

PORK

MARKET SITUATION

The Republic of Korea has announced the increase of its import quotas from 8 000 to 20 000 tonnes. These quotas are managed by the Livestock Promotion Marketing Organization (LPMO) and are filled through tenders, as for beef. All the recent tenders went to Taiwan.

TRADE IMPEDIMENTS/CONSTRAINTS

The Korean tendering process constitutes a major trade barrier to the Canadian pork imports into that country. LPMO basically purchases imported pork to lower domestic pork prices. The domestic pork production is generally of poor quality and is not able to fulfill the quality requirements of some market segments like major hotels and Western-style restaurants.

GOALS AND OBJECTIVES

With the overall objective of further expanding Canadian pork exports to Korea, Canada Pork international is:

- seeking the elimination of the current Korean import regime, or at least significant changes that would allow the Canadian exporters to have a fair chance to compete
- gaining a good understanding of the potential of these markets to devise the appropriate activities to fully exploit the Korean market.