

**QUESTION ON NOTICE**  
**No. 1867**  
**Asked on Thursday, 27 November 2008**

**MR HAYWARD** asked the Minister for Primary Industries and Fisheries (MR MULHERIN)-

**QUESTION:**

How successful have the Department of Primary Industries and Fisheries efforts been in the development of trade opportunities in Korea?

**ANSWER:**

The Department of Primary Industries and Fisheries (DPI&F) established the Grow Korea project approximately three years ago to increase food and agribusiness exports to Korea. The project was implemented in conjunction with Trade Queensland, Korea and has achieved \$18 million in new trade for Queensland to-date.

Grow Korea has been successful in raising Korean food manufacturers', retailers' and importers' awareness of Queensland as a high quality and reliable supplier of a range of food and food ingredients.

Some specific achievements include new exports of:

- corn ingredients to Kellogg's Asia (Korea, Japan and Thailand) from a Queensland corn grit manufacturer
- ice-creams from a Queensland manufacturer into a range of high end retail stores such as the Hyundai Department Store and COSCO Korea (a major discount store). (In 2009, the customer base for this product is expected to expand to include GS25 convenience stores, Asiana Airlines and Samsung Tesco.)
- Queensland fruit fillings which have been a big hit with the large coffee and donut chain Dunkin Donuts. In 2009 these products are to be released in Paris Baguette (1 500 stores in Seoul) and Shilla Bakery
- table olives and olive oil supplied by a Queensland manufacturer being stocked by the Korea Tourist Supply Centre, one of the major suppliers to the hotel chain market and also into the "Darling Downs Restaurant" in Seoul.

Through the Grow Korea project good relationships have been developed with Korean government authorities including the Korean Food and Drug Administration, which is the Korean import regulator.

In addition to processed food and food ingredients, recently implemented market access protocols have opened up a potential opportunity to supply mangoes to Korea during the September to February seasonal gap period. Research is currently being undertaken to investigate this opportunity and Korean importers have indicated positive interest.

Several Queensland exporters have benefited through the strong relationships that DPI&F has developed with a number of major Korean food companies such as Samsung Tesco and Lotte.

To ensure we further capitalise on these new opportunities, DPI&F will continue to work with Queensland exporters to grow exports to this market and is planning to take a mission of food companies to attend Food and Hotel Korea in May 2009.