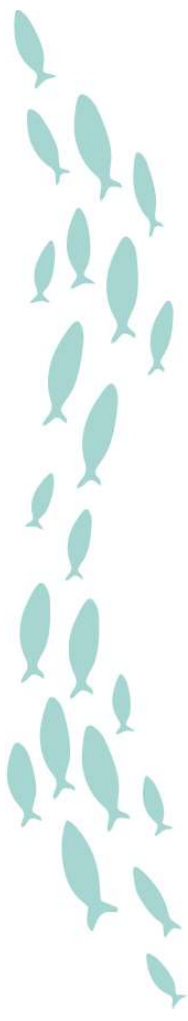


South Korea Market Overview



Tuesday, November 4, 2025

*Prepared by **Sohn's** Market Makers*

- ◆ 1 Introduction of SMM
- ◆ 2 Pollock in South Korea Market
- ◆ 3 Pollock Application in South Korean Market
- ◆ 4 How to Increase Alaska Pollock Awareness in South Korean Market



Sohn's Market Makers, Ltd.

OUR CLIENTS



Core Team Member for GAPP



Lan Sohn
Founder/CEO

Executive oversight

Leadership in U.S. commodity representation, guiding strategy and execution across multiple USDA cooperator programs in Korea.



Shin Chung
Vice President

Strategic Alignment

Decades of experience implementing, and managing USDA (FAS) funded Market Access Program and emerging market programs



Johnny Bae
Account Manager

Managing & Compliance

Currently managing accounts:
USAR,USAPEEC,PF
I,GAPP,NYWGF



Sejin Park
Assistant Manager

Assistance & Compliance

Currently managing accounts:
USAR,USAPEEC,PF
I,GAPP,NYWGF

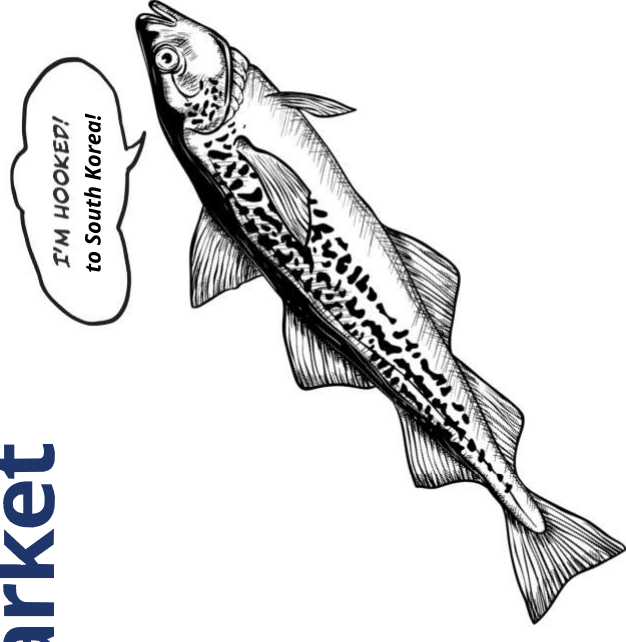


Elena Hwang
Assistant Manager

Assistance & Compliance

Currently managing accounts:
USAR,USAPEEC,PF
I,GAPP,NYWGF

2 | Pollock in South Korea Market



Import Statics

Alaska Pollock – Frozen Surimi
(HS Code: 0304.94.1000)

* Unit: Ton / USD 1,000 / %

Country of Origin	Year 2024 (January ~ December)			
	2024 Value	Change YOY	2024 Volume	2024 Market Share
USA	45,298	-15.7	17,605	65.53
Russia	23,823	7.2	11,576	34.47
Total	69,122	-9.0	29,181	100

* Unit: Ton / USD 1,000 / %

Country of Origin	Cumulative Year to Date (January ~ September)			
	2025 Value	Change YOY	2025 Volume	2025 Market Share
USA	31,255	0.2	11,291	-8.6
Russia	30,810	99.8	12,364	58.3
Japan	1	2,912.0	0	13,788.9
Total	62,066	33.1	23,655	17.3
				100

- Last year, Alaska pollock held about twice the market share of Russian-imported pollock.
- This year, Alaska pollock and Russian-imported pollock hold a similar share of the market, with Alaska pollock accounting for a slightly larger portion.

- Source: Foreign Agricultural Service Global Agricultural Trade System
- Market share is based on value
- October 2025 statics currently unavailable

Import Statics

Alaska Pollock – Frozen Roes (HS Code: 0303.91.2010)

* Unit: Ton / USD 1,000 / %

Country of Origin	Year 2024 (January ~ December)			
	2024 Value	Change YOY	2024 Volume	2024 Market Share
USA	5,370	-24.2	1,294	6.16
Russia	81,789	-15.8	15,897	93.83
Thailand	7	0.0	3	0.01
Total	87,166	-16.3	17,195	100

* Unit: Ton / USD 1,000 / %

Country of Origin	Cumulative Year to Date (January ~ September)			
	2025 Value	Change YOY	2025 Volume	2025 Market Share
USA	4,180	52.8	1,021	95.7
Russia	54,982	-16.5	11,782	-7.6
Total	59,162	-13.8	12,803	-3.6
				100

- Last year and this year, Russia accounted for over 92–93% of the market share for frozen pollock roe, with Alaska pollock ranking second.

- Source: Foreign Agricultural Service Global Agricultural Trade System
- Market share is based on value
- October 2025 statics currently unavailable

Import Statics

Alaska Pollock – Fillet
(HS Code: 0304.75.0000)

* Unit: Ton / USD 1,000 / %

Country of Origin	Year 2024 (January ~ December)			
	2024 Value	Change YOY	2024 Volume	2024 Market Share
USA	4,241	-26.4	1,454	8.39
Russia	46,041	-16.4	19,847	91.10
China	257	-49.3	90	0.51
Total	50,539	-17.6	21,391	100

* Unit: Ton / USD 1,000 / %

Country of Origin	Cumulative Year to Date (January ~ September)			
	2025 Value	Change YOY	2025 Volume	2025 Market Share
USA	1,753	-47.5	570	5.05
Russia	32,506	-7.2	12,767	93.59
China	473	104.9	178	1.36
Total	34,733	-10.0	13,514	100

- In the fillet sector, Russia has held the majority of the market share in South Korea — both last year and this year.

- Source: Foreign Agricultural Service Global Agricultural Trade System
- Market share is based on value
- October 2025 statics currently unavailable

Import Statics

Alaska Pollock – Frozen Whole (HS Code: 0303.67)

* Unit: Ton / USD 1,000 / %

Country of Origin	Year 2024 (January ~ December)			
	2024 Value	Change YOY	2024 Volume	2024 Market Share
USA	1,733	-74.0	1,362	1.25
Russia	137,019	-0.8	137,396	98.53
China	295	20.8	174	0.21
Canada	17	-89.6	36	0.01
Total	139,064	-4.2	138,968	100

* Unit: Ton / USD 1,000 / %

Country of Origin	Cumulative Year to Date (January ~ September)			
	2025 Value	Change YOY	2025 Volume	2025 Market Share
USA	3,860	138.8	2,359	83.0
Russia	97,329	-3.3	91,860	-10.4
China	341	64.0	189	49.4
Japan	55	0.0	47	0.0
Canada	38	131.4	23	-35.9
Total	101,623	-0.9	94,477	-9.1

- In the frozen whole fish sector, Russia has maintained the majority of the market share in South Korea — both last year and this year — with Alaska pollock ranking second.

- Source: Foreign Agricultural Service Global Agricultural Trade System
- Market share is based on value
- October 2025 statics currently unavailable

3 | Pollock Application in South Korea Market

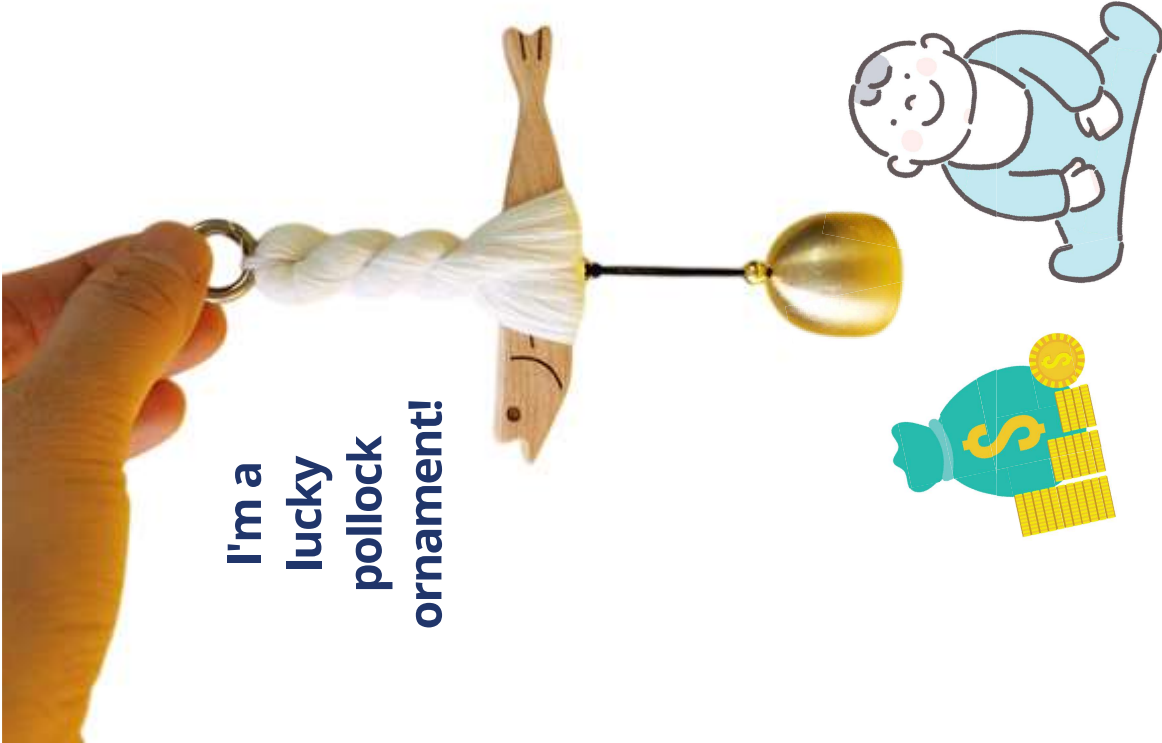


Hooked on Pollock: Korea's Timeless Favorite

South Korea even holds a pollock festival every October!



고성명태축제



I'm a
lucky
pollock
ornament!

POLLOCK IS BELIEVED TO BRING GOOD LUCK

With its large head and abundant roe, Koreans have long believed that pollock brings good fortune — symbolizing wealth and the blessing of a good son.

During the COVID-19 pandemic, pollock ornaments gained popularity among those seeking a sense of peace and comfort.

There are so much words to describe Pollock !

Classification	Product Description
노다리 (Nodari)	Baby pollock
동태 (Dong-Tae)	Frozen pollock
코다리 (Kodari)	Half-dried pollock
건태 (Gun-Tae)	Dried pollock (retains skin or dried whole)
황태 (Hwang-Tae)	Pollock repeatedly frozen and dried
복어 (Bok-eu)	Dried pollock (peeled)

Pollock Drying Yard



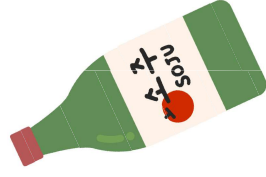
In Korea, pollock is usually dried during the cold winter months, which concentrates its flavor and gives it a chewier texture.

Raise a Glass, Grab a Pollock!

Pollock is South Korean's most favorite beer snack



*Fried baby pollock
with mayonnaise sauce*



Grilled buttered dried pollock



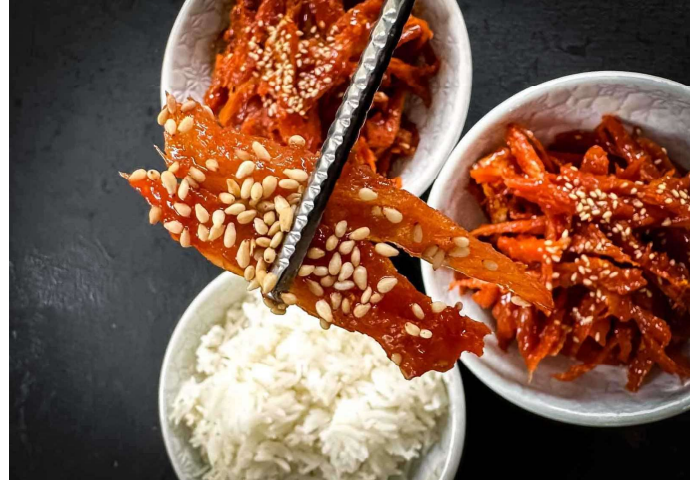
*Pollock snack
- Green pepper Flavor*

Koreans love Pollock so much that they have incorporated it into a wide variety of everyday traditional dishes.

Pollock Dish - Traditional



***Korean Style
Pen-Fried Pollock***



Korean Spicy Dried Pollock



Korean Dried Pollock Soup



Korean Spicy Braised Pollock

Pollock Dish - Surimi

Koreans have introduced Pollock roes into Western dishes with a Korean twist, demonstrating a continued interest in and creativity with this beloved fish.



Fried Surimi



Surimi



Surimi fried rice



*Fish cake bars *contains surimi*

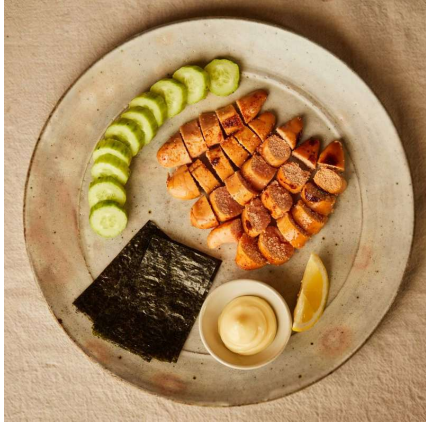


*Fish cake for fish soup
contains surimi



Pollock Dish - Pollock Roe

Koreans have introduced Pollock roes into Western dishes with a Korean twist, demonstrating a continued interest in and creativity with this beloved fish.



***Grilled Buttered
Pollock Roe***



Pollock Roe Kimbab

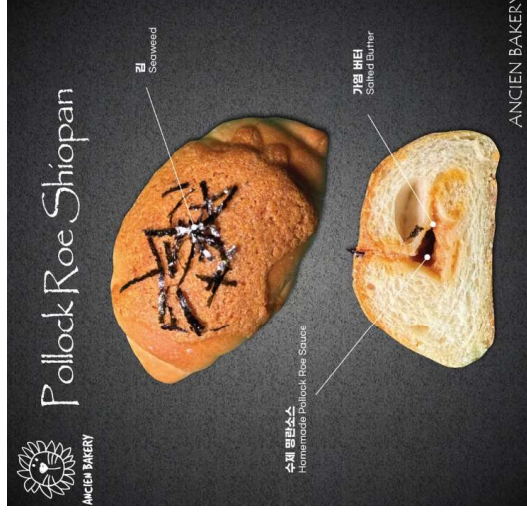


***Pollock Roe Paste
(in Tube)***

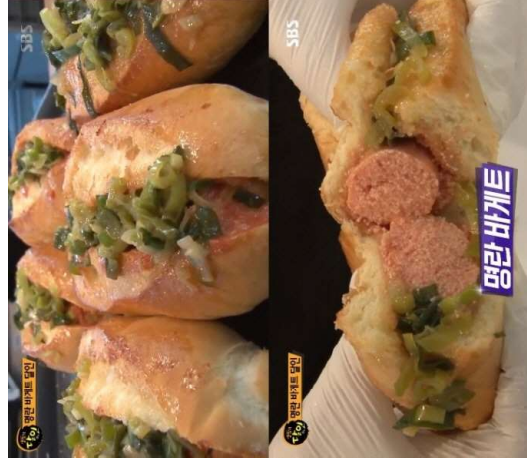
Pollock Dish - Pollock Roe



*Pollock Roe
Cream Pasta*



Pollock Roe Salt Bread



Pollock Roe Baguette

Pollock roe has been incorporated into a variety of Western-style dishes, gaining significant popularity among the younger generation.

4 | How to Increase Alaskan Pollock Awareness in South Korea Market



BIGGEST CONSTRAINT

that Alaska Pollock is facing
in South Korean market



“
90%
”

South Korea has Russia as the
*second major fishery trading partner,
importing **over 90%** of pollock
from Russia.

**The first major trading partner for fisheries was China, with the United States ranking fifth.*

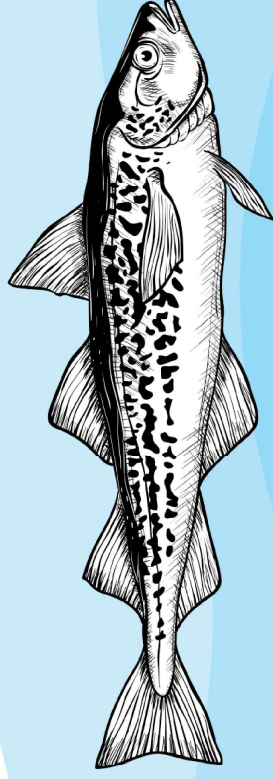
However, according to an environmental foundation's
investigation, a Russian company allegedly involved in
illegal fishing exported 29 consignments of Alaska pollock
to Korea between September 2021 and October 2022.

*Source: THE BROKEN BARRIER: How illegal fishing and human rights abuses in
Korea's fisheries imports go undetected by Environmental Justice Foundation*



From Undiscovered to Unmissable:

**Building Awareness of
Alaska Pollock**



Trade Activities

By participating in key trade and industry events and closely tracking market dynamics, we can stay informed and responsive to changes.



세상에서 제일 훌륭한 흰살 생선 명태에 대해
아보세요!



명태는 알래스카의 자전고 원산 품종이며, 알래스카의 자연산 명태는 그와 같은 품질의 어패를 만들어 낼 수 있는 유일한 수산물입니다. 알래스카의 자연산 명태는 알래스카의 자연산 명태를 생산하는 유일한 수산물입니다. 알래스카의 자연산 명태는 알래스카의 자연산 명태를 생산하는 유일한 수산물입니다. 알래스카의 자연산 명태는 알래스카의 자연산 명태를 생산하는 유일한 수산물입니다.

Website maintenance



Communication with
industry professionals



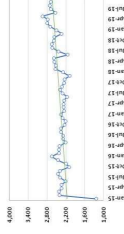
Trade show participation

▶ 알래스카 명태 연육(pollock surimi), 수육, 가격현황

관리자 | 2025-11-24 10:02:26 | 5408

해산물

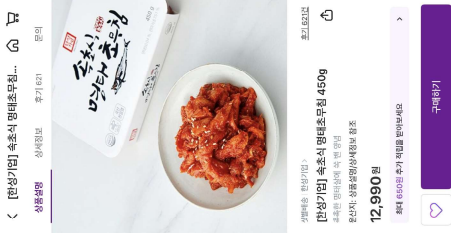
알래스카 명태 연육(pollock surimi), 수육, 가격현황
미국 서부의 해산물인 알래스카 명태(pollock surimi)의 가격은 2025년 11월 24일 기준으로 1% 상승했다. 알래스카 명태 연육(pollock surimi)의 수육 가격은 1% 상승했다.



Market monitoring for anomalies

Through on-site retail promotions, as well as e-commerce and on-air promotions, consumers will be able to enjoy Alaska pollock in their everyday lives.

Sales Promotion



LOTTE MART



coupang



Culinary Programs

By collaborating with major culinary academies, we can develop a variety of recipes using Alaska pollock products



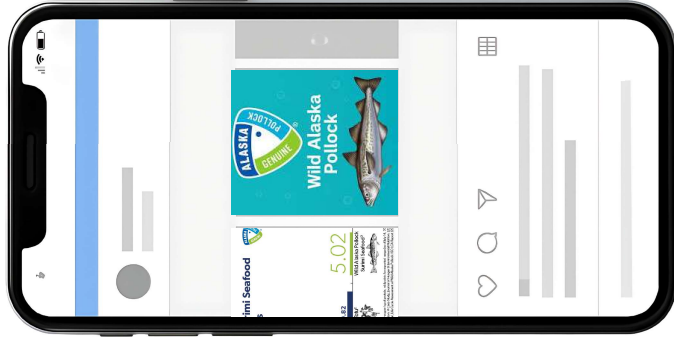
SPC Culinary Academy



Sangnok Culinary Institute

We can develop educational materials and programs to help both B2B partners and consumers learn more about wild Alaska pollock.

Educational Program



Social media management

Deliverables production

Media/PR outreach



***Through these activities,
we will help Korean
consumers enjoy the
world's best fish in a
more sustainable and
delicious way.***

Thank you!