

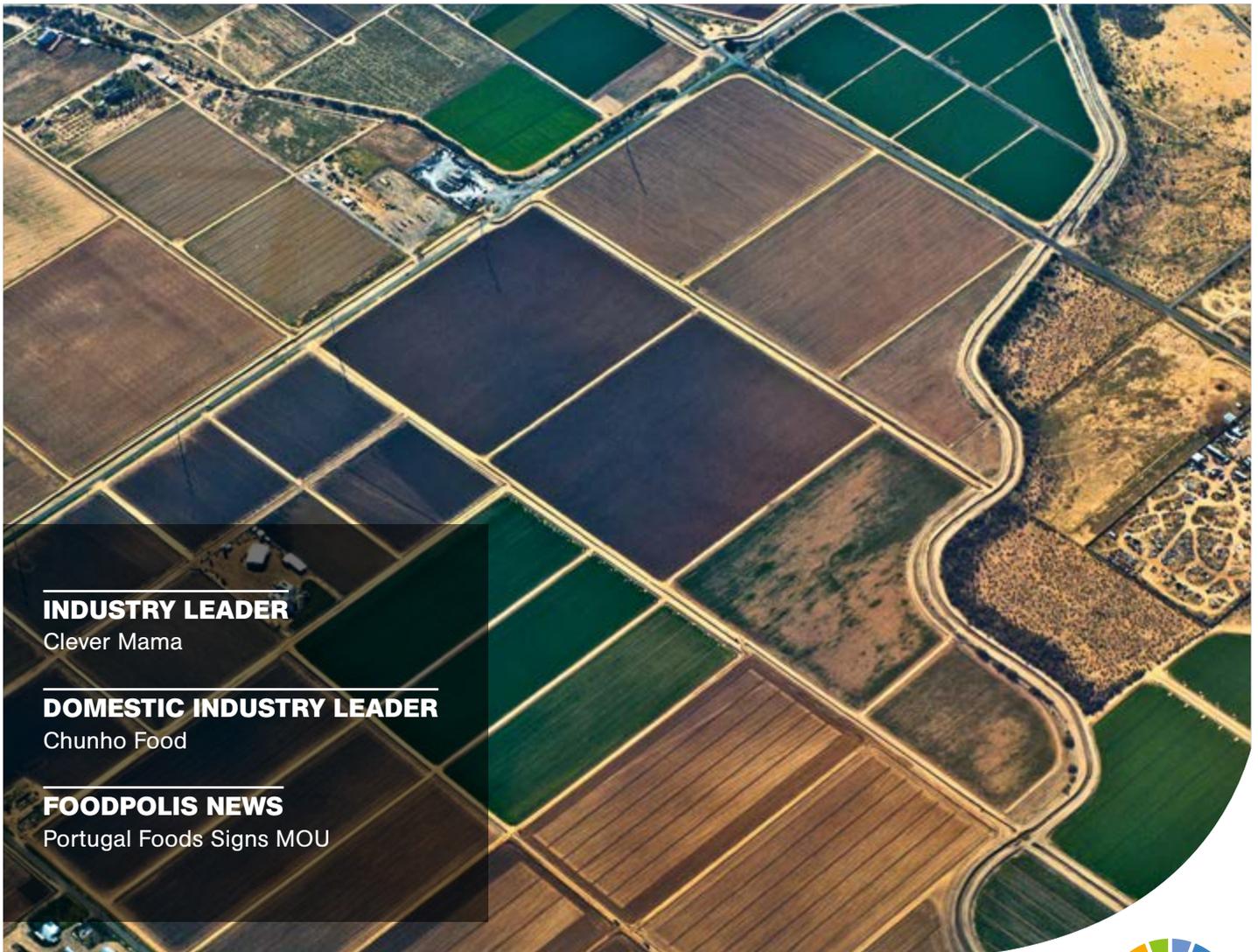
KOREA NATIONAL FOOD CLUSTER

FOODPOLIS

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COVER STORY

WORKING TOWARDS A SUSTAINABLE FUTURE FOR AGRICULTURE



INDUSTRY LEADER

Clever Mama

DOMESTIC INDUSTRY LEADER

Chunho Food

FOODPOLIS NEWS

Portugal Foods Signs MOU



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*Phosphatidylserine is an important phospholipid membrane component which plays a key role in cell cycle signaling, specifically in relationship to apoptosis.



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The Importance of Sustainable Agriculture



How can we make sure that our agriculture is sustainable? This is not a philosophical question confined to ivory towers anymore. There is new urgency to the issue, given the growth in urban population and the expected increase in food demand. One simple answer to the food problem is a higher yield. But what about resources? We know, for example, that land and water resources around the world are already stretched thin and require solutions of their own. In other words, the answers to the question are many, varied, and complex. They are also important for the future of our planet.

What's equally important is that the solutions are found both in the public sphere and in the private sector. Our cover story this month looks at the issue of Sustainable Agriculture and discusses some of the primary solutions that are being undertaken today to promote sustainability. Not surprisingly, technology will play a major role, with research and development led by both public and private funding showing us the way forward. We also cover some of the outcomes from the recent Global Forum for Innovations in Agriculture held in Abu Dhabi earlier this year.

Here in Korea, we are launching a new program that will set up sustainable farm demonstration projects on several operations around the country. We'll definitely be keeping our eyes on their progress and will report back.

Also in this issue, we are very pleased to announce the signing of the 100th MOU for investment into FOODPOLIS, with Chunho Food from Busan. Chunho Food is precisely the type of company we're looking for at FOODPOLIS because they have their sights set firmly on the export market, taking their prowess in creating health food products to the world.

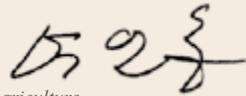
And as we went to print, we also signed our 101st MOU with Gold Rock International, a coffee manufacturer with a range of globally recognized brands out of Kenya. We'll have more information in our next edition.

In the meantime, you can also get news about recent MOU signings with Portugal Foods and a professional organization out of Guangdong Province in China that focuses on food used in health care.

Speaking of healthcare, in this issue we also take a quick look at the amazing powers of pickled food. It used to be thought of as just a way to preserve foods for a long winter, but now people are increasingly latching on to the great taste and health benefits. Could it be the next big food trend?

As you ponder that, also take a few moments to check out the lights at the Seoul Lantern Festival and the Yi Peng and Loy Krathong festivals in Chiang Mai, Thailand. Truly a sight to see.

I sincerely hope you enjoy this important volume of FOODPOLIS Magazine.

Yeo In-hong 
Vice-minister of Agriculture,
Food & Rural Affairs, Republic of Korea

CLEVER MAMA

LEADING CHINA'S PREMIUM FRUIT PUDDING INDUSTRY





Mainland China's Clever Mama is one of China's leading high-end fruit pudding companies. Its sights are set for expansion abroad, and it is taking its first steps by recently signing on with FOOD-POLIS to set up a manufacturing base in South Korea's National Food Cluster.



it clear that it is devoted to providing consumers with premium products. Clever Mama hopes to lead the food industry towards healthier food with a high degree of safety and exceptional quality.

Coming from the Heart

Clever Mama's corporate philosophy is to aim for the highest level of satisfaction and respect, with love, diligence, and morality in mind. Through its high quality products, the company hopes to give consumers the satisfaction of enjoying premium food. Clever Mama is highly devoted to gaining the respect of the food industry for its continuous pursuit of excellence and outstanding innovation. Like the company name and its brand image, Clever Mama manufactures food from the heart to better children's health and lifestyle.

The Key to Success

Clever Mama believes that success is a type of habit. The company emphasizes that the equation of "ability" + "attitude" + "morality" is the key to success.

Clever Mama is pronounced "qiao

Clever Mama Food Co. Ltd. is one of China's leading high-end fruit pudding and beverage companies. Based in Jinjiang in the Fujian Province of China, Clever Mama has grossed more than 180 million yuan since the company was established in 2009. Targeting the upper class, Clever Mama takes an enormous amount of pride in its product quality and has a singular focus to become the top fruit pudding company domestically while also continuing to expand on a global scale quickly.

Strict Quality Control

Not surprisingly, food safety is considered one of the top priorities with all the company employees across the organization. This is why Clever Mama created a one-stop management system. The company is strict on quality control and directly manages all aspects of food research, production, and the distribution system to maintain its high standards. Clever Mama also utilizes the HACCP safety management system, making



mama" in Chinese. The "qiao" refers to a smart, trendy and honest person. Being smart can be seen as the "ability," while trendiness can be viewed as a sense of "attitude" towards wanting a better lifestyle surrounded by premium things. Honesty, meanwhile, is an integral part of a person's "morality," the vital sincerity we all need to have towards others that pushes us to be responsible for our actions.

Clever Mama always keeps the consumer foremost in its mind when researching and manufacturing products. The company utilizes all of its resources to develop only the best quality food using its cutting edge machinery. This is true even down to the incredibly artistic details of the packaging covering its food products. It strongly believes that the consumers' trust is not something easily gained, and continues to research more ways to become an example of safe and premium food.



Natural Fruit Pudding

Natural fruit pudding is one of Clever Mama’s main products, and it is the one that is best received by consumers. The company emphasizes that it believes natural is best, and uses only natural fruit juice in all its products. Their fruit pudding line is called Guoding Xinyu Jelly, and it ranges in flavor from mango, coconut, and melon, to lychee, aloe and more. And of course, these premium quality puddings also have real pieces of fruit inside to provide consumers extra flavor and texture.

Clever Mama’s latest line of fruit pudding is made from all natural plums. In fact, it uses only the best selection of Korean plums. In this way, the company was able to develop a plum fruit pudding that is both healthy and flavorful, an experience that can be discovered in just one bite. As a premium product, there is also a line of plum pudding with a whole plum in the center.

Healthy Beverages

Clever Mama is also known for its unique and delicious healthy beverages. For example, the company enjoys a strong reputation for its line of high-protein walnut drinks. There are three types of walnut drinks, including one walnut drink for adults, one for kids, and one walnut drink made with clear spring water.

Preparing for the Global Market

Clever Mama is working hard to take its food offerings globally. The company already has three production facilities in China, including plants in Anhui, Fujian and Xiamen. And now, it has its sights set on launching into the global market. Some of its first steps include the recently signed MOU, which it inked in August of this year, to invest in the FOODPOLIS complex in South Korea. CEO Xu Shu Shu

talked about how thrilled his company is to be locating there, and expressed plans to build a food processing plant in the food complex. He also said they will work quickly to expand into Taiwan.

CEO Xu also expressed his awareness of and appreciation for Korea’s high food standards, which is why he says he chose Korea as the first country to invest in. He also said he hopes that by working with the Korean industry, which is known for its cutting edge food technology, Clever Mama will be able to achieve its goal of bringing in 10 billion yuan in annual sales.



WORKING TOWARDS A SUSTAINABLE FUTURE FOR AGRICULTURE



Sustainability is more than just a buzzword. A broad consensus is now emerging among governments, NGOs, the private sector and consumers that sustainable agriculture is the best and probably only option for meeting the diverse challenges of the future. To that end, a broad range of government and industry supported initiatives are targeting the entire value chain to bring about a healthier and more sustainable future.

The push towards sustainable agriculture as an ethical and practical goal is not a new phenomenon. Governments, NGOs, businesses and civil society have been discussing the need to adopt sustainable practices for decades.

However there is a new urgency to the movement, brought on in part by some sobering statistics. The world's population passed the 7 billion mark in 2011, and is expected to reach 9 billion by 2050. To feed that number of people will require food production to grow by 60%, according to most experts. But already, resources such as water and land are under significant strain: for example it's estimated that in 2025, two thirds of the world's population will live in water-stressed countries. In addition, changing weather patterns associated with climate change are expected to put added pressure on farmers, and pose serious threats to food security.

These risks affect everyone, including multinational corporations that rely on a stable flow of inputs from agricultural suppliers in order to create their products. Supermarket chain Asda stated earlier this year that 95% of its fresh produce range is already at risk from climate change.

Such realizations on the part of the private sector have led to a noticeable momentum in efforts to promote sustainability. Businesses are now working closely with governments and NGOs on a wide variety of initiatives to increase commitments to sustainable sourcing, make better use of land and water, encourage the adoption of innovative technologies, and more generally enhance health and social welfare for all.

WHAT IS SUSTAINABILITY?

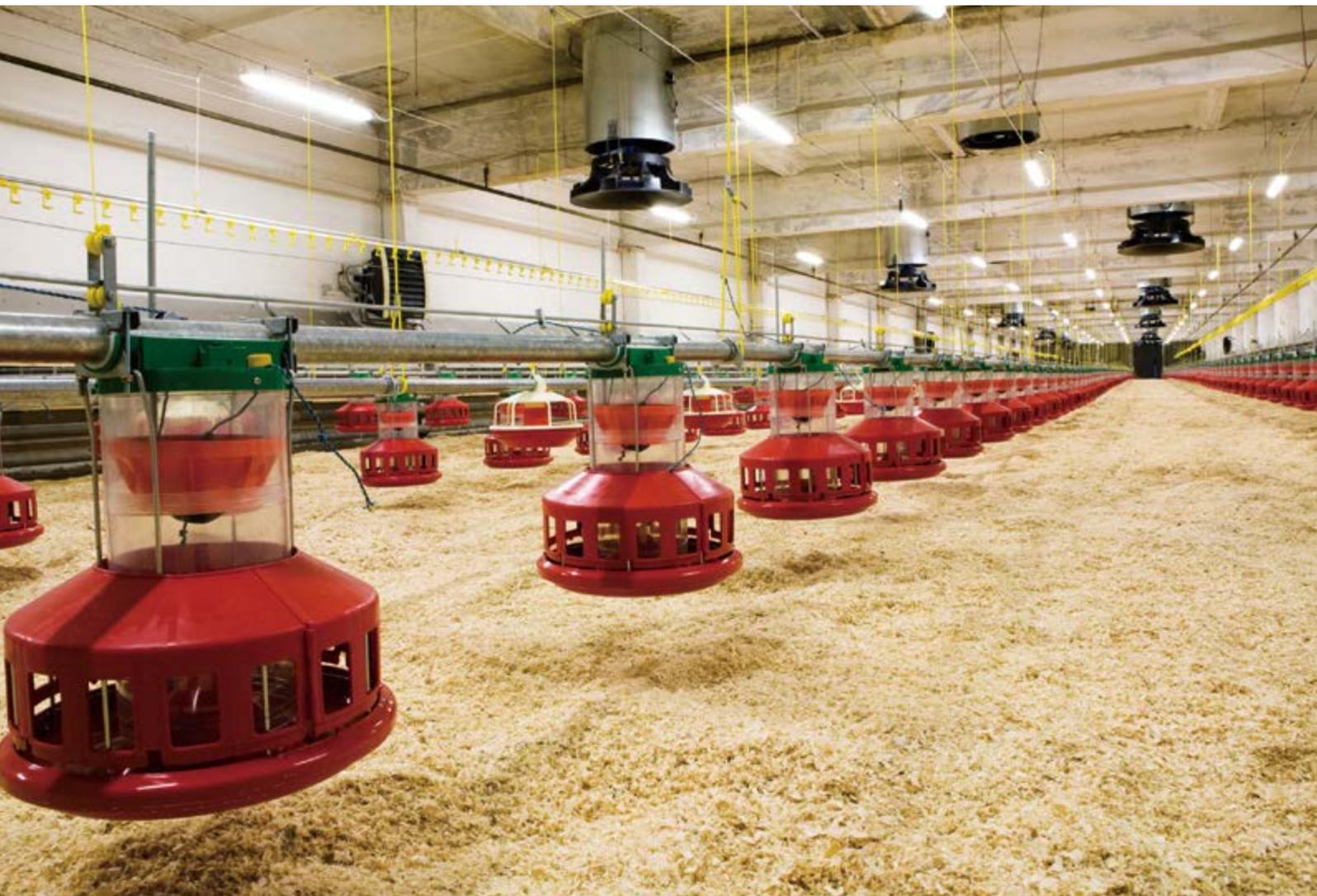
In the abstract, sustainable agriculture is easy to understand. The goal is to produce food and bring it to consumers in a way that does not create unreasonable economic or social imbalances, or cause undue harm to the environment or the people, animals and communities that make up the value chain. But discussions about sustainable agriculture can quickly become unwieldy due to the breadth of the topic, and the real-world complexities of pursuing such goals.

Keith Kenny, head of sustainability at McDonalds, sums it up with the “three Es”: ethics, environment and economic viability. Sustainable agriculture involves ethical practices that promote health and social welfare, and includes measures to protect the environment, while also recognizing that agriculture has to be economically viable in order to be sustainable. “If we’d had this debate

five years ago, there would have been different opinions, but there’s more alignment now. It’s always going to be a balance of those three,” he said, quoted in *The Guardian*.

Experts emphasize that the entire value chain needs to be examined when formulating plans to promote sustainability. Although working with farmers to make food production more efficient and sustainable is a key goal, other factors need to be considered, such as post-harvest waste (a recent report estimated that one third of the world’s agricultural produce is wasted), carbon emissions along the value chain, and issues related to food distribution and consumption (for example, the obesity epidemic).

Inder Poonaji, head of sustainability at Nestlé, says “For us it is about the idea of creating shared value, which has brought a new lens for looking at things. It used to be just economics but now, with more responsible sourcing guidelines, we are looking at how we sustain the communities around these farms in future -- because we



know that if we don't, they're not going to exist.”

A 2012 report by the United Nations Global Compact titled *Scaling Up: Global Food Security and Sustainable Agriculture* identified “five pillars” of the movement: (1) sustainable sourcing, in which the private sector buys from and cooperates with small and large farms that have adopted sustainable practices; (2) improving land and water management, through innovation and the adoption of best practices; (3) enhancing nutrition, through private and public sector efforts to provide affordable and healthy food products to all consumers; (4) effectively using technology, which offers the potential to improve food security and enhance sustainability efforts; and (5) reducing commodity price volatility, which can have a devastating effect on the poorest and most vulnerable populations in particular. Although not encompassing all aspects of the sustainability movement, these five pillars represent strategic areas in which significant progress can be made.

MEASURING SUSTAINABILITY

One key challenge facing the sustainability movement is the question of evaluation and measurement. Although determining water use or the mineral composition of soil might be fairly straightforward, the measurement of elements such as improved social welfare may involve subjective judgments that differ depending on who is doing the measuring. More broadly, deciding which factors to measure is in itself a highly subjective process.

Not surprisingly, there is no single, unified set of indicators used to measure sustainability. Various third-party certification schemes exist to measure individual farms, including Organic, Fair Trade, Rainforest Alliance, UTC Certified, etc. However, many industry groups and companies establish their own set of principles and standards to meet their needs, often in consultation with





NGOs, academics or local farmers.

For example, Nestlé partnered with the University of Bern to develop RISE (Response-Inducing Sustainability Evaluation), an interview-based holistic method of evaluating individual farms. A trained evaluator charts results according to 10 indicators (energy & climate, water use, nutrient flows, soil use, animal husbandry, plant protection & biodiversity, farm management, economic viability, working conditions, and quality of life), and then discusses potential areas of improvement with the farmer.

In 2011, the Italian coffee firm Illy-café formed a partnership with the Norwegian foundation Det Norske Veritas (DNV) to monitor the sustainability of Illy's green coffee suppliers, half of whom are located in Brazil. After consulting with suppliers, local NGOs, coffee experts and other certification schemes, DNV drew up a set of standards with 150 requirements relating to the entire production chain. Illy now sends trained technicians around the world to collect data, evaluate farms based on DNV's guidelines, and consult with growers on implementing best practices.

IMPLEMENTING SUSTAINABILITY

One key to promoting sustainability is to increase levels of sustainable sourcing by large corporations. And there has been progress. For example an estimated 2% of coffee exports were from sustainable sources in 2002, rising to 8% in 2009 and a projected 20-25% in 2015. Sustainable banana exports rose from 3% in 2002 to 21% in 2010.

By corporation, Unilever has pledged to source 50% of its agricultural raw materials sustainably by 2015, and 100% by 2020. Ferrero has committed to 100% sustainable palm oil sourcing by 2015, and the same for coffee and cocoa sourcing by 2020. General Mills has also pledged to sustainably source 100% of its 10 priority ingredients, including sugarcane, oats, vanilla, and U.S. wheat, by 2020. Some companies have also focused their efforts on sourcing from small farmers in the developing world. In recent years, the world's second-largest brewery SABMiller increased the number of small farmers in its supply chain to 30,000.



Often, companies go far beyond simply acting as a buyer. Together with the Dutch Ministry of Foreign Affairs, the European Cooperative for Rural Development and specialist NGOs, Heineken initiated a project in the Democratic Republic of Congo to train rice growers, teach best practices and improve local welfare. This has allowed Bralima, Heineken's operating company in the DRC, to source 79% of its rice locally, whereas in 2008 it met almost all of its rice needs through imports. Yields have surged, and 73% of the farmers indicated that the project improved their livelihoods.

Meanwhile PepsiCo recently signed an MOU with Vietnam's Department of Agriculture and Rural Development and the Phivang Collaboration of Farmers in Vietnam to introduce a new contract model for potato farming. At the start of each growing season, PepsiCo Foods Vietnam Co. will set a fixed price on potatoes in order to give farmers security and protect them from price fluctuations. In recent years the company has also helped Vietnamese potato farmers to double their average yields, through training and the adoption of best practices.

R.I.S.E INDICATORS

- Energy & climate
- Water use
- Nutrient flows
- Soil use
- Animal husbandry
- Plant protection & biodiversity
- Farm management
- Economic viability
- Working conditions
- Quality of life



GOVERNMENTS AND NGOs

Governments and NGOs are also doing their fair share in helping sustainable agriculture take hold. Bord Bia (the Irish Food Board) has been pushing a plan to get all Irish farmers and food manufacturers signed up to a voluntary “Origin Green” program by 2016. Participants will receive sustainability assessments, and work with the board to reduce their overall footprint.

Research consortium Climate Change, Agriculture and Food Security (CCAFS) has helped create 26 “climate smart villages” in the state of Haryana in India. Farmers there are learning new techniques and adopting technological solutions such as a laser-leveling technique that helps them use 25-30% less water by distributing moisture uniformly. Such practices are intended to help producers cope with the challenge of climate change and unpredictable weather patterns, which are already affecting yields.

The global push for sustainable agriculture is clearly gaining momentum, though much more needs to be done in the coming decades. In September, the Director-General of the UN’s Food and Agriculture Organization, José Graziano da Silva, reiterated the need to reduce water and chemical usage in the coming years. “We cannot rely on an input-sensitive model to increase production. The solutions of the past have shown their limits,” he said.

Although technological innovation will surely play a major role in achieving sustainability (see related article), attitudes and practices will also need to continue changing, not only for suppliers and food processors, but for consumers as well. The challenges ahead are daunting, but encouragement can be found in the energy and ingenuity of private, civilian and public sector initiatives that are tackling the problem head-on.



WHAT TECHNOLOGY CAN BRING TO SUSTAINABLE AGRICULTURE



The world has no shortage of conferences and forums devoted to matters of global importance. But the inaugural Global Forum for Innovations in Agriculture (GFIA), held this February in Abu Dhabi, was the source of some excitement. Held in strategic partnership with the Abu Dhabi Food Control Authority, the GFIA is the world's largest event showcasing new technologies related to sustainable agriculture.

Opening with a keynote by Bill Gates, the forum consisted of an 1800-delegate conference and an exhibition with over 125 exhibitors. After winning 'Best Meeting & Conference' at the 2014 Middle East Event Awards, the 2015 edition is aiming to open next March with double the number of participants.

The GFIA had plenty of new innovations to showcase, because this is a research area that is attracting considerable attention. Sustainable agriculture could



stand to get a big boost in the coming years from new technologies and products, particularly if farmers can be encouraged and trained to make use of them on a wide scale.

Water conservation is the focus of many new innovations currently under development. Subsurface drip irrigation is a primary example. It is a decades-old technology that releases water underground directly into root systems, but it stands to become much more efficient and widespread thanks to incremental technological improvements. Such systems, which eliminate surface runoff and evaporation, are now being produced at lower cost to allow for implementation in the developing world. Other simple but effective innovations include water absorbent resin foams that can be mixed in soil to reduce waste and runoff, and hydrophobic sand which is layered beneath root systems to prevent percolation.

Many new innovations center on the gathering and analyzing of data related to soil, hydration, weather, or pests at individual farms. GPS systems installed on tractors currently allow farmers to plant crops in more efficient patterns, taking details about the terrain, soil and weather into account. A potential game changer will be the introduction of small camera-equipped drones which can photograph crops and provide infrared mapping to monitor plant health. This will allow for more targeted and efficient application of insecticide and fungicide.

A number of innovations are focused on growing food in unusual spaces. Urban farming has the potential to become a small but meaningful source of locally grown

produce for urban populations. Creatively designed urban farms make ingenious use of space, and sometimes even combine aquaponics with vegetable harvesting, allowing for fish waste to fertilize the plants. Laboratory grown meat holds the promise of reducing the world's increasing demand for meat, which places considerable strain on the environment. Last year, the world's first lab grown burger was eaten in London, although marketization of the technology, which involves growing stem cells from cows into strips of muscle, is still years away.

Finally, a technology developed at Waseda University called film farming involves cultivating plants on a biodegradable hydro-membrane, which absorbs water and nutrients while preventing evaporation or leaching. The plants develop thin, dense root networks attached to the membranes, eliminating the need for soil and saving up to 90% of water consumption. Japanese firm Mebiol succeeded in growing tomatoes, melons and cucumbers on the membranes, which are only microns thick.

Industry gatherings such as GFIA serve an important role because they bring together innovators, food companies and potential investors in a single place. Both the public and the private sector play a role in financing innovation and encouraging its development through various programs. Although it would be unwise to expect a silver bullet that could solve all of the world's needs, a wide spectrum of smaller innovations and incremental improvements may well be enough to hasten the arrival of a sustainable future.



CHUNHO FOOD

HEALTHY AND
SAFE FOOD FOR A
HEALTHY SOCIETY





Chunho Food has been leading the Korean health food market for years, distinguishing itself from other health food companies with its ‘honest products, honest pricing, honest ingredients’ way of thinking. It is already exporting to over 20 countries worldwide, and will continue to expand globally.

Chunho Food is a health food manufacturing company that has kept its focus solely on the health food market since it was established in 1984. In 1991, the company was the first in the country to develop Land Snail Juice and has since expanded its health food business. Now with many products favored by consumers, such as Hovenia Dulcis Thunb 100 Juice, Cornus Fruit Juice, Queen's Cynanchi Wilfordii Radix and more, Chunho Food has risen to the top of the health food industry.

has given the company an average of over 20% annual growth. By sticking to an ‘honest products, honest pricing, honest ingredients’ way of thinking, Chunho Food prides itself as a reliable health food leader.

Putting the consumers’ health as priority, the company has always devoted itself to “giving more” to the product. Chunho Food’s sincerity in product quality is one of the main reasons why consumers trust the company brand.

The Promise

“It is the right thing to do. There is no other way.”

Chunho Food is stubborn when it comes to using the best ingredients, the cleanest water, and maintaining the cleanliness of the manufacturing

The Philosophy

The company’s corporate philosophy is simple and straightforward: “We never recommend others to eat what we do not eat.” That basic foundation of honesty

facilities. The company strongly believes in its promise and obligations to the consumers. As a health foods company, Chunho Food emphasizes that it is responsible for the consumers' health for life.

Employees and Consumers Alike

With the idea that the employees' health equals the consumers' health, Chunho Food has several corporate welfare facilities. A gym is provided within the

company for employees who want to work on their physical strength. There is also a sauna, lounge, café, rooftop garden, a squash court, yoga class, library and more. And because the company has a high number of female employees, Chunho Food even has a skin care facility, and invites yoga instructors for the employees to relax anytime they want.

Also, the company's welfare policy has received highly positive responses from the employees. It believes that "birthrate equals national power," and encourages employees to have more children. As a means of congratulating the new mothers on its staff, Chunho Food gives one million won for the birth of the

first child, two million won for the second, and over twelve million won for the third child. As a company that supports the increase of birthrate, Chunho Food also has a campaign under which it supports two million won for the birth of any Korean citizen's third child.

Quality Products from Clean Facilities

Chunho Food has a principle of investing over 5% of its profits to food research and development. With many research materials published in various academic papers, the company has been recognized for its efforts in research. It is also working together with several universities and academic cooperation programs to develop a variety of garlic products using only the best domestic garlic. Utilizing cutting edge technology and a superior workforce to back it up, the company has developed over 180 kinds of products that are good in taste and health.

Also, all the products are made with 330m bedrock water, and manufactured in sanitary, cutting-edge facilities with HACCP, GMP, and FDA certifications. The company uses a high-tech auto manufacturing system that manages everything from the moment ingredients enter the facility to the packaging stage.





200 Health Planners

Chunho Food distinguishes itself from other health food companies with its health planners. Professionally trained health planners are assigned to consumers who purchase the products, helping them to manage their health. The consumer receives one-on-one service, which includes health management and advice for the family's health. The CRM team analyzes the details of the consumers' lifestyle and helps find what the consumers need for their health.



Expanding into the Global Market

Through 30 years of experience, Chunho Food has led the domestic health food industry. Now the company is utilizing the knowledge that it has built up over the years and is expanding to global markets, exporting products to 21 countries worldwide. Establishing branch offices in the U.S. and China, Chunho Food is aiming to become the top global health food company.

ECO-FRIENDLY AGRICULTURE PROJECT TO BEGIN DEMONSTRATION FARMS

Korea's Ministry of Agriculture, Food, and Rural Affairs puts a strong emphasis on promoting agricultural sustainability and is working on a solution that will benefit farmers and the environment.

Maintaining the environment and promoting agricultural sustainability has been an on-going priority for Korea's Ministry of Agriculture, Food and Rural Affairs (MAFRA).

MAFRA is launching a new solution that will benefit the environment, farmers and even livestock, enabling farmers to run eco-friendly farms in mountainous areas. And by tying the farms with tourism and farm experience programs, the new project is expected to raise awareness for the need to increase sustainable agriculture.

MAFRA will carefully choose six pilot farms as demonstration projects between 2014 and 2016. Farms applying for the opportunity will have to follow regulations concerning sterilized facility establishment, manure management, disease control, and HACCP standards.

For farmers that qualify for the pilot farms, MAFRA will support and help build the new system.

First, farmers will receive support in managing their farms. MAFRA will not only give financial support to maintain

the meadows, but also educate, train and consult on how to manage and improve poor land. The Ministry will also motivate farmers with special incentives that will be provided to those who manage their grassland well.

Second, certifications for environmentally friendly cattle and animal welfare will be introduced to help make them distinct and raise the competitiveness of the livestock in the marketplace. Certifications for eco-friendly farms would verify that the livestock on the farm was fed organic feed and not antibiotics. The standards for animal welfare will be based on the five natural rules of hunger, stress, disease, pain and body expression. Manuals will be developed for eco-friendly farming and animal welfare on mountainous meadows.

The farms will also receive opportunities to make extra profit as part of the local tourism program. MAFRA will support tourism programs and connect schools for the agricultural experience activities. To maintain the quality of the programs, the farms will

be graded according to agricultural tourism standards.

And finally, the farms will receive support in marketing the environmentally friendly products as a special brand. The products will be distinguished with certifications that only apply to livestock that has been raised in an eco-friendly manner, and which meets high standards for animal welfare. The Ministry will help support and connect farms with large supermarket chains, online stores, and also specialty stores to help local tourism.

The project is progressing well. Farmlands and consulting programs have begun work at some of the chosen farms. Farmers will receive specialized support during the next two years, starting from tourism programs, branding, HACCP, etc. MAFRA plans to establish the profitability of the system such that it can be replicated by 2016 in the hopes of continuing to expand the project to increase eco-friendly farming.



PORTUGAL FOODS SIGNS MOU FOR FOOD INDUSTRY COOPERATION

Portugal Foods and FOODPOLIS are moving quickly to promote growth in their respective food industries, meeting in July to find more avenues for mutual cooperation.

On October 20th, Portugal Foods signed a Memorandum of Understanding to cooperate with FOODPOLIS for mutual growth. The signing ceremony took place at the Portuguese promotion booth at the world's largest food exhibition, SIAL Paris 2014, which took place from October 19th through the 23rd.

Several key members participated in this important event including Director Lim Yeong-jo from the National Food Cluster Team of the Ministry of Agriculture, Food, and Rural Affairs (MAFRA), Director Kim Jin-sool of the Next Generation Food Division of Jeollabuk-do Provincial Government, Mayor Park Kyung-chul of Iksan City, Secretary of State of Food and Agri-food Research of the Ministry of Agriculture and Sea of Portugal Mr. Nuno Viera e Brito, Chairman Amandio Santos of Portugal Foods, and Executive Director

Pedro Ortigao Correia of the Aicep Portugal Global of Trade & Investment Agency.

This MOU signing was particularly meaningful, as it builds the foundation for cooperation and innovation in the two country's respective food industries. It was the first official step taken since the two countries discussed cooperation in the food sector during the Korea-Portugal bilateral summit on July 21st.

Portugal Foods was established in 2009 to build networks between domestic and international food companies, as well as promote the food industry. The main objectives of the organization are to raise the market competitiveness for its 100 partner food companies, and introduce scientific innovation to the Portuguese food industry. Portugal Foods focuses on expanding information exchange between

international companies and its partners and consumers. It also promotes joint R&D projects with major European food agencies and research centers.

Mayor Park said that the MOU with the Ministry of Agriculture and Sea of Portugal is a positive sign that Korea is gaining more popularity and expanding its market in Europe. He also added that he would work hard to promote FOODPOLIS to the members of Portugal Foods and attract investments.

Secretary Brito expressed high interest in the National Food Cluster, and promised to lead Portuguese companies in communicating and investing in the cluster.

The food industry is one of the most important industries for the Portuguese economy. Trade between Korea and Portugal amounted to \$539 million in



2013, with exports contributing \$334 million and imports at \$204 million. The major imports for the agri-food sector were tomatoes, wine, corks, etc., worth \$8.09 million. Major export products were composite food products, animal fat, instant noodles, etc., totaling \$964,000.

Located in the heart of Northeast Asia, FOODPOLIS will be the gateway for the Portuguese food industry to access major food markets such as China and Japan. Investment in FOODPOLIS would give it easier access to the rapidly growing wine market in China. The Portuguese food industry clearly stands to benefit, as it is home to the world's largest wine and cork industry. Construction at FOODPOLIS is schedule for completion in 2016 and organizers have hopes of promoting investment from Portugal Foods' partner companies.



FOODPOLIS AND CHINESE HEALTH FOOD ASSOCIATION TO JOINTLY PROMOTE INVESTMENT



One of the most prominent health food associations in Guangdong, HCFPAGP, is set to work with FOODPOLIS to develop and raise the level of innovation in the Korean and Chinese food industry.



The MOU signing ceremony of the Health Care Food Profession Association of Guangdong Province (HCFPAGP) took place at the National Food Cluster Promotion Hall on October 2nd. Co-hosted by FOODPOLIS and Wonkwang University's Regional Innovation System Team (RIS), the two organizations are seeking to collaborate with HCFPAGP to raise the level of innovation at the National Food Cluster, which is being built at Iksan City.

More than 60 people attended this meaningful event, including HCFPAGP Chairman Peng Ping, the head of Wonkwang University's RIS Mr. Park Sung-hoon, Director Lim Yeong-jo of the Ministry of Agriculture, Food, and Rural Affairs (MAFRA), Iksan City Mayor Park Kyung-chul, and Director Kim Jin-sool of the Jeollabuk-do Provincial Government.

Mr. Park said he hoped that "the cooperation between Wonkwang University's RIS, HCFPAGP, and the FOODPOLIS will lead to more active communication between Korea and China." He also expressed how he "greatly appreciates Chairman Peng, MAFRA, Jeollabuk-do Provincial Government and Iksan City for making the MOU come to fruition."

The MOU indicates that the organizations will work together to bring investments into FOODPOLIS, as well as helping to build an investment-friendly environment. The organizations will also actively exchange information

and cooperate to develop both the food industries in Korea and China. HCFPAGP also promised to introduce and promote FOODPOLIS to its partner companies that plan to make international investments.

Iksan City's Mayor Park said that many companies and organizations have made inquiries since FOODPOLIS officially started leasing property in October. He added that FOODPOLIS is well on its way as investments are steadily flowing in.

HCFPAGP is a Guangzhou-based association that was authorized by the Guangdong government in 1984 as a non-profit corporation. The association is made up of over 500 health food, nutrients, organic food, green food, pharmaceutical, hygiene, and medical equipment companies and food related agencies operating in the Guangdong province.

As one of the oldest groups in Guangdong Province, HCFPAGP is one of the most influential groups in the area. It extends that influence through honorary presidents who actively participate in various fields. The HCFPAGP's manages communications between government agencies and companies, company to company, and international agencies with the association. Another important role of the association is to support international companies to meet the requirements and certifications needed to start their business in the Guangdong province.



FOODPOLIS SIGNS 100th MOU INVESTMENT DEAL





FOODPOLIS celebrated its 100th MOU signing in a ceremony with one of the leading lights in Korea’s health food industry, Chunho Food. It’s a milestone toward becoming the hub of the Northeast Asian food market.

Investments into Korea’s National Food Cluster in Iksan are gathering steam. The latest company to ink a deal with to invest in FOODPOLIS is Busan-based Chunho Food, which officially became the 100th company to choose to back FOODPOLIS on September 30th during a ceremony at the Seoul Grand Hyatt. Chunho Food agreed to invest 3 billion KRW to build a 10,000m² health food production plant.

Chunho Food will be fully utilizing the corporate support provided by FOODPOLIS to expand its competitiveness in the global market. The company plans to run a joint R&D project with FOODPOLIS to develop quality products using domestic Aronia berries, also known as chokeberry.

Established in 1984, Chunho Food has become the leader of the health foods industry in Korea. The company specializes in healthy juice extracts with

a vast line of products ranging from pomegranate, garlic, red ginseng, cornus fruit and more. Cornus is also known as the Cornelian Cherry, and is well regarded in Chinese medicine for its health properties.

Expanding into the Chinese market, Chunho Food established a branch office in China in 2013. Chunho Food is currently distributing over 30 kinds of its healthy drinks through Mai Kaolin, China’s largest shopping mall. It plans to expand product distribution and sales throughout the country in the near future.

Kim Young-shik is the CEO and founder of Chunho Food. He praised FOODPOLIS highly, saying the opportunity provides the best environment for companies to do business. CEO Kim also expressed high hopes for FOODPOLIS to grow into a food market hub for Northeast Asia, saying that it would help Chunho

Food grow in a global scale.

The Ministry of Agriculture, Food and Rural Affairs (MAFRA) had previously already signed 89 domestic and international food companies to invest in the FOODPOLIS cluster, along with 10 research centers. International companies and research centers such as the Dutch NIZO food research center and the U.S. Wellspring Inc. have seen great potential in FOODPOLIS as the upcoming food hub of Northeast Asia.

Iksan City Mayor Park Kyung-chul called the agreement with Chunho food a significant milestone for FOODPOLIS. “It is especially vital to have a thriving SMEs such as Chunho Food join the cluster membership, and clearly being the 100th MOU gives us huge momentum.” Mayor Park also said that Iksan will actively promote investment to make FOODPOLIS the heart of the global food industry.

MAFRA Director General Lee Dong-phil also praised the deal and the momentum achieved, saying that he strongly believes that the agri-food industry will be the leading industry in the future. The Director General said that FOODPOLIS will become a core industry complex that will develop the domestic agri-food sector. He emphasized that MAFRA and Iksan City would work together to establish FOODPOLIS as the center of the Northeast Asian food market.

News Track

Major poultry companies using fewer antibiotics

Major poultry companies are reducing the use of antibiotics for their livestock due to concerns for human health. Public health advocates have continuously voiced concerns about the overuse of antibiotics in chicken farms.

For many years, poultry farms have fed their chicken antibiotics to increase weight and prevent illnesses. Public health officials say this practice could lead to the development of drug-resistant bacteria, which in the end would be harmful to

humans.

Two major poultry companies, Perdue Farms and Tyson Foods, have recently announced that they will eliminate the use of antibiotics in their chicken feed.

Perdue announced in a statement in early September that it would stop giving antibiotics to 95% of its chicken, and only use them to treat ill livestock. As an alternative for antibiotics, Perdue announced that it has increased the amount of

probiotics by five times over the past five years to keep the chickens healthy.

On October 1st, Tyson Foods announced that it no longer uses antibiotics in its 35 hatcheries. Although Tyson Foods still use antibiotics in chicken feed that is prescribed by a veterinarian, it emphasized that the majority of the antibiotics aren't used in humans. Tyson Foods also offers antibiotic-free chicken through its NatureRaised Farms brand.



China's \$62 billion water-diversion project brings concern

The Chinese government has been building the world's biggest water transfer project as a solution to the harsh water shortage in northern China.

The \$62 billion South-North Water Diversion Project, which is divided into three phases, will be moving water from the water-rich southern province to north.

The first phase, the Eastern Route, was completed last year. The Middle Route, phase two, is scheduled to be completed by the end of October. Although phase three has yet to start, experts are expressing concerns about whether the project could be completed, as well as the unfortunate consequences that could follow.

Qiu Baoxing, vice minister of housing and urban-rural development, stated in February that the project was unsustainable. He emphasized that cities such as Beijing should rely on desalination technology and on saving rainwater.

Experts worry that the project may damage China's water ways as it will be tapping heavily from the Yangtze River. The possibility of damaging the southern regions from which the water will be drawn is also another serious matter.

To make matters more complicated, the water brought from the south to north through the Eastern Route was not useable due to the pollutants it had picked up through polluted soil.



Russia lifts decade-long ban on Chinese pork

Russia has begun to import Chinese pork after a ten-year ban. Since imposing a one-year import ban on products from Australia, Canada, EU, U.S., and Norway, Russia turned to China to meet its demand for pork.

China, the world's largest pork producer, was suspended from importing pork in 2004 for veterinary reasons. In addition, Russia's food safety watchdog Rosselkhoz nadzor had voiced concern about quality when the Russian government started to consider lifting the import ban on Chinese pork earlier this year.

Concerning the matter of food safety, a representative of China's food trade chamber was cited by Interfax saying the meat imported to Russia comes from farms that have been approved for their safety standards.

Rosselkhoz nadzor reported that the first shipment of 800 tons of pork was shipped under the watchful eye of the agency's specialists in China. Currently Baoquanlig Shuanghui Food Industry Co. and Wangkui Shuanghui Beidahuang Food Co. are the only companies that have been approved to export pork to Russia. As China hopes to export more pork to Russia, Rosselkhoz nadzor specialists are checking for additional companies that comply with the safety and customs standards.



Taiwanese government establishes food safety agency

The Taiwanese government established a food safety agency on October 22nd, seeking to regain the public's trust amid the recent tainted oil scandals and to tighten control of the food industry.

In September, a major cooking oil company Chang Guann was charged for using recycled cooking oil. The food safety scare was shortly followed by another oil scandal in early October when Cheng I Food Co. and Ting Hsin Oil & Fat Industrial Co. were found to have used animal feed in cooking oil.

With the nation's food safety crisis affecting exports to Japan and China, President Ma Ying-jeou has appointed Health Minister Chiang Been-

huang to lead the team. The 20 officials that make up the team were taken from health and economic affairs ministries and the agriculture council. An upgrade from the former food safety promotion task force, the new office will focus on cracking down on substandard food products in the country.

Minister Chiang is determined to regain the people's trust in the nation's food industry. He emphasizes that the new food safety agency's ultimate goal is to prevent food safety scandals and to make sure the entire food safety system "operate on a brisker pace."



US and Chinese organizations sign MOU for food safety



The US-based Grocery Manufacturers Association (GMA) and Chinese National Food Industry Association (CNFIA) signed a Memorandum of Understanding in September to work together for food safety.

The formal signing took place in Beijing, where both organizations agreed to support "government-industry exchanges and dialogue on food safety, trade facilitation, and other common interests." The partnership will also allow more opportunities to work together regionally and globally.

President and CEO of GMA, Pamela G. Bailey said that with the globalization of the food supply chain, joint efforts are becoming "even more critical to enhancing food safety." She also emphasized that the two organizations share a common goal of establishing safer food systems.

Shi Xiushi, President of CNFIA, expressed high hopes for the development of their country's respective food industries through this cooperation. He also emphasized that it would contribute greatly to food safety in both nations.

GMA and CNFIA represent more than a thousand industry members. Through this partnership, their experience will help make sure food safety regulations are practical and effective.

Representatives from both the US and Chinese Food and Drug Administrations also attended the MOU signing in support of the partnership.

USDA's poultry slaughter inspection rules go into effect despite lawsuit

The USDA's New Poultry Inspection System (NPIS) became effective from October 20th despite some opposition.

The Food Safety and Inspection Service (FSIS) requires poultry companies to take preventative measures for contamination such as Salmonella and Campylobacter.

According to the NPIS, companies must have at least two inspectors on each production line. One inspector has to sort and remove the chicken parts that are problematic on the line, and the other must conduct a more thorough inspection off the line. Also, the maximum line speed is 140 for chicken and 55 birds for turkey slaughter plants.

The FSIS stated that the NPIS would improve effectiveness of poultry inspections and simply regulation. But consumer rights group Food & Water Watch strongly believes that the system is unreliable and that the rule would privatize poultry inspection. The group has even filed suit in federal court to stop the NPIS from being implemented. Wenonah Hauter, the executive director of Food & Water Watch says the new rule goes against protecting consumers and that it would rather "pave the way for others in the meat industry to police themselves."

Congresswoman Rosa DeLauro and 15 members of the House of Representatives have also expressed their concern about the poultry slaughter regulations in a letter to the USDA secretary Tom Vilsack.



Portable device to test food for pork



French entrepreneurs Jean-Francois Julien and Abderrahmane Chaoui launched a portable kit to test food for pork, something that could come in handy for the approximately 1.6 billion Muslims worldwide.

Coming up with the idea two years ago during the horsemeat scandal in Europe, the two entrepreneurs decided to develop a specific antibody for porcine DNA for the HalalTest. Capital Biotech, their company, received pre-orders for 10,000 kits on the day of the launch.

The HalalTest will allow consumers to detect pork in not only food, but also in makeup

and medicine. The kit is simple to use, made up of a small test tube and a test strip. By putting a sample of food or material sample in the test tube with warm water, the consumer can easily check for traces of pork by inserting the test strip in the water. If it has one line, it does not have pork, but if it had traces of pork, it would show two lines.

Capital Biotech emphasizes that despite the test kit's name it would not be able to verify if it is truly halal. The HalalTest has a 99% accuracy rate of detecting pork, but it has no way of knowing how it was slaughtered.

Mid-calorie soda market is the new battleground for beverage companies

Major beverage companies PepsiCo and Coca-Cola are battling it out with their new mid-calorie soda drinks in an effort to revive sales.

More consumers, particularly the millennials, are turning their backs on carbonated soft drinks to cut down on high calories and artificial sweeteners. Cowen & Company research data show U.S. soda sales have fallen for nine years straight and, according to Beverage Digest, U.S. sales of diet soda dropped 7.5% in the first half of 2014.

Hoping to win back consumers, PepsiCo and Coca-Cola each launched a mid-calorie soda sweetened with sugar and stevia. Coca-Cola was the first to make the move with its mid-calorie cola, Coca-Cola Life. The 60-calorie per 8-oz drink was first introduced in South America, later moving onto a handful of Southern states. Coca-Cola Life will be distributed nationwide in the U.S. in November.

PepsiCo took a different approach by launching their Pepsi True exclusively on Amazon.com. Their strategy is to increase product awareness and evaluate product appeal through e-commerce.



Pepsi True will be available on other retailers in the near future, and possibly some grocery stores next year.

Companies are hoping the mid-calorie soda

market will be a niche market to lure back consumers. But experts like Jonas Feliciano, a senior beverages analyst at Euromonitor, say companies “would be better off launching new brands.”

Brazil to double beef cattle to meet increasing global demand

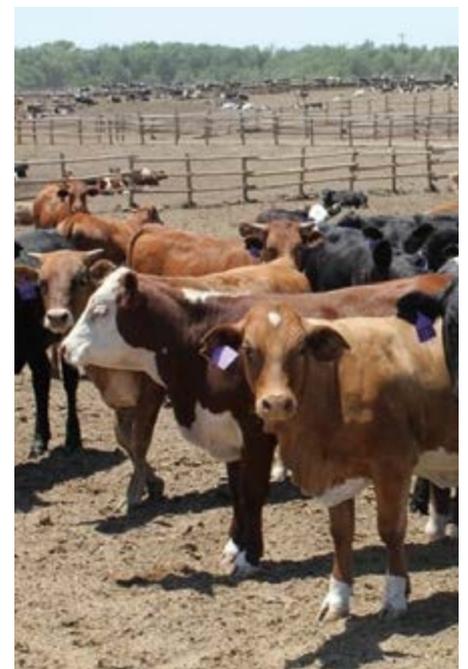
According to Rabobank, Brazil is planning to double its feedlot cattle production over the next decade as the demand for higher quality meat increases.

Brazil is the world’s largest beef exporter and it is on its way to becoming one of Russia’s main meat suppliers with Russia currently accounting for 39.6% of Brazilian meat exports. Total beef exports increased 7% this year, partially due to the Russian demand as the ban on western produce continues. According to the Association of Brazilian Beef Exporters (ABIEC), exports to Hong Kong and China have also increased significantly by 9.12%, totaling 293,000 tons of beef. Exports to Russia went up 5.13% for the year

through September, and are expected to increase.

Rabobank says Brazil is expected to have a feedlot capacity of 4.5 million in the next ten years, which would result in 9 million cattle annually. Analysts at Rabobank say the expected cattle growth would open doors to higher-value export markets.

Gabriela Tonini, a representative of ABIEC, said that Brazil is currently focused on the Hong Kong and Russian markets. She also said that the Russian market seems very promising in the next few months as Russian buyers are showing great interest in mainly forequarter cuts and frozen beef.



Yum! Brands issues profit warning after China food scandal

Yum! Brands, the owner of KFC and Pizza Hut, issued a profit warning in October after the negative influence of the Chinese meat scandal that took place this past summer.

The fast food giant was hit when the Chinese media exposed its Shanghai supplier, Shanghai Husi Food, for using expired meat. The food safety scandal also affected several other international food companies such as McDonald's, Burger King International, Papa John's International, and Starbucks.

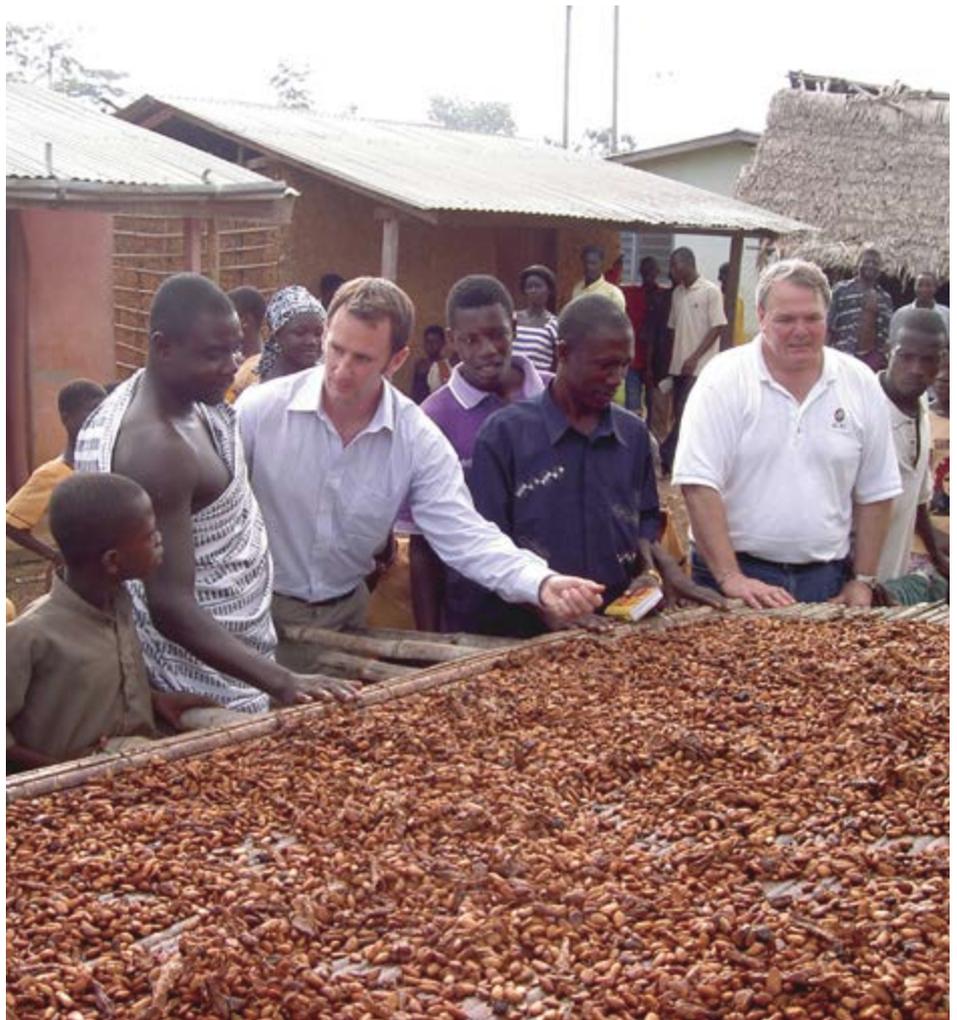
Although Yum! Brands claimed that Shanghai Husi was not their main supplier, the company saw a sharp drop in sales. Yum Brands suffered a 14% drop in its third-quarter sales in China, with operating profit in the region decreasing 40% to \$202 million.

Yum! Brands forecasted earnings to increase by 6-10%, which is less than half the 20% growth it initially expected. The company said in a statement that it is confident of its resilience and that "sales typically take six to nine months to recover."

The Chinese market is Yum! Brand's biggest market, accounting for approximately 75% of the company's revenue. Yum! Brands raked in 35% of its total operating profit from China last year. CEO David Novak expressed confidence in the company's competitiveness in China and plans to open 700 new restaurants this year.



World Cocoa Foundation fighting Ebola to save chocolate



Major confectionary companies including Mondelez International Inc. and Nestlé SA are working with the World Cocoa Foundation to make donations to fight the Ebola outbreak in West Africa.

With the recent \$700,000 donation to help combat the virus, the chocolate industry is trying to secure their cocoa supply. West Africa is the world's largest cocoa producer, accounting for 60% of the world's cocoa beans, and with the deadly virus lurking near Ghana and the Ivory Coast, the market is keeping a close eye on the situation.

The industry fears that travel restrictions related to the disease and the dwindling workforce

will affect production outlooks for the 2014/2015 season. Initially, 2014 was forecast as a good year for cocoa due to good weather conditions.

Nestlé SA's CEO Paul Bulcke said in an interview with Bloomberg that if Ebola affects the Ivory Coast, the company would "have a standstill." The company has operations in Ghana, Ivory Coast and Nigeria, and has prepared contingency plans in case of an outbreak.

Jack Scoville, a senior market analyst at Price Futures Group, said that if the virus affects the cocoa producing region it "has the potential to be a huge economic disaster."

Fast food chains are cutting calories

Large restaurant chains are lowering calories in their new menus partially due to laws that require them to post calories.

According to a study that was published in the American Journal of Preventive Medicine, popular fast food restaurants introduced new items on their menu with an average of 60 fewer calories last year.

Researchers from the Johns Hopkins Bloomberg School of Public Health looked into

the calories of food and beverages from 66 of the largest U.S. restaurant chains. Their database showed that there was about 56 fewer calories, or a 12% decline, in the new menus introduced between 2012 and 2013.

Sara Bleich is an associate professor in the Department of Health Policy and Management at the Bloomberg School. She sees the calorie reduction as a result of new federal regulations. The regulations, yet to be finalized, require large chain

restaurants to post the calories next to their menu offerings. Bleich emphasizes that there would be a big impact on obesity if consumers consumed 60 fewer calories at each visit.

Although many recent studies suggest that calories do not affect what the consumer orders, restaurants are decreasing portion sizes and altering nutrient compositions.



Food companies pulling in profit from protein hype

Food companies are increasingly seeing the growing number of health fanatics and people hoping for weight control as an opportunity to bring in big profit with protein.

U.S. consumers are looking for more protein because it makes them feel fuller, and also due to the perception that protein is “a hard-working calorie.” For food manufacturers and restaurant chains, the protein hype has become a new source of extra revenue.

While some companies choose to make new brands, General Mills and Kraft Foods have repackaged existing products to appeal to protein-seeking consumers. Ken Powell, CEO of General Mills, says the rising demand for protein is “clearly an opportunity.” General Mills intro-

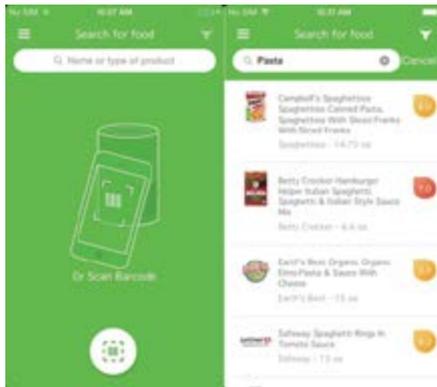
duced high-protein Cheerios to the market in May and has seen a boost in sales.

The protein trend may be good for food companies, but some recent studies say high protein diets on a daily basis could lead to kidney disease and cancer. The USDA says people who consume at least twice the recommended daily intake of protein would be at risk. Most Americans are already getting twice their daily amount of protein with an average of 79g of protein a day. The USDA recommends 56g of protein for men and 46g for women.

Professor Marion Nestle at New York University says protein is more about marketing because it “is not deficient in U.S. diets.”



New food database to give consumers transparency in food ingredients



Environmental Working Group (EWG), a nonprofit research organization, introduced their online food database Food Scores to help consumers understand what's in the food they're eating.

Three years in the making, the Food Scores website has information on more than 80,000 food products from 1,500 brands. It rates products from 1 to 10, with 1 being the best, based on criteria that includes nutrition, ingredients, packaging, and how processed the product is. The database even checks whether the product is organic, meets animal welfare standards, use of antibiotics, and exposure to contaminants such as pesticide.

Renée Sharp, director of research at EWG, says consumers want to know what's in their food, and that information panels on labels don't show how nutrition changes after being processed.

Not everyone is thrilled about the new food-rating database. The Grocery Manufacturers Association (GMA) has expressed its concerns, suggesting that the online database was based on "guesses." GMA, which represents the food industry's interests, announced in a statement that the government-regulated Nutrition Facts Panel is the best source for information, and that the Food Scores' rating system is "devoid of scientific rigor and objectivity."

As more consumers ask questions about the contents that of their food, more food companies are analyzing their products to educate consumers on what they're buying.



Vegetarian burger that looks and cooks like meat

Biochemist-turned-entrepreneur Patrick Brown has developed a vegetarian burger that looks, cooks and even tastes like real meat.

With the help of 50 chefs, farmers and scientists from his start-up Impossible Foods, Brown has succeeded in making a vegetarian burger that actually bleeds and smells like a meat burger. Although the plant-based burger still has a long way to go before it can replace the real thing, Brown says it has improved immensely compared to the first result that tasted like "rancid polenta." The latest result is said to taste like a cross between a burger made with beef and turkey.

The secret to making the burger "bleed"

comes down to hemoglobin, a component of blood that is also found in plants. Hemoglobin gives the vegetarian burgers the red to brown color change when they're cooked.

Impossible Foods is investing \$75 million to create vegetarian alternatives to meat in an effort to change the way people eat. Brown, along with his investors like Bill Gates and some venture capitalists, believes the way meat and animal byproducts are produced is unsustainable.

Targeting meat lovers, Impossible Foods aims to move them towards vegetarian options by continuing to work on developing a plant-based burger that will be indistinguishable in taste and cost from a meat burger.

SEOUL Lantern Festival

November 7—23, 2014





Seoul celebrated its 6th Seoul Lantern Festival this year from November 7th to the 23rd. Since the festival first began in 2009, over 2.5 million people have visited every year. The celebration always starts on the first Friday of November and ends on the third Sunday, lasting for 17 days. The annual Seoul Lantern Festival has been organized by the Seoul Tourism Organization and the Seoul Lantern Festival Joint Promotion Committee. It is also sponsored by the Seoul Metropolitan Government, as well as the Cultural Heritage Administration and the Korean National Commission for UNESCO.

Located at Cheonggyecheon, a small stream oasis in the middle of the busy city, the Seoul Lantern Festival mixes tradition with modern society. The walking course is approximately 0.9km

long, and visitors can see the lanterns from the beginning of the stream at the Gwanghwamun subway station.

The lanterns aren't just beautiful to look at, they also have a tale to tell. As you walk downstream from the beginning, you can find that the lanterns are actually telling a story of how Seoul became the capital of Baekje, one of the three kingdoms of Korea. If you're not familiar with the Korean culture, it is a great chance for you to see the past as if it was happening before your eyes. From traditional costumes, musical instruments, to the parade of the kings, the festival is an amazing opportunity to experience the highlights of the 700 year history of the Baekje Kingdom.

This year, international artists also had a chance to show their own uniquely

designed lanterns, while visitors were able to participate in several hands-on programs, such as hanging their own lantern on the Wish Tree, and making lanterns from Korean traditional paper, called hanji.

The Cheonggyecheon stream runs along the Jongno area, which is famous for its long history of traditional restaurants. After looking around the festival, visitors can warm themselves with a bowl of seollongtang, a beef-based broth, or even some of Jongno's infamously spicy octopus hotpots. For a peek at a busy traditional market packed with a variety of cheap but quality food items, you could also drop by the nearby Gwangjang Market, which is conveniently located near Cheonggyecheon.



The Dynamic **YI PENG & LOY KRATHONG** Lantern Festivals

November 5—7, 2014



The Yi Peng and Loy Krathong festivals are a sight to see in Chiang Mai, Thailand. Otherwise known as the Lantern Festivals, they are celebrated all around Thailand with thousands of lanterns floating in the sky and river. The two festivals are held back-to-back with Yi Peng marking the beginning of the celebration and showing respect to Buddha.

Yi Peng Festival is celebrated on the night of the full moon, coinciding with Loy Krathong. Although the Yi Peng Festival is held throughout Thailand, Chiang Mai has become the main destination for the event. Travelers will encounter houses and temples decorated with colorful flowers and coconut leaves. The streets are filled with glowing lanterns and candles as they represent the Buddhist culture of moving away from darkness.

The highlight of Yi Peng is the release of the paper lanterns, also known as khom, that act like small hot air balloons. The Thai people believe that by releasing the floating paper lanterns into the night sky, they are paying respect to Buddha and also releasing bad memories by making a wish. Thousands of people gather in the Sansai district of Chiang Mai to release their lanterns simultaneously, and it is quite a sight to see thousands of lanterns glowing brightly in the night sky.

Another favorite among visitors and locals alike, the Loy Krathong Festival takes part in the river. As Yi Peng lanterns light up the sky for Buddha, colorful krathong floats are released to honor the goddess of water, Phra Mae Kong Ka.

Krathongs come in different shapes and sizes, while the lotus

shaped krathongs are still the most popular type. Also, because the krathongs are an offering to the goddess of water, many Thai people make them from dry bread or banana leaves as they are biodegradable and will return to nature. People decorate them with flowers, and light candles and incense sticks on their krathongs. Small coins are often put in the krathongs as a small token of gratitude.

And of course, what's a festival without food? Chiang Mai is known for its delicacies! Food stalls add to the festive atmosphere with Sai Oua, grilled herb sausages, and egg noodle curries called Khao Soi. If you want bold flavors, try out the Tam Khanun. It is a young jackfruit salad that has sweet, sour, salty and nutty tastes all in one bite.

FOOD TRENDS

Pickled Food





Pickling food is nothing new. It's been around for thousands of years to preserve food, and every culture has a different method of doing it. But now, traditional food like pickled food has made a big comeback and is the next big food trend.

There are two basic ways of pickling food. The first involves preserving produce in a strong acid such as vinegar to make pickles. The second is soaking produce with salt to make fermented food such as Korean kimchi. Originally used as a method to preserve food for long winters, more people are looking into the pickled food trend for its taste and health

benefits. Brining food adds that spicy sour taste or the extra acidic flavor to make your meal interesting.

You can pickle almost everything, from carrot slices to even fish. Asian cultures tend to be rich in spices with a dash of sour flavors, and also use fermented soy pastes. It is thought that India was the first to start pickling food with their native cucumbers about 4,000 years ago. Now, if you go to any Indian restaurant you will see pickled chutney as a condiment to add extra flavor to your next bite.

Chutneys are a mixture of pickled spices, vegetables and fruit. It also comes in a wide range from wet to dry,

and coarse to fine. Usually chutneys are either sweet or spicy, and used more as a dipping sauce.

Another signature pickled food is a fermented cabbage side dish called sauerkraut. It is finely cut cabbage brined in salt and fermented. Popular as a condiment to meat dishes, sauerkraut is believed to have been brought into Europe by Genghis Khan after invading China. Although excessive consumption of sauerkraut could cause bloating due to high sodium, the fermentation process makes it a good source of vitamins C, B, and K.

Kimchi is one of Asia's most well known pickled foods. There are hundreds of kimchi types, ranging from spiced fermented ones to the tart pickled water kimchi. The salt brine allows good bacteria to grow in the food, making it rich in vitamins, calcium, and iron.

Traditionally pickled foods are not only great in taste and nostalgic, they also help increase your overall nutrition, and aid in digestion and increasing your immune system. So drop by the local supermarket, grab some fresh vegetables and pickle away!

FOOD TRENDS

The Korean Sriracha

Gochujang





Gochujang, the Korean fermented pepper paste, has become a growing trend as more chefs around the world are exploring Korean cuisine. Fermented in large earth pots outdoors, the paste is made from red chili powder, dried chili seed powder, soybean powder, glutinous rice and salt. Traditionally, it would be aged for years in the earth pots to bring out more depth in flavor.

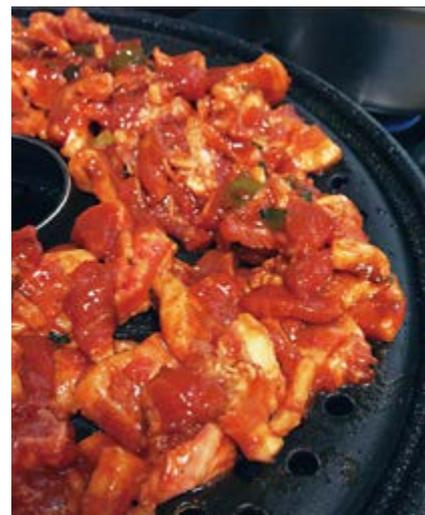
A mixture of spicy, savory and sweet, gochujang is a popular condiment that can be used in almost any dish. You can use it as a dip for vegetables or put some in your stir fry for a little spice, or even just mix it in your rice with vegetables to make bibimbap.

For many foreigners trying out gochujang for the first time, its slightly pungent smell may throw them off guard. But once they've tried it, many come back for more. As gochujang continues to gain popularity amongst western culture, chefs and enthusiastic home cooks are mixing it up to make fusion combinations. If it's your first

time trying the hot pepper paste and you're skeptical, try putting some in your burger mixed with ketchup or mayonnaise.

Famous chefs are also experimenting with gochujang to enhance their own recipes. James Beard Award-winner Jamie Bissonette mixes gochujang and cola to marinate chicken wings at his restaurant, while legendary Wolfgang Puck features a special BLT with smoked pork belly and gochujang aioli. Also, Korean chefs are taking the initiative of making their own gochujang to distinct themselves from other restaurants.

Now, you can buy gochujang online or at a local store that sells foreign products. Although store-bought may not have the flavor complexity of a traditionally fermented paste, you can still experience the earthy, pungent and savory taste. Gochujang is very versatile to use as it can be a condiment, part of a dressing, a marinade, and even put in stews and stir-fry.



Bulgogi, a popular classic meat dish in Korean cuisine, can be spiced up with a spoon of gochujang in the marinade. If you're a pasta person, put a little bit of gochujang while making your sauce to give it that extra punch in flavor. You'll be pleasantly surprised.

As the Korean favorite condiment continues to gain popularity, gochujang just may be the next Asian ketchup.

A Palace within the City

풍경 | Scenery

Deoksugung is a walled palace located in the heart of Seoul. It is one of the “Five Grand Palaces” built in the Joseon Dynasty. Korean royalty used to live in Deoksugung until the late 19th century. Although only a third of the original structures remain, Deoksugung is a popular tourist spot for both Koreans and foreigners. It is particularly famous for its fall scenery.

Photo by Sam Lee





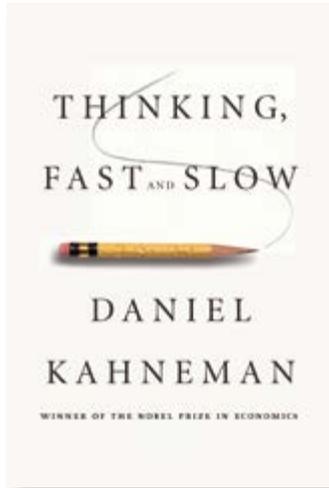
돌담길 | Doldamgil

Deoksugung's stone wall road is famous for the ginkgo trees that spread throughout the road. The road is very beautiful in autumn with all the yellow leaves, and has been chosen as one of the most beautiful roads in Korea. Surrounded by vintage architecture, Deoksugung's stone wall road is also a popular filming location.

Photo by Sam Lee

Winter Reading

BOOK RECOMMENDATION



THINKING, FAST AND SLOW

By Daniel Kahneman

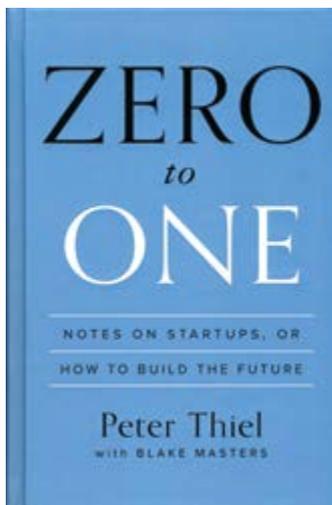
Thinking, Fast and Slow by Daniel Kahneman is a must-read for those of us who want to understand how we think and make better decisions in business and in life.

The Wall Street Journal named it one of the Best Nonfiction Books of the Year 2011, as did The Economist. The New York Times Review chose it as one of the ten best books of 2011.

Kahneman, a Nobel Prize winner in Economics, gives us insight on how we make decisions through his years of

research and thinking. He simply divides the mind into two systems. The first system is fast thinking that is instinctive and allows us to quickly decide, but is prone to making mistakes due to emotions. The second system is more logical, slower and makes calculative decisions.

The author says in his own words: "Most of our judgments and actions are appropriate most of the time." Although quick automated thinking is what keeps us alive most of the time, the author tells us that the more we understand how the two systems work together to make a decision, the better we can catch our own mistakes.



ZERO TO ONE

By Peter Thiel

What sets you apart from others? PayPal co-founder and billionaire entrepreneur Peter Thiel gives you the seven basic questions to ask yourself about your business in his latest book Zero to One.

Thiel isn't just offering a self-help book for fellow entrepreneurs, he speaks from experience. And with his New York Times #1 bestseller, Thiel says, "competition is for losers." There is a vast market that has yet to be explored and new inventions to be created. So why start with something others know how to do, when you can start something new,

thus going from 0 to 1.

The author emphasizes that "every moment in the history of business only happens once." He explains that there is no particular formula that leads to a successful venture. This is why a leader needs to be able to think on his own, and also be able to answer the basic question of: "Do you have something no-one else has?"

Thiel believes that entrepreneurs should first set out to dominate a smaller market. Perfect competition doesn't give companies economic growth in the long run. Because according to Thiel, "Monopoly, is the condition of every successful business."

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