



Buy Korean Vegetables

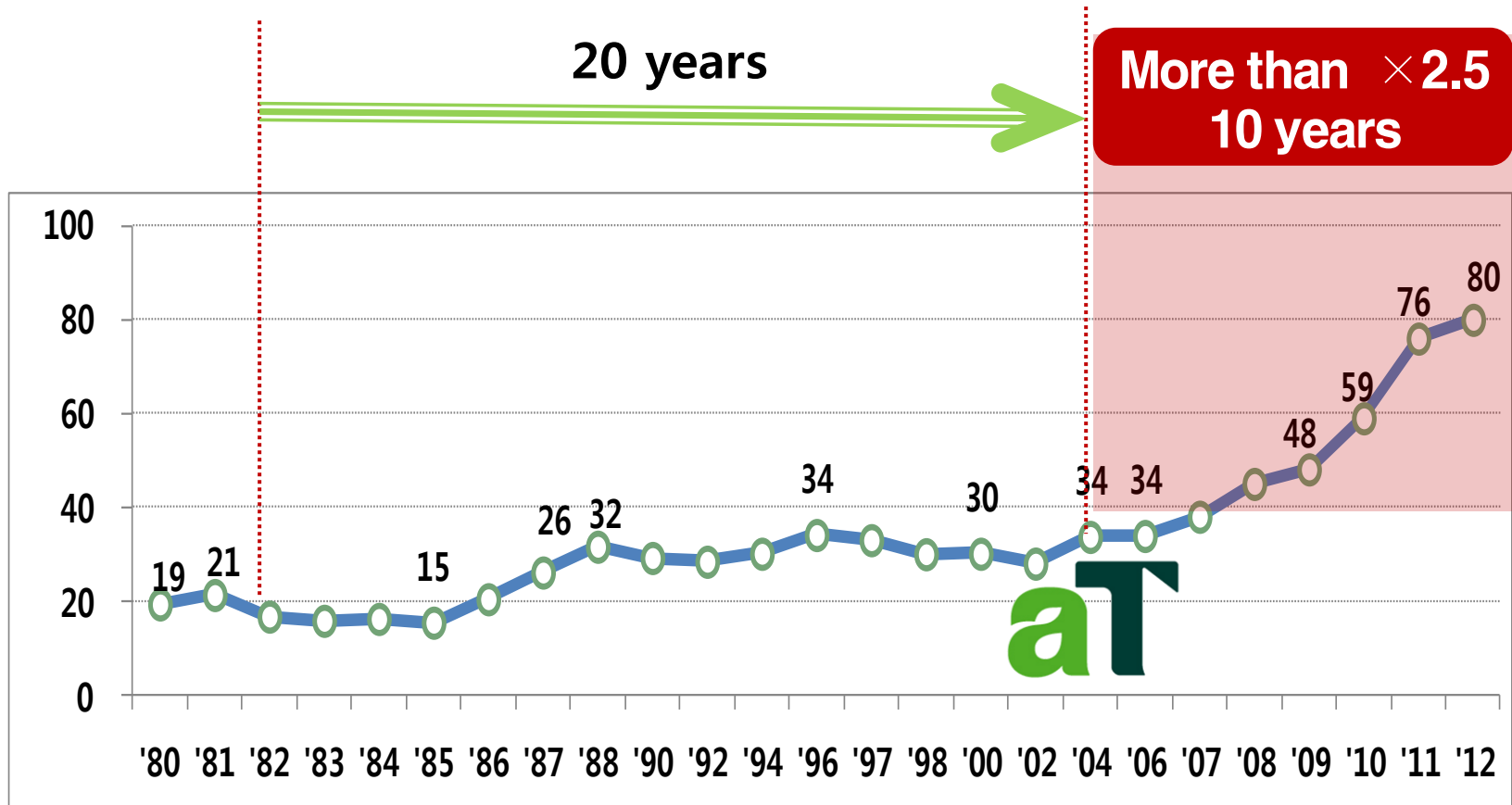
2013



한국농수산물유통공사
Korea Agro-Fisheries & Food Trade Corporation

**What makes you
passionate?**

Korean Food Export Amount





aT

& Export Vegetable, Fruit

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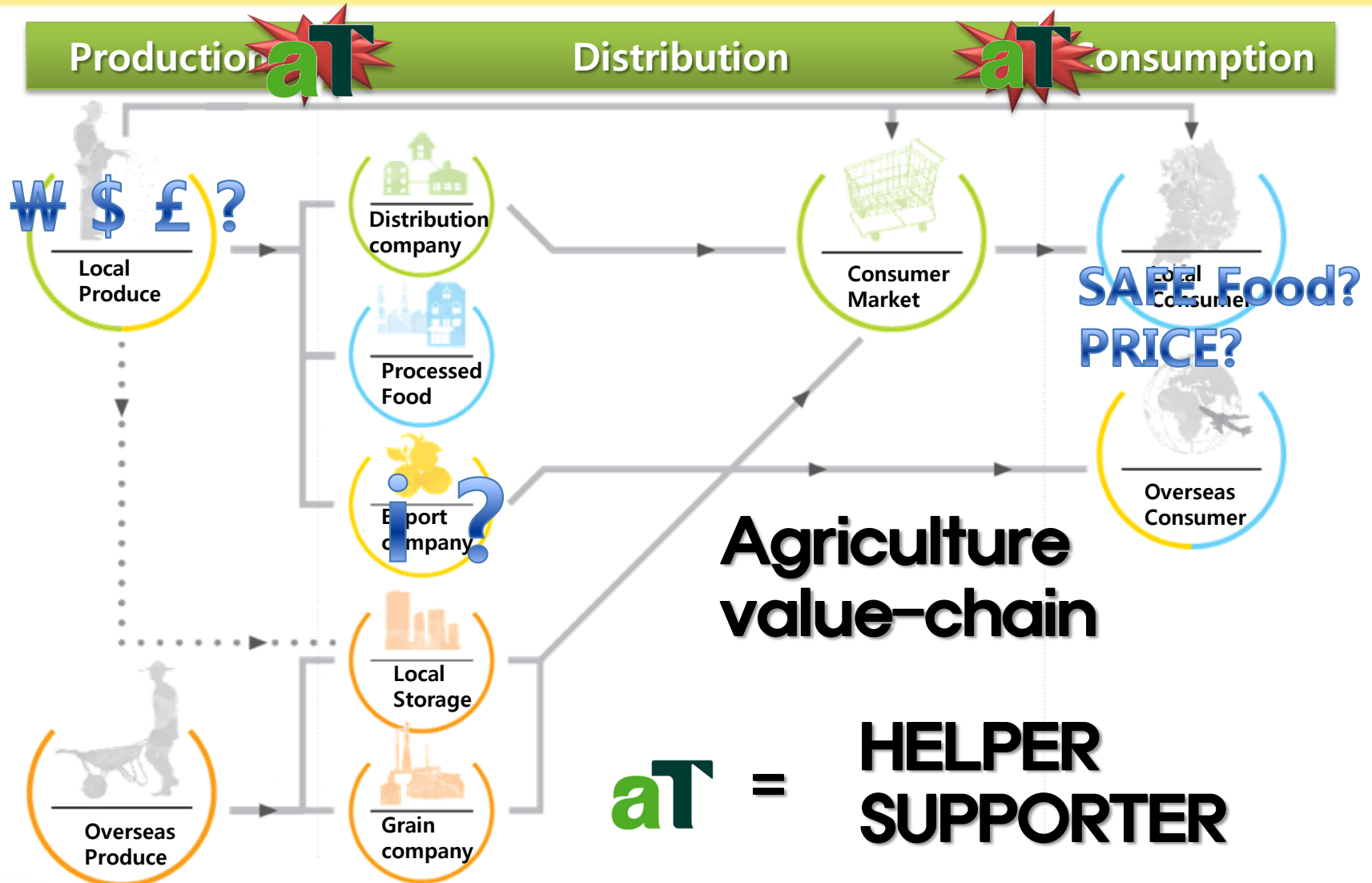
1

What aT do

2

Export Vegetable, Fruit

1. What aT do (What at is)



1. What aT do

4 Business Activities



Export
Promotion



Price
Stabilization

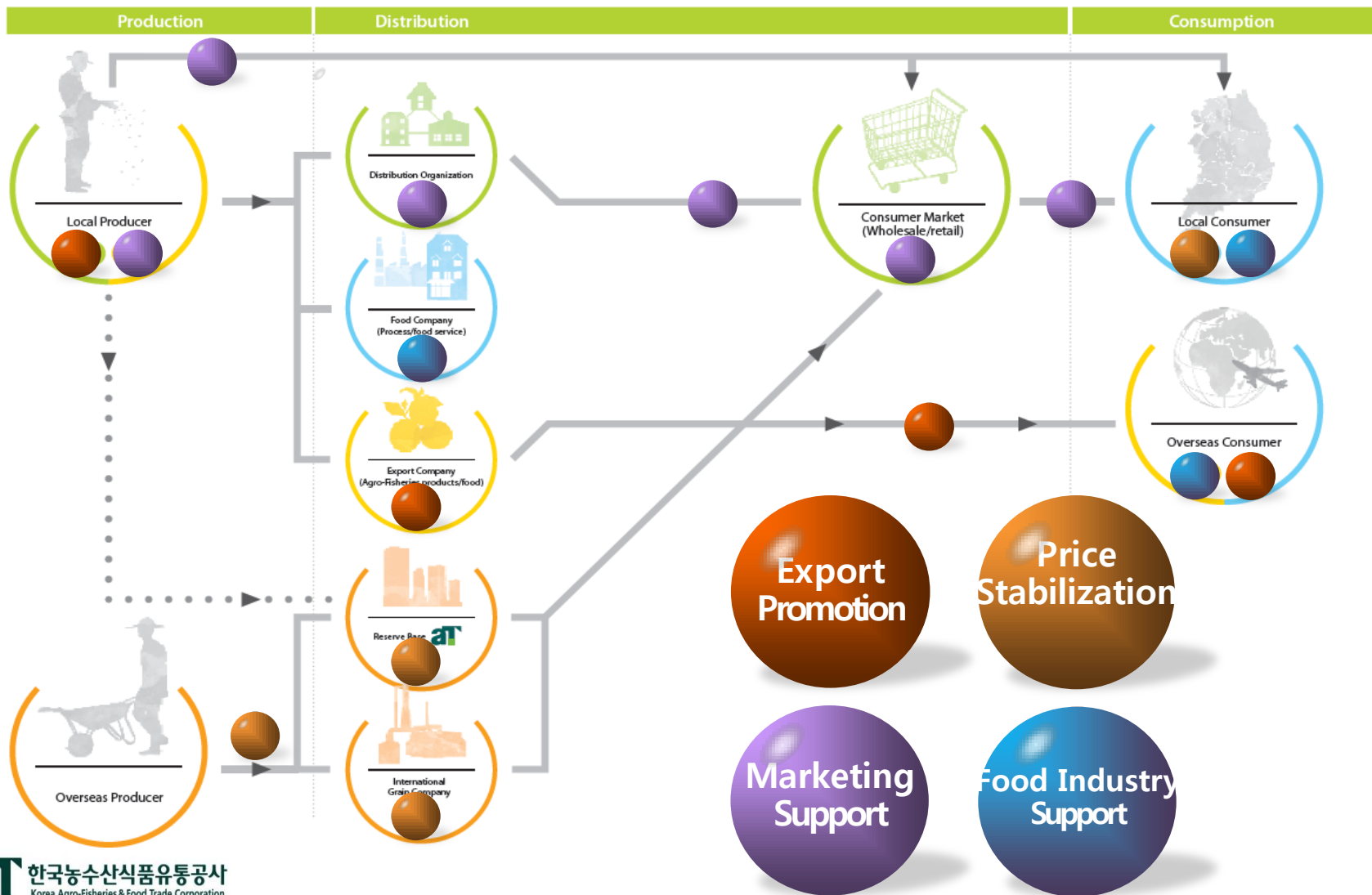


Marketing
Support



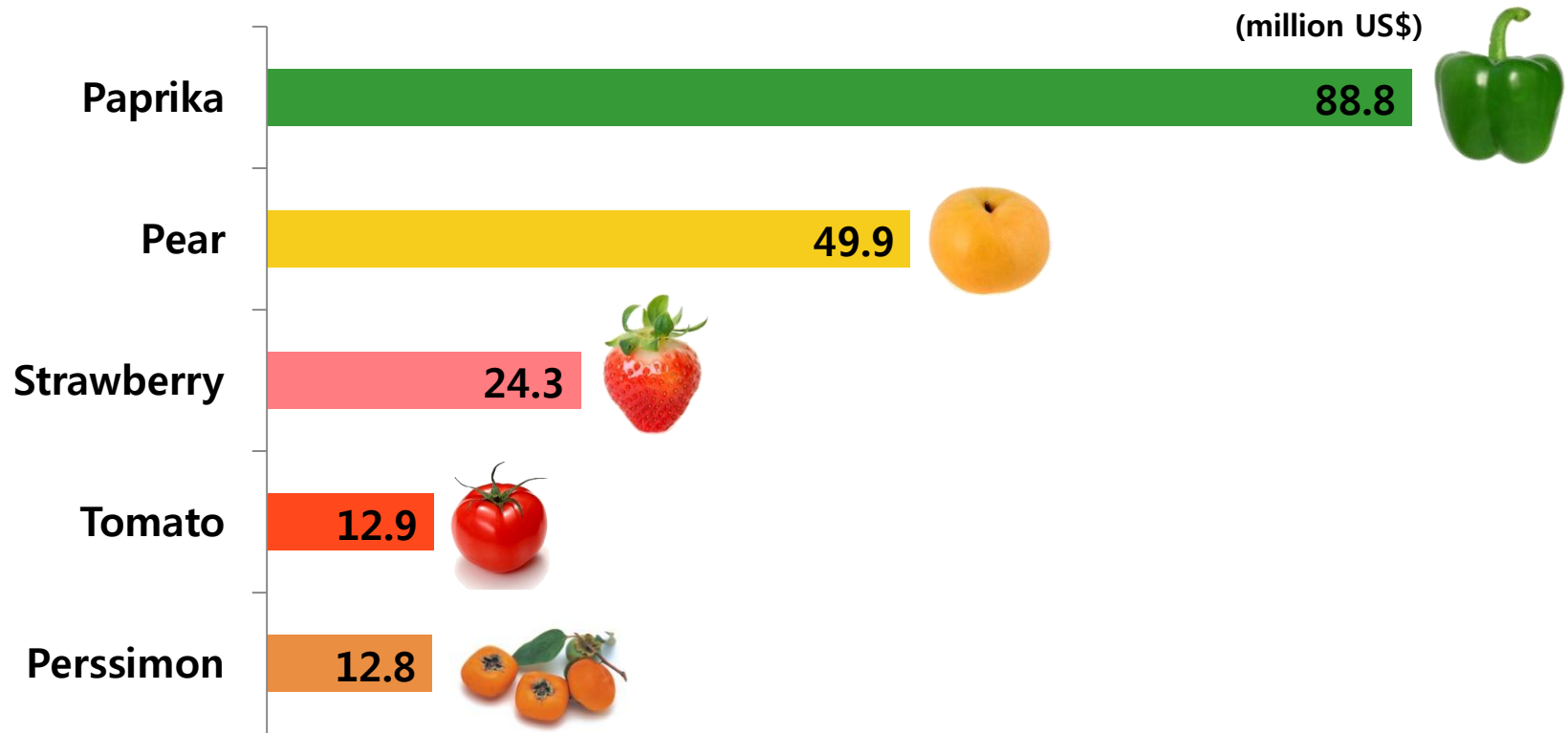
Food Industry
Support

1. What aT do



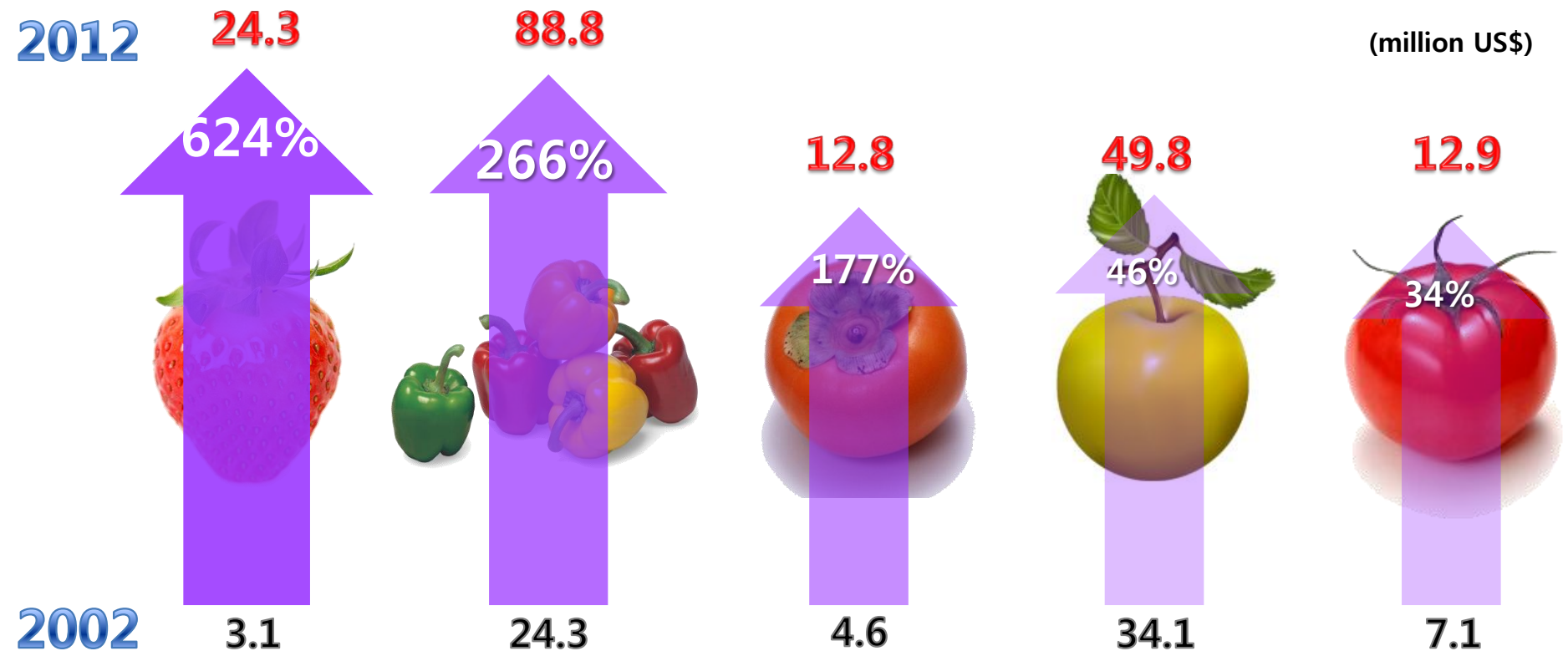
2. Export Vegetable, Fruit

10 Million Group



2. Export Vegetable, Fruit

Rate of Export Increase



2. Export Vegetable, Fruit

Best Practice – PAPRIKA(How to Succeed)

PLS of Japan

Traceability(ID)

**Inviting Foreign
Inspector**

Safety

Safety Adviser

Safety Education

GAP



Freshness

**3days Farm-to-table
Short Distance**

**Management
System**

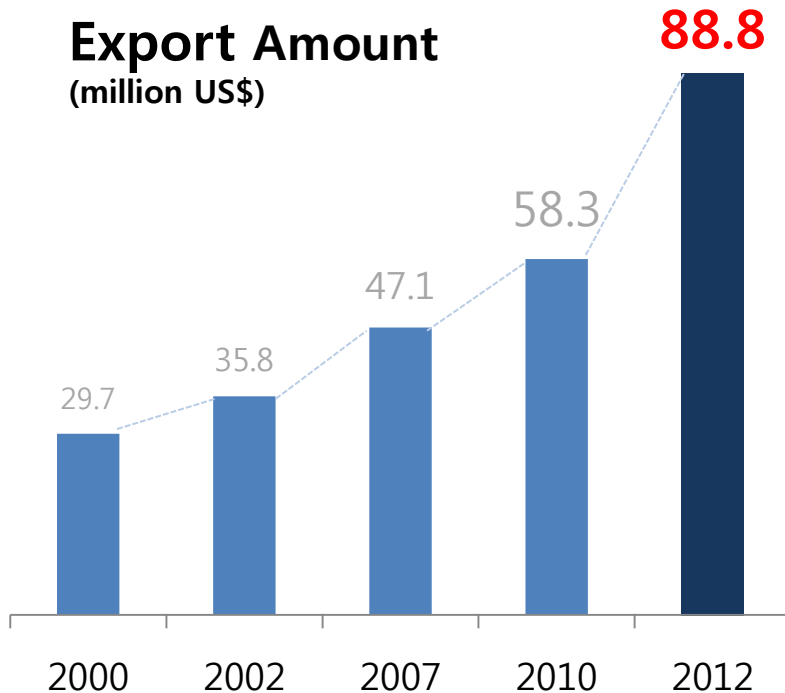
Horticulture Complex

KOPA

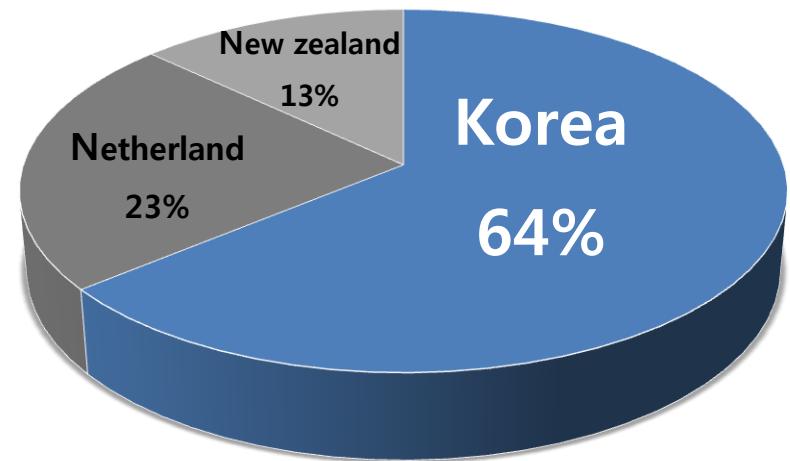
2. Export Vegetable, Fruit

Best Practice - PAPRIKA

Export Amount
(million US\$)



Market Share
(2012 in Japan)



2. Export Vegetable, Fruit

Marketing Efforts



2. Export Vegetable, Fruit

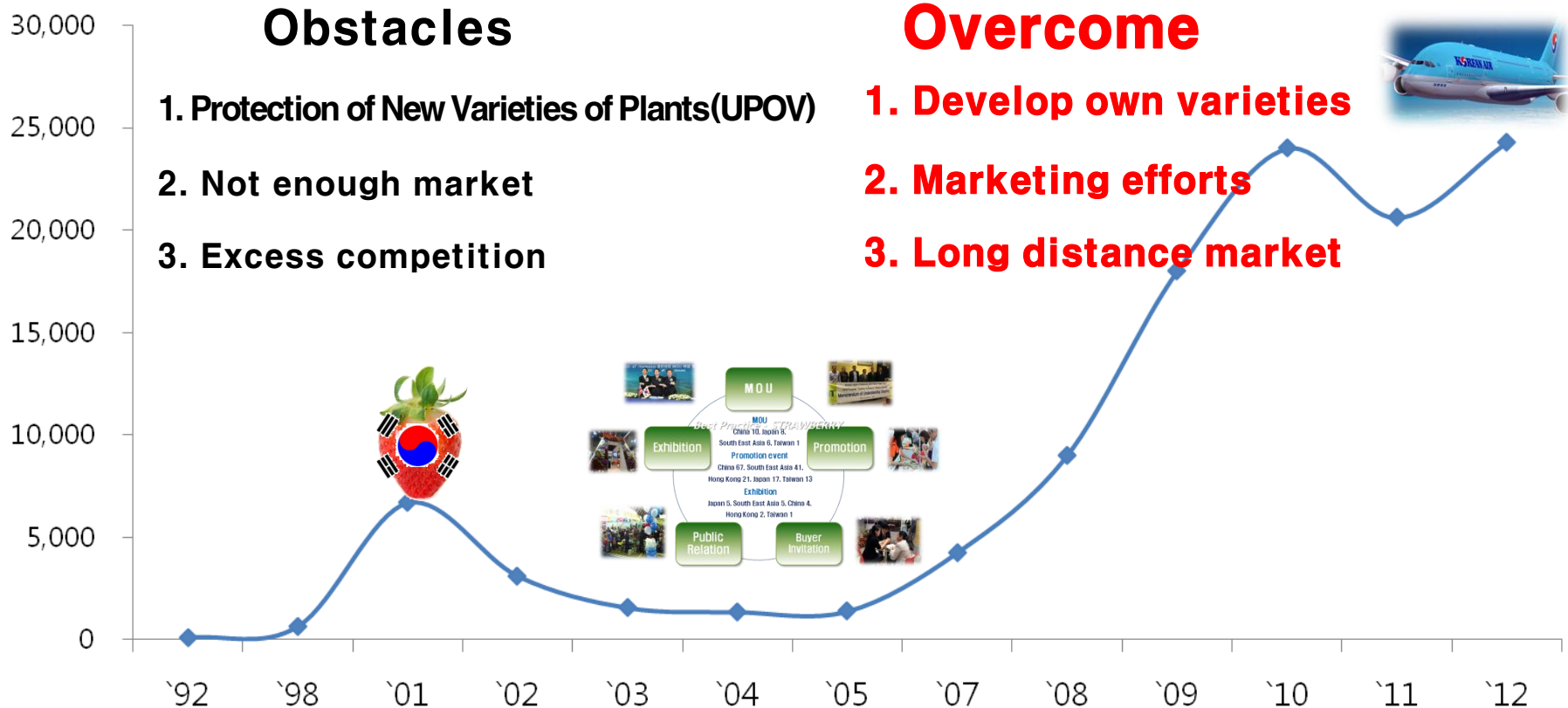
Air transportation MOU



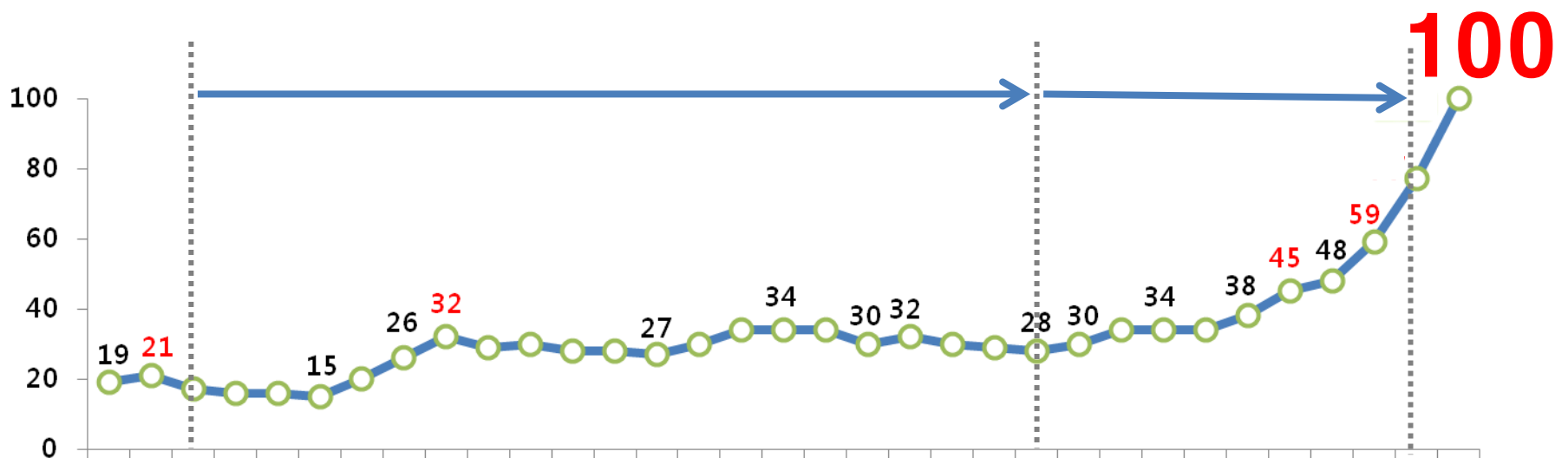
aT

2. Export Vegetable, Fruit

Best Practice - STRAWBERRY



Korean Food Export Amount



A large, stylized smiley face graphic. It features two blue circular eyes at the top and a wide, curved blue smile at the bottom. The text "Thank You" is centered within the smile.

Thank You