to rebound by 40 percent (45,349 MT) to 158,800 MT due to increased quality pear production under favorable weather conditions. Lower consumer prices caused by abundant pear supply should also increase pear demand. Accordingly, Korea's per capita pear consumption is projected to increase to around three kilograms in MY 2021/22 with the recovered domestic pear supply.

Korea's per-capita pear consumption in MY 2020/21 is estimated at around 2.1 kg, the lowest level since 2000 due to the Covid-19 pandemic, coupled with reduced pear production caused by unfavorable weather conditions in the previous marketing year (MY 2019/20).

Small and medium-sized pears (about 400 - 500 grams per fruit) and smaller packages of pears (two or three pears) are gaining popularity with consumers for daily consumption. On the other hand, larger-size fruits (about 600 – 700 grams) in a box packed with multiple pears are preferred during the traditional Korean holidays (Lunar New Year and Chuseok: The Korean Thanksgiving) for ancestral rite fruits or gift-giving purposes.

In recent years, Korea's pear consumption decreased gradually during these peak holiday seasons due to shrinking interest in Korean traditional customs among the younger generations. On the other hand, pear demand for daily consumption in small-sized packages has increased steadily due to increased emphasis on convenience by single-family member or two-family member household groups.

A recent consumer survey showed that consumers are purchasing fresh pears the most as a dessert fruit (51 percent), followed by use for ancestral rites (16 percent), food ingredients (14 percent), and for gift-giving purposes (13 percent). As a result of the COVID-19 pandemic, pear demand during the traditional Korean holidays sharply decreased due to reduced production in 2019 and the government's strict quarantine and social distancing policy even between family members.

In MY 2021/22, the annual average consumer price for fresh pears is expected to decrease by 12 percent to around KRW36,500, as domestic production is projected to rebound around the 2018/19 level (185,000 MT). Consumer prices increased by 44.4 percent during the first eight months of 2021 due to reduced pear production in the previous year (MY 2019/20).

Marketing Year (July – June)	Average Annual Consumer Price (KRW/10 fruits)	Change (%)	Average Annual Wholesale Price (KRW/15 kg)	Change (%)
MY 2016/17	31,703	-	43,125	-
MY 2017/18	29,889	-6	40,848	-5
MY 2018/19	35,539	19	46,714	14
MY 2019/20	34,695	-2.4	49,341	5.6
MY 2020/21	41,331	19.1	71,419	44.7

Source: Korea Agro-Fisheries & Food Trade Corporation (aT)

## For Processing

Korea's pear use for processing will recover to around 4,000 MT in MY 2021/22 as local pear production is projected to rise to 185,000 MT. The Korean pear industry utilizes around 4,000 – 5,000 MT of fresh pears for processing purposes (mainly juice production) annually. However, the quantity for processing in MY 2020/21 was estimated to decrease to around 2,500 MT due to reduced domestic production.

## Trade

Fresh pear imports are not allowed under Korea's existing phytosanitary regulations.

## **Exports**

In MY 2021/22, Korea's fresh pear exports are projected to rebound by 36 percent to 26,000 MT due to increased pear production caused by favorable weather conditions throughout the year.

Korea's fresh pear export ratio (of total domestic production) has increased steadily from seven percent in 2007 to 16 percent in 2019 due to increased overseas demand and reduced domestic demand. As a result of the popularity of Korean culture in Southeast Asian countries in recent years, the demand for Korean pears (mostly "Singo" variety) is also expected to increase steadily in the coming years.

In MY 2020/21, Korea's pear exports decreased by 38.4 percent (11,890 MT) to 19,129 MT, reflecting reduced domestic production and quality. The United States is the largest importing country for Korean pears with a 44 percent share (8,436 MT), followed by Taiwan with 34.1 percent (6,530 MT).

PSD for Pears, Fresh

Pears, Fresh Market Year Begins Korea, Republic of	2019/2020		2020/2021		2021/2022	
	Jul 2019		Jul 2020		Jul 2021	
	USDA Official	New Post	USDA Official	New Post	USDA Official	New Post
Area Planted (HA)	9615	9615	9091	9091	0	9774
Area Harvested (HA)	0	0	0	0	0	0
Bearing Trees (1000 TREES)	0	0	0	0	0	0
Non-Bearing Trees (1000 TREES)	0	0	0	0	0	0
Total Trees (1000 TREES)	0	0	0	0	0	0
Commercial Production (MT)	200732	200732	160000	132580	0	184800
Non-Comm. Production (MT)	0	0	0	0	0	0
Production (MT)	200732	200732	160000	132580	0	184800
Imports (MT)	0	0	0	0	0	0
Total Supply (MT)	200732	200732	160000	132580	0	184800
Domestic Consumption (MT)	169732	169713	140000	113451	0	158800
Exports (MT)	31000	31019	20000	19129	0	26000
Withdrawal From Market (MT)	0	0	0	0	0	0
Total Distribution (MT)	200732	200732	160000	132580	0	184800
(HA) ,(1000 TREES) ,(MT)						

## Production

### Korea: Pears Production Situation 1/

Year	Area (Ha)	Production (MT)	Yield (Kg/0.1 Hectare)
2013	13,740	282,212	2,054
2014	13,127	302,731	2,306
2015	12,664	260,975	2,061
2016	11,164	238,014	2,132
2017	10,861	265,757	2,447
2018	10,303	203,166	1,972
2019	9,615	200,732	2,088
2020	9,091	132,580	1,458
2021 2/	9,774	184,800	1,890

1/ Calendar year basis

2/ Preliminary forecast by Korea Rural Economic Institute (KREI)

Source: Korea Statistical Information Service (KOSIS)

### Korea: Pear Utilization (Unit: MT) 1/

Year	Total	Fresh	Export	Processing
2015	260,975	228,427	22,493	10,055
2016	238,014	202,407	25,607	10,000
2017	265,757	234,200	27,157	4,400
2018	203,166	166,141	32,925	4,100
2019	200,732	164,522	30,710	5,500
2020 2/	132,580	N/A	23,556	N/A

1/ Calendar year basis

2/ Preliminary forecast by KREI & FAS Seoul

Source: Ministry of Agriculture, Food and Rural Affairs (MAFRA)

### Korea: Pear Production as Ratio to Total Fruit Production (Unit: 1,000 MT, Ratio: Percent)

Year	Total Fruits (1,000 MT)	Pear (1,000 MT)	Ratio (%)
2013	2,207	282	12.8
2014	2,347	303	12.9
2015	2,364	261	11.0
2016	2,387	239	10.0
2017	2,358	266	11.3
2018	2,160	203	9.4
2019	2,206	201	9.1
2020	1,976	133	6.7

Source: Korea Statistical Information Service (KOSIS)

Korea: Per Capita Fruits Consumption (Unit: Kg)

Korea: Per Capita Fruit Consumption (Unit: Kg)								
Year	Total Fruits	Apple	Pear	Peach	Grape	Persimmon	Citrus	Others
2015	59.8	11.4	4.7	3.0	5.7	2.9	12.5	19.6
2016	60.6	11.2	4.1	4.0	5.4	2.3	11.9	21.7
2017	61.2	10.5	4.6	4.3	4.7	2.1	11.6	23.4
2018	57.5	9.2	3.3	4.0	4.5	1.9	12.0	22.6
2019	56.6	10.3	3.3	4.1	4.5	1.8	12.1	20.6
2020		8.1	2.1					

Source: Ministry of Agriculture, Food and Rural Affairs (MAFRA)

Korea: Monthly Korean Pears Exports (Unit: MT)

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
'21	1,109	333	236	35	10	6	3	2,743	-	-	-	-
'20	2,626	1,525	1,231	567	195	12	28	1,230	4,359	4,393	4,486	2,904
'19	3,119	878	1,062	485	276	27	2	4,658	3,251	5,720	5,873	5,359
'18	5,110	2,029	2,533	1,411	543	118	17	2,991	2,719	5,532	5,673	4,250
'17	2,980	1,964	1,450	537	317	13	0	3,127	4,675	3,742	4,583	3,769
'16	3,167	1,180	1,225	378	493	257	1	3,847	2,866	4,584	3,708	3,900
'15	3,219	686	1,627	322	148	64	68	1,977	2,379	4,707	3,562	3,748

Source: Korea Customs Service & Korea International Trade Association

Korea: Monthly Average Foreign Exchange Rate  
(Unit: Korean Won / 1U\$)

Month	2019	2020	2021
Jan.	1122.00	1164.28	1097.49
Feb.	1122.45	1193.79	1111.72
Mar.	1130.72	1220.09	1131.02
Apr.	1140.95	1225.23	1119.40
May	1183.29	1228.67	1123.28
Jun.	1175.62	1210.01	1121.30
Jul.	1175.31	1198.90	1143.98
Aug.	1208.98	1186.85	1160.34
Sep.	1197.55	1178.80	-
Oct.	1184.13	1144.68	-

Nov.	1167.45	1116.76	-
Dec.	1175.84	1095.13	-

Source: Industrial Bank of Korea

## Trade Matrix

### Export Matrix for Korean Pears (Sand Pears)

Export Trade Matrix						
Country: Korea						
Commodity: Commodity: Fresh Pears (HS 0808.30) Unit: MT & US\$1,000						
Exports to	MY 2018/19 (July 2018 – June 2019)		MY 2019/20 (July 2019 – June 2020)		MY 2020/21 (July 2020 – June 2021)	
Country	Volume	Value	Volume	Value	Volume	Value
U.S.	11,320	33,629	10,934	33,692	8,436	28,189
Taiwan	6,740	17,554	11,437	29,404	6,530	21,589
Hong Kong	607	1,381	510	1,224	443	1,457
Vietnam	6,779	14,018	6,208	13,528	2,461	6,627
All Others	1,579	4,468	1,930	5,396	1,259	4,237
<b>Grand Total</b>	<b>27,029</b>	<b>71,050</b>	<b>31,019</b>	<b>83,244</b>	<b>19,129</b>	<b>62,099</b>

Source: Korea Customs Service & Korea International Trade Association

## Price

Korea: Average Retail Prices for Korean “Singo” Pear (Sand pear), Nationwide  
(Unit: Korean Won per 10 Fruits)

Month	High Quality		Medium Quality	
	CY 2020	CY 2021	CY 2020	CY 2021
Jan.	32,031	43,131	20,454	31,959
Feb.	31,611	47,609	21,112	36,853
Mar.	32,943	46,491	20,346	38,079
Apr.	32,460	46,923	19,973	38,606
May	32,879	46,776	19,983	37,488
Jun.	33,506	48,568	21,368	39,365
Jul.	34,815	51,767	22,882	42,652
Aug.	35,634	52,763	22,919	45,015
Sep.	34,796	34,179	26,121	30,275
Oct.	36,352	-	27,004	-
Nov.	36,500	-	26,383	-
Dec.	38,376	-	28,745	-

Source: Korea Agro-Fisheries & Food Trade Corporation (aT)

Korea: Average Wholesale Prices for Korean “Singo” Pear (Sand pear), Nationwide  
 (Unit: Korean Won per Kilogram)

Month	High Quality		Medium Quality	
	CY 2020	CY 2021	CY 2020	CY 2021
Jan.	2,895	5,003	2,441	4,653
Feb.	3,005	5,240	2,547	4,875
Mar.	3,017	5,258	2,641	4,881
Apr.	3,155	5,285	2,709	4,905
May	3,660	5,389	3,137	4,995
Jun.	3,768	5,683	3,259	5,270
Jul.	3,846	6,782	3,298	6,328
Aug.	3,771	6,873	3,235	6,424
Sep.	4,320	3,263	3,969	2,877
Oct.	4,249	-	3,881	-
Nov.	4,359	-	4,011	-
Dec.	4,733	-	4,386	-

Source: Korea Agro-Fisheries & Food Trade Corporation (aT)

**Attachments:**

No Attachments