



Global 
FOODTURE

Target Country South Korea

International Training Program & Matchmaking

8th June 2023



Programme

- 09.00 Welcome & General Introduction.
- 09.05 Food Trends in Korea by Dongmin Lee, Assistant Professor of Marketing for Food Industry Dept. of Marine Bio Food Science, Gangneung-Wonju National University.
- 09.25 Introduction of South Korea Foodpolis and collaboration programs by Seonyoung Park, Assistant Manager of Public Relations Team, Foodpolis.
- 09.45 Introduction of Health Functional Kimchi by Jaehwan Kim, Senior researcher of World institute of Kimchi.
- 10.00 International Collaboration opportunities for the sustainable food industry by Ditte Veise, Executive Director of Innovation Center Denmark, The Embassy of Denmark in Korea.
- 10.20 Doing business across cultures: Europe and Korea by Marina Agualeles, PhD. Intercultural Studies, San Jorge University.
- 10.40 Q&A.
- 10.55 Wrap-up & Closing
- 11.00 Opportunity for matchmaking via the Global Foodture Community Platform



Questions?



Do you have any questions to our speakers?
Please raise them in the Q&A box in Zoom and we will address them during the session.

Please state the following in the Q&A-box:
Your name, company name, speaker to address the question to & question itself.



Food Industry Trend in Korea

2023/06/01

**Presenter: Prof. Dongmin Lee, Gangneung-Wonju National University
Co-work with Prof. Junghoon Moon, Seoul National University**

01

Ready meal

#Frozen
#Meal kits

02

Protein

#Tofu
#Alternative milk

03

Beverages

#Decaf Coffee
#Alternative sugar
#Wine #Whiskey
#Non-Alcohol

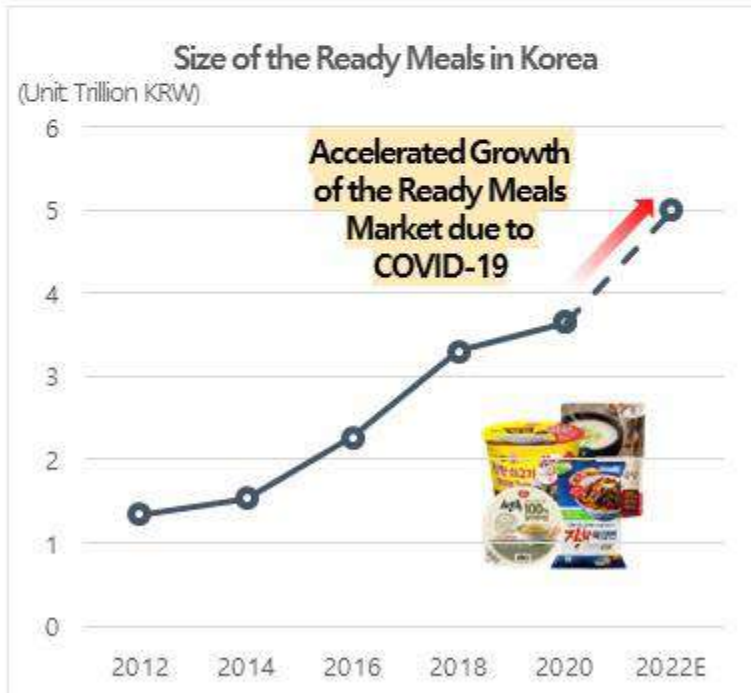
01 Ready meals



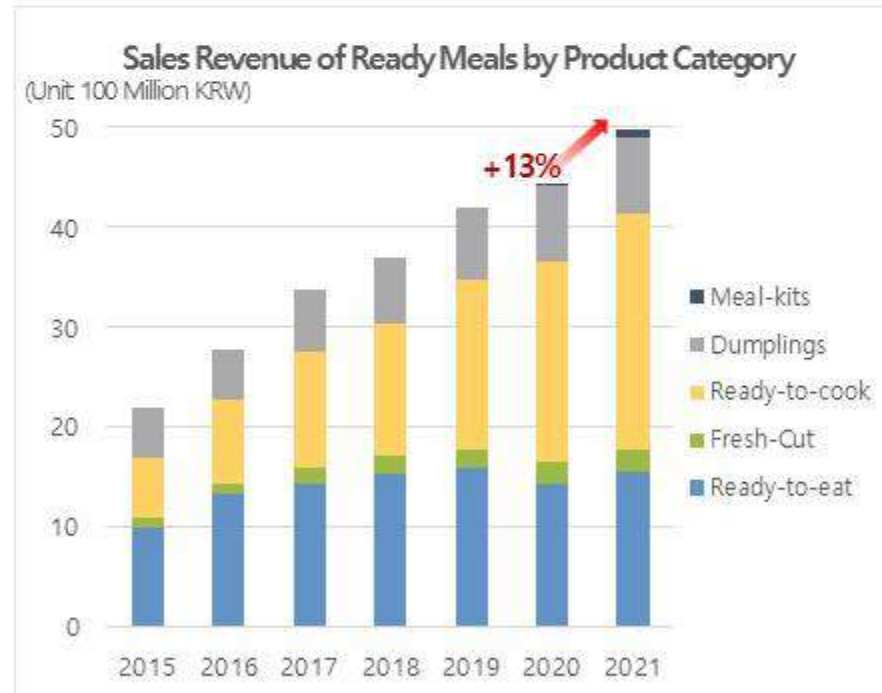
Ready meals market in Korea

• The growth of the ready meals market after the COVID-19 pandemic

- The estimated size of the domestic ready meals market in South Korea was around 3 trillion KRW in '18, and it is projected to exceed 5 trillion KRW by '22 (Korea Agro-Fisheries & Food Trade Corporation, aT)
- Even amidst the ongoing COVID-19 pandemic (2021), the ready meals sales in Korea demonstrated growth with a 13% increase compared to 2020 (Korea Food and Drug Administration, KFDA)



(Source : Ministry of Agriculture, Food and Rural Affairs, Korea Agro-Fisheries & Food Trade Corporation)



(Source: Korea Food and Drug Administration, 2021)

Consumer Perception on Ready Meals after COVID-19

% of Positive Evaluation after COVID-19

71.9%

Reason for positive evaluation : Convenience in Cooking and Eating

57.3%



(Source : CJ CheilJedang , 2021)

*Results of a survey on "Consumer perceptions for ready meals and meal preparation method" among 1,000 consumers nationwide

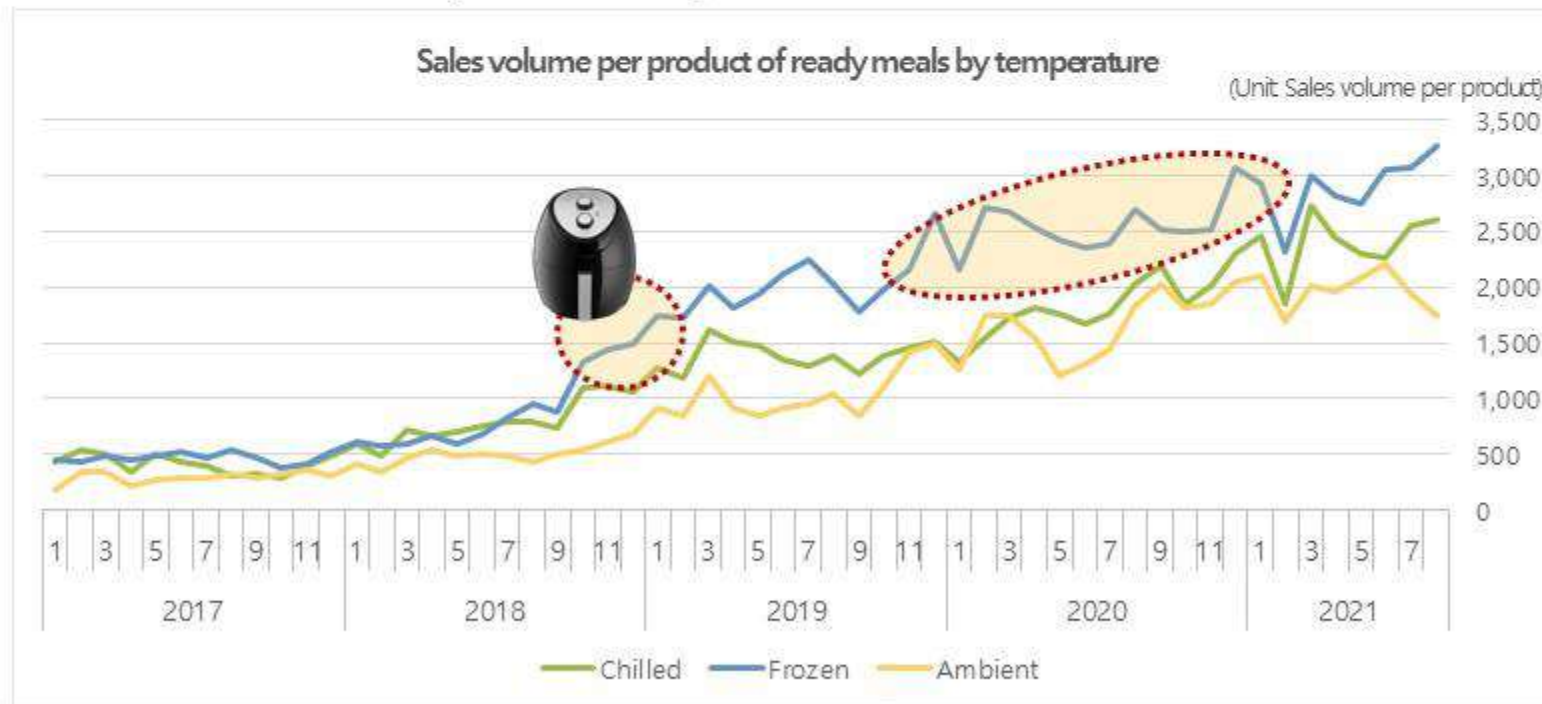
01 Ready meals



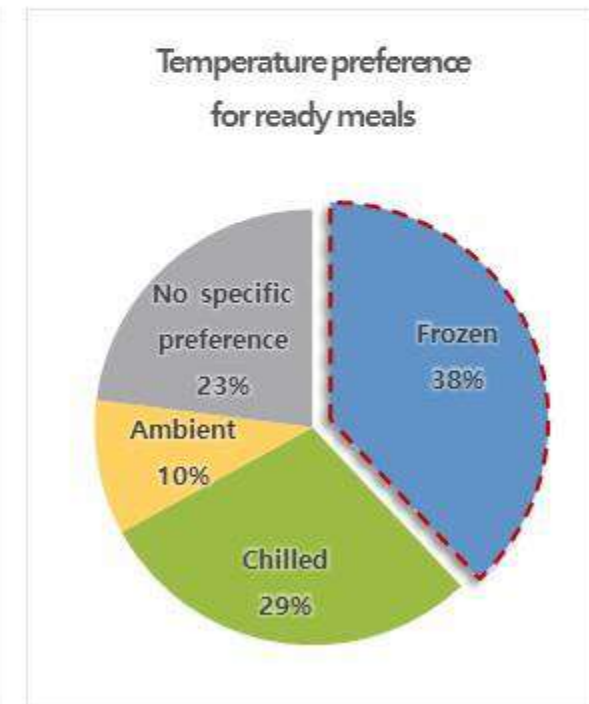
Keyword1: Frozen Ready meals

• The expansion and diversification of the frozen ready meals

- Market Kurly sales data shows a significant increase in the sales volume per product of frozen ready meals products since September 2018,
- The sales growth continued after the onset of the COVID-19 pandemic
 - ✓ The COVID-19 pandemic has increased the preference for frozen ready meals even among consumers who were not familiar with them → introduced to and purchased these products online



(Source: Sales data of Market Kurly)



(Source: Survey of Rural Consumer Panels by the Rural Development Administration of Korea)

01 Ready meals

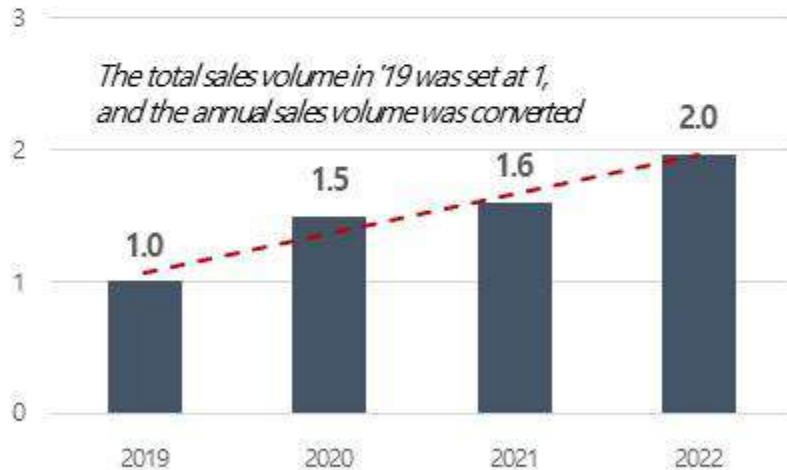


Keyword2: Meal kits

• Meal kits: Demonstrating Potential in the Post-COVID-19 Era

- Meal kits: Pre-cut packed Fresh & Processed Ingredients and Seasonings with Cooking Instructions for consumers to cook themselves
- In certain channels, a sustained growth of meal kits is observed, as exemplified (e.g. Market Kurly)
- The Transition to Frozen Meal Kits: (1)Decreased Packaging Waste, (2)Streamlined Recipes → **Blurring Boundaries between Ready meal and Meal kits + Tendency to perceive meal kits as a premium form of Ready meal**

Sales volume per product of meal-kits in Market Kurly



(Source: Sales data of Market Kurly from Jan 19 to June 22)

Frozen meal kits

Emphasizes convenience and ease of cooking



Chilled meal kits

Used mostly in catering to family-oriented meal with leafy vegetables



(Reference: Market Kurly, Fresheasy, Mychef)

01

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#Meal kits

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#Tofu
#Alternative milk

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Beverages

#Decaf Coffee
#Alternative sugar
#Wine #Whiskey
#Non-Alcohol

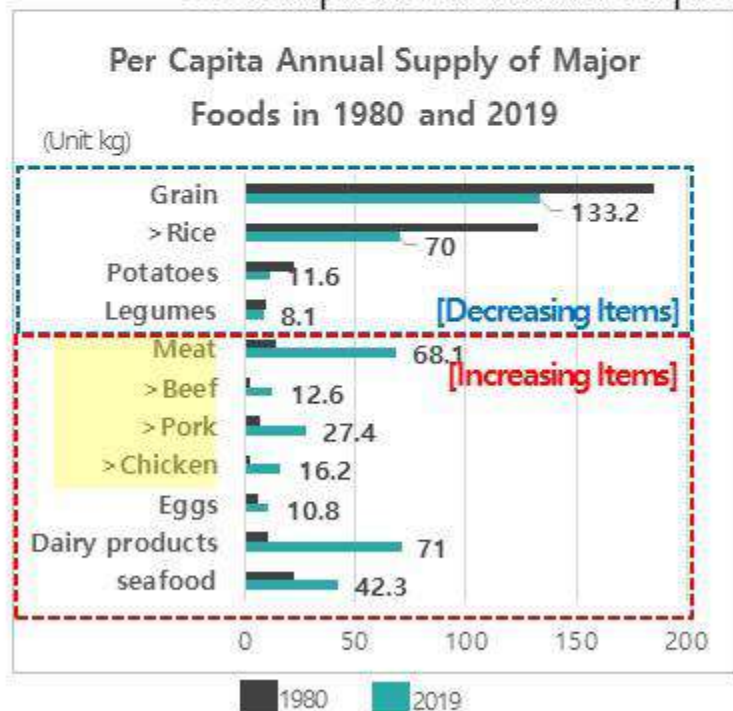
02 Protein



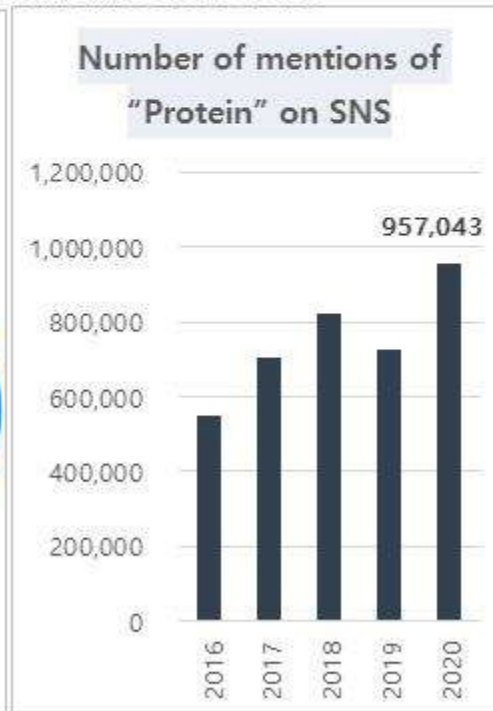
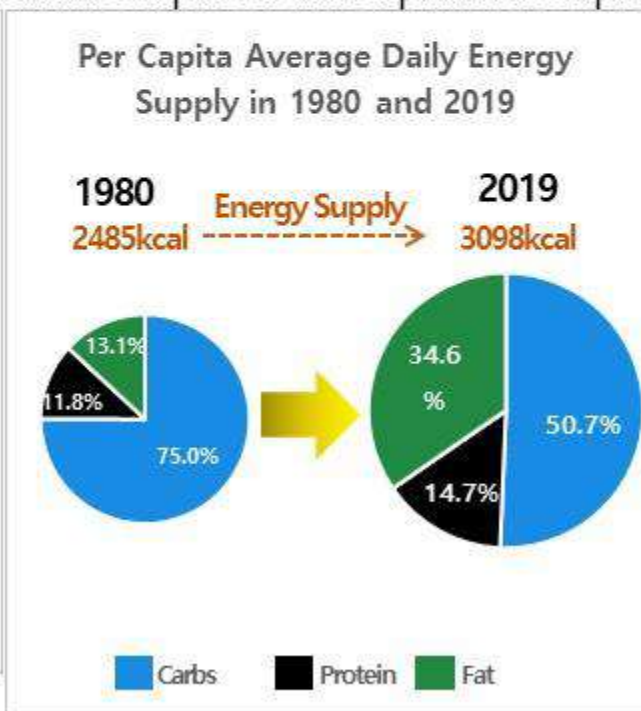
Lower Carb & Higher Protein

• Change in Caloric Intake Sources: Protein as Replacements for Carbohydrates

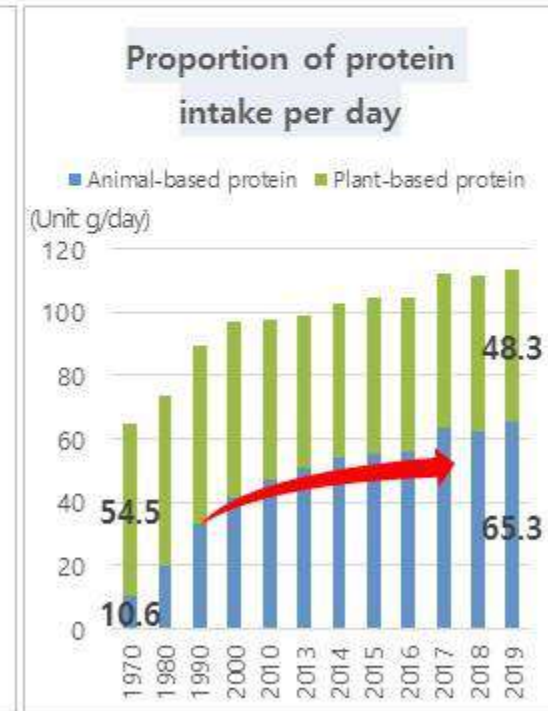
- Consumption of carbohydrates as a major source of calories per capita has decreased (75% → 50.7%), and the proportion of protein (11.8% → 14.7%) and fat (13.1% → 34.6%) has increased
- Since the outbreak of COVID-19, there has been an increasing interest in health and weight management → growing interest in protein
- Consumption of animal-based protein has surpassed that of plant-based protein since the 2010s



(Source: KRB_Food supply table, Korea Joongang Daily)



(Source: VAV Company_Sometrend)



(Source: KRB_Food supply table)

02 Protein

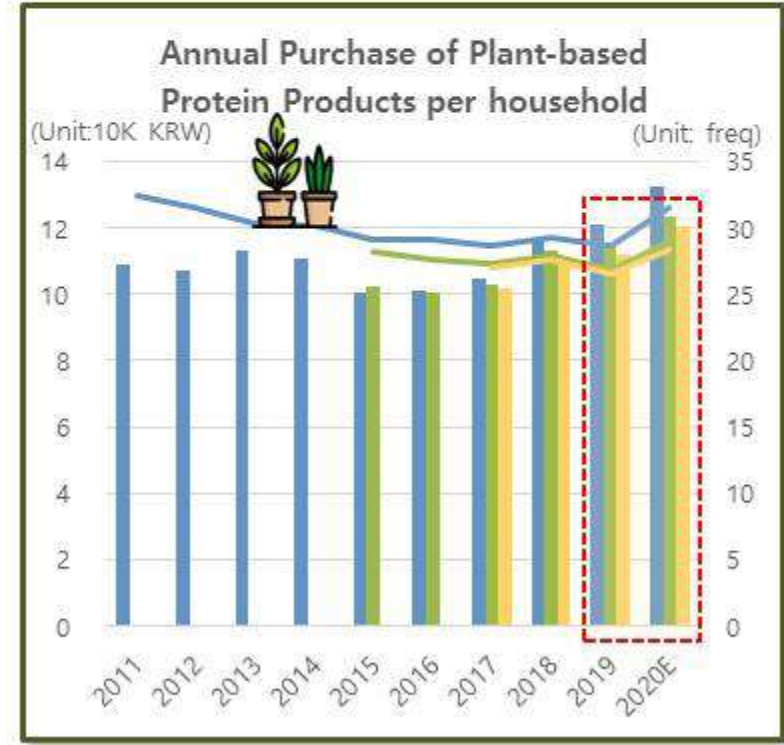
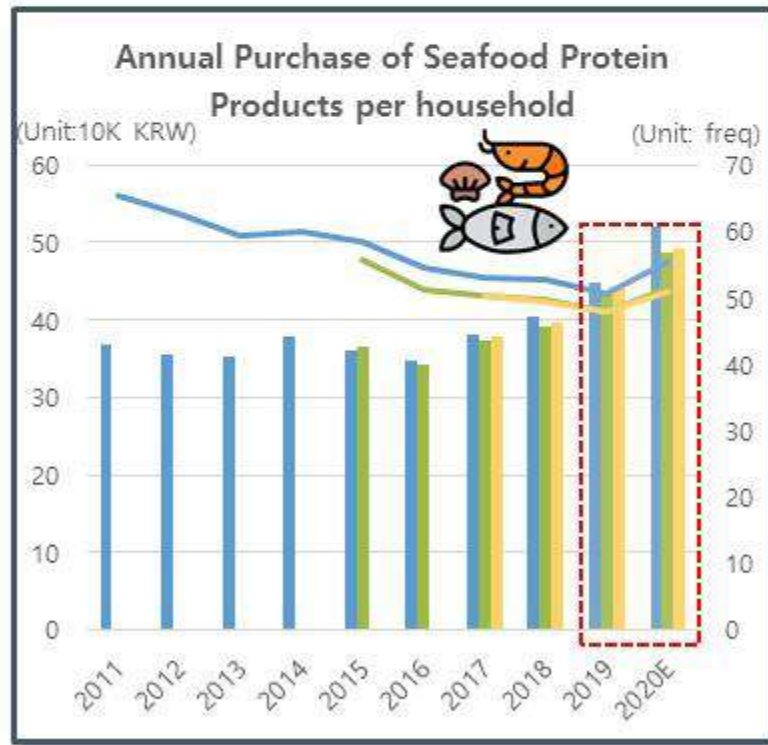
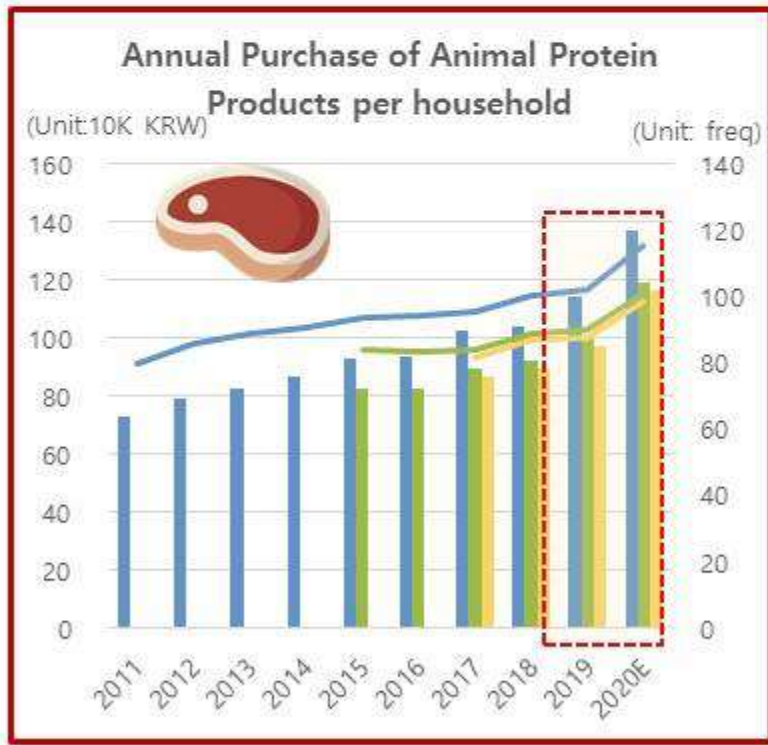


Purchase Status of Protein Products in Korea

525 households Purchase amt per household Purchase freq per household
 1040 households Purchase amt per household Purchase freq per household
 1250 households Purchase amt per household Purchase freq per household

- Steady Growth in Protein Product Consumption

- The purchase of animal, fish, and plant-based protein products have been increasing annually (incl. fresh + processing products)



(Data: Rural Development Administration of Korea_Consumer Panel Purchase Data)

02 Protein



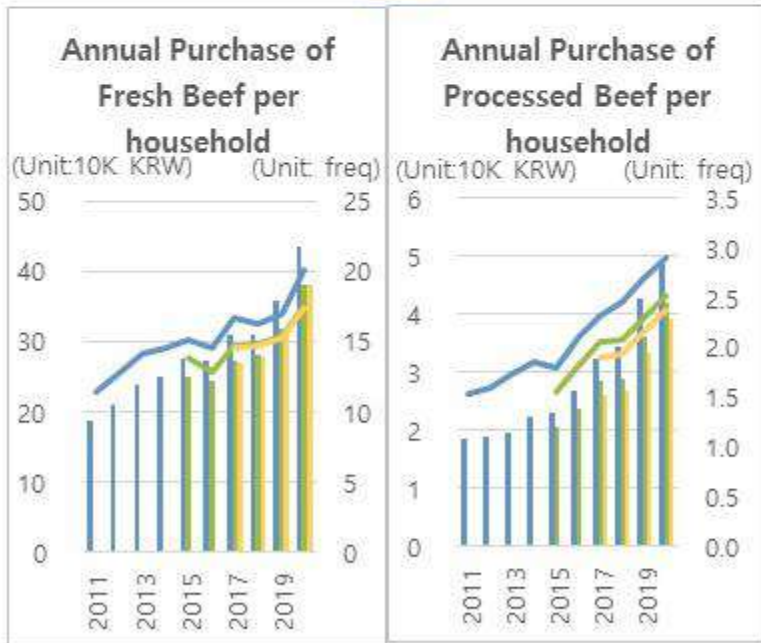
(1) Animal Protein Products

525 households Purchase amt per household Purchase freq per household
 1040 households Purchase amt per household Purchase freq per household
 1250 households Purchase amt per household Purchase freq per household

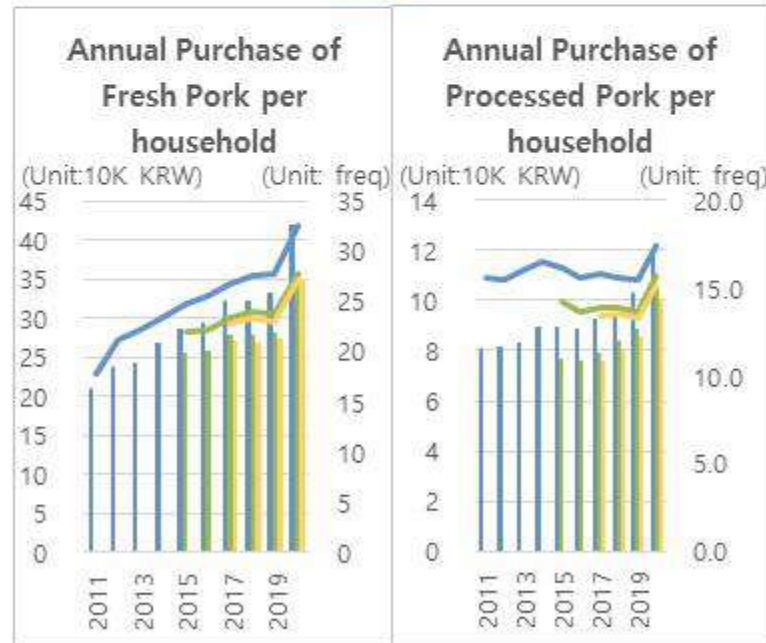
• Fresh and Processed Meat in Different Categories

- The purchase of fresh and processed meat in all meat categories has shown an increasing trend since 2017.
 - ✓ Due to Covid19, especially fresh meat shows a significant increase in purchases in 2020 compared to the previous year
- While processed chicken purchase increases since 2016, fresh chicken decreased in 2017 due to the AI outbreak, and subsequently recovered

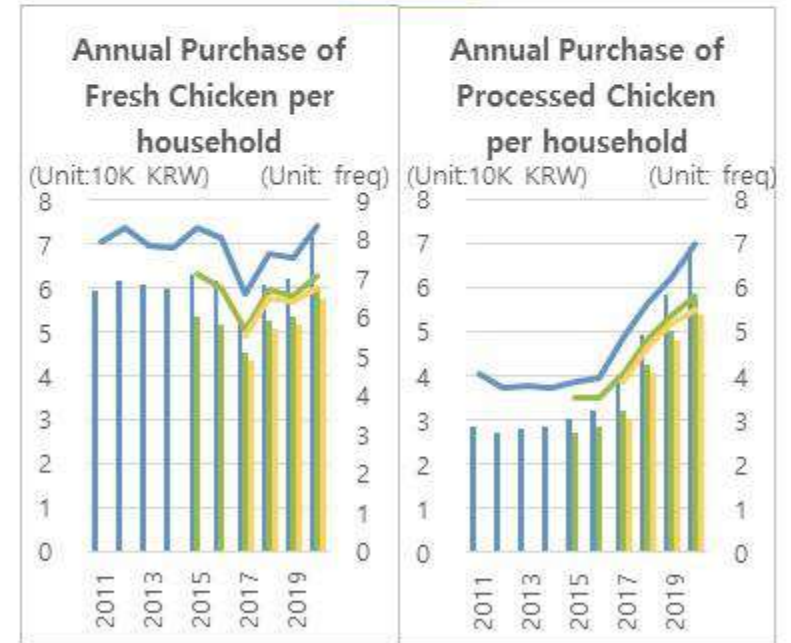
Beef



Pork



Chicken



(Data: Rural Development Administration of Korea_Consumer Panel Purchase Data)

02 Protein

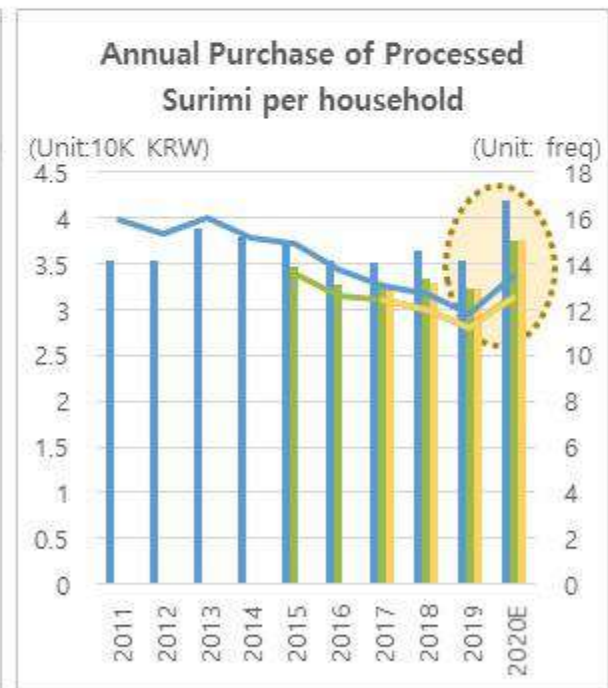
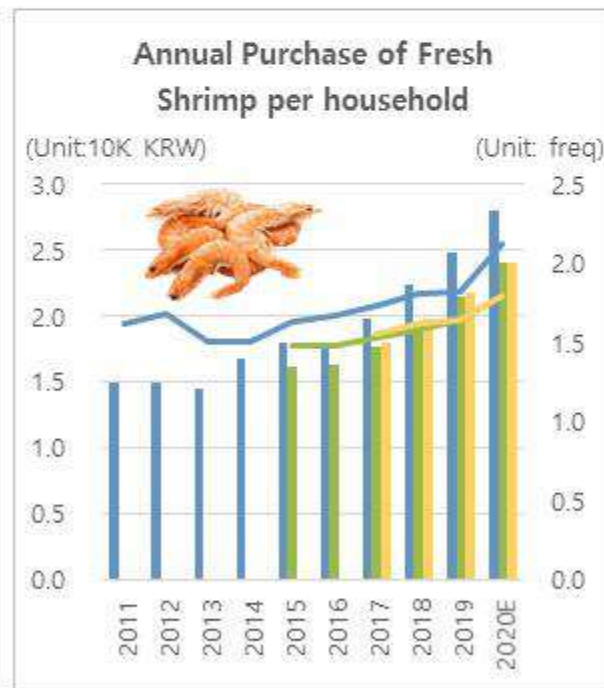
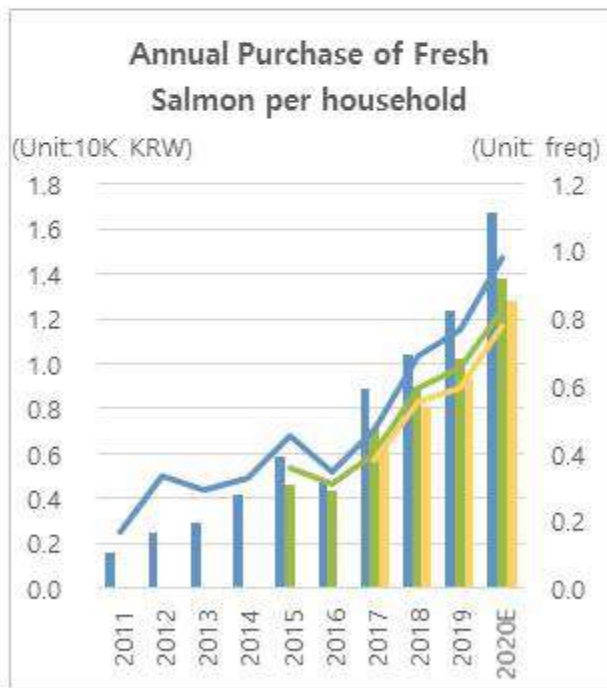
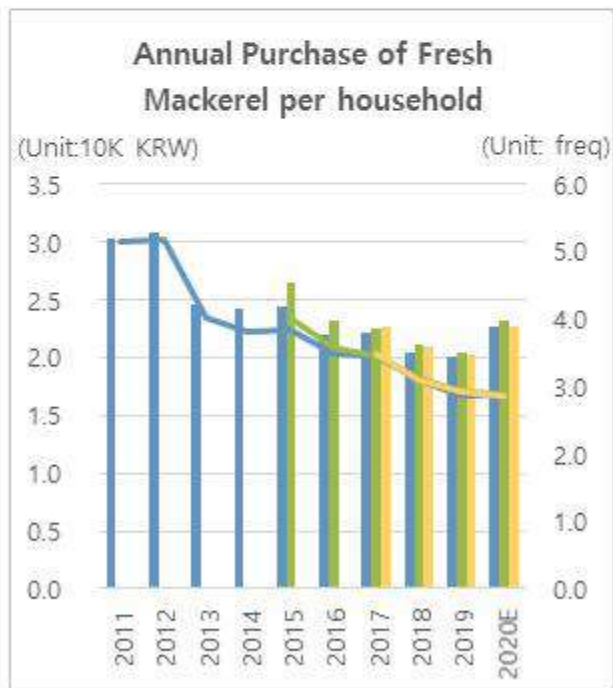


(2) Seafood Protein Products

525 households Purchase amt per household Purchase freq per household
 1040 households Purchase amt per household Purchase freq per household
 1250 households Purchase amt per household Purchase freq per household

• Fresh and Processed Seafood in Different Categories

- Fish: Decreased demand for mackerel, the primary fish for grilling, and increasing demand for fish species without off-flavors (e.g., salmon).
- Shellfish: Steady growth in the popularity of easily prepared shrimp
- Processed Seafood: Declined over years, surged after COVID-19 with increased cooking frequency and demand for affordable, shelf-stable protein options (e.g., fish cakes, imitation crab)



(Data: Rural Development Administration of Korea_Consumer Panel Purchase Data)

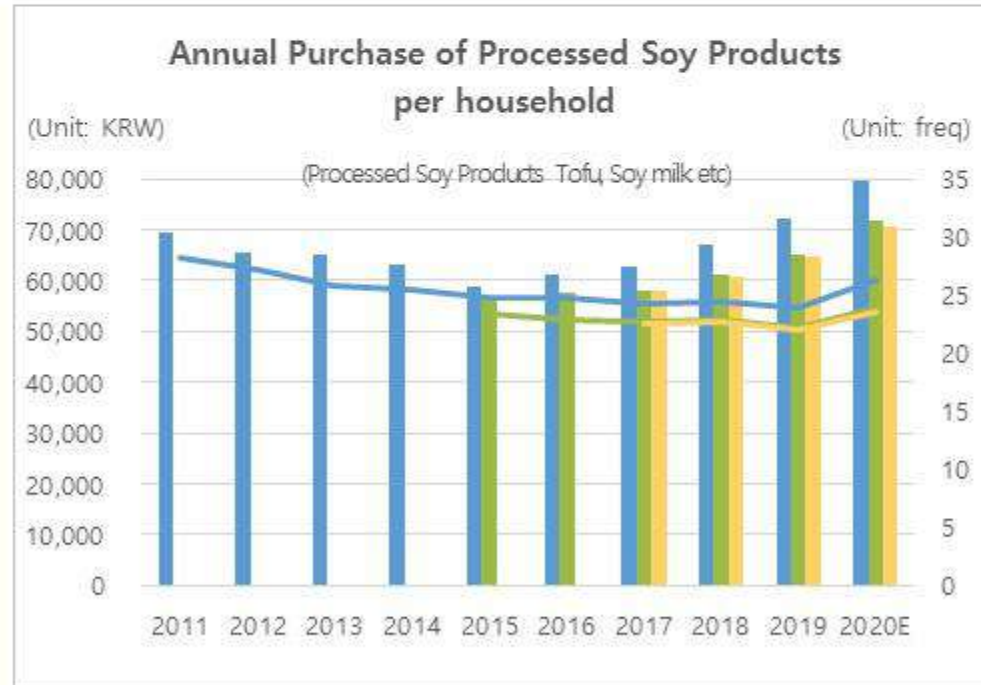
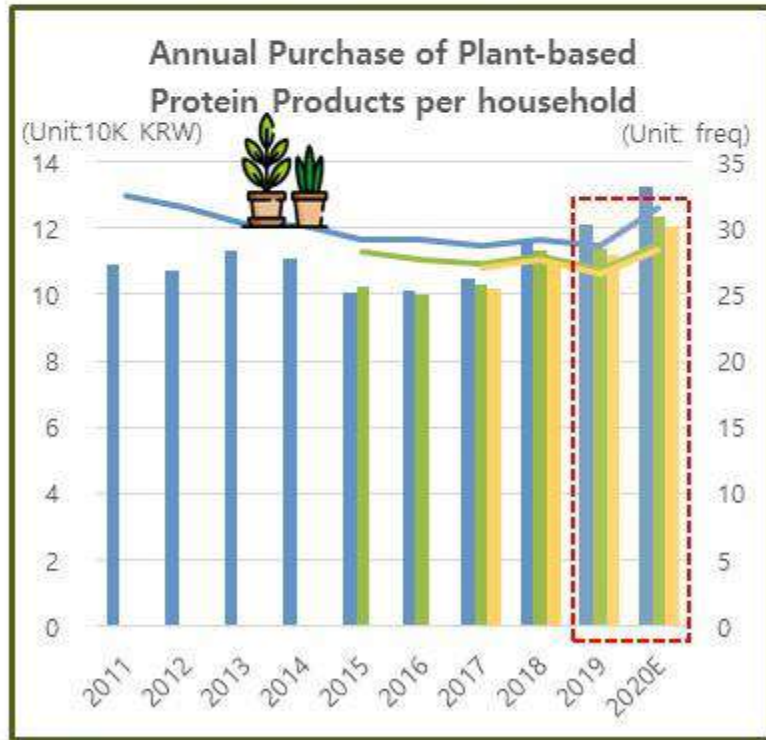


(3) Plant-based Protein Products

525 households Purchase amt per household Purchase freq per household
 1040 households Purchase amt per household Purchase freq per household
 1250 households Purchase amt per household Purchase freq per household

• Growth of Plant-Based Protein through Value-Based Consumption

- Consumer interest in health has increased, and with the spread of value-based consumption trends such as environmental sustainability and animal welfare, there is an increasing trend in the purchase of plant-based protein.
- The purchase amount of plant-based protein has been steadily increasing since 2017
 - ✓ Among these, soy processed products such as tofu and soy milk have a biggest share in the category of plant-based protein products.



(Data: Rural Development Administration of Korea_Consumer Panel Purchase Data)

02 Protein

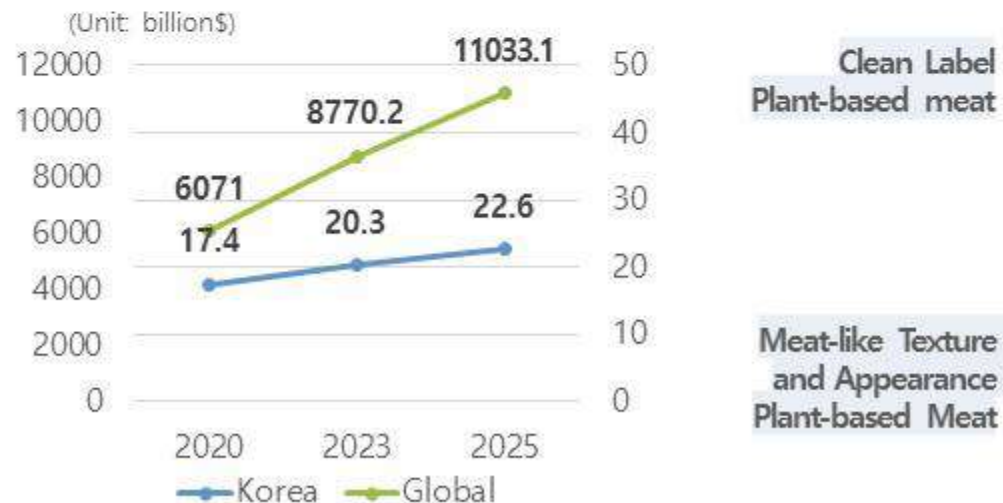


Keyword1: Alternative meat

Alternative meat market in Korea

- The plant-based meat market in Korea is currently not very large, but it is gradually showing signs of growth.
- Plant-based meat products available worldwide can be broadly classified into two categories
 - ✓ 1) products that emphasize the use of plant-based ingredients with a clean label approach
 - ✓ 2) products that focus on creating a taste, texture, and appearance similar to conventional meat
- In the case of South Korea, (1) the majority of plant-based meat products are made with tofu, and (2) they are predominantly released in the form of meat-based convenience foods and for the foodservice sector rather than as raw ingredients

Plant-Based Meat Market Size



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

Clean Label
Plant-based meat



High Protein Tofu Bar

- Release Date : Apr 2021
- Company: Pulmuone
- Price: 2,200 KRW (60g)



Tofu Noodle

- Release Date : Apr 2020
- Company: Pulmuone
- Price: 2,700 KRW (100g)

Meat-like Texture
and Appearance
Plant-based Meat



Plantable Dumplings

- Release Date : Dec 2021
- Company: CJ Bibigo
- Price: 10,480 KRW (910g)



Bulgogi Fried Rice

- Release Date : Jul 2022
- Company: Pulmuone
- Price: 6,480 KRW (424g)

(Source: Pulmuone, E-mart Website)

02 Protein

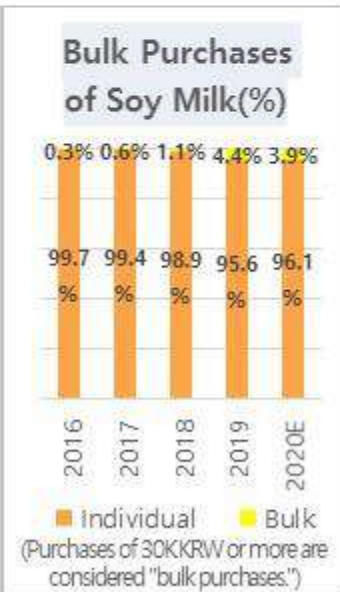
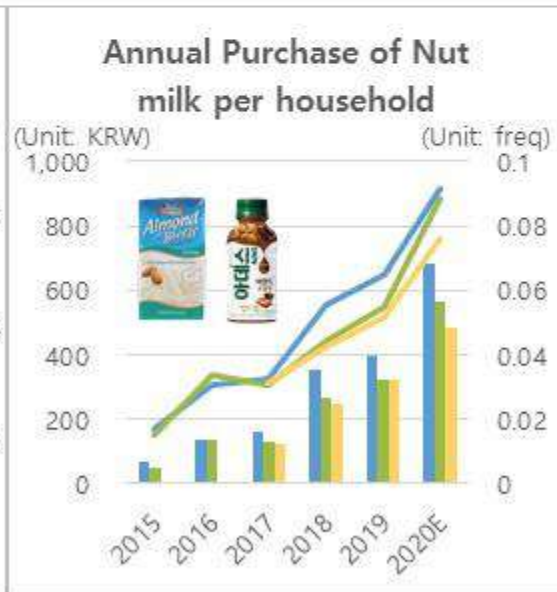
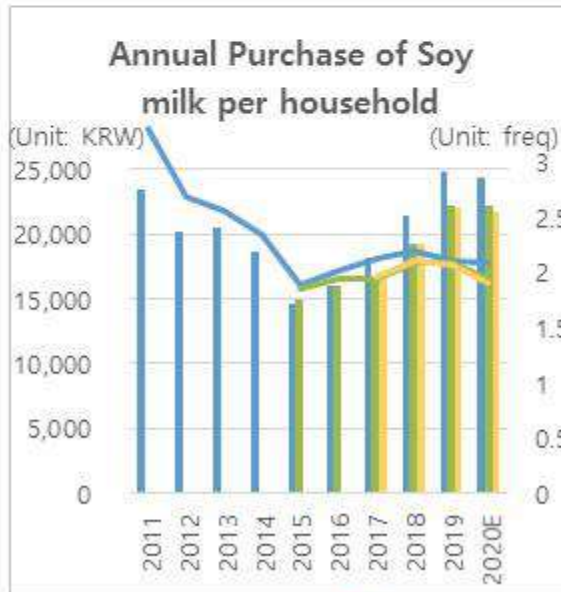


Keyword2: Alternative milk

525 households Purchase amt per household Purchase freq per household
 1040 households Purchase amt per household Purchase freq per household
 1250 households Purchase amt per household Purchase freq per household

Alternative Milk Market in Korea

- Alternative milk has become a popular choice among consumers embracing the vegan trend and those with lactose intolerance
 - ✓ Soy milk dominates the alternative milk market in Korea
- While the frequency of soy milk purchases has decreased since 2018, the price has seen a significant increase
 - ✓ Longer shelf life, increased bulk purchases with online shopping becoming more common
- While soy milk is consumed as a standalone product, it is also being used as a milk alternative in coffee beverages
 - ✓ Some franchise cafés are offering personalized options for consumers to choose their milk preferences



Cafés with Soy Milk Substitution Option

Brand	Substitution Option
스타벅스 (Starbucks)	스타벅스 전용 무유 및 무유 시음
폴바셋 (Paul Bocuse)	무유, 저지방 무유, 라떼/프리카우유 선택 가능
투윙플레이스 (Two Wing Place)	무유, 저지방 무유, 무지방 무유 선택 가능
더윙 (The Wing)	무유, 저지방 라떼용 무유, 라떼용 무유, 아이스크림용 선택 가능
커피빈 (Coffee Bean)	무유, 저지방 무유 선택 가능
백다방 (Baekdabang)	추가 금액 500원

(Data: Rural Development Administration of Korea_Consumer Panel Purchase Data)

(Source: Visual Dive's Naver Post)

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Beverages

#Decaf Coffee
#Alternative sugar
#Wine #Whiskey
#Non-Alcohol

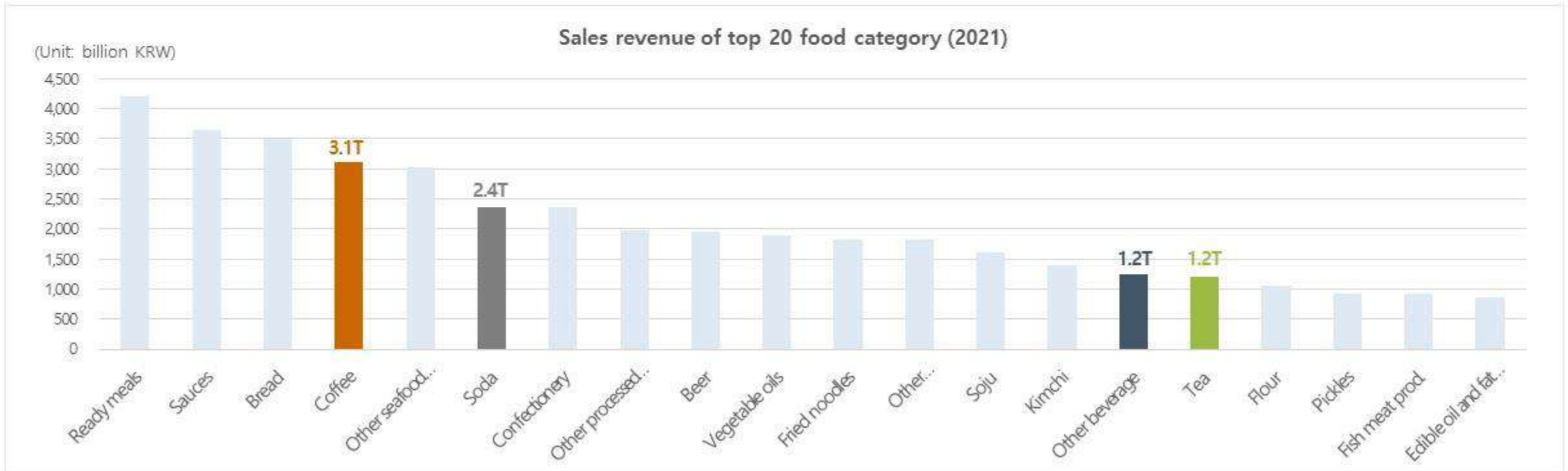
03 Beverages



Beverages Industry in Korea

- **Changes after COVID-19 in Beverage Industry (excl. Alcohol Beverages)**

- Beverage market (excl. alcoholic beverages) represents approximately 14% of the F&B market in Korea and is experiencing steady growth
 - ✓ Numerous new products were launched in anticipation of a shift in demand from cafe-like dining-out beverages to ready-to-drink (RTD) options
- In the following slides, plans to examine changes in coffee (4th) and soda (6th), which are ranked at the top



(Source: Korea Food and Drug Administration, 2022)

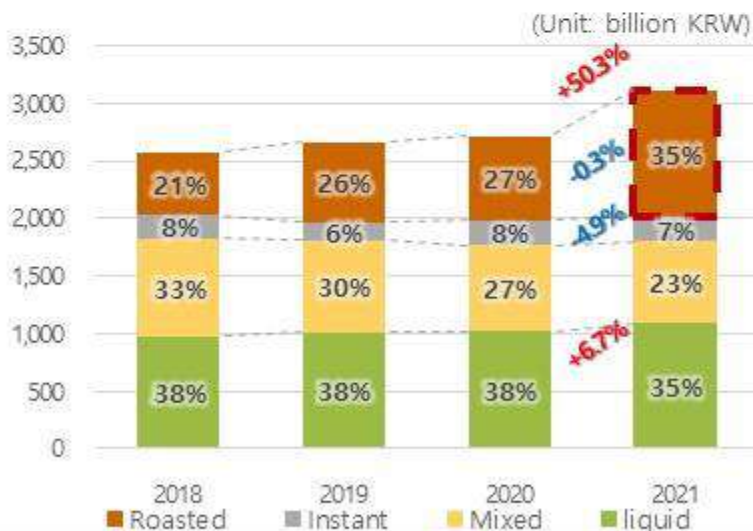


Keyword1: Decaffeinate Coffee

• Roasted coffee & Decaffeinate coffee are growing in Korean coffee market

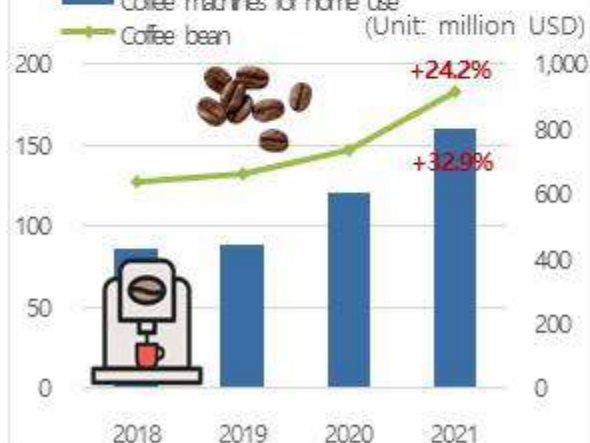
- Coffee sales revenue has been increasing at a CAGR(Compound Annual Growth Rate) of 6.6% from '18 to '21
 - ✓ instant coffee and mixed coffee decreased in '21 compared to '20, while **roasted coffee (+50.3%)** and **liquid coffee (+6.7%)** showed an increase.
 - ✓ The import value of coffee beans is positively correlated with the import of home coffee machines
- Moreover, the import of decaffeinated coffee beans witnessed a significant surge of 42.3% in '21 compared to '20, reaching an all-time high
 - ✓ RTD decaffeinated products are being actively introduced, and major cafes are also launching decaffeinated menus

Sales Revenue of Coffee by type



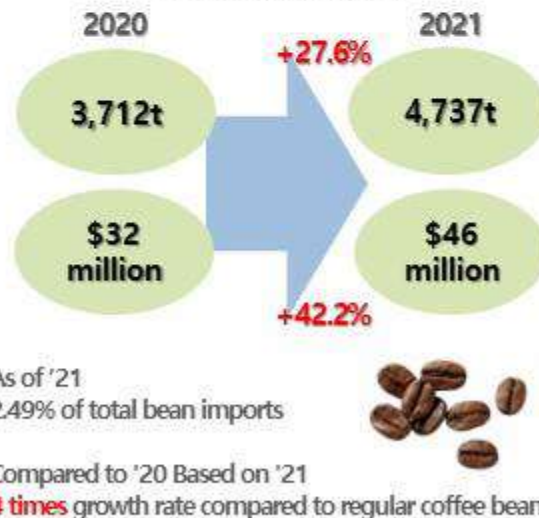
(Source: Korea Food and Drug Administration, 2022)

Import Value of coffee beans and coffee machines for home use



(Source: Korea Customs Service)

Decaffeinated Roasted Bean Import Volume and Value



(Source: KBS News, 2022.01.31)

Cafes offering decaffeinated coffee

Brand	Number of stores (May '22)	Release date
Ediya	2,825	Mar.'20
Starbucks	1,633	Aug.'17
A Twosome Place	1,218	May.'20
Mega Coffee	1,184	Jun.'21
Compose Coffee	725	Feb.'22

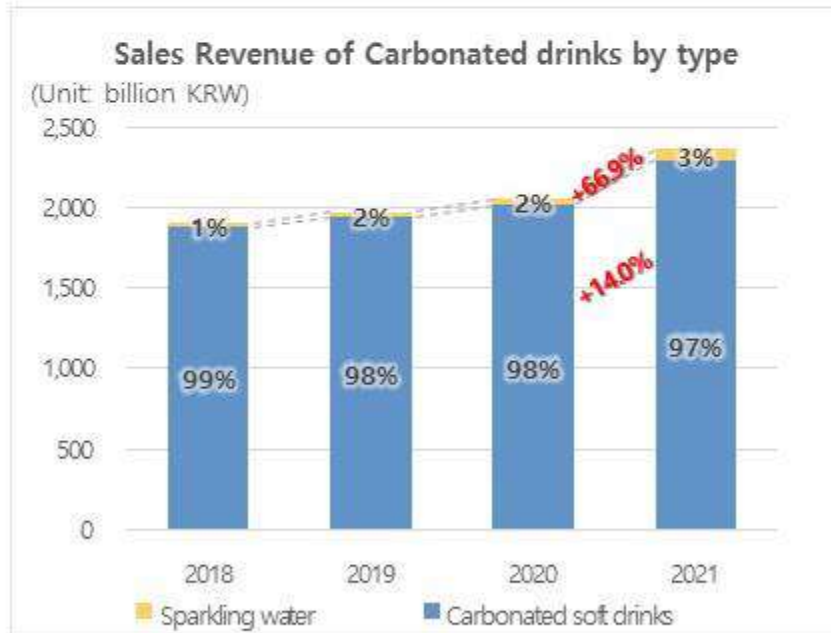
(Reference : Fair Trade Commission, '22, each cafe website)



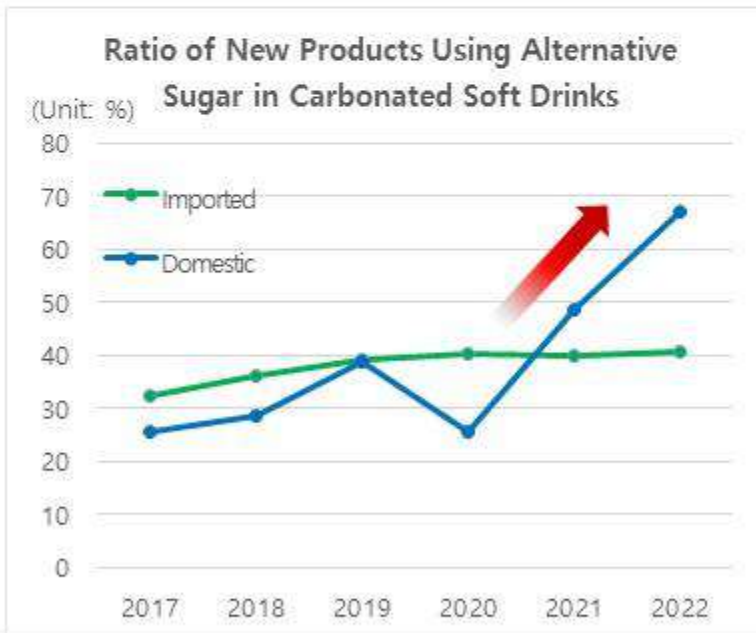
Keyword2: Alternative Sugar

• Growth of the Carbonated Drinks Market with Alternative Sugar

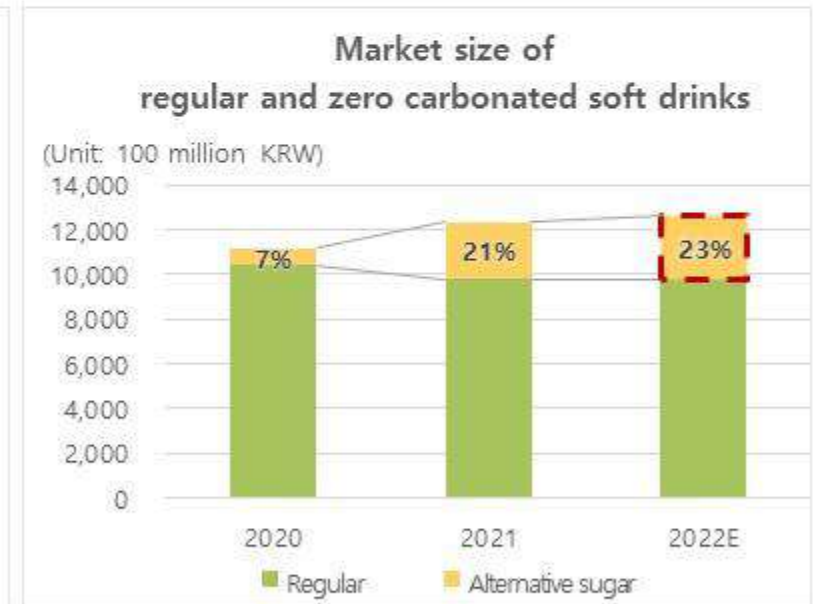
- Carbonated drinks (incl. carbonated soft drinks and sparkling water) are showing rapid growth, increasing by about 14% and 67% in '21, respectively, compared to '20
- More than half of the new product launched in Korea since '21 use alternative sugars Korean carbonated soft drinks market is experiencing growth with a focus on zero-calorie products



(Source : Ministry of Food and Drug Safety)



(Source : Mintel GNPD)



(Source : Nielsen ('20), POS data ('21-'22), POS data is calculated by multiplying by a factor of 2 to reflect market coverage, 2022 is calculated by reflecting the change rate of Jan-Jul, and Aug-Dec. find by summing the estimates)

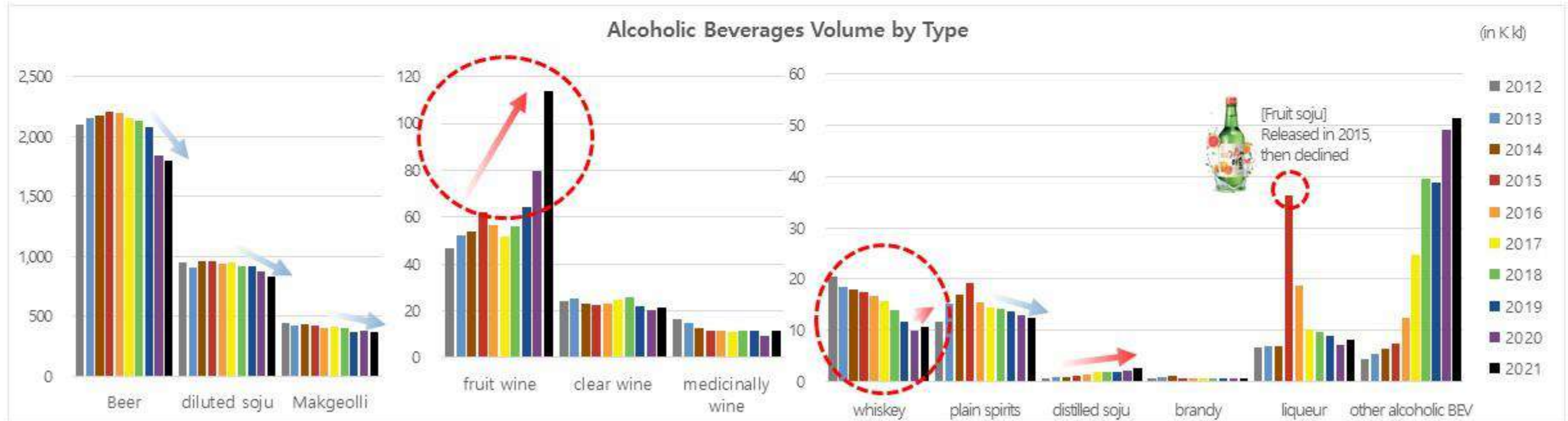
03 Beverages



Alcoholic Beverages Industry in Korea

- Decrease in the top three liquor types, accompanied by an increase in fruit liquor and whiskey

- The top-selling alcoholic beverages(Beer, diluted soju, rice wine) have been declining, however fruit based liquor have shown a sharp increase
- While regular distilled spirits have been declining since 2015, distilled soju has been steadily increasing
- The shipment volume of whisky, which has been steadily declining for over a decade, saw an increase in 2021



(Source : National Tax Service)

03 Beverages

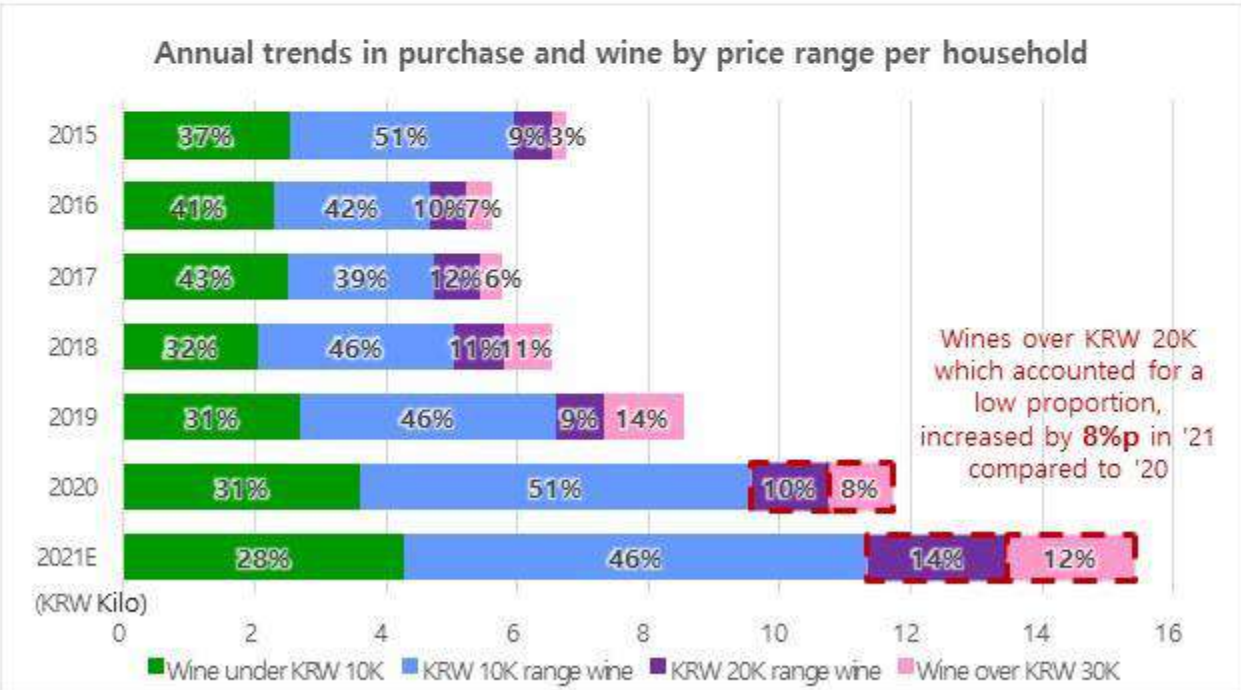
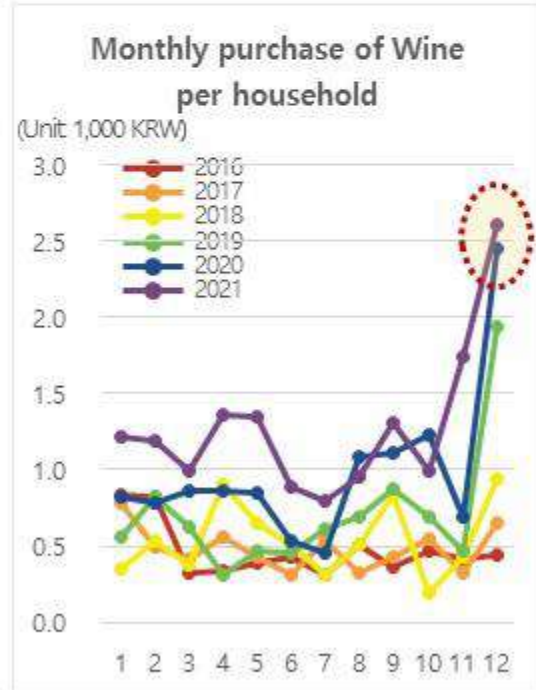
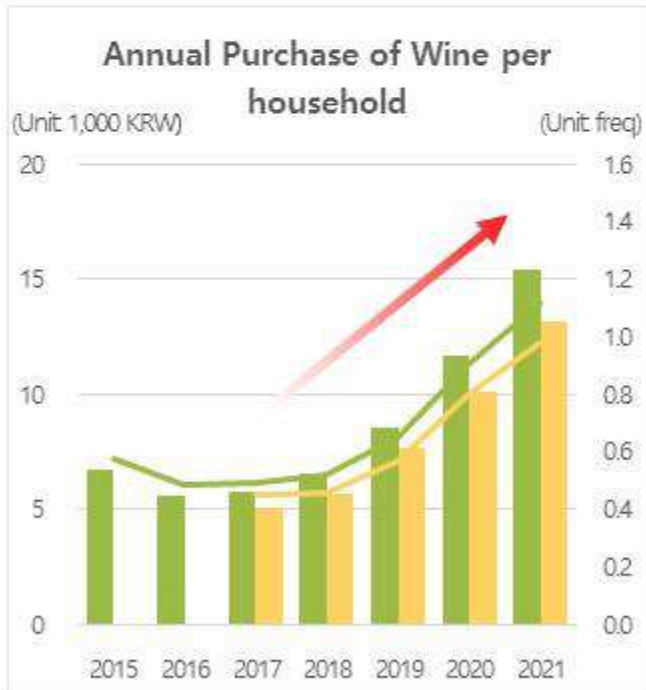


Keyword3: Wine

976 households Purchase amt per household Purchase freq per household
 1282 households Purchase amt per household Purchase freq per household

• Increase in wine purchases and willingness-to-pay

- Wine purchases per household have been steadily increasing since '17, and they show a rapid increase through COVID-19
- The proportion of low-priced wines (around 10,000 KRW) decreased, and the proportion of medium-priced wines or more (priced at 20,000 to 30,000 KRW) increased from 12% in '15 to 26% in '21
- Wine purchases at home are the highest in December, and purchases are also high in September, the month of holiday season (Chuseok)



(Data: Rural Development Administration of Korea_Consumer Panel Purchase Data)

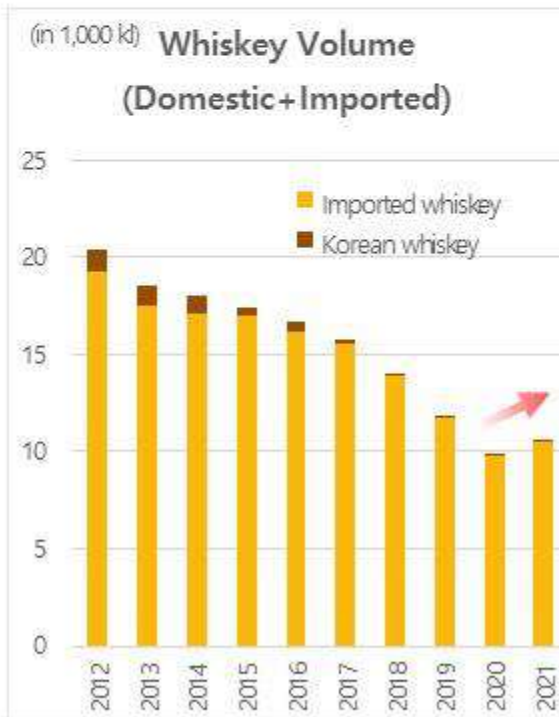
03 Beverages



Keyword4: Whiskey

Whiskey market regaining growth momentum

- The whiskey market has been experiencing a steady decline, particularly in the case of blended Scotch whiskey, but there was a notable turnaround in 2021, with a significant 8% increase compared to the previous year
- The recent preference for premium single malt whiskeys and the growth of highball culture utilizing affordable whiskeys have led to the growth



(source : National Tax Service)



(source : Euromonitor)

Highball Recipe of Johnnie Walker

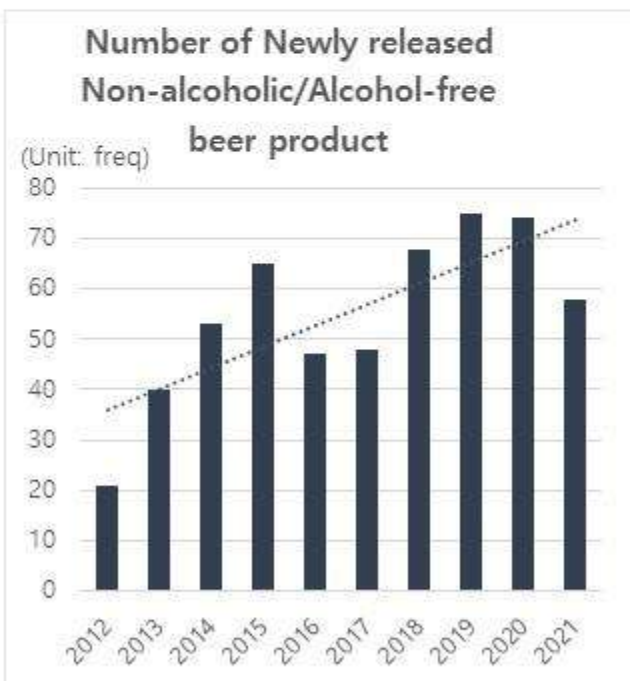
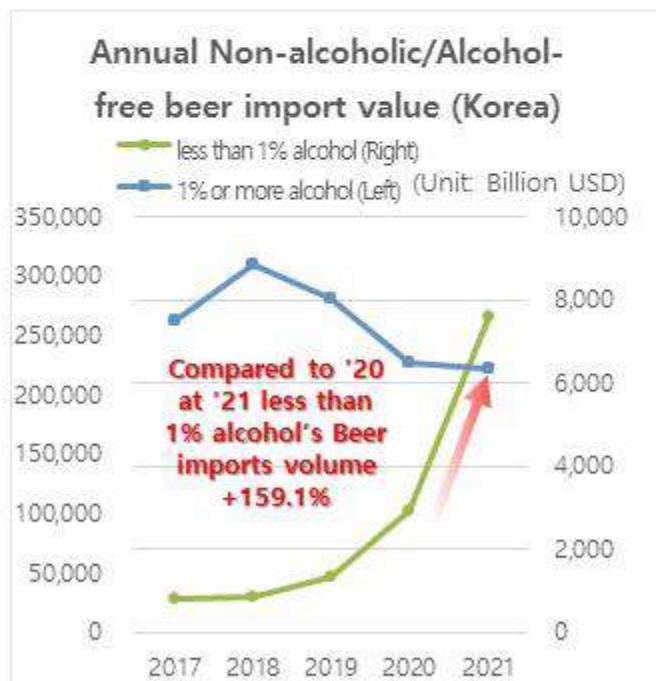




Keyword5: Non-Alcohol

• The growth of 'alcohol-free' and 'non-alcoholic' beers

- Imports of beer with an alcohol content of 1% or less (non-alcoholic) have been rapidly increasing
- Many countries, including Korea, have seen a growing trend in the number of new beer products with an alcohol content of less than 1%
- This product category, classified as carbonated beverages, is experiencing rapid growth in Korean market based on its characteristics such as being eligible for online sales and having low calorie content



Alcohol-free Beer	Non-alcoholic Beer
<p>Add yeast to the wort in fermented beer Manufactured by isolating only alcohol (e.g. vacuum distillation, reverse osmosis)</p>	<p>Yeast during the manufacturing Products made by adding synthetic flavors without fermentation (0% ABV)</p>
 <p>CAS 0.0 Company: OB ABV: Less than 1% Price: KRW 1,190 Type: Carbonated Beverages</p>	 <p>Hite Zero Company: Hite Jinro ABV: 0% Price: KRW 1,180 Type: Carbonated Beverages</p>

Features and Benefits

Possible to sell online as a beverage according to product classification	Wide choice for drivers or pregnant women
Relatively low in calories as alcohol has been removed	Relatively low price as liquor tax is not applied

(Source : Korea Customs Service Import and Export Trade Statistics)

(Source : Mintel GNPD)

(Source : Ntoday, 2022; Marketkurly)



The Food Industry Promotional Agency of Korea

한국식품산업클러스터진흥원



CONTENTS

1 Korea National Food Cluster

2 Support Facilities

3 Foodpolis Future Plan



1

Korea National Food Cluster



Industrial Complex

A concentration of similar industries in a limited geographical area

Less connection between 'tenants'

For reducing cost and company growth



Cluster

Critical masses in one place of linked industries and institutions—from **suppliers to universities to government agencies**—that enjoy **unusual competitive success** in a particular field (Michael Porter, 2000)

Other clusters in South Korea

- | | |
|--|--|
| • Osong
Medical innovation
Foundation | • Daegu
Korea Water Cluster |
| • Gumi
Defence, Digital Cluster | • Gwangju
Photonics cluster |
| • Ulsan
Shipbuilding software cluster | • Wonju
Medical Technovalley |





**An advanced form of Food industrial complex
linked with industries and institutions**

To bring up the nation's food industry and value of Korean agriculture

Creating new values by networking, interacting and sharing knowledge

1 - 3 Overview

- ✓ Agency established in 2011, Publicized in (2019), New title(2020, cluster support center → Food industry promotional agency)
- ✓ 12 business support facilities, 841 research, manufacturing equipment operating on site for the growth of Korean Food companies
- ✓ National Food Cluster is established in 2017, under the 'Food Industry Promotion Act' Article 12-2



Cluster Plan (2,32 M m²) (Iksan, SK)

- 65%**

Industrial area(1.49M m²)
For human food, Drinks, Food packaging,
Logistics, Research facilities
- 4%**

Support Facility area(90k m²)
Food industry Promotional agency of Korea
And its 12 support facilities
- 1%**

Commercial area(30k m²)
- 3%**

Residential area(80k m²)
- 27%**

Infrastructure(6M m²)
Roads, Parks, water facilities, etc,

Integrated Support for Optimal business growth

National Food Cluster is a 'Platform' of Business growth by collaborating with related public organizations



1 - 5 Foodpolis in Numbers



Our staff
110

126



Partners in the cluster

Startups in the cluster

36

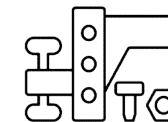
Cluster
occupation
Rate

72.4%



19
Teams for support

12 Support
facilities



Equipment on site
841

Support project
categories for
2023

17



19,000
Followers on SNS

246 Billion Won

Total profit of partners on 2021

24.6

Average employment
per partners of 2021

1 - 6 Product from partners/project

Exporting products

Pulmuone



Pulmuone Kimchi – US, Japan

UNIBEE



UniqueBiotech Propolis
- Australia, Vietnam

SCDD Trade & Marketing



SCDD
Seaweed snacks – Thailand

(주)다인에프앤씨



Dain F&C
Rice Noodles – Bangladesh

Health Functional

FromBIO



Tablet form
FromBIO – Joint health Supply

CELLONIX



Powder Form
Cellonix – Probiotics

KMD



Jelly Form
Chemid – Collagen Jelly

해오담



Liquid Form
Haeodam – Dark Ginseng

“The Future Food”

FRESH GO



Freshgo- Ready to cook
Sauce Packets

HYUNDAI GREEN FOOD



Senior-Friendly Food
HyundaiGreenFood – two way Rice snack

(주)239 BIO



Alternative Protein
239Bio- Amino acid From Crickets

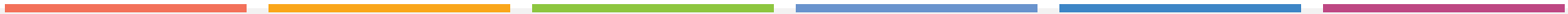
MEDI PRESSO



Personalized Nutrition
Medipresso – Healthy capsule tea solution

2

Support Facilities



2 - 1 Facilities of Food industry promotional agency

facilities

One-Stop Support system of Food Technology, Manufacturing, Startups, ingredient supply and More
- 841 types, 52 Billion won invested for Lab and Manufacturing Equipment

12 support facilities

Technology



Manufacture



Startup



Ingredient supply



Business



2 - 2 The Food industry promotional agency of Korea (Main Building)

✓ Main tasks



In charge of National Food Cluster



Marketing support



HR support(Hiring/Education)



Cluster Visitor Center



FOODPOLIS Market



Business consulting Center

2-2 The Food industry promotional agency of Korea (Main Building)



Foodpolis Market



Visitor Center



Business Consulting center

Online & offline

**Shopping area specialized on products
from our partners**

For Exhibition, promotion and marketing
support

Model miniature of Foodpolis, Infographics,
videos, VR centers to
Boost your knowledge of Food Cluster and
the Agency

Provides consultation and solutions on
business obstacles such as Tax and labor,
Laws, regulations, and certifications

2 - 3 Food Packaging Center



Overview

- The first “food packaging” specialized lab of Korea

Certifications



KOLAS
Korea laboratory
accreditation scheme



distributing confidence, worldwide.

ISTA
International safe transit association

Main tasks



Customized package improvements

Product development/consulting for the latest package trends
Package material/structure design



Package Material analyzing

Evaluation for hazard safety
Biodegrade ability for green packaging



Environmental experiments

Transit Environment Simulation lab
For Package Safety and Durability

Package improvement: Crispy rice snacks

Overview

Solved product damage-chocolate sanded rice snacks during transit by package renewal



Before



After



[Improved Sealing]

[Improvement of primary packaging loading pattern]

[Improvement of secondary packaging loading pattern]

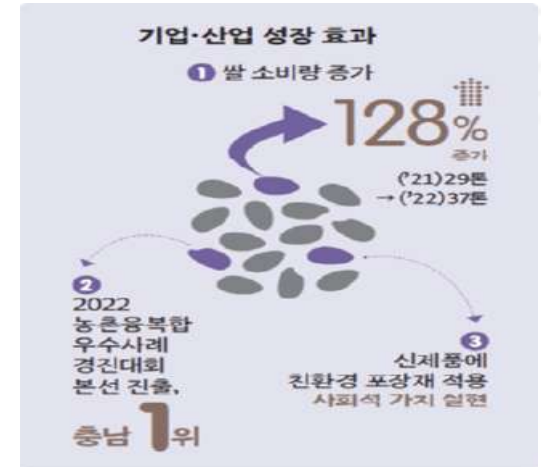
Result

1. 128% increase on Domestic rice consume

2. Awarded 'good practice' of agri-food business of 2022

3. Company profit boost by export to Taiwan and domestic sales increase

4. will use environmentally friendly material in 2023



Package improvement: material improvement of exported ramyun boxes

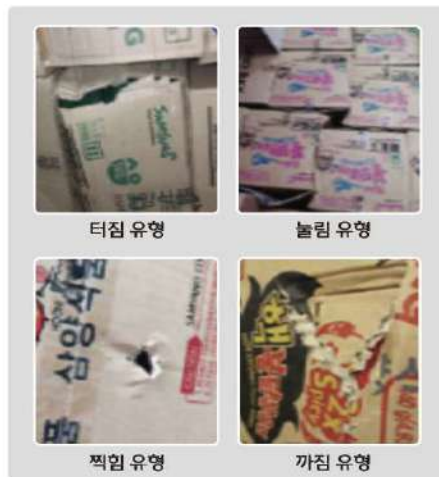
Overview

Obstacles

- Ramyun boxes for export gets multiple claims on being destroyed during transit



[Examples of damage]



[types of damages]

Improvements

Result

- Improvement of box structure by material/environment testing
- Expected to save 1.2 billion won saved by 85% improvement of faulty packaging



[Test manufacturing and evaluation]

2 - 4 Food Quality and Safety Center



✓ Main Tasks

- Product planning> development> launching> monitoring
- Human sensory evaluation
- Machine operated sensory tests
- Safety analysis lab tests

✓ Overview

- Evaluation tests for the safety of ingredients, product development/improvement
- Main facilities: Consumer behavior lab, sensory lab, analysis lab, microbiology labs

✓ Certifications

식품 등 시험·검사 기관
지정번호 : 제142호



식품의약품안전처

designated experiment &
inspection labs by Korea MDFS



KOLAS
Korea laboratory accreditation scheme



Sensory tests



Sensory quality examination



Food safety
Analyzing

Food technology support: Creating Products based on consumer needs

Consumer evaluation cases

New Low sugar products for people with higher health awareness

→ Research on sugar substitutes + taste evaluation > new consumer pool (high blood pressure, diabetic)



[taste evaluation]



[new product]

Quality comparing evaluation for Home meal replacements

→ profit increase to 5 billion won



[Consumer tests]



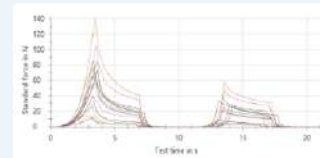
[Profit growth]

Texture optimizing cases

Plant based protein texture improvements

Chewiness, cohesion, elasticity

→ product development w texture evaluation



[texture analyze]



[Better texture]

Quality evaluation cases

Quality improvement

Electric Nose: Flavor analyzing

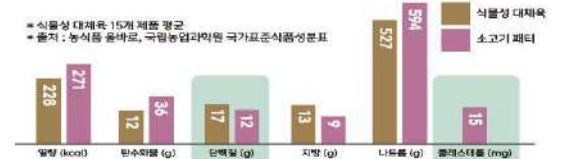
→ Develop products that consumers prefer



[Electric Nose]

Safety of plant based protein

Nutrients and safety analyzing of alternative proteins



[Nutrition compare chart - Plant based vs Beef patties]

2 - 5 Functional Evaluation Center



Overview

- One-stop technology support to valorize health functional ingredients and functional labeling on foods
- Standardize / validation / safety evaluation

Certifications



GLP
(Good Lab Practice)



AAALAC-I
(International Lab Animal Care)



KELAF
(Excellence of Lab Animal Facility)

Main Tasks

Developing new functional ingredients

Discover and register
Domestic functional ingredients
Special functional ingredient
per life cycle/ diseases

Product development support of functional ingredient

Adapting functional ingredients
to normal food
maximizing functional ingredient content

Testifying Safety on new functional ingredients

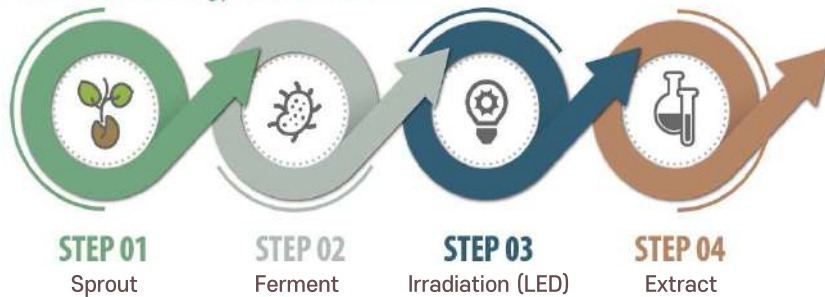
Temporary enlistment support
on new ingredients
Safety ensuring on
new technologies and methods

New manufacture technologies applied: Domestic soybeans as functional food

Overview

[Company] Discovered new functional ingredient (sprouted, fermented soya) with their newest technologies

Platform technology for Bio-conversion



[MDFS] Required proof of safety documents for enlistment due to new applied technologies

[Foodpolis] Support on enlistment safety assurance

Toxic evaluation complete



Labeled to support ladies health post menopause

Improvements

Product development complete & Market release



Benefits local farmers by direct contract

Cases of enlistment:

Domestic agri-functional ingredients

[Blood pressure control] Black raspberry

[Ladies post menopause] Fermented-sprouted soya

[Anti-aging] Rubus coreanus powder



Overview

- Provides cutting edge technologies on prototype manufacturing for SMEs

Certifications



HACCP



GMP
(Good Manufacturing Practice)



Organic processing
facility

Main Tasks



Fermentation Tanks

Raw material processing

Fermentation/purification
Extract/concentrate
Drying/powdering



Capsulating Machine

Solid type processing

Tableting
Encapsulating
Granulating



Powder Sterilizing

Special procedures

High Pressure Processing
Powder sterilizing

Support commercialization of Health Functional food

✓ Procedures of support system



Find obstacles



Set process standard



Prototype manufacture

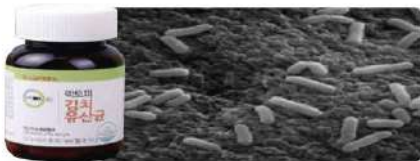


Commercialize

✓ Collaboration cases

Probionic

Kimchi Probiotics
US, JP, CN export
24% Annual growth



Uniquebiotech

Granulated Propolis
Launched in Costco
US, AU, VN export



Atozen

probiotics for blood sugar product
development
With authorized “Lactobacillus P HAC01”



Webiom

Probiotics product development
30 million won investments by E-mart
10 million won profit on 2022





Overview

- Rental offices, factories for Startups and Small enterprise
- 49 total slots, 36 companies joined
- Venture Partners: cheaper, easier access to projects

Main Tasks

Providing Rental office and factories

HACCP, GMP, ISO22000 qualified area
Water, gas, electricity, wastewater,
storage provided

Incubation of partner startups

Partner candidates are evaluated by Item, technology and management abilities
Total 49 slots(36 occupied),
3 slots of common area

Monitoring of partners

Partners are evaluated each year
feedback and more support provided
as they grow

StartupLab Projects: How its done and best cases

✓ Procedure



Orientation



Education/Finding strengths



Prototype evaluation



Investor's networking



Result sharing

✓ Collaboration cases

Medipresso

2022 StartupLab Participant

High Pressure Tea capsules with IoT machine

Tea recommendation solutions Based on DNA health checkup

- 8 new products launched
- 2 patents and 300 million won invested

Entered market

- 40 megamarts, 250 Nobrands 10 department stores

MEGA MART



No Brand



신세계백화점

롯데백화점



LocalWorks

2019 StartupLab Participant

Honey Drink Base from Mt. Jiri

- Joined as a partner at Food venture center
- New products: propolis spray(2022)
- Honey rice pudding in development(2023)



2 - 8 Sauce Industrialization Center



Overview

- Bringing Korean traditional sauce globally by development support
- Recipe development/ prototype manufacture/commercialize

Certifications



HACCP



Smart HACCP
(automated management of HACCP)

Main Tasks

Sauce development and manufacturing support

Recipe and process plan development
Prototype manufacturing

Innovative-traditional sauce support

Consulting, manufacturing and marketing support
Support programs specialized on traditional foods

Sharing sauce information and work-education connection

Sauce info Database website
Seminars and sauce industrialize communities
On site education for sauce manufacture

Utilizing infrastructures:
commercialization of 'GreenBio' Food

✓ Collaboration cases

Huenic: obstacles of reducing odor on plant based meat



We have technologies For Plant based meat, But its so hard to get rid of its odor.

✓ Results

- GreenBio Food: Biotechnology applied to food and agriculture area (new term by Ministry of Agriculture and Food Rural Affairs, 2023)



New product:
Plant based chicken with
BBQ Gochujang sauce
(Korean chili paste)

Product(sauce) development



Basic recipe

Recipe design
for plant based meat



Set final ratio

Sensory tests and
Adding flavors



Make larger batches

Develop manufacture procedures

Online market release

- Naver, Coupang
- Currently promoting at food fairs and events





✓ Overview

- Commercializing of Home meal replacements
- * meal kits, easy cooking products at home
- 73 types, 171 pcs of equipment on site



Equipment for Plant based meat(Extruder)

✓ Main Tasks

Commercializing Home Meal Replacements

Collaborating with local areas and launching new products
Technical support and consulting on obstacles

Support on future innovative technologies

Alternative Meat(currently plant based)
Nonthermal sterilization
Smart packaging
(shelf life, environmentally-friendly)

Open equipment support

For prototype manufacturing and lab tests
Extruder/ Retort sterilizer/ Roasting/ texture analyzer/
biodegrade evaluator



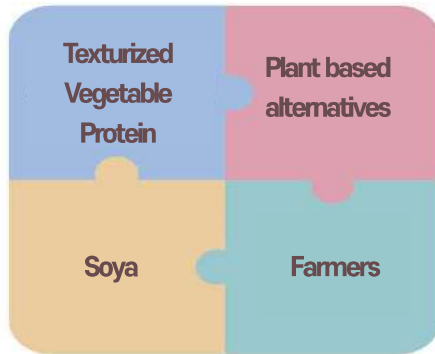
Technical support:
Plant based protein for vegan food

[ISP, TVP, Vegan Food]

✔ **Value Chain**

- Future foods
- Value-adding

- Alternative of rice
- Easier to grow
- Nourishes soil



- Reduces Carbon footprints
- For vegetarians
- Healthy food

- Additional income stream
- Better compensation

✔ **Current technologies**

Isolated Soy Protein

Contains 90% and more protein

Texturized Vegetable Protein

Processed Vegetable protein, such as ISP which has a similar texture to meat protein

Extrusion Process

Processing vegetable protein in a spiral machine with high heat and pressure to produce a meat-like texture

✔ **Procedure**



Soya



ISP



Extrusion



TVP



Plant based meat

Technical support: Commercializing HMR for small business

Overview

Obstacles of small businesses

- Hard to keep sanitary and even quality
- Lack of technology, equipment to make new products
- OEM Minimal order quantity could be too big

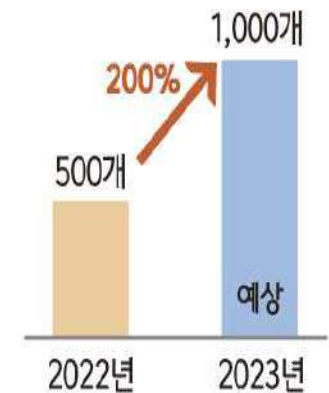
HMR commercializing support

- Special Local product for Traditional markets
- Support on Creating recipes, handling logistic claims
- Product planning and test manufacturing

Result

Gwangyang Market special : Ready To Cook BBQ roast chicken & beef

- Recipe made with local methods and ingredients
- 500 ->1000, 200% sold in 2022~2023



2 - 10 Functional Food Styling Center



Overview

- Manufacturing/ technology support for Various types of functional food

Main Tasks

**ONE-STOP facility
for Functional food styles**

- Developing styles, recipes and commercializing
- Specialized in liquid form manufacturing
- Networking for commercializing

Certifications



GMP
(Good Manufacturing Practice)



HACCP

2 - 10 Functional Food Styling Center – Main Technologies



Specialized in “Liquid type”

- Various production lines for PET, stick pack, ampoule, jelly form
- More to customize than traditional solid types: Absorbment, design for preference



5G network running on site

- 5G speed internet running to optimize automated production
- Current Fastest speed of internet
- Live monitoring of facility with less lagging



Auto robot production line

- A glimpse of future food factories: automated robot lines
- Latest equipment such as automated forklifts, and pallet stackers

— 2 - 11 Agri-Food Distribution Center



✓ Overview

- Year-round stable ingredient supply for partners by providing storage areas and Farm-factory connection

✓ Main Tasks

Providing Agri-food ingredient storage

Storage area with multiple temperature control
(freeze, cool, room temp)

Agri-food connection support

Provide information for ingredient sourcing

Sharing valuable information

Collects/shares product information
Local source, price info, customer trend, harvesting flow



Temperature storage

- Room temperature, cooler, freezer storage in operation
- Rent out storage space for partners
- Resolve lack of storage space



Farm-to-factory connection

- Connect farmers to companies such as contract farming and bulk purchases
- More income for local farmers, less stock concerns for partners
- Creating Farmers/companies info Database



Overview

- Provides product development, education, office rentals for people who are preparing their own food business

Main Tasks

Prototype manufacture

Equipped for Smaller scales(pilot, lab)
Scaling up Ideas to a new product

Step-by step business assistance

One stop support for all stages of new business
3 stage education: Pre-beginning-Jump
Mentors from/outside Foodpolis

Building Planning

Seminar room



Manufacturing equipment



Shared Kitchen



Guesthouse



Food museum



Office space

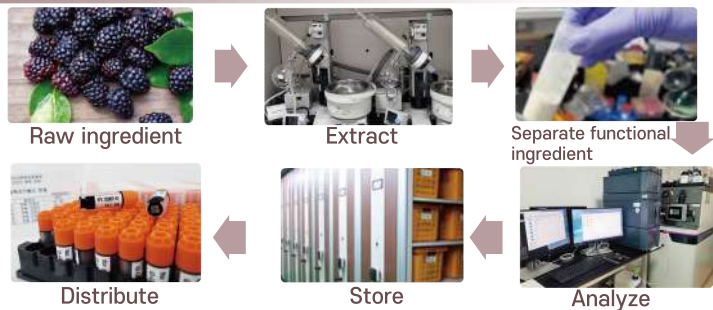




Overview

- to label more normal foods “functional” by sourcing/evaluating/storing domestic agri-food ingredients

Procedure



Main Tasks

Sourcing Agri-food ingredients

Health functional ingredients
Agriculture produce
Foreign alternatives

Supplying ingredients

For university/company research
Product development
Functional labeled food

Standardizing ingredients

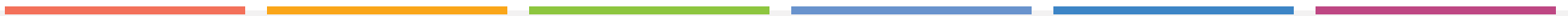
Sourcing/searching
Structure analysis
Functional labeled food verify

Production support

Optimizing scaleup
Extracting/drying/powdering

3

Foodpolis Future Plan

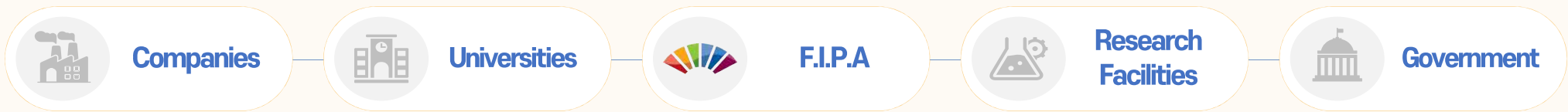


3 - 1 Future road plan



A fusion of Business and Culture	Building a strong Business-Academic network	Advanced Food technology industry	Building a stronger Ecosystem for HR	Scaling up small businesses
Cluster with A Culture	Nationwide, Global networking	Establish "Open R&D Center" for Senior friendly / Functional/ Home-Meal-Replacements	Create University connected, Cluster campus	Create a Growth Cycle from Startups to Bigger companies
Power for "Cluster stage 2"	Create a Digital Food information platform			

Business, Academic, Government connected network



From an industrial complex, we prepare
“ A Digital, Cultural Transition ”

A Digital Transition

- ✓ **Needed to start/become a good model**
To bring a Digital change in the Food industry

Related Projects and investments

For FIPA Facility

5G Smart Factory · Logistic system
6.5 Billion Won

For Partners

Smart HACCP System
3.3 Billion Won

Digital
Factory
Model



(21) Smart HACCP
Test bed

▼ ▼ ▼
 (22) 4 companies
Applied Smart HACCP

Cluster with A “Food Culture”

- ✓ Legal obstacles stunting Partner’s diversity · growth
- ✓ Needed to “Lift Regulations” for Cluster Development

STEP1. Search for Obstacles

CEO Meetings

Direct connection with Partners

NEW

STEP2. Efforts to Lift Regulations

Task Force team

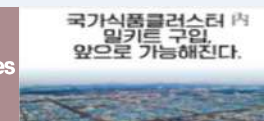
“Prime Minister Talk” sessions

STEP3. Regulations Lifted

New cafés
From
Partners



OEM
Meal Kit sales
available



Building a strong Business-Academic network

Creating Synergy For Company Support

WHY

- ✓ **Bigger Mission** : Projects Not only for the Cluster, But nationwide
- ✓ **Growth of Cluster**: To be the nation's main Food Cluster



Activate networking and connection
For the Growth of Food Industry

Nationwide Connections

Cooperating Regional Organizations

Seven Provinces

Company Obstacles Found 101 Solved 73

205 Participants

30 New or Improved Products
567M KRW Total Company Profit Boost



Global Connections

Started at 2021

For a sustainable, green future in the Food industry

Joined in 2022. Nov

Global FOODTURE

Collaborating countries

Denmark Food & Bio Cluster	Spain food PACKAGING CLUSTER	France VITAMINA
Belgium FLANDREIN FOOD	Netherlands Foodvalley NL	Slovenia
Thailand FoodInnopolis	Japan KCIIE	Singapore Enterprise Singapore

13th Int. Conference(5.24)



[Rewatch Link Here](#)

DLG evaluation test(6.20~23.)



Food tech for alternative meat and senior-friendly food development

- **Optimizing Textures of Plant based Meat**
 - Confirming the ratio of ingredient for a better texture that consumers like
- **Product Analyze for Senior Friendly food: easy chewing and swallowing**
 - Measure hardness and viscosity to match the criteria / support development and certification of senior-friendly food

Physical property analysis technical support use case

[Realization of substitute meat texture]

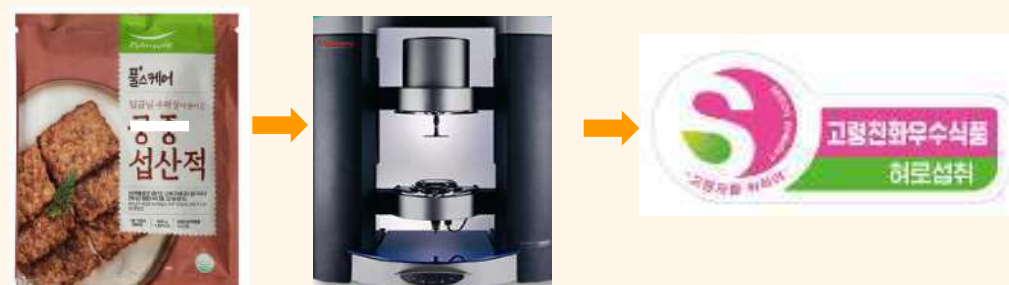
Evaluation of texture; hardness, cohesion, elasticity, chewiness



Texture
Measuring
Instrument

[Development of senior-friendly food]

Analyzing hardness and viscosity for senior-friendly foods



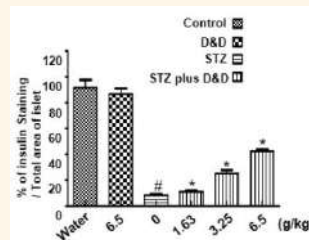
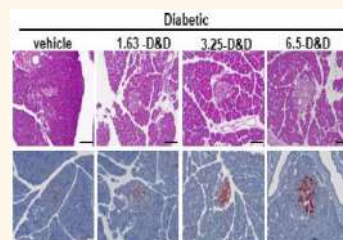
Rheometer

Senior-friendly food
Certification mark

Development of future food 'functional insect food'

[Demonstrate scientific sufficiency of evidence for efficacy]

Diabetics improvement functional material development using paired crickets



Sourcing Functional ingredients in by-products

[Valorizing agricultural side streams]

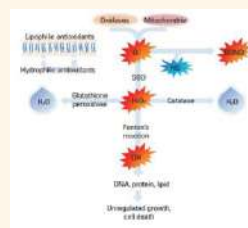
Experiments to identify functionality on agriculture side streams: rice bran, onion peels



Rice bran



Onion peel



New RIS Project, Graduate Programs

“ Career growth Cycle throughout the Cluster ”

Regional Career Network collaboration

WHY

- ✓ Needed Stronger Connections for Career Growth
- ✓ Curriculum shift required for Stronger Job Match



Foodpolis Leads Stronger Connection
with Related Organizations

Training Curriculum
Matching Company's
Required Skills

On-Site HR Training

- ✓ **Program Upgrade for trainees**
* Updated Curriculum
- ✓ **More Career-related Programs**
* Career classes, Fairs, Exhibitions



Job matching opportunities

- ✓ **Funds for Job stability**
▶ Switched to Direct Matching
- ✓ **“Cluster Career network“**
* Jobs /candidates Sourced Monthly



26 Alumnies Connected to Jobs

Pulmuone, Maeil Dairy, Orion ...

17 Companies -70 Candidates matched

Exceeded Initial Goal by 40%

Advanced support system for Food business to
Stimulate a Successful Startup growth

WHY

Needed support programs for startups to overcome the **“Death Valley”** in each stages

Step-by-Step Programs

Curated support systems for each stage of business

Succeed rate **62.5%** (23.4% ↑ from 2021)

2 stage system

Pre stage

Beginner stage



Renovated into 3 stages

Pre

Beginner

Jump/
Restart

More investment attractions

- ✓ Agri-Food Business Investment committee
- ✓ IR Demo events, Connections to Food Funds

Co-organizing IR Roadshows With
Related Food Organizations

14 companies, 1Billion KRW
Investments funded

Growth Ecosystem for Startups

Food Mentoring In Cluster Programs

Build a **“Startup ▶ Venture ▶ Partner”** Growth System

Startups

← FIPA →

Partners



Growth Support

EX 1) (주)Alldamsik (Pre stage ▶ Member of Venture Center)

EX 2) (주)Medipresso (Beginner stage ▶ Partner contract)

Sourcing Good Startups

- ✓ Organizing Startup Contests

4 Awarded Startup Alumni

EX) SY Solution

- ✓ '22 Ministry of Agriculture award ▶ '23 President award





Thank you

For additional inquires/connections, please message on
B2match or email sparky@foodpolis.kr



과학에서 나온 방법으로 현충김치를 만드는 대형 F&O

[가능성 인증 김치]

진선미 매실맛김치 진선미 마늘맛김치

백사 같은 고베에서부터 30여년 동안 공직관을 믿는다는 문화를 물려줍니다.
산적의 풍부한 맛이 느껴지는 새우, 고추, 마늘, 당근, 양파 등 향미의 풍미를 더하고
백사, 아미노산으로 맛을 깊게 하고 맛과 향이 살아 있는 배추를 만들었습니다.

32년간
75여 개 수출
대상 (미국, 일본 등)

매일 수출되는
김치
(2000톤/일/일)

최종 생산 단계
특허권

농수산식품부 장관 안전
인증 (농수산식품부 장관
안전인증 등분류제)

한국농수산식품유통공사
우수농산물관리인증
(2017년)

HAZOP, HACCP, ISO 22000, ISO 9001, ISO 14001 인증 등 각종 인증

이비대공에프앤지

홍어의 알은 DOWN! 상쾌한 맛은 UP!

[가능성 인증 김치]

뜨레찬 매실 홍어김치 뜨레찬 홍어김치

백사 같은 고베에서부터 30여년 동안 공직관을 믿는다는 문화를 물려줍니다.
산적의 풍부한 맛이 느껴지는 새우, 고추, 마늘, 당근, 양파 등 향미의 풍미를 더하고
백사, 아미노산으로 맛을 깊게 하고 맛과 향이 살아 있는 배추를 만들었습니다.

대한민국 최초 **가능성 표시김치(프락토올리고당 배추김치)** 제조사
가능성 김치 선두주자 | 다양한 가능성 김치 보유

프락토올리고당 배추김치 (100% 함유)

프락토 올리고당 함유

프락토 올리고당 함유

프락토 올리고당 함유

프락토 올리고당 함유

뜨레찬

김치를 통해 함께 나누시다.

[가능성 인증 김치]

애착각두기 매실, 마늘

백사 같은 고베에서부터 30여년 동안 공직관을 믿는다는 문화를 물려줍니다.
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프락토 올리고당 함유

프락토 올리고당 함유

태백김치

김순차 장인이 만든 100년 전통 포기김치

[가능성 인증 김치]

한성 마늘포기김치 한성 매실포기김치

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프락토 올리고당 함유

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(주) 한성식품
www.hansungfood.com

깨끗한 물과 원은 공기로 만들어 안심할 수 있는 김치

[가능성 인증 김치]

명대매늘배추김치 명대매실배추김치

백사 같은 고베에서부터 30여년 동안 공직관을 믿는다는 문화를 물려줍니다.
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Introduction of Health Claims Kimchi

Collaboration Cases between Foodpolis and Companies

2023.06.08.



Senior Researcher Kim Jae hwan

CONTENTS

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Abstract

*As of May 2023, in Korea, Six companies are offering four Health Claims in a total of **fourteen Kimchi products** made with 1 types of lactic acid bacteria and 5 functional ingredients.*

*We focuses on health claims Kimchi development using **domestically produced functional ingredients** such as garlic from Namhae-gun, plum from Gwangyang-si, red ginseng from Geumsan-gun.*

*And Based on a last year survey of female consumers in their 20s-50s in Tokyo, We will also work hard to develop **Green Pepper (Capsicum annuum L. cv. DangZo) Kimchi** for Japanese Kimchi Market.*



I

What is Health Claims Kimchi



Overview of Health Claims Food

“ What is Health Claims? Display general enhancing effects on the body in the product label ”

Health Claims is possible when food meets 4 requirements in Korea from December, 2020.



Ingredients

made from Good Manufacturing Practice(GMP)



Food

made with Hazard Analysis Critical Control Points(HACCP)



limitation

29 permitted functional ingredients have limited use



Proof

Test Report Within 6 month



29 permitted functional ingredients

순번	기능성 원재료 또는 성분	기능성	1일 섭취기준량
1	인삼	면역력 증진·피로 개선에 도움을 줄 수 있음	• 진세노사이드 Rg1과 Rb1의 합계로서 3~80 mg
		피부건강에 도움을 줄 수 있음	• 진세노사이드 Rg1과 Rb1의 합계로서 25 mg
2	홍삼	면역력 증진·피로 개선에 도움을 줄 수 있음	• 진세노사이드 Rg1, Rb1 및 Rg3의 합계로서 3~80 mg
		혈소판 응집억제를 통한 혈액흐름·항산화에 도움을 줄 수 있음	• 진세노사이드 Rg1, Rb1 및 Rg3의 합계로서 2.4~80 mg
		면역력 증진·피로 개선에 도움을 줄 수 있음	• 진세노사이드 Rg1, Rb1 및 Rg3의 합계로서 25~80 mg
3	클로렐라	피부건강·항산화에 도움을 줄 수 있음	• 총 염록소로서 8~150 mg
		면역력 증진·혈중 콜레스테롤 개선에 도움을 줄 수 있음	• 총 염록소로서 125~150 mg
4	스피루리나	피부건강·항산화에 도움을 줄 수 있음	• 총 염록소로서 8~150 mg
		혈중 콜레스테롤 개선에 도움을 줄 수 있음	• 총 염록소로서 40~150 mg
5	프로폴리스 추출물	항산화·구강에서의 항균작용에 도움을 줄 수 있음 ※구강 항균작용은 구강에 직접 접촉할 수 있는 형태에 한하며, 섭취량을 적용하지 않음	• 총 플라보노이드로서 16~17 mg
6	구아바일 추출물	식후 혈당상승 억제에 도움을 줄 수 있음	• 총 폴리페놀로서 120 mg
7	비나비일 추출물	식후 혈당상승 억제에 도움을 줄 수 있음	• 코로솔산으로서 0.45~1.3 mg
8	EPA 및 DHA 함유 유지	혈중 중성지방 개선·혈행 개선에 도움을 줄 수 있음 긴조한 눈을 개선하여 눈건강에 도움을 줄 수 있음	• EPA와 DHA의 합으로서 0.5~2 g • EPA와 DHA의 합으로서 0.6~1 g

InSam(Ginseng)

HongSam(Red Ginseng)

plum extract

순번	기능성 원재료 또는 성분	기능성	1일 섭취기준량
9	매실추출물	피로 개선에 도움을 줄 수 있음	• 구연산으로서 1~1.3 g
10	구아검/구아검 가수분해물	장내 유익균 증식·식후 혈당상승 억제·배변활동 원활에 도움을 줄 수 있음	• 구아검/구아검가수분해물 식이섬유로서 9.9~27 g
		장내 유익균 증식에 도움을 줄 수 있음	• 구아검/구아검가수분해물 식이섬유로서 4.6~27 g
11	닌소화성말토덱스트린	식후 혈당상승 억제에 도움을 줄 수 있음	• 닌소화성말토덱스트린 식이섬유로서 11.9~30 g(엑상원료는 11.6~44 g)
		혈중 중성지방 개선에 도움을 줄 수 있음	• 닌소화성말토덱스트린 식이섬유로서 12.7~30 g(엑상원료는 12.7~44 g)
		배변활동 원활에 도움을 줄 수 있음	• 닌소화성말토덱스트린 식이섬유로서 2.5~30 g(엑상원료는 2.3~44 g)
12	대두식이섬유	혈중 콜레스테롤 개선·배변활동 원활에 도움을 줄 수 있음	• 대두 식이섬유로서 20~60 g
		식후 혈당상승 억제에 도움을 줄 수 있음	• 대두 식이섬유로서 10~60 g
13	목이버섯 식이섬유	배변활동 원활에 도움을 줄 수 있음	• 목이버섯식이섬유로서 12 g
14	밀식이섬유	식후 혈당상승 억제에 도움을 줄 수 있음	• 밀 식이섬유로서 6~36 g
		배변활동 원활에 도움을 줄 수 있음	• 밀 식이섬유로서 36 g
15	보리식이섬유	배변활동 원활에 도움을 줄 수 있음	• 보리 식이섬유로서 20~25 g
16	옥수수겨 식이섬유	혈중 콜레스테롤 개선·식후 혈당상승 억제에 도움을 줄 수 있음	• 옥수수겨식이섬유로서 10 g
17	이눌린/치커리추출물	혈중 콜레스테롤 개선, 식후 혈당상승 억제에 도움을 줄 수 있음	• 이눌린/치커리추출물 식이섬유로서 7.2~20 g
		배변활동 원활에 도움을 줄 수 있음	• 이눌린/치커리추출물식이섬유로서 6.4~20 g
18	차전자피 식이섬유	혈중 콜레스테롤 개선에 도움을 줄 수 있음	• 차전자피 식이섬유로서 5.5 g 이상

Heath Claims

Name of Ingredients

순번	기능성 원재료 또는 성분	기능성	1일 섭취기준량
		배변활동 원활에 도움을 줄 수 있음	• 차전자피 식이섬유로서 3.9 g 이상
19	호로피종자 식이섬유	식후 혈당상승 억제에 도움을 줄 수 있음	• 호로피종자 식이섬유로서 12~50 g
20	알로에 겔	피부건강·장건강·면역력 증진에 도움을 줄 수 있음	• 총다당체 함량으로서 100~420 mg
21	프락토 올리고당	장내 유익균 증식 및 배변활동 원활에 도움을 줄 수 있음	• 프락토올리고당으로서 3~8 g
22	프로바이오틱스	유산균 증식 및 유해균 억제·배변활동 원활·장건강에 도움을 줄 수 있음.	• 100,000,000 CFU
23	홍국	혈중 콜레스테롤 개선에 도움을 줄 수 있음	• 총 모노플린 K로서 4~8 mg
24	대두단백	혈중 콜레스테롤 개선에 도움을 줄 수 있음	• 대두단백으로서 15 g 이상
25	폴리감마 글루탐산	체내 칼슘흡수 촉진에 도움을 줄 수 있음	• 폴리감마글루탐산으로서 60~70 mg
26	마늘	혈중 콜레스테롤 개선에 도움을 줄 수 있음	• 마늘 분말로서 0.6~1.0 g
27	라피노스	장내 유익균의 증식과 유해균의 억제에 도움을 줄 수 있음, 배변활동을 원활히 하는데 도움을 줄 수 있음	• 라피노스로서 3~5 g
28	분말한천	배변활동에 도움을 줄 수 있음	• 분말한천으로서 2~5 g (총 식이섬유로서 1.6~4.0 g)
29	유단백가수분해물	스트레스로 인한 긴장 완화에 도움을 줄 수 있음	• 유단백가수분해물로서 150 mg (알파에스카세인(α-casine) (80:100)으로서 2.7~4.1 mg)

Quantitative Requirement of Analytical Marker

New Food in market from 2022



Dubu



Yogurt



Non Alcoholic drink



Natto

Name of Ingredients

Health Claims

1 Day Quantitative Requirement of Analytical Marker

Quantitative Content of Analytical Marker

가능성 성분 함량	1팩당 총 모나콜린 K로서 2.75 mg, 총내용량(6팩)당 총 모나콜린 K로서 16.5 mg
1일 섭취기준량	총 모나콜린 K로서 4~8 mg
섭취시 주의사항	· 균형 잡힌 식생활을 권장합니다. · 이상사례가 있는 경우 섭취를 중단하고 전문가와 상담이 필요합니다. · 본 제품은 질병의 예방·치료를 위한 제품이 아닙니다.

Caution

1st Health Claims Kimchi in Korea

Original



프락토올리고당 섭취시 주의사항

- 섭취시 가스창, 트림, 복통, 복부팽만감 등이 발생할 수 있음
- 이상사례 발생 시 섭취를 중단하고 전문가와 상담할 것

Caution

- * 기능성 성분 함량: 프락토올리고당으로서 2.25g(100g당)
- * 1일 섭취기준량: 프락토올리고당으로서 3~8g

Quantitative Content of Analytical Marker

1 Day Quantitative Requirement of Analytical Marker

480g
프락토올리고당 0.225%

Name of Ingredients

본 제품에는 장내유익균 증식 및 배변활동 원화에 도움을 줄 수 있다고 알려진 프락토올리고당이 함유되어 있습니다.

Health Claims

Gut health Kimchi by fructooligosaccharides In Korea, 2022

1st Health Claims Kimchi in Korea

Now



프락토올리고당 섭취시 주의사항

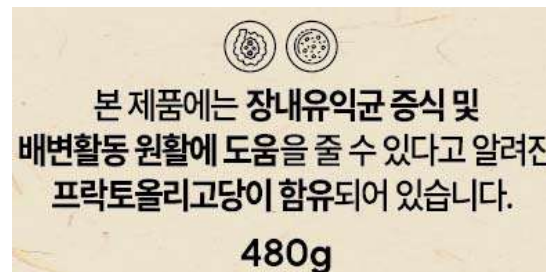
- 섭취시 가스참, 트림, 복통, 복부팽만감이 발생할 수 있음
- 이상사례 발생 시 섭취를 중단하고 전문가와 상담할 것

Caution

- * 기능성 성분 함량: 프락토올리고당으로서 2.25g(40g당)
- * 1일 섭취기준량: 프락토올리고당으로서 3~8g

Quantitative Content of Analytical Marker

1 Day Quantitative Requirement of Analytical Marker



Health Claims

Name of Ingredients

Gut health Kimchi by fructooligosaccharides In Korea, 2022

1st Health Claims Korean Kimchi in Japan

●商品名:白菜キムチ
原材料名:キムチ(白菜塩漬、植物油脂、砂糖、にんにく、唐辛子、イワシエキス、アミの塩辛、大根、玉ねぎ、ねぎ、しょうが、ピーシーズニング、もち米加工品、食塩、みりん、イワシ、昆布)、植物油脂、砂糖、にんにく、ねぎ、ピーシーズニング、みりん、米粉、イワシ、昆布/調味料(核酸等)、増粘剤(キサンタン)、カラメル色素、(一部に小麦・大豆・牛肉を含む)
●内容量:90g**●賞味期限:**枠外下段に記載**●保存方法:**直射日光、高温多湿を避けて保存してください。開封後はほかの容器に移し替えて冷蔵庫に保存し、なるべくお早めにお召し上がりください。
●原産国名:大韓民国**●輸入者:**株式会社バシオン 〒227-0062 神奈川県横浜市青葉区青葉台2-27-6
お問合せ先:00-0000-0000
 ※土・日・祭日を除く平日9:00~17:00

機能性表示食品

糖として吸収されない 善玉菌の増加 便通を改善

届出表示:本品にはフラクトオリゴ糖(FOS:fructo-oligosaccharides)が含まれています。フラクトオリゴ糖(FOS:fructo-oligosaccharides)には糖として吸収されなく、善玉菌の増加や便通改善の機能があることが報告されています。●本品は、事業者の責任において特定の保健の目的が期待できる旨を表示するものとして、消費者庁長官に届出されたものです。ただし、特定保健用食品と異なり、消費者庁長官による個別審査を受けたものではありません。

●摂取の方法:そのまままで、又はお料理素材など、お好みに応じてお召し上がりください。●一日当たりの摂取目安量:1日当たり50gを目安にお召し上がりください。●届出番号:0000●本品は、疾病の診断、治療、予防を目的としたものではありません。●本品は、疾病に罹患している者、未成年者、妊産婦(妊娠を計画している方を含む)及び授乳中の方を対象に開発された食品ではありません。●疾病に罹患している場合は医師に、医薬品を服用している場合は医師、薬剤師に相談してください。●体調に異変を感じた際は、速やかに摂取を中止し、医師に相談してください。●食生活は、主食、主菜、副菜を基本に食事のバランスを。■摂取する上での注意事項:本品は多量摂取により疾病が治癒したり、より健康が増進するものではありません。食べ過ぎは塩分の摂り過ぎにつながります。■開封時は容器の蓋を初めからしっかりと注意ください。キムチは、乳酸菌による発酵食品ですので、賞味期限に近づくと酸味が強くなります。開封後は早めにお召し上がりください。

栄養成分表示 (100g当たり)

エネルギー	94.9kcal
たんぱく質	3.1g
脂質	5.9g
炭水化物	10.8g
食塩相当量	2.69g
機能性関与成分:フラクトオリゴ糖	00mg

要冷蔵

7PSEIL PELM 等標:PP

연말뉴스

국내 기능성 표시 김치, 일본 소비자청 첫 등록...하반기 판매

송고시간 | 2022-03-31 09:56



속성발효 김치왕

[세계김치연구소 제공, 재판매 및 DB 금지]

(광주=연합뉴스) 손상원 기자 = 장 건강 기능성 표시 김치가 일본에 진출한다.

세계김치연구소는 한국농수산식품유통공사와 협력해 기능성 표시 김치인 '속성발효 김치왕'을 일본 소비자청에 등록했다고 31일 밝혔다.

하반기부터 일본에서 본격적으로 판매될 속성발효 김치왕은 뜨레찬이 제조하는 김치로 비피두스균을 늘려 장내 환경을 양호한 상태로 유지해주는 프락토올리고당이 함유됐다.

일본 소비자청에 등록된 기능성 표시 식품은 지난해 10월 기준 4천598건이다.

Gut health Kimchi by fructooligosaccharides In Japan, 2023



II

Status and problems



The History of Health Claims Kimchi

2020.12

- **Beginning of Health Claim of general food in Korea (Ministry of Food and Drug Safety)**

2021.01

- **First Health Claims general food Pulmuone PGA Calcium Tofu**



2021.11

- **First Health Claims Kimchi Trechan fructooligosaccharides Cabbage Kimchi**



2022.3

- **First Korean Health Claims Kimchi in Japan Trechan Kimchi King**



2022.4

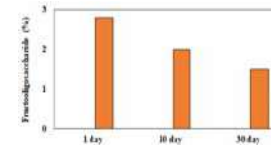
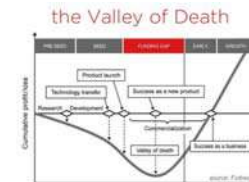
- **Collaborate with Kimchi Companies**

Problems of Kimchi Health Claims Development

“ What is Matters of Health Claims Kimchi? ”
 Difficulties in domestic and export markets due to market, technology and institutional problems

Health Claims Regulation of General Food is a unique system that exists only in Korea and Japan.

- Customer & Market**
 The irony of Kimchi Health Claims
 Barrier to entry, Immature market and limited market size
- Technical & Regulation difficulties**
 Residual amount of Analytical Marker
 Limitation of Labelling
- Competition**
 Japanese Health Claims Kimchi
- False advertisements**
 Illegal labeling of Kimchi product



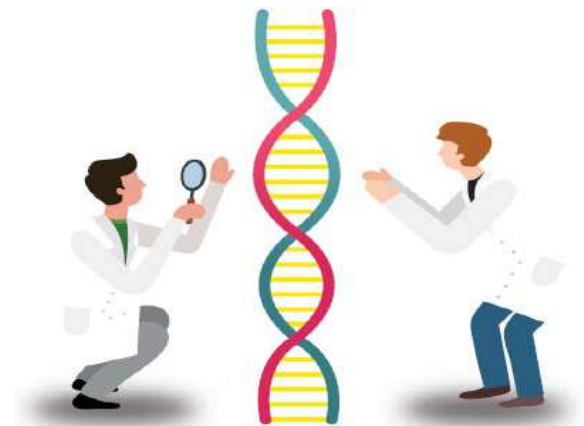
Manufacturer	제품명	제조사	제조사	제조사	제조사
Product Name	WHITENING KIMCHI (C.C.M) KIMCHI	SKIN CARE KIMCHI	SKIN CARE KIMCHI	SKIN CARE KIMCHI	SKIN CARE KIMCHI
Ingredient	1. JAMUNON, 2. JAMUNON, 3. JAMUNON	1. JAMUNON, 2. JAMUNON, 3. JAMUNON	1. JAMUNON, 2. JAMUNON, 3. JAMUNON	1. JAMUNON, 2. JAMUNON, 3. JAMUNON	1. JAMUNON, 2. JAMUNON, 3. JAMUNON



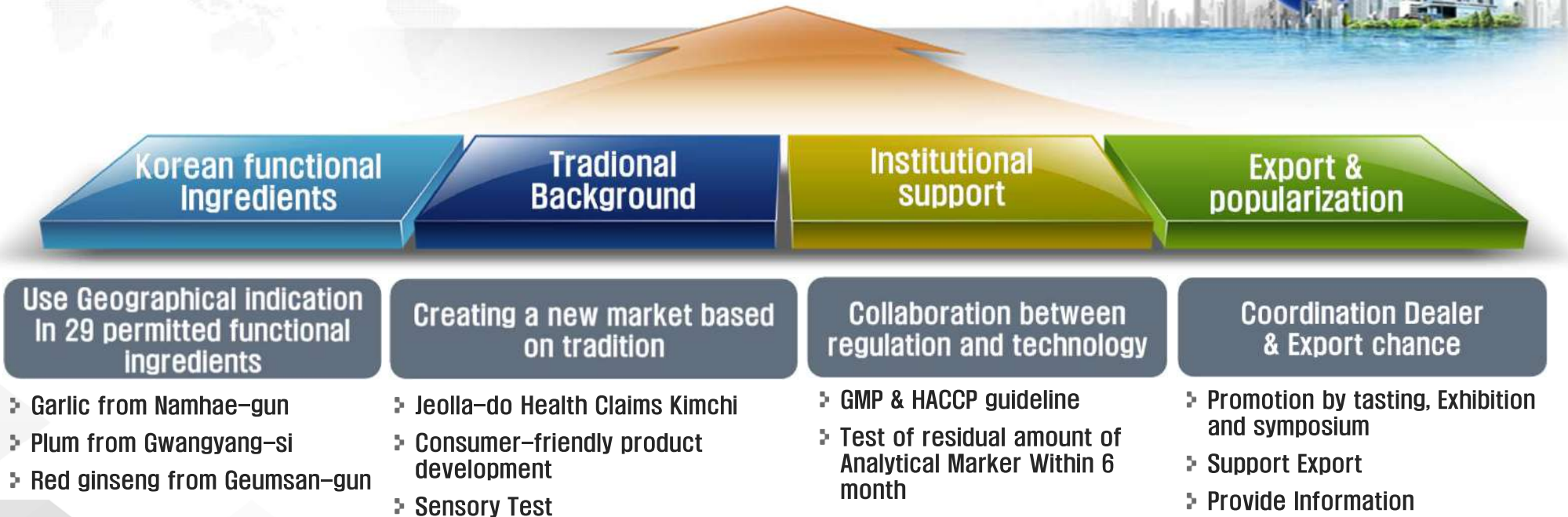


III

How to Collaborate with Kimchi Companies



ONE-STOP Service for Health Claims Kimchi Development and Popularization



South Coast Area Collaboration Group 2022
 Jeolla-do Kimchi Export Collaboration Group 2023

“

What is the **Best Functional Ingredients** For Health Claims Kimchi for Korean customer? Choose the Korean traditional ingredients.

”

Plum Citric acid

매실
매실의 유기산은 신진대사를 활발히 하고 피로를 회복하는 효과를 가지고 있다. 특히 피로회복 기능성 표시가 가능하며, 국산 매실 GMP인증을 활용한다.



Garlic Aliin

마늘
우리나라의 4대 채소 중 하나로 중요한 식재료이다. 알싸한 맛과 향 뿐 아니라 알리안을 포함해 여러유용한 성분들을 함유하고 있다. 특히 클레스테롤 저감 기능성표시가 가능하며, 남해마늘연구소의 남해마늘 GMP인증을 활용한다.



South Coast Area Collaboration Group focus on fostering Functional Ingredient in Jeollanam-do & Gyeongsangnam-do. This Area is main producing area of garlic & plum. It's Protected Geographical Indication.



Garlic

Jeollanam-do 70,437 ton
Gyeongsangnam-do 97,511 ton



Plum

Jeollanam-do 19,882 ton
Gyeongsangnam-do 10,108 ton



Korean Functional Ingredients 2022

“ What is the **Best Functional Ingredients** For Health Claims Kimchi for Korean customer? Choose the Korean traditional ingredients. ”

South Coast Area Collaboration Group consisted 5 promising small and medium-sized Kimchi manufacturers located in Korea.



Taebak Hansung Gyeonggi-do

Dongho Gangwon-do

Trechan Gwangju Metropolitan City

Daekwang Gyeongsangnam-do



The History of Collaboration 2022

2022. 3

• **Beginning of South Coast Area Collaboration Group**

2022. 4

• **The Empowerment of Health Claims Kimchi Development Ability : Workshop, Seminar...**

2022. 5- 9

• **10 Health Claims Kimchi Development, Test and Registration in Korea Food Industry Association**



2022.10

• **Promotion & Dealer Meeting in Gwangju Food Exhibition**



2022.11

• **Promotion & Tasting in The Korean Society of Food and Nutrition Symposium**



The Promotion of Health Claims Kimchi 2022

Workshop for South Coast Area Collaboration Group (2022.04.28.-29.)



Seminar of Expert in Health Claims Food Registration (2022.06.02.)



Promotion in Gwangju Food Exhibition(2022.10.13.-16.)



Meeting with the Dealer (2022.10.14.)



Promotion & Tasting in The Korean Society of Food and Nutrition Symposium(2022.11.11.)



Test & Technical Support For Development

Garlic Aliin

1)알린(alliin) 함량

저장 일자	업체명 시료명	(mg/100 g)				
		한성	뜨레찬	대광	동호	태백
0일차	대조구	ND	ND	ND	ND	2.15±0.04
	저농도	1.51±0.22	0.26±0.17	5.93±0.14	11.84±0.14	7.69±0.74
	고농도	41.33±0.49	3.01±0.12	34.64±0.18	36.90±0.23	85.39±1.07
30일차	대조구	ND	ND	ND	ND	
	저농도	ND	2.63±0.12	5.22±0.03	11.70±0.85	
	고농도	35.32±0.18	6.84±1.12	28.77±1.2	28.05±0.97	

Values are mean±SD (n=3). ND: limit of detection = 0.1 mg/kg.

1)구연산 함량

저장 일자	업체명 시료명	(mg/100 g)				
		한성	뜨레찬	대광	동호	태백
0일차	대조구	137.2±7.9	121.7±0.8	179.7±4.5	194.9±6.2	135.2±9.3
	저농도	781.0±2.6	572.8±3.4	504.7±5.6	489.2±0.3	135.9±20.1
	고농도	2783.3±107.6	850.6±8.4	1098.8±7.2	609.4±9.4	1140.2±20.9
15일차	대조구	99.9±8.6	43.2±2.0	157.6±7.2	32.1±0.9	
	저농도	818.8±8.2	25.6±1.0	467.0±17.4	365.5±4.9	
	고농도	2363.4±19.0	926.4±18.4	1093.9±40.3	767.4±20.8	
30일차	대조구	50.0±0.0	35.7±2.2	131.2±19.1	13.3±0.8	
	저농도	869.1±5.5	754.4±11.0	451.6±35.9	225.1±34.0	
	고농도	2562.2±30.2	1036.2±6.5	1265.0±6.8	880.9±6.5	

Values are mean±SD (n=3).

Plum Citric acid



Test of residual amount of Analytical Marker

Aliin 18~100mg/Kimchi 40g (Garlic 0.18~1.0g/Kimchi 40g)
Citric acid 0.3~1.3g/Kimchi 40g



Technical Guidenace

Invitation each companies &
Teach Manufacturing Guidance of
Health Claims Kimchi

Health Claims Kimchi developed in 2022



Garlic & Plum
 Representative Functional
 Ingredients produced in South
 Coast Area

Health Claims Kimchi developed in 2022



기밀성 표시 식품 표시-영양 표시-기능성 표시-영양 표시

등록번호	2211F001	식품명	프리미엄 김치	등록일자	2022. 08. 14
제출자	한국식품연구원	제출품	김치	심리일자	2022. 08. 14
등록자	한국식품연구원	등록품	김치	심리일자	2022. 08. 14

심리위원회 소견서
본 제품에 등록된 건강 기능성 표시는 '기능성 표시'로 등록되었습니다. 본 제품 제조에 사용된 원료는 기능성 표시 식품인 김치입니다. 본 제품은 김치에 함유된 유산균이 장 건강에 도움을 줄 수 있다고 알려져 있습니다. 본 제품은 김치에 함유된 유산균이 장 건강에 도움을 줄 수 있다고 알려져 있습니다.

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기밀성 표시 식품 표시-영양 표시-기능성 표시-영양 표시

등록번호	2211F002	식품명	프리미엄 김치	등록일자	2022. 08. 14
제출자	한국식품연구원	제출품	김치	심리일자	2022. 08. 14
등록자	한국식품연구원	등록품	김치	심리일자	2022. 08. 14

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기밀성 표시 식품 표시-영양 표시-기능성 표시-영양 표시

등록번호	2211F003	식품명	프리미엄 김치	등록일자	2022. 08. 14
제출자	한국식품연구원	제출품	김치	심리일자	2022. 08. 14
등록자	한국식품연구원	등록품	김치	심리일자	2022. 08. 14

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기밀성 표시 식품 표시-영양 표시-기능성 표시-영양 표시

등록번호	2211F004	식품명	프리미엄 김치	등록일자	2022. 08. 14
제출자	한국식품연구원	제출품	김치	심리일자	2022. 08. 14
등록자	한국식품연구원	등록품	김치	심리일자	2022. 08. 14

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식품 등의 기능성 표시-광고 자료 공개

순번	제품명	심리번호	업소명	기능성분과 함량	기능성 표시내용	출시여부	상태표지
1	프락토올리고당 배추김치	2211F021	주식회사 프래한	프락토올리고당 (2.16 0.9-8g)	본 제품에는 장내 유익균 증식 및 배변활동에 도움을 줄 수 있다고 알려진 프락토올리고당이 함유되어 있습니다.	출시예정	표지
2	홍국 배추김치	2211F027	주식회사 프래한	홍국(모나콜린 K) (5.4-8mg)	본 제품에는 혈중 콜레스테롤 개선에 도움을 줄 수 있다고 알려진 홍국이 함유되어 있습니다.	출시예정	표지
3	프락토올리고당 배추김치	2214F012	주식회사 프래한	프락토 올리고당(프락토올리고당으로서 2.25 g)	본 제품에는 장내 유익균 증식 및 배변활동에 도움을 줄 수 있다고 알려진 프락토올리고당이 함유되어 있습니다.	출시예정	표지
4	한성마늘로김치	2215F024	(주)한성식품	마늘추출물(구연산으로서 0.3 g)	본 제품에는 피로개선에 도움을 줄 수 있다고 알려진 마늘추출물이 함유되어 있습니다.	출시예정	표지
5	한성마늘로김치	2215F025	(주)한성식품	마늘(마늘 분말로서 0.18 g)	본 제품에는 혈중 콜레스테롤 개선에 도움을 줄 수 있다고 알려진 마늘이 함유되어 있습니다.	출시예정	표지
6	태형차향 김치	2215F035	주식회사 프래한	마늘(마늘 분말로서 0.6 g)	본 제품에는 혈중 콜레스테롤 개선에 도움을 줄 수 있다고 알려진 마늘이 함유되어 있습니다.	출시예정	표지
7	매실 꿀어김치	2215F034	주식회사 프래한	매실추출물(구연산으로서 1 g)	본 제품에는 피로개선에 도움을 줄 수 있다고 알려진 매실추출물이 함유되어 있습니다.	출시예정	표지
8	명태마늘배추김치	2215F006	농업회사법인 주식회사 동로식품	말린(0.16 0.6-1.0g)	본 제품에는 혈중 콜레스테롤 개선에 도움을 줄 수 있다고 알려진 마늘이 함유되어 있습니다.	출시예정	표지
9	명태마늘배추김치	2215F005	농업회사법인 주식회사 동로식품	구연산(0.3 1-1.3g)	본 제품에는 피로개선에 도움을 줄 수 있다고 알려진 구연산이 함유되어 있습니다.	출시예정	표지
10	애각 작두기	2218F002	주식회사 태백김치	마늘(0.45 g)	본 제품에는 혈중 콜레스테롤 개선에 도움을 줄 수 있다고 알려진 마늘이 함유되어 있습니다.	출시예정	표지
11	진선미 매실맛김치	2215F031	농업회사법인 (주)대음에프엔지	매실추출물(구연산으로서 0.3 g)	본 제품에는 피로 개선에 도움을 줄 수 있다고 알려진 매실추출물이 함유되어 있습니다.	출시예정	표지
12	진선미 마늘맛김치	2215F030	농업회사법인 (주)대음에프엔지	마늘(마늘 분말로서 0.18 g)	본 제품에는 혈중 콜레스테롤 개선에 도움을 줄 수 있다고 알려진 마늘이 함유되어 있습니다.	출시예정	표지

※ 근거 규정: 「부당한 표시 또는 광고로 보기 아니라는 식품등의 기능성 표시 또는 광고에 관한 규정」 제7호

유의사항

1. 영업자가 등록한 자료에 대한 모든 책임은 해당 영업자에게 있으며, 한국식품산업협회는 관련 책임이 없습니다. 이종차 분출에서는 자료 확인 의무가 없습니다.
2. 본 게시판에 게시된 자료는 소비자에게 기능성 표시식품에 대한 정보를 제공하기 위하여 공개된 자료입니다. 단순 열람 외에 무단 변경, 복제, 배포, 게재 등의 이용을 금지하며, 이를 위반할 경우 관련법률에 의해 법적 처벌을 받을 수 있음을 알려드립니다.

Announcement List of Health Claims Kimchi In Korea Food Industry Association homepage 2022

“ ”

How to Collaborate Kimchi tradition & Health Claims?

Popularize & Export **Jeolla-do Health Claims Kimchi** to Domestic & Japanese Kimchi Market.

Jeolla-do Kimchi Export Collaboration Group focus on popularizing Jeolla-do Health Claims Kimchi with Consumer Preferred Functionality (Strengthen immunity, Metabolic syndrome improvement and or so)



Jeolla-do Kimchi

Korea's most representative traditional Kimchi made with various local ingredients and seafood from Jeolla-do.



Jeolla-do Kimchi Export Collaboration Group

consists of 10 promising small and medium-sized kimchi manufacturers located in Jeollanam-do, Jeollabuk-do and Gwangju Metropolitan City.



The History & Schedule of Colaboration 2023

2023. 4

- **Beginning of Jeolla-do Kimchi Export Collaboration Group**

2023. 5

- **The Empowerment of Health Claims Kimchi Development Ability : Workshop, Catalogue...**

2023. 6- 8

- **Health Claims Kimchi Development, Test and Registration in Korea Food Industry Association**

2023. 9

- **Promotion, Export & Dealer Meeting in Japan**

2023.11

- **Popularization of Jeolla-do Health Claims Kimchi**



The Empowerment of Health Claims Kimchi Development Ability of Group



Workshop & Seminar for Jeolla-do Kimchi Export Collaboration Group (2023.05.18.)

**Technical Support
Korea Food Industry Association Registration Direction
aT Case Study of Japan Health Claim food market
Introduction of related technology and Project**



The Promotion of Health Claims Kimchi 2023

Introduction of Regulation of Health Claims Food

일반식품 기능성표시 제도과 김치 — 一般食品機能性表示制度とキムチ

김치는 해파, 황피 등 수 많은 건강 기능성이 과학적으로 밝혀졌음에도 불구하고, 식품에 대한 기능성 표시는 건강기능식품에만 적용할 수 있다는 제도적 한계로 인해 김치에 대한 기능성 표시제 제정이 있었다. 그 후 2021년 12월 17일 김치와 같은 일반식품에 대한 기능성 표시제도도 고시 제정되어, 과학적 근거가 갖추어진 경우 일반식품에도 기능성 표시가 가능하게 됐다.

キムチは、黄皮、黄皮など、数多くの健康機能性を有することが科学的に明らかにされているにも関わらず、食品に関する機能性表示は健康機能食品にのみ適用できるという制度的な限界によりキムチの機能性表示には制約があった。ところが、2021年12月17日からキムチのような一般食品に関する機能性表示制度が告示制定された。科学的な根拠がある場合、一般食品にも機能性表示が可能となった。

일반식품 기능성 표시제도 — 一般食品機能性表示制度

도입배경 導入の背景

일반식품을 건강기능식품이 아닌 일반 식품으로 인식을 받아야 하는 부당한 표시광고 금지되어 왔으나, 신체조성기능이 일반 식품으로 표시할 수 있도록 일반 식품 기능성 표시제가 도입됨에 따라 일반 식품에도 도입된 점을 강조하여 기능성 표시가 가능하게 되었다.

一般の食品が健康機能食品として認識される恐れがあるために不当な表示広告として禁止されてきたが、体の組織と機能の一般的な増進効果が表示できるように一般食品機能性表示制度が導入されたことにより、一般食品においても一定の要件を満たしている場合、機能性表示が可能となった。

정의 定義

제품이 함유한 영양성분이 신체조성기능, 신체조성과 기능의 증진에 도움을 줄 수 있다는 내용으로서 식용의 용이한 형태로 고시된 내용 표시를 하고 있는 식품이다.

製品に含まれた栄養成分や原材料が、体の組織と機能の増進に役立つという内容であって、食品医薬品安全処方が指定して告示する内容を表示・広告する食品だ。

기능성 표시 機能性表示

기능성 정보를 사용하여 기능성을 보장하는 일반식품(일반인)을 심취하도록 하고 기준규격에 맞게 제조한 건강기능식품은 기능성 정보의 동일성? 기능성 표시할 수 있다.

*(식품안전·식품·식품안전정보·건강기능식품정보)

機能性原料を使用して機能性を保証する一口摂取量に合わせた摂取するようにし、規格基準に従って製造された健康機能食品は機能性原料と同じ機能性を表示することが出来る。

*食品安全アラ - 食品安全情報・健康機能食品情報を参照

2022년도 개발 기능성표시 김치 2022年度に開発された機能性表示キムチ

한국식품산업협회(한국식품진흥회)가 2022년도 권역별 선별된 기술지원사업의 지원으로 세계김치연구소의 유망 김치 제조업체는 남태평양연구소의 남태평양(지리적표시제 제 26호)과 국내 핵심을 활용하여 기능성표시 김치 10종(영동올레드 스티플 김치)이 도출을 할 수 있다고 알려진 마늘 함유 김치 5종과 표준김치 5도출을 할 수 있다고 알려진 배실수출을 함유한 김치 5종을 선보였다.

韓国食品産業クラスター振興会(2022年度地域別産学技術交流事業)の支援で、世界Kimchi研究所と有望な先進キムチ製造業者は南太平洋研究所の南太平洋(地理的表示制度26号)と韓国産の梅を採って機能性表示キムチ10種(血中コレステロール値の改善に役立つと知られているニンニク入りキムチ)と、健康効果に役立つと知られている南太平洋産入りキムチ5種を発売した。

(주)트레찬 Trechan
株式会社 トレチャン
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매출용/입지/총매입지(마늘)
총매입지/총매입지(마늘)
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매출용/입지/총매입지(마늘)
www.milchki.com

대한민국 최초 기능성표시 김치 韓国初の機能性表示キムチ

대한민국 최초 기능성표시 김치
대한민국 최초 기능성표시 김치
대한민국 최초 기능성표시 김치
대한민국 최초 기능성표시 김치

우태산의 최초의 기능성표시 김치는 트레찬의 프락토올리도 김치로 2022년 12월 17일(수)부터 출시되었습니다. 우태산의 김치는 장 기능 개선 및 피부 미용 효과를 기대할 수 있습니다. 이에 더해 한국 기업에 제조·생산하는 김치는 건강 기능성이 탁월할 것으로 기대되며, 김치가 건강기능식품으로 인정되는 데도 도움이 될 것입니다.

우태산은 우태산(우태산)의 발효김치를 생산하고 있으며, 전통의 제조 방식과 과학의 과학을 접목하여 김치를 생산하는 발효김치 전문 생산자입니다. 트레찬은 김치의 장 기능 개선 및 피부 미용 효과를 기대할 수 있습니다. 이에 더해 한국 기업에 제조·생산하는 김치는 건강 기능성이 탁월할 것으로 기대되며, 김치가 건강기능식품으로 인정되는 데도 도움이 될 것입니다.

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韓國初の機能性表示キムチは、トレチャンの「フラクトオリゴ糖日本キムチ」で、包装容器には「腸内の善玉菌の増殖促進の活動をよくする」という文言が記載されている。トレチャンは韓国の伝統的製造方法で発酵キムチを生産しており、「伝統」的は製造方法に現代の科学を融合させたキムチを生産している発酵キムチ専門の製造企業だ。

トレチャンは韓国の研究の育るが地産地消されるキムチを切った天日乾し、2年以上熟成させたカタクテイシの酸、発酵、自然発酵の発酵促進剤を使用することで、新鮮な味を長く保ちながら健康効果を高めた。また、ガス透過性の高い難溶性のウチン酸を配合し、発酵過程で生じるガスによる発酵の抑制を防ぐと同時に、キムチの発酵を促進し、発酵は、ナトリウムは減らして旨味をより天然調味料だ。世界Kimchi研究所の資料によると、発酵を促すキムチの発酵度は1.8~1.9%で、市販のキムチの21%(0.22%)より高くなっている。このようなトレチャンのキムチは2017年度九州世界キムチ大会でのキムチコンテストで最優秀賞を受賞を皮切りに、2018年韓国料理博覧会で韓国料理展覧会部門の伝統料理ゲーム大賞を、2021年には韓国政府から海外で韓国プレミアム発酵キムチのプレミアム市場を開拓した功が認められて大韓民国産品賞を受賞した。

1st Health Claim Kimchi In Korea

일본 소비자청 등록 우리나라 기능성표시 김치 1호 日本の消費者庁に登録された韓国機能性表示キムチ第1号

우리나라 최초 일본 기능성표시 김치
속성발효 김치(영)
朝鮮(株) 日本の機能性表示が認められたキムチ
(韓国産キムチ王)

일본 김치시장은 지난 2015년부터 기능성표시제품을 시행, 자국민에게서 생산되는 김치는 장 기능 개선 및 피부 미용 효과를 기대할 수 있다고 있다. 이에 더해 한국 기업에 제조·생산하는 김치는 건강 기능성이 탁월할 것으로 기대되며, 김치가 건강기능식품으로 인정되는 데도 도움이 될 것입니다.

세계김치연구소의 트레찬은 비파르소를 늘려 장내 환경을 양호한 상태로 유지해주는 '프락토올리도' 함유 김치인 '속성발효 김치'를 개발하고 김치는 최초로 일본 소비자청 등록되었다.

트레찬과 세계김치연구소가 함께 개발한 '속성발효 김치'는 한국농수산식품유통공사의 판매 지원, 현지(비파르)와 함께 해외 진출을 지원하며, 일본 소비자청에 '프락토올리도' 함유 김치의 기능성 표시를 할 수 있도록 인정받았다.

日本のキムチ市場は2015年から機能性表示食品制度を実施し、自国の企業で生産されたキムチには機能性の改善や美肌効果を表示し「販売している。一方、韓国の企業が製造するキムチは、健康機能性が優れているにも関わらず、日本で認められる科学的な根拠を伝えることが難しく、機能性表示ができない状況だったが、世界Kimchi研究所と(株)トレチャンは、ピアシズ酸を増やして腸内環境を整える「フラクトオリゴ糖」を配合したキムチ「熟成発酵キムチ王」を開発し、キムチとしては初めて日本の消費者庁に登録された。

トレチャンと世界Kimchi研究所が共同開発した「熟成発酵キムチ王」は、韓国農水産物流通公社による販路拡大の分析、現地(ビパル)と共同で先行の準備など、全国的なサポートによって日本の消費者庁からフラクトオリゴ糖配合の韓国産キムチの機能性を表示することが認められた。料理博覧会場で韓国料理展覧会部門の伝統料理ゲーム大賞を、2021年には韓国政府から海外で韓国プレミアム発酵キムチのプレミアム市場を開拓した功が認められて大韓民国産品賞を受賞した。

1st Korean Health Claim Kimchi In Japan

The Promotion of Health Claims Kimchi 2023



2023 New Health Claims Kimchi For Korean & Japanese Market

Excellence of Korea functional Ingredient

- Garlic
- Plum
- Ginseng
- Green Pepper
- (Capsicum annuum L. cv. DangZo)

한국의 기능성 원료의 우수성 韓国の機能性原料の優秀性

마늘 にんにく

우리나라의 4대 재배종 하나로 중요한 식재료이다. 알싸한 맛과 향뿐 아니라 알리신이 풍부하여 여러 유익한 성분들을 함유하고 있다. 특히, 퀘세스터를 직접 기능성표시가 가능하며, 남해안농업기술원의 퀘세틴 GMF 원료를 활용한다.

精製된4大類原の1つで、重要な食材だ。ピリッとすると香りがだけでなく、「アリシン」をはじめ様々な有効成分が含まれている。特に、コレステロール低下の機能性表示が可能で、海産品に比べて研究の進捗も早くGMF原料を使用する。



매실 梅

매실의 유기산은 신진대사를 활발하게 하고 피로를 회복하는 효과를 가지고 있다. 특히, 피로회복 기능성 표시가 가능하며, 국산 매실 GMF 원료를 활용한다. 유익한 성분들이 풍부하여, 효능이 입증된 효과를 나타낸다. 특히, 효능이 입증된 기능성 표시가 가능하며, 국산 매실 GMF 원료를 활용한다.



홍삼 紅蔘

홍삼은 수삼을 연신하여 정밀을 갖지 않은 상태로 장시간 증기로 찌서 건조시킨 인삼이다. 특히, 면역력 증진, 피로개선, 혈소판 응집제, 장기간 어혈 개선 등의 기능성표시가 가능하며, 국산 홍삼 GMF 원료를 활용한다.



紅蔘は、乾燥した水参(麗人參)の皮をむかずに、糖質を高して乾燥させたものである。特に、免疫力の向上、疲労回復、血小板凝集の抑制、更年期女性の健康などの機能性表示が可能で、韓国産紅蔘GMF原料を使用する。

당양고추 糖漬唐辛子

혈당 관리에 도움이 되는 기능성 고추로 연구 개발한 당양고추는 물리특성, 유래원인, 배양조건 등 안전성(성분) 등 부분적 검증이 되었다. 특히, 일본 소비시장에 대응하여, 당양고추의 기능성표시가 가능하며, 국산 당양고추 GMF 원료를 활용한다.



血糖管理に役立つ機能性唐辛子として研究開発された糖漬唐辛子はポリフェノール、ルチオリン、ビタミンCなどの抗酸化成分が豊富に含まれている。特に、日本の消費者庁認可による日本市場での血糖降下機能性表示が可能で、韓国産の糖漬唐辛子GMF原料を使用する。

2023년도 개발예정 기능성표시 김치 2023年度に開発予定の機能性表示キムチ

주식회사 테크니움 株式会社 TECHNIUM www.techin.com	기능성 표시 機能性表示	면역력 강화, 소화력 향상 免疫力向上、消化力向上	보통음식 普通の食品	기능성 표시 機能性表示	당양고추, 당양고추 糖漬唐辛子、糖漬唐辛子	면역력 강화, 소화력 향상 免疫力向上、消化力向上
농업회사법인 주식회사 영농농업 農業会社法人 英農農業イノベーション www.yeongnong.com	기능성 표시 機能性表示	항균, 소화력 향상 抗菌作用、消化力向上	보통음식 普通の食品	기능성 표시 機能性表示	당양고추, 당양고추 糖漬唐辛子、糖漬唐辛子	면역력 강화, 소화력 향상 免疫力向上、消化力向上
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한국식품산업클러스터진흥원 韓國食品産業クラスター振興院

한국식품산업클러스터진흥원은 식품산업 클러스터의 활성화를 위한 다양한 사업을 추진하고 있으며, 식품산업 클러스터의 활성화를 위한 다양한 사업을 추진하고 있으며, 식품산업 클러스터의 활성화를 위한 다양한 사업을 추진하고 있다.

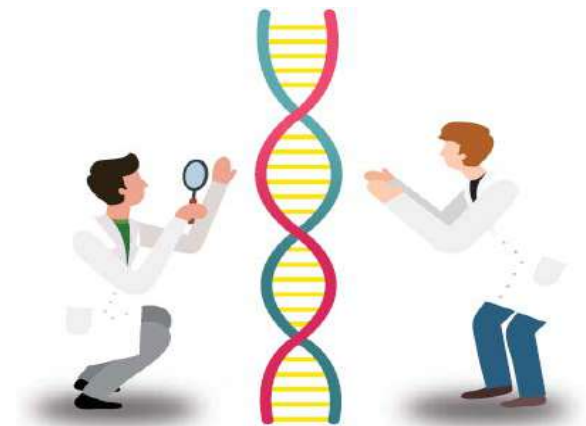
기능성표시 김치는 한국식품산업클러스터진흥원, 세계김치연구소가 중추적지체로 협력하고 있습니다.

- 1. 국제식품안전규격위원회 (Codex Alimentarius)에 기능성표시 김치의 규격 제정을 위한 연구를 진행하고 있다.
- 2. 국제식품안전규격위원회 (Codex Alimentarius)에 기능성표시 김치의 규격 제정을 위한 연구를 진행하고 있다.
- 3. 국제식품안전규격위원회 (Codex Alimentarius)에 기능성표시 김치의 규격 제정을 위한 연구를 진행하고 있다.
- 4. 국제식품안전규격위원회 (Codex Alimentarius)에 기능성표시 김치의 규격 제정을 위한 연구를 진행하고 있다.



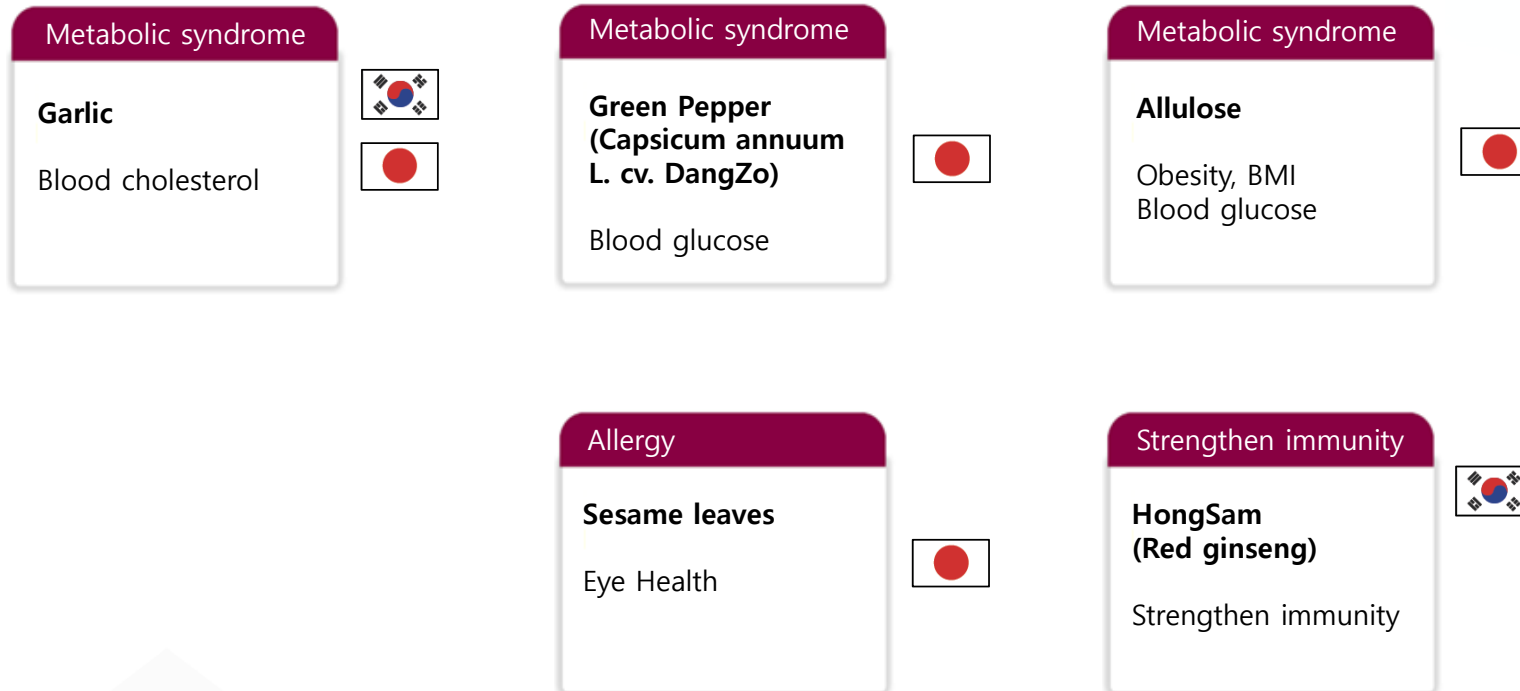
IV

| Challenge



Challenge 2023 :

Popularize Korean Health Claim Kimchi Market & Export to Japanese Health Claim Kimchi Market



Thank You

SUSTAINABLE FOOD INNOVATION WITH SOUTH KOREA

06.08.2023 Global Foodture - Ditte Veise, Innovation Centre Denmark



**MINISTRY OF FOREIGN AFFAIRS
OF DENMARK**



**Ministry of Higher
Education and Science
Denmark**

ABOUT INNOVATION CENTRE DENMARK

Mission: To elevate Danish science and innovation through collaboration with **world-leading** innovation ecosystems



- Established 2013 in Seoul
- Tap into Korean R&D and industry strengths
- Connect innovation ecosystems
- Green transition, digitization and health

TODAY'S MENU: SEAWEED

- ▶ Why and how we collaborate with South Korea in the area of seaweed



TOMORROW'S MENU: ALSO SEAWEED

Seaweed is part of a future fit food system globally



Picture source: Flickr

- Blue bioeconomy
- Biosolutions
- Plantbased diet
- Ingredients
- Land/ water use
- ...

On a global scale, the commercial seaweed market is projected to grow from \$15.01 billion in 2021 to \$24.92 billion in 2028 at a CAGR of 7.51%, making it one of the most promising products in the seafood industry.

A STAPLE FOOD FOR ALL?

Seaweed gastronomy is regional – and generational

Koreans consume 20 lbs/ person year



Picture source: Hungry Viki

Seaweed gastronomy "2.0"



Picture source: Dutch Weed Burger

Korea has the highest consumption of seaweed per capita and a rich traditional gastronomy using seaweed. The global uptake of seaweed "2.0" is closely aligned with plantbased food trend and development, requiring new techniques and innovation.

RECIPE FOR '2.0' SEAWEED BURGER

Seaweed is an emerging area with broad innovation scope

- Which seaweed species will work?
 - Nutrition, safety etc.
- How to procure it?
 - Growing, supply etc.
- How to mix it?
 - Sensoric profile, processing
- How to sell it?
 - Consumer preference, price etc.



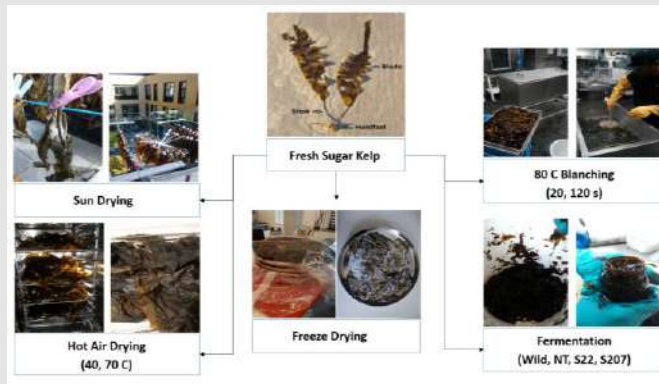
Picture source: Dutch Weed Burger

It is acknowledged that there are big research and innovation gaps to fill to make seaweed a staple food that is widely accessible and useful to food industry. Europe imports most of its seaweed and Asia produces 97% of seaweed globally.

CHALLENGES AND INTEREST

The road to commercial innovation

- Concerns on mineral levels and food safety
- How to remove unwanted flavor
- Growing systems cost/ quality
- Legal framework and standards



Picture source: DTU Aqua



Picture source: Pure Algae

There is a growing interest in food industry to use seaweed in products (bread, beer, meat alternative, snacks etc.) but gaps in supply and know-how. No seaweed 'killer-app' yet.

HOW CAN WE COLLABORATE?

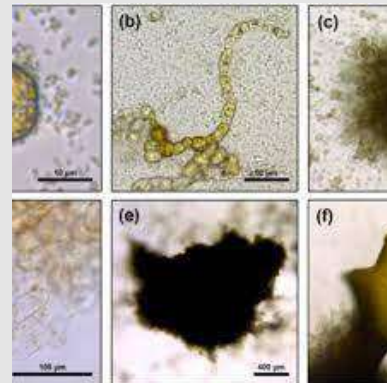
Korea is a world leading seaweed producer

Korean strength:

- Industrial production
- Evolved gastronomy and market
- Strong R&D



Picture source: WandoBonga



Picture source: Chosun University

Interest:

New markets, food innovation, sustainability, R&D collaboration



Picture sources: Daesang, CJ

As a leading producer of some seaweed species Korea has built industrial know-how and excellence. The current production is causing environmental concerns due to i.e. use of fertilizer and intense growing along some coastal areas, spurring interest in sustainable growing. Large food companies like CJ and Daesang are explicitly interested in international markets and investing overseas.

ONGOING COLLABORATION

Danish Korean Blue Bioeconomy Alliance 2021-

- Connecting leading researchers and companies around themes:
 - Seaweed as nutraceutical/ bioactive ingredient
 - Seaweed as food innovation and gastronomy
 - Seaweed as feed additive/ climate solution
- Finding the mutual interest and added value of partnership
- Facilitate to overcome the challenges of distance and difference



Working with seaweed as an emerging area of collaboration, we have tested the interest and compatibility of several themes. “Connecting ecosystems” is a longer term effort where network and relations are built at several levels, but with a clear pathway to commercial innovation value.

WHAT'S IN KOREA?

Seeing the opportunity

- Korea is the 10th largest economy in the world and R&D powerhouse
- Food import dependency and high density – impetus for action
- Urban modern lifestyle with advanced convenience and uptake of food trends
- Value to food safety and quality
- Emerging sustainability focus
- R&D opportunities – both bilateral and through e.g. EU



Picture source: Centerforchange

WHAT'S ALSO KOREA?

Reality check

- Far away (...)
- Main food import from USA and Asian countries
- Mainly larger food companies with a brand and who can invest
- Less evolved sustainability awareness and framework
- Korea is not "Asia"

Half empty



Picture source: Centerforchange

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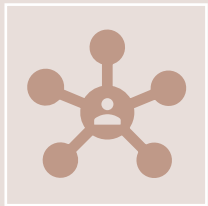
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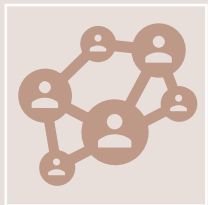
DOING BUSINESS ACROSS CULTURES: EUROPE AND SOUTH KOREA

PROFESSOR M. AGUARELES
SAN JORGE UNIVERSITY, SPAIN

WHAT IS INTERCULTURAL COMMUNICATION?



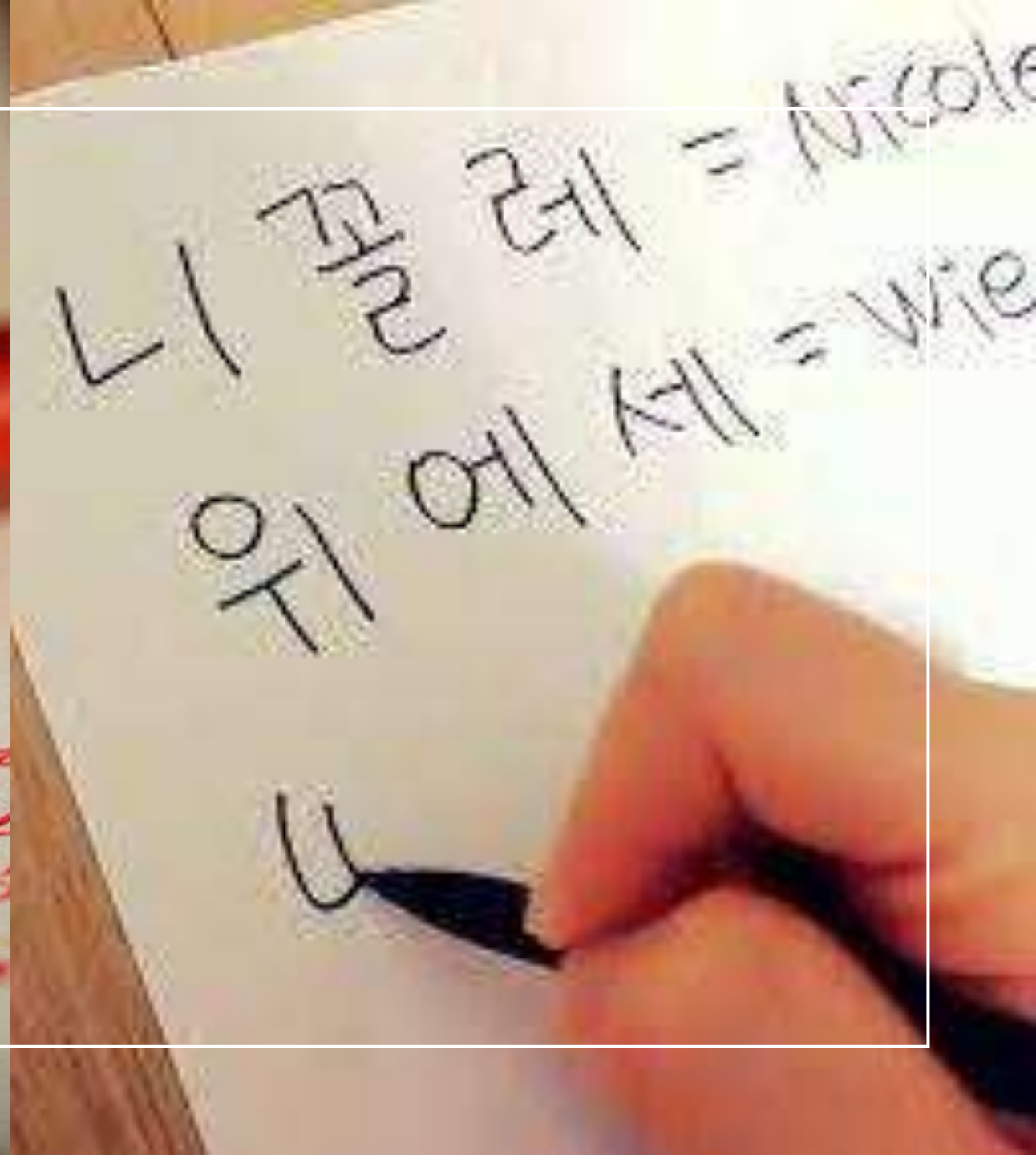
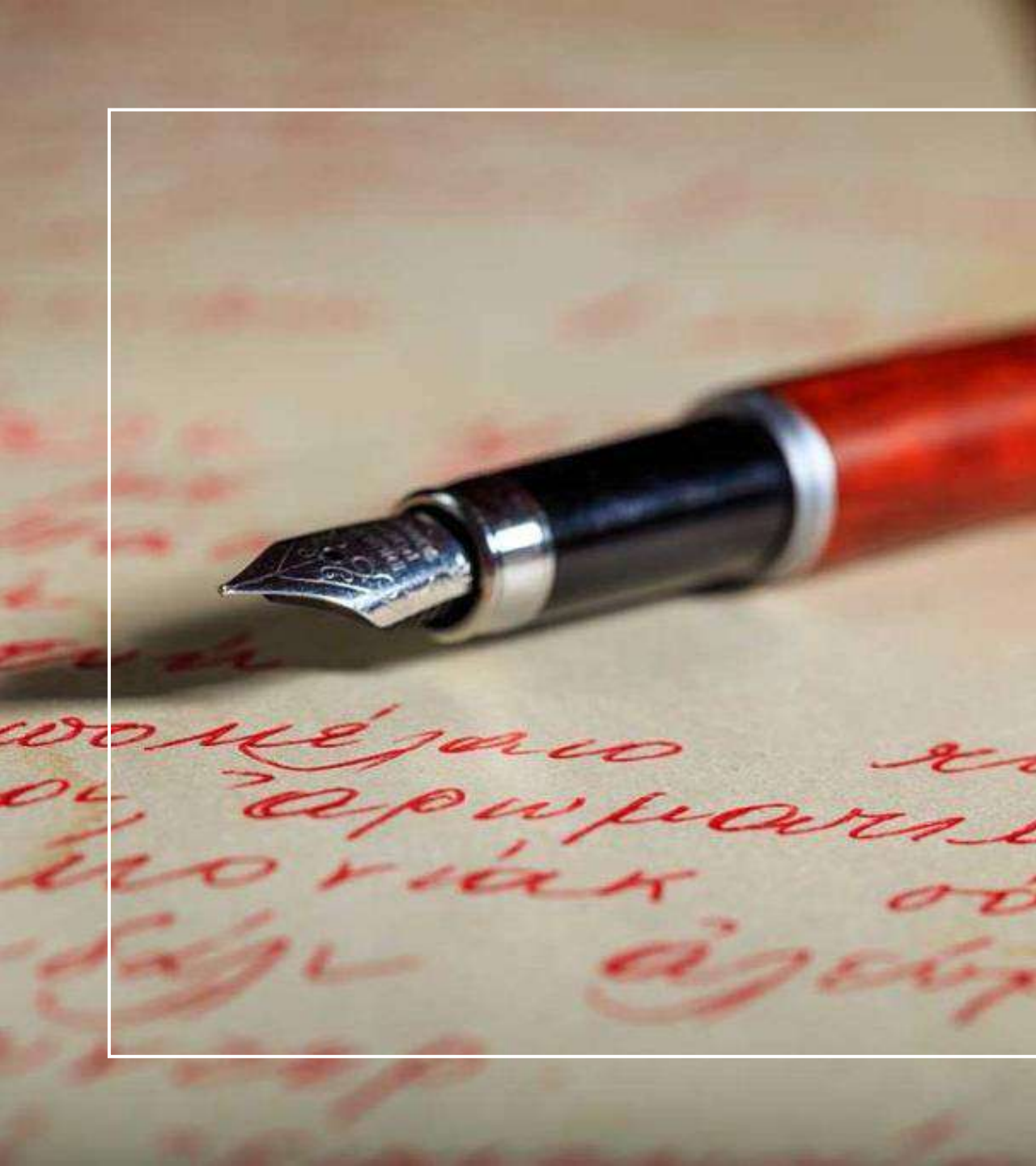
It refers to the **effective communication** between people, workers and people of **different cultural backgrounds.**



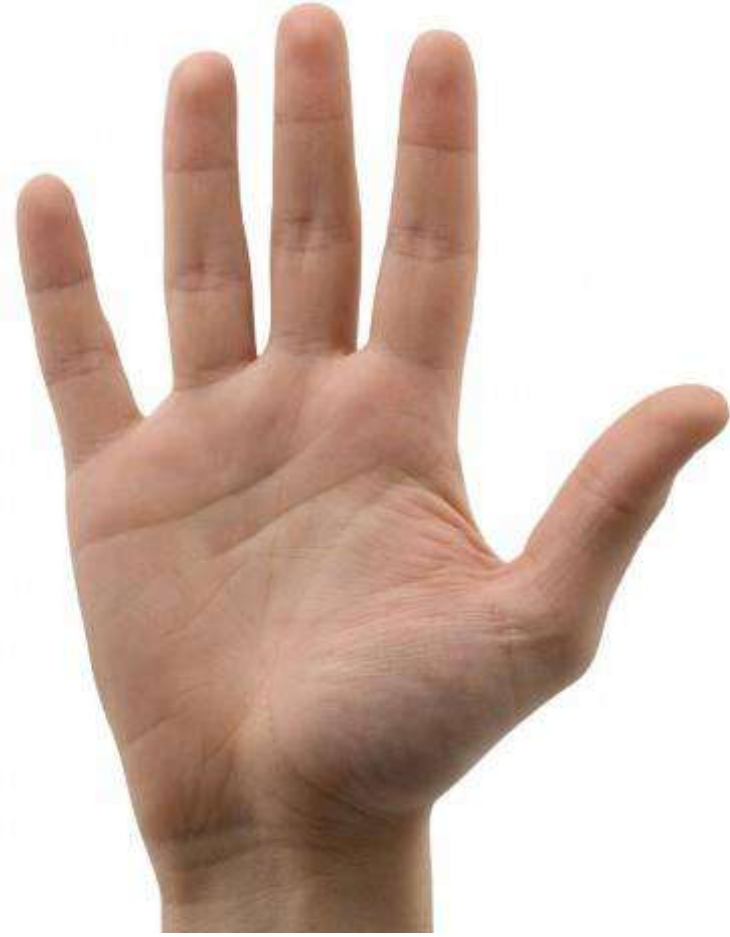
It refers to communication between people whose **cultural perceptions and symbol systems** are **distinct enough to alter the communication event.**



SONG CHEN /
CHINA DAILY







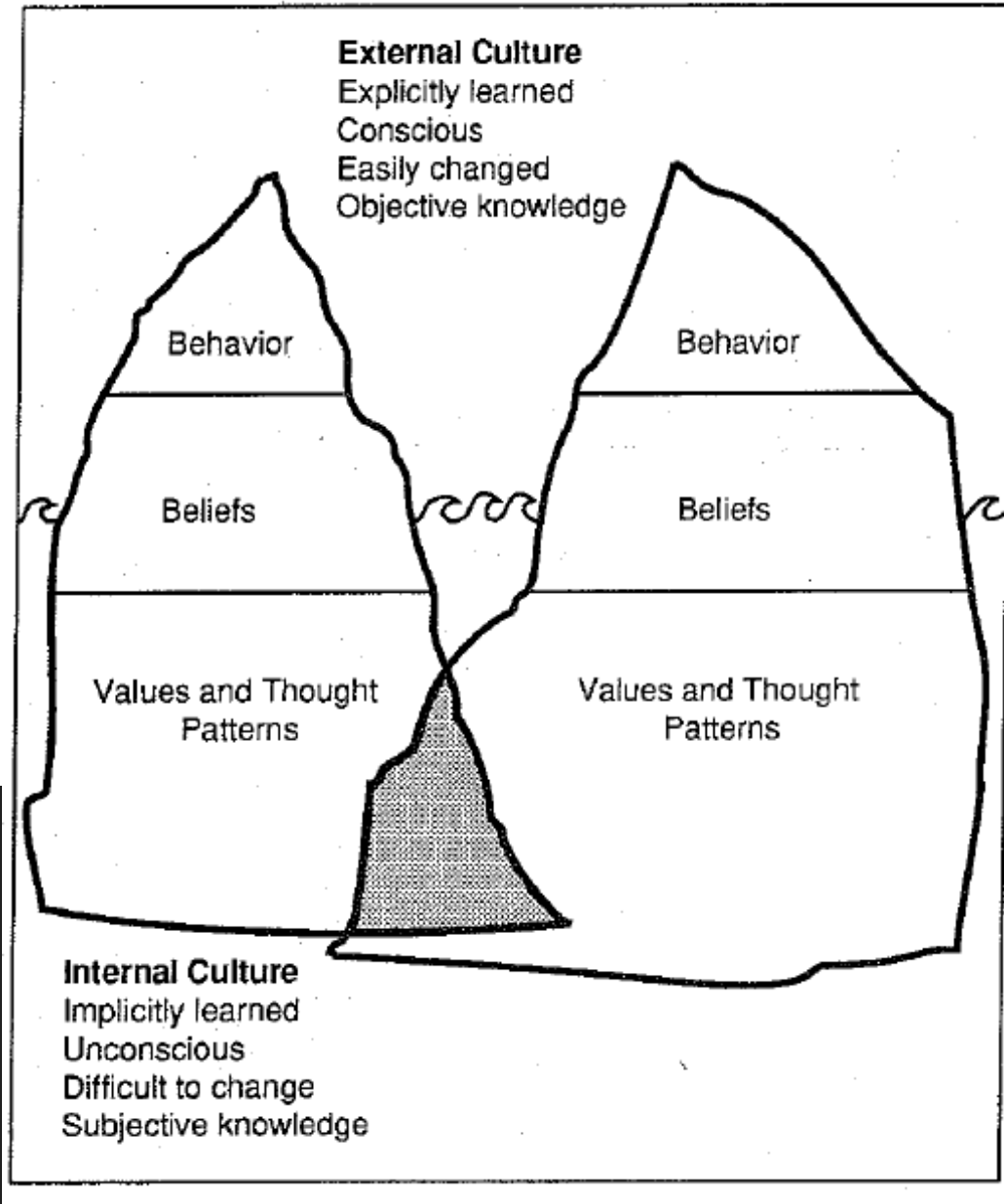
WHAT IS CULTURE?

A group of ...

Values, beliefs, behaviors, preferences, traditions, ways of learning, communicative models and their interpretation, art, literature ...

CREATED, SHARED AND TRANSMITTED BY A GROUP OF PEOPLE





CULTURE ANALOGIES



CULTURE ANALOGIES



People from peach cultures seem friendly on the outside, but difficult to know on the inside.

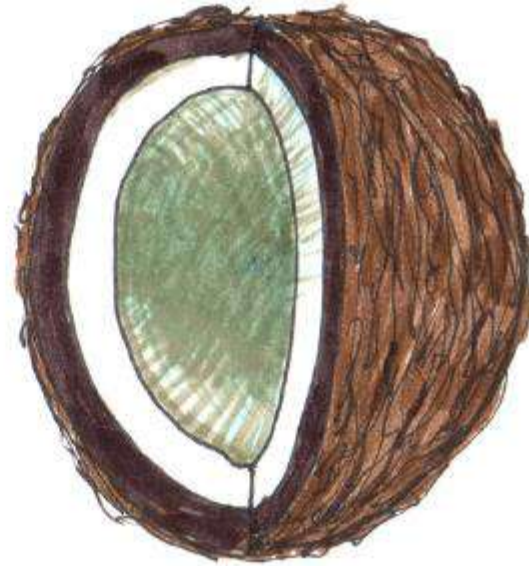
People from coconut cultures may seem cold and unapproachable on the outside, but once you get to know them, you can build a deep, personal relationship with them really fast.

CULTURE ANALOGIES



Rational:

- > Individualist
- > Universalist
- > Monochronic
- > Compartments

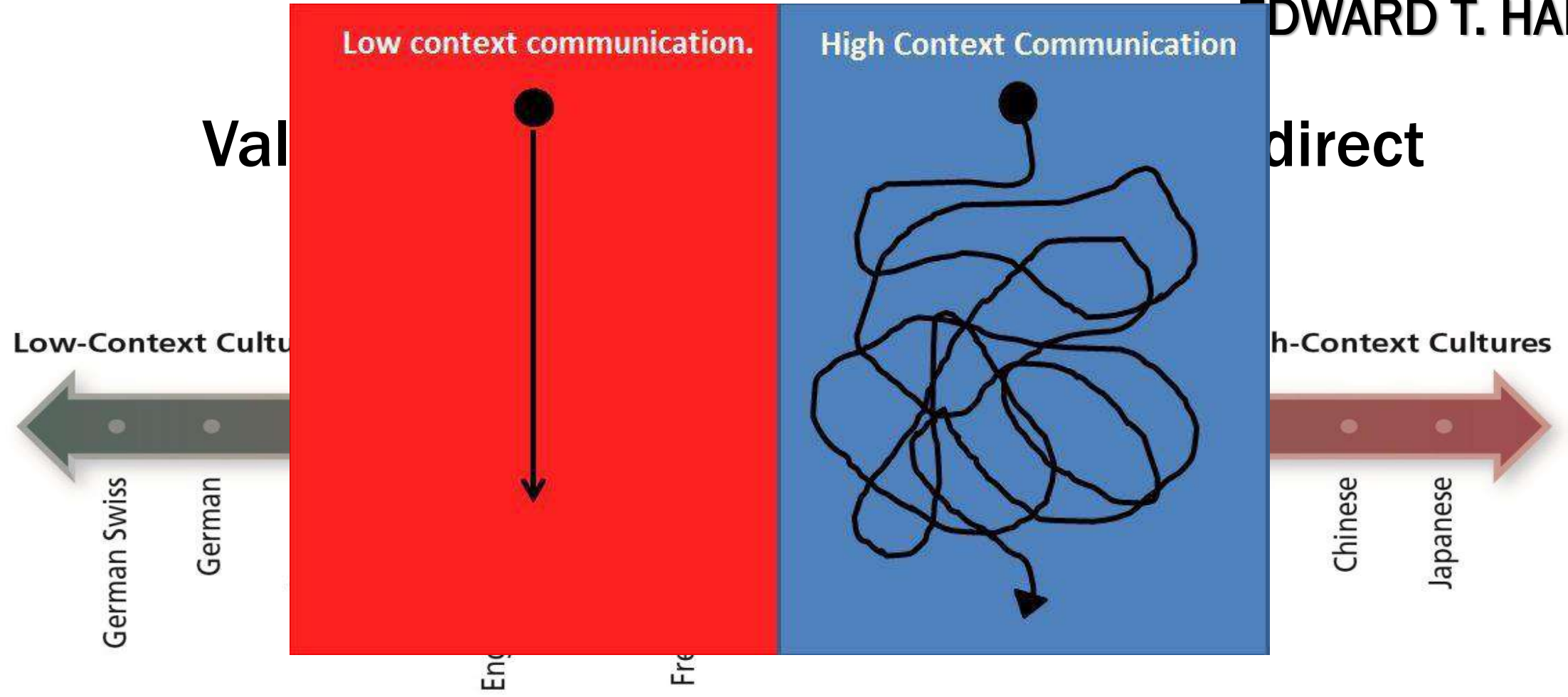


Relationship:

- > Collectivist
- > Particularist
- > Polychronic
- > Holistic

HIGH AND LOW CONTEXT CULTURES

EDWARD T. HALL



High Context Culture

Nonverbal & implicit communication

Nuanced and often indirect communication

Group over individual

Relatively informal, less task-oriented

Low Context Culture

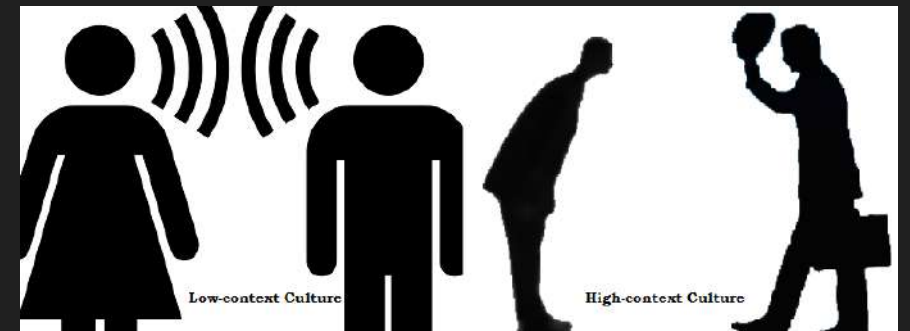
Explicit statements

Straightforward communication, direct tone

Individual over group

Slightly formal, more task-oriented

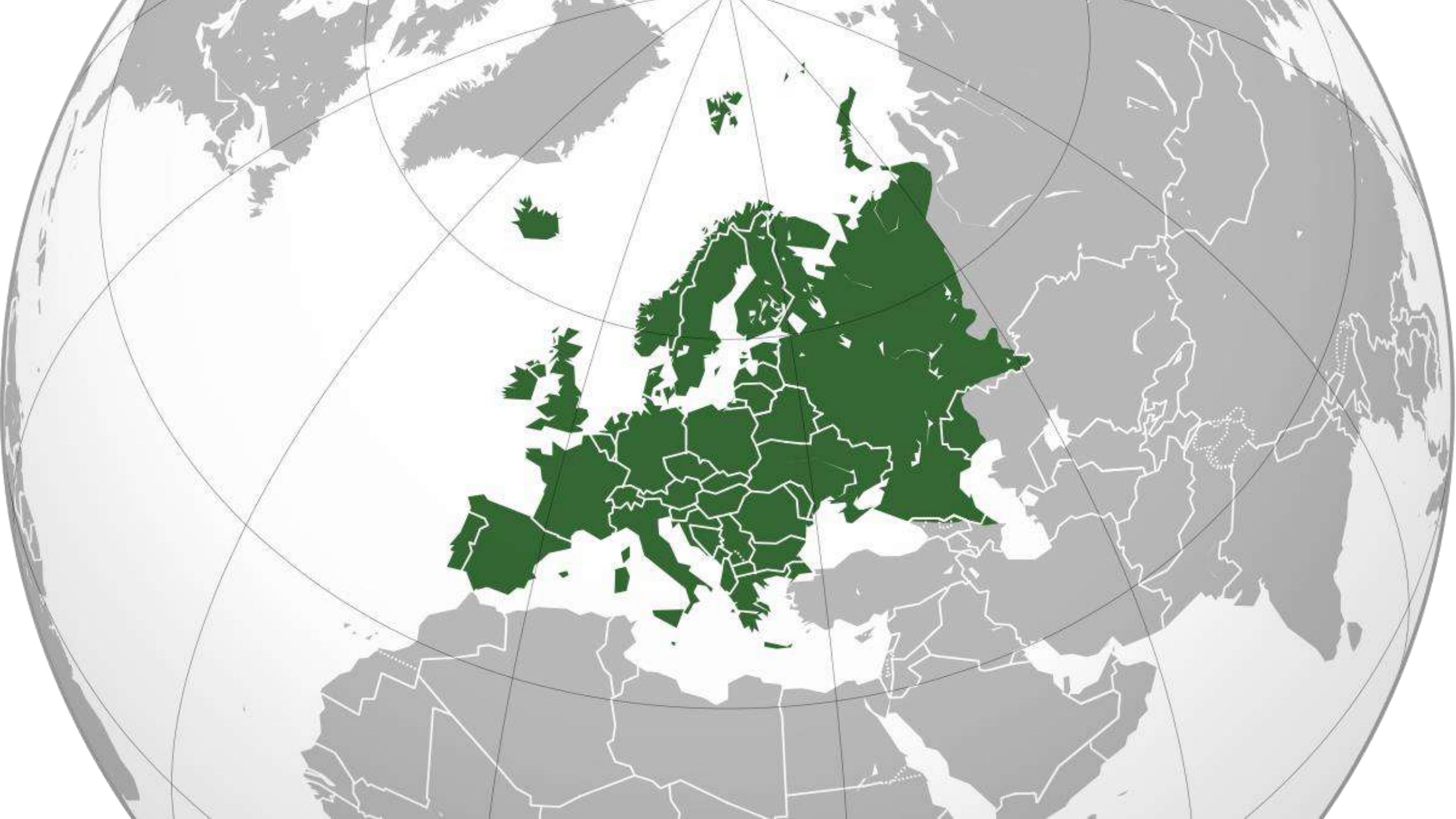
HIGH & LOW CONTEXT CULTURES



High-context cultures include cultures such as **Korea**, where people have **widespread networks with family, friends, and organizations.**

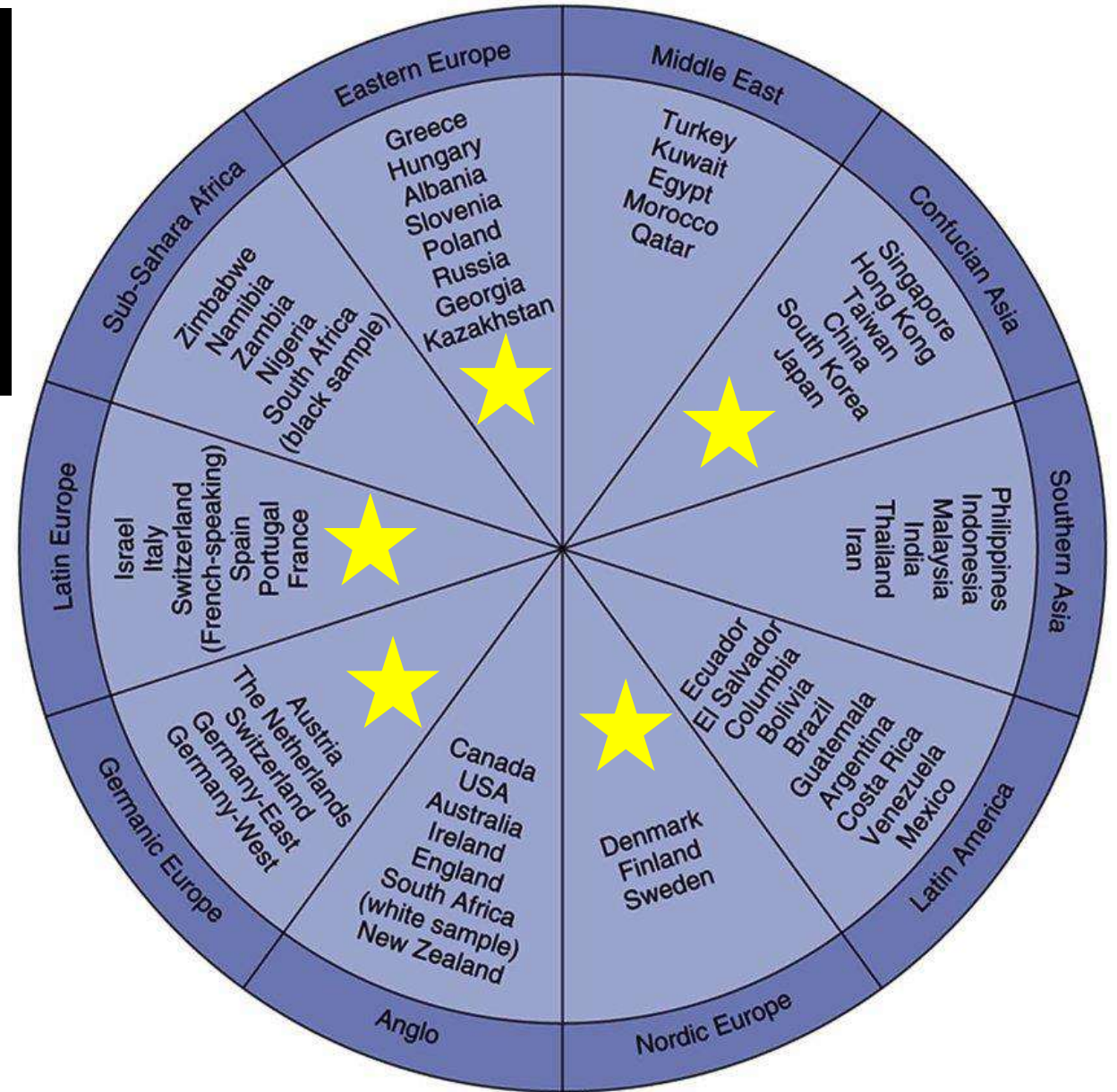
Low-context cultures include the **US, Germany, and other northern European individualistic cultures** (Hall & Hall 1990; Irwin, 1996).





CULTURAL CLUSTERS FROM PROJECT GLOBE

1. Anglo
2. Latin Europe
3. Nordic Europe
4. Germanic Europe
5. Eastern Europe
6. Latin America
7. Middle East
8. Sub-Saharan Africa
9. Southern Asia
10. Confucian Asia.



THE 6 DIMENSIONS OF NATIONAL CULTURE

(HOFSTEDE, HOFSTEDE & MINKOW)



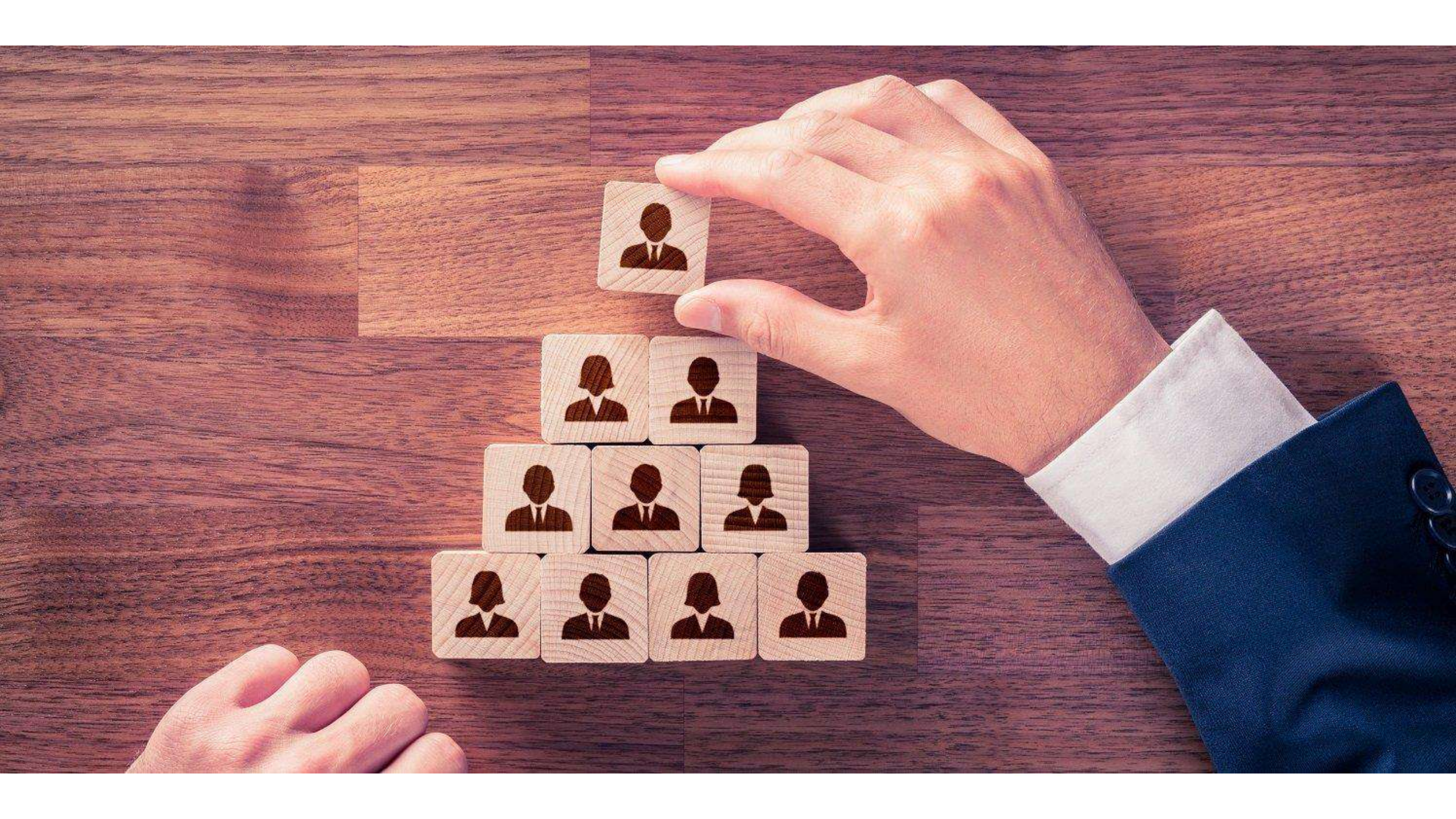
**HOW VALUES IN WORKPLACE
ARE INFLUENCED BY CULTURE**



**CULTURE: COLLECTIVE
MENTAL PROGRAMMING**



**6 DIMENSIONS: PREFERENCES
THAT DISTINGUISH COUNTRIES
(NOT INDIVIDUALS)**



2. INDIVIDUALISM VS. COLLECTIVISM



Self-image: I or We?

INDIVIDUALISM	COLLECTIVISM
Loose-fitting relations	Tight-fitting relations
Expected to take care of yourself (and your immediate relatives)	In-group loyalty



3. MASCULINITY VS. FEMININITY

Tough vs. Tender

MASCULINITY	FEMININITY
Preference for ACHIEVEMENT, HEROISM, ASSERTIVENESS, MATERIAL REWARDS FOR SUCCESS	Preference for COOPERATION, MODESTY, CARING FOR THE WEAK More consensus-oriented society



4. UNCERTAINTY AVOIDANCE (UAI)



(Un)Comfortable with uncertainty and ambiguity?
Should we try to control the future or just let it happen?

STRONG UAI	WEAK UAI
Rigid codes of belief and behaviour	Relaxed attitude towards uncertainties
Intolerant with 'out of the rules' behaviours and ideas	Practice counts more than principles

5. LONG TERM ORIENTATION VS SHORT TERM ORIENTATION

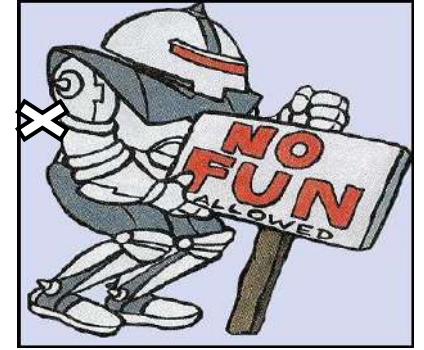
Past or Present & Future?

LONG TERM	SHORT TERM
Save, save and save!	Time-honoured traditions and norms
Prepare yourself for the future!	No changes, please!
PRAGMATIC	NORMATIVE



6. INDULGENCE VS. RESTRAINT

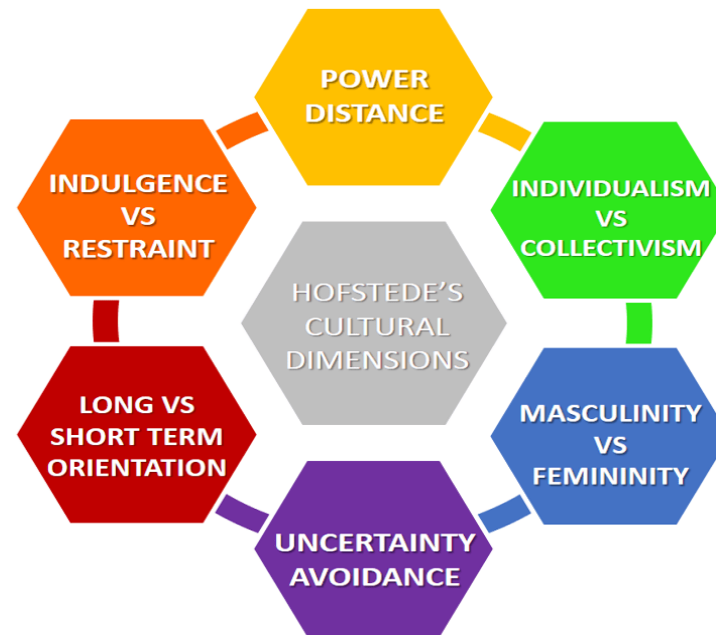
To Have Fun or Not To Have Fun... That's the question!



INDULGENCE	RESTRAINT
Free gratification of basic and natural human drives	Suppression of gratification of needs
Enjoy life!	Society regulated by strict social norms

COUNTRY COMPARISON TOOL

<https://www.hofstede-insights.com/product/compare-countries>

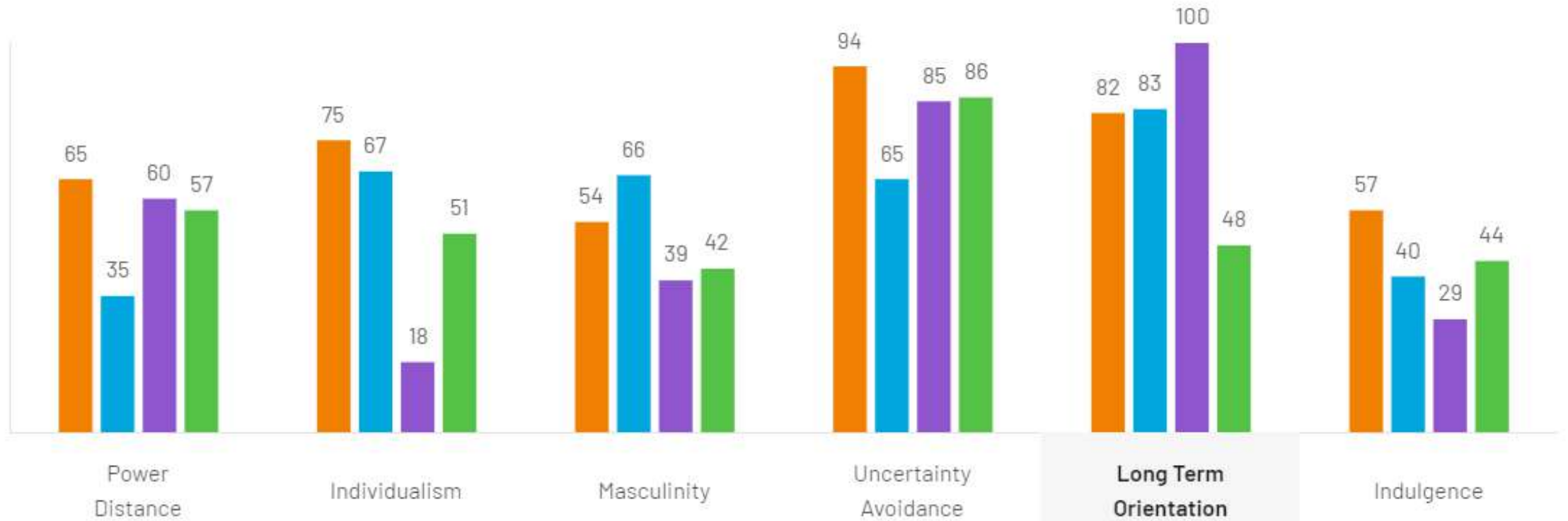


Belgium ✕

Germany ✕

South Korea ✕

Spain ✕





WHY IS THIS IMPORTANT?



USEFUL TIPS TO DO BUSINESS IN...

Europe & South Korea

GREETINGS

In South Korea these days it's more common to shake hands when you meet someone for the first time. However, that hasn't entirely taken the place of bowing, which might still take place before or during the handshake.

As a European, you don't need to worry about bowing for the most part. However, the gesture is always appreciated.

It is not unusual for South Korean women to offer a bow instead of a handshake. For formal and business situations, the normal custom is for South Korean women to maintain a certain distance from men.

European businesswomen have the option of just bowing instead of shaking hands.



EXCHANGING BUSINESS CARDS



GIFT-GIVING

In Korea, the importance of a relationship can be expressed through gift giving.

Gifts should always be wrapped nicely in bright colours, such as red, yellow or pink.

Gifts are offered and given with both hands. Wrapped gifts are never opened in the presence of the giver.

Never sign a card in red ink, nor use green, white or black wrapping paper.





HIERARCHY

It is important to be aware of how you fit in the social hierarchy that South Koreans observe.

Discerning who is superior to you based on age, position, and family name, and showing respect to each person as necessary is crucial in business relations.

If you do not adhere to these expectations and fail to give your counterpart the respect they are due, you may lose face in their eyes.



SAVING FACE

SAVING FACE IN BUSINESS

Managing Cross-Cultural Interactions

REBECCA S. MERKIN

As in other Asian societies, maintaining face is central to the way business and social relationships work.

Through their social etiquette and behavior, South Koreans aim to preserve a harmonious environment in which a person's **kibun** (their mood or feelings) can remain balanced.

The best way to handle **kibun** is not to demand yes or no answers and to accept the need for slow consensual decision-making.

Contradicting someone openly, criticizing them in front of someone else or patronizing them are sure ways to lose business. It is more advisable to give sincere compliments, show respect or do something that raises self-esteem.



CONTRACTS

South Koreans prefer contracts to have some room for flexibility with room for adjustments.

From your South Korean's perspective, the relationship between the companies is often viewed as more important than the contract itself.

Be aware of this and communicate clearly with whomever you'll be signing a contract with respect to your expectations and theirs.

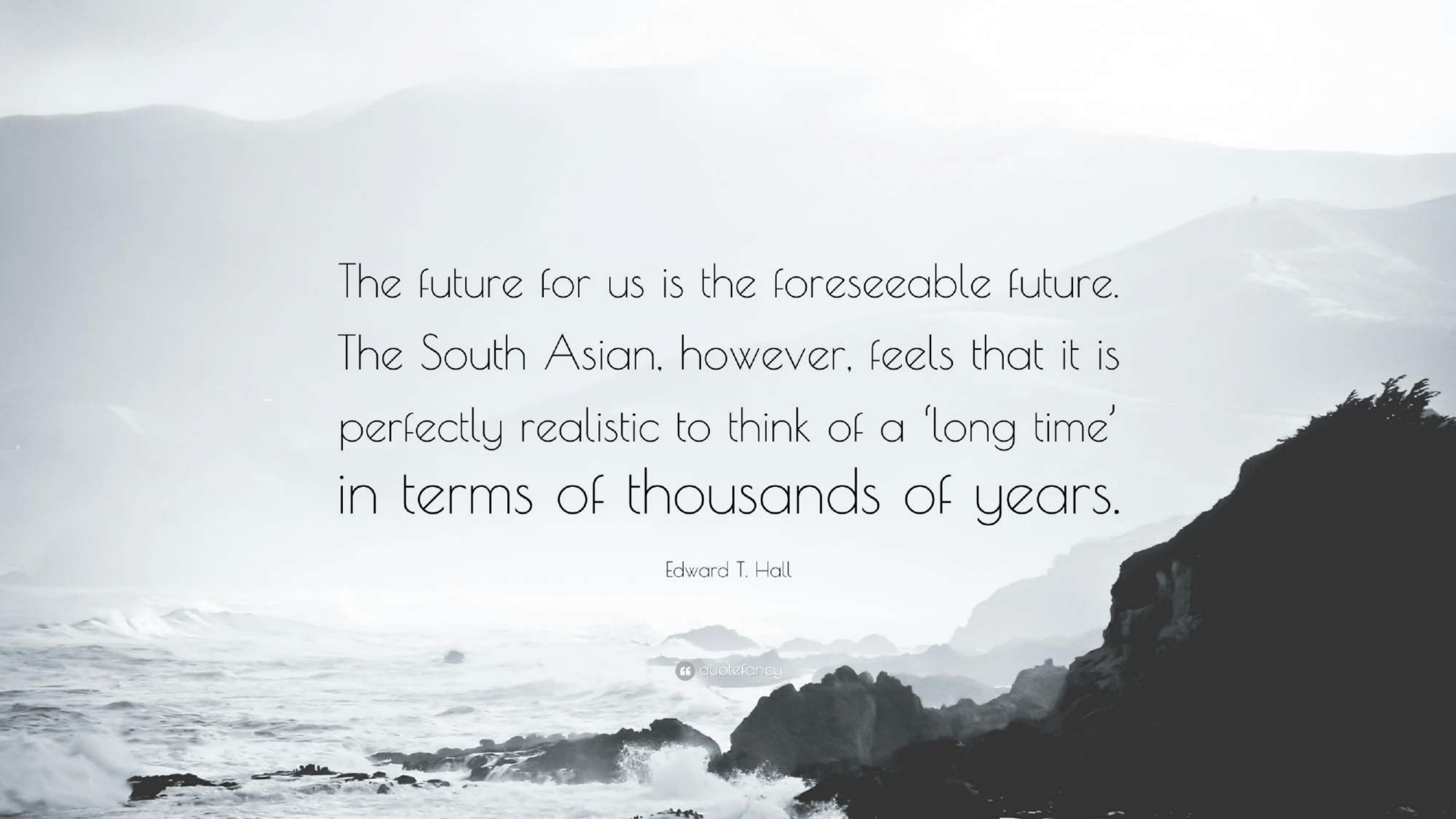


BUILDING RELATIONSHIPS

As South Korean business culture is very competitive, the business relationships a South Korean maintains are very important to them.

An introduction by a third-party is often very effective in establishing rapport and confidence early on. When mutual trust is established, South Koreans work hard to ensure the success of their partner and the collaboration.

Business relationships often cross into the personal life; South Koreans appreciate developing relationships over meals and drinks and like to think of their business partners as friends .



The future for us is the foreseeable future.
The South Asian, however, feels that it is
perfectly realistic to think of a 'long time'
in terms of thousands of years.

Edward T. Hall

“ quote fancy

감사합니다

*thank
you*

ANY QUESTIONS?

Next activities

Online Activities

- 15 June
Workshop 9: Fermentation a cutting-edge technology?

- 6 July
Workshop 10: Packaged food. Food waste reduction solutions in food packaging for take-away and retail



Matchmaking Events

- Prepare for the event by improving your profile
- Fill in the Marketplace
- Browse through the Participants and/or Marketplace
- Find relevant meeting partners
- Request meetings - or be booked for meetings
- Wait for acceptance - sometimes also no thank you
- Have the meeting on the day



Thank you and see you around
For more events, visit the Global
Foodture community platform

