

# HANWOObOARD

[www.hanwooboard.or.kr](http://www.hanwooboard.or.kr)



## Hanwooboard

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 [www.hanwoo114.co.kr](http://www.hanwoo114.co.kr)  [hanwooyuemyeonghan.com](http://hanwooyuemyeonghan.com)

 [www.facebook.com/hanwoo114](https://www.facebook.com/hanwoo114)

 [www.instagram.com/hanwoo\\_official](https://www.instagram.com/hanwoo_official)

 [blog.naver.com/hanwoo\\_love](http://blog.naver.com/hanwoo_love)

# The native Korean cattle

(hereafter referred to as "Hanwoo") hanwooboard is a development fund for the Hanwoo industry established by Hanwoo farms.

## WHAT IS THE CHECK-OFF SYSTEM



The check-off system allows the beneficiaries of specific projects to recognize the effects of those projects and pay for project costs themselves. In other words, it is a system in which Hanwoo farms prepare and operate their own fund to protect and develop the Hanwoo industry.

## WHAT IS THE HANWOBOARD



It refers to a fund established and operated with Hanwoo farms as a major financial source to promote the development of the Hanwoo industry, including such objectives as enhancing the safety of Hanwoo and promoting consumption of Hanwoo based on the "Act on the Establishment and Operation of Hanwooboard for Livestock." By encouraging Hanwoo consumption, we aim to enable the stable development of the Hanwoo industry and to uphold the rights and interests of Hanwoo farms and consumers.

## HOW TO CHECK-OFF SYSTEM



\*Contribution Amount: Contribute 20,000 won per Hanwoo after receiving grading.  
\*Recipient: The representatives of slaughterhouses under Article 2 (11) of the "Livestock Hygiene Management Act"

Consignment of Collecting Contribution Money	Collection of Contribution Money	Issuing Bills	Remittance of Contribution Money
Hanwooboard ↓ Slaughterhouse	Slaughterhouse	Hanwooboard ↓ Slaughterhouse	Slaughterhouse ↓ Hanwooboard

## HANWOBOARD FUND CONTRIBUTIONS



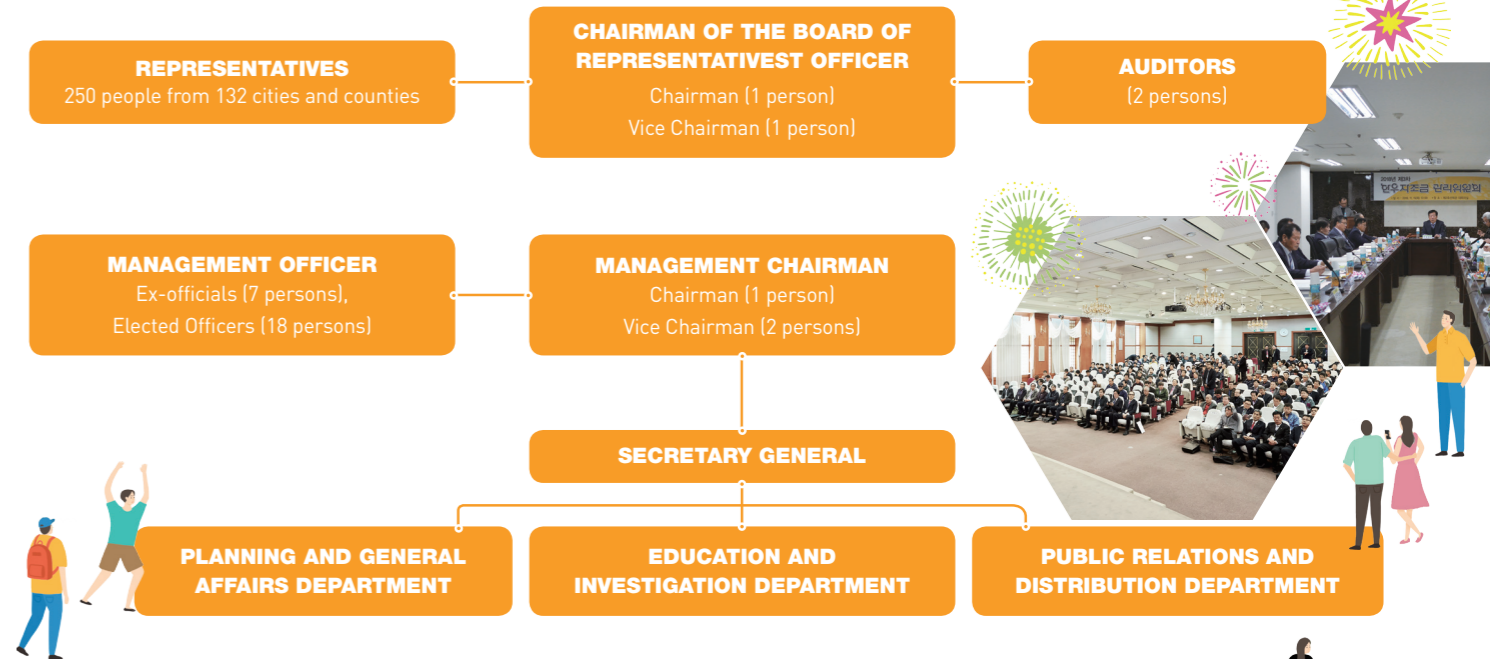
Fund Raising **37,754** million won (based on budget approval in 2018)

Money Contributed by farms  
**15,048** million won

Money Contributed by government  
**9,425** million won

Supply and Demand Stabilization Reserves and Other Revenue  
**13,281** million won

# Organizational Chart



# Introduction to Hanwooboard Business

\*As of 2018

## CONSUMPTION PROMOTION

- TV & Radio Advertisement
- Newspaper & Magazine Advertisement
- Supporting and Sponsoring the Production of Broadcast Programs
- Outdoor Advertising
- Digital Advertising
- Offline Events
- Other Fairs and Exhibitions
- Media Promotion Agency
- Production of Consumption Promotion Materials
- Ring Tone Service
- Hanwoo Taste Experience Through Food Service
- Hanwoo Sharing Rice Soup
- Promoting the Link Between Producers and Consumers

## DISTRIBUTION STRUCTURE

- Providing Information on Distribution Transparency
- Selection of Hanwoo Stores
- Hanwoo Buyer Competition (Seminar)
- Support for Mobile Sales Vehicles
- Supporting Hanwoo Exports The Day Korea Eats Hanwoo

## PROVIDING EDUCATION AND INFORMATION

- Overseas Training for Hanwoo Farms
- National Hanwoo Leader Competition
- Hanwoo Competition
- Supporting the Hanwoo Ability Evaluation Contest
- Farm Promotion and Guidance Advertising
- Issuing the Hanwooboard Newsletter
- Council for the Prevention of Hanwoo Diseases (Tuberculosis Eradication)

- Hanwoo Industrial Development Symposium
- Education and Consulting for Farms
- Providing Information by SMS
- Support for Local Hanwoo Farm Policy Projects and Exchanges
- Hanwooboard Business Information Session and Education
- Digital Marketing
- Providing Hanwoo Excellence Information for Students
- Support for Consumer Organization Events and the 6th Industry
- Consumer and Opinion Leader Experience Events
- Production of Hanwoo Promotional Videos
- Beautiful Farm Cultivation Campaign
- Providing Hanwoo Farm Observation Information
- Support for Distributors' Promotion Expenses
- Hanwoo Scholarship Support

## INVESTIGATION AND RESEARCH

- Investigation, Research, and Public Task Contest
- Operation of Hanwoo Monitoring System
- Survey on Overseas Fattening Industry
- Analysis and Investigation of Feedstuff Ingredients
- Analysis of the Performance of the Livestock check-off system

## SUPPLY-DEMAND STABILITY

- Hanwoo Consumption Promotion Event
- Hanwoo Farmers' Market
- Consumption Promotion for Provinces and Metropolitan Cities
- Consumption Promotion for Cities and Counties
- Activation of Farmers' Market
- Operation of the Hanwoo Meat Supply and Demand Adjustment Council

# Hanwoo board Procedures

**1999**

Adopted resolutions to promote the livestock check-off system

- Developed a signature campaign for legalizing the livestock check-off system
- Submitted a petition in support of sending the Act on Livestock check-off system to the National Assembly
- The National Hanwoo Association was established

**1999** Hanwooboard - Until Establishment

**2000**

Submitted a petition for the Act on Livestock check-off system

- Submitted a petition for the Act on Livestock check-off system to a member of the National Assembly, Kim Young-jin
- Submitted a petition in support of passing the Act on Livestock check-off system
- Held the first regular general meeting of National Hanwoo Association

**2001**

Held a public hearing for the Act on Livestock check-off system

- Submitted a petition for the Act on Livestock check-off system to the Examination Subcommittee during the 28th session of the National Assembly
- The National Assembly prepared a draft for revising the Livestock Act
- Held a public hearing for the Act on Livestock Check-off system



**2002**

The Act on Livestock Check-off system was established

- The National Assembly Agriculture, Forestry and Marine Affairs Committee appointed a subcommittee to examine a legislative bill for the Act on Livestock Check-off system; the legislative bill was unanimously passed
- The Act on the Promotion of the Consumption of Livestock Products was announced
- The Enforcement Decree and Enforcement Rules for the Act on the Promotion of the Consumption of Livestock Products, etc., was announced

**2003**

Prepared a plan for establishing the Hanwooboard

- The Hanwoo Association prepared a detailed plan for establishing the Hanwooboard
- Conducted a survey on livestock ranchers and the number of livestock bred
- Appointed 1st and 2nd preparatory committees for establishing the Hanwooboard

**2008**

- Actor Kim Sang-gyeong was appointed as a Hanwoo Promotional Ambassador
- Aired a TV commercial with the title "Secret Royal Inspector (Amhaeng-eosa)"
- Proceeded with the 1st "The Day Korea Eats Hanwoo" project
- Opened the Livestock Promotion Hall
- Established Hanwoo 114



**2007**

- Actor Im Ho and child actors from DaeJangGeum were appointed as Hanwoo Promotional Ambassadors
- Aired a TV commercial with the title "DaeJangGeum Episodes"
- Conducted overseas training for Hanwoo farmers
- Held the 1st Hanwoo Photo Competition



**2006**

- Aired a TV commercial with the title, "Life is a good day."
- Received an advertising prize, chosen by consumers
- Opened the Hanwoo Sarang Blog
- Appointed Hanwoo Sarang experts for an advisory group



**2005**

Started contributions for the Hanwooboard

- Held the first Hanwooboard representative conference
- Decided 20,000 won should be contributed per shipped head for the Hanwooboard
- Proceeded with the 1st and 2nd Hanwooboard sessions
- Established the Hanwooboard
- Started contributions for the Hanwooboard (May 2005)



**2005** Hanwooboard - Since its establishment

**2004**

Held the Hanwooboard delegate election

- Appointed the 3rd-5th preparation committees for establishing the Hanwooboard
- Held the Hanwooboard delegate election
- Elected 240 delegates for the Hanwooboard



**2009**

- Launched the 2nd representative committee and the management committee
- Actor Choi Bul-am was appointed as a Hanwoo Promotional Ambassador
- Aired a TV commercial with the title "Hanwoo is its own Lord throughout heaven and earth."
- Hosted the 1st management consulting session for Hanwoo specialty stores



**2010**

- Singer Lee Hyo-ri was appointed as a Hanwoo Promotional Ambassador
- Aired a TV commercial with the title "Hanwoo has no rival in the world."
- Published the 1st issue of "Mandeulyi," a newsletter for consumers
- Launched Guangzhou Asian Games promotion
- Hosted a World Cup pep rally with Hanwoo



**2011**

- Actor Choi Su-jong and actress Ha Hee-ra were appointed as Hanwoo Promotional Ambassadors
- Aired a TV commercial with the title "100 Selected Hanwoo"
- Revised the management and operation of the Livestock Self-Help Fund
- Hanwoo discount sale event held by large distributors
- Hanwoo sharing event held by provinces celebrating Family Month



**2012**

- Actress Kim Seon-ah was appointed as a Hanwoo Promotional Ambassador
- Aired a TV commercial with the title "It is not beef but Hanwoo."
- Held Hanwoo farmers' market at Cheonggye Plaza
- Recruited and dispatched Hanwoo supporters for the London Olympics



**2013**

- Launched the 3rd representative and management committees
- Singer Lee Seung-ki was appointed as a Hanwoo Promotional Ambassador
- Aired a TV commercial with the title "Everything Hanwoo"



**2018**

- Actress Han Hye-jin was appointed as a Hanwoo Promotional Ambassador
- Aired a TV commercial with the title "Everyday Happiness, Hanwoo"
- Promoted Hanwoo meat at the Pyeongchang Winter Olympics
- Held "Hanwoo Festival Week" in Hong Kong
- Promoted Hanwoo meat at an Inter-Korean family reunion event
- Supported Hanwoo scholarships



**2017**

- Launched the 4th representative and management committees
- Food researcher Baik Jong-won was appointed as a Hanwoo Promotional Ambassador
- Aired a TV commercial with the title "Really Easy Hanwoo Steak"
- Held the Hanwoo Charcoal Grill Festival celebrating Family Month, May
- Opened [hanwooyu-myeonghan.com](http://hanwooyu-myeonghan.com)
- Presented the results of the "Study on the Improvement of Blood Cholesterol in Hanwoo Meat Fat"
- Presented the results of the "Study Investigating Changes in Physiologically Active Substances in Hanwoo Meat and the Influence of a Colorectal Cancer Inhibition Mechanism"

**2016**

- Actor Ji Jin-hee was appointed as a Hanwoo Promotional Ambassador
- Aired a TV commercial with the title "Hanwoo is another Hallyu (Korean Wave)."
- Held the Hong Kong Hanwoo Festival
- Held a College Scholastic Ability Test event



**2015**

- Actor Kim Sang-joong was appointed as a Hanwoo Promotional Ambassador
- Aired a TV commercial with the title "Loving Hanwoo is loving Korea."
- Started accumulation of Hanwoo supply/demand stable reserves
- Started exporting Hanwoo to Hong Kong



**2014**

- Korean classical musician Song So-hee was appointed as a Hanwoo Promotional Ambassador
- Aired a TV commercial with the title "Hanwoo is great."
- Launched Hanwoo promotion for Chinese tourists
- Held the Hanwoo Camping Festival
- Developed App, "Raising Hanwoo"



# Hanwooboard Project-Consumption Promotion Project

## TV AND RADIO ADVERTISEMENTS

Since 2005, when the Hanwooboard program was launched, we have been steadily implementing TV and radio advertising to promote Hanwoo meat consumption; these efforts also serve to improve differentiation from imported meats and introduce the excellence of Hanwoo meat. In addition, we have selected Hanwoo promotional ambassadors every year to carry out various PR activities.

## SUPPORTING AND SPONSORING THE PRODUCTION OF BROADCAST PROGRAMS

In order to promote the excellence of Hanwoo through broadcast media, including arts and cultural programs, the Hanwooboard has been supporting the production of various programs. This also contributes greatly to strengthening the public's perception of our product's excellence and overcoming negative impressions through documentaries.

## ONLINE PROMOTION

The Hanwooboard provides information for Hanwoo education, policies, and pricing to farmers through its homepage. We operate Hanwoo 114 ([www.hanwoo114.co.kr](http://www.hanwoo114.co.kr)) to provide correct information on Hanwoo and [hanwooyu.minghan.com](http://hanwooyu.minghan.com) where people can search for the best Hanwoo restaurants. In addition, we actively communicate with consumers through Instagram, Facebook, and blogs.

## VARIOUS EVENT BUSINESS

We are leading the promotion of Hanwoo by carrying out various events for domestic and foreign consumers, such as the Hanwoo Camping Festival. We also operate Hanwoo promotion booths at various festivals and conduct Hanwoo promotion for Hallyu tourists.

# Hanwooboard Project-Supply-Demand Stabilization Project

## HANWOO MEAT CONSUMPTION PROMOTION EVENT

In order to increase the consumption of Hanwoo, we are carrying out Hanwoo discount sales events with department stores, large retail outlets, Nonghyup branch stores and retail outlets operated by Hanwoo farmers. We are maximizing the effect of selling Hanwoo meat at a lower price than usual by offering discount sales subsidies, running newspaper advertisements, distributing press releases, and promoting through broadcast media.

## HANWOO FARMERS' MARKET

**Hanwoo Farmers' Market**  
Producers and consumers meet directly to minimize the distribution cost, so that consumers can buy Hanwoo meat more cheaply. Especially at the farmers' markets held before Lunar New Year's Day and Chuseok (Korean Thanksgiving Day) in Cheonggyecheon Plaza in Seoul, big crowds of consumers gathered from dawn to buy Hanwoo meat at an average 30% discount from market prices. In addition to discount sales of Hanwoo meat, various events have been organized to impress customers who visit. In addition, high-quality Hanwoo gift sets are offered at a cheap price, which are popular among consumers who want to convey their feelings with Hanwoo.

## HANWOO MEAT SUPPLY-DEMAND CONTROL COUNCIL

If a supply-demand imbalance occurs due to the nature of the Hanwoo industry, producers may not be able to respond immediately. In order to compensate for this shortcoming, a continuous and permanent supply-demand stabilization plan is necessary. Accordingly, the Hanwooboard has organized the Hanwoo Meat Supply-Demand Control Council, which is composed of government members, consumers, and distribution experts, in order to enact basic measures for stabilizing supply and demand. In addition, from 2015, we have raised a supply-demand stabilization fund to stabilize the supply and demand of Hanwoo meat.



# Hanwooboard Project- Distribution Structure Improvement Project

## HANWOO DISTRIBUTION WATCHDOG GROUP

Recognizing the need for a system to prevent imported beef from being distributed as Hanwoo meat, we have established a Hanwoo distribution watchdog group to monitor the distribution of Hanwoo meat, following the establishment of the Hanwooboard. In order to enhance professionalism and efficiency, we are operating a professional watchdog group. In recent years, we have concluded a business agreement with the city of Seoul and are making every effort to make Hanwoo meat distribution more transparent.

## THE DAY KOREA EATS HANWOO

November 1st of every year is the day on which "Korea eats Hanwoo" and is loved nationally. Since it was enacted in 2008, it has become an anticipated annual occasion and has been expanding its scope to become a nationwide event.

## SELECTION OF HANWOO STORES

This is a project to increase the credibility of claims to serve Hanwoo meat, and it is a system that certifies meat stores and restaurants that sell 100% Hanwoo meat. We provide 100% Hanwoo meat as well as grade information and certify vendors by checking the hygiene of their sales facilities, allowing consumers to purchase Hanwoo meat with faith in its authenticity.

## HANWOO EXPORT SUPPORT

The Hanwooboard contributes to the increase of Hanwoo farm income and Hanwoo industry development by supporting the exportation of Hanwoo meat overseas. We are aiming to expand exports of Hanwoo meat through the establishment of a global premium Hanwoo image. In particular, we are securing the high-quality meat market in Hong Kong, starting exports in 2015. In addition, the Hanwooboard is making efforts to prevent excessive competition among exporters by offering promotion support through the Hanwoo Export Subcommittee for domestic exporters to secure mid- to long-term export competitiveness by maintaining market order.



# Hanwooboard Project- Education and Information Provision Project

대기업 한우산업 진출현황 및  
대응방안 심포지엄



## EDUCATION AND CONSULTING FOR FARMERS

The Hanwooboard conducts various education and information projects to strengthen the capacity of Hanwoo farms. In order to improve awareness about the Hanwooboard, we conduct Hanwoo farm consulting, artificial insemination training, and TMR mix proportion education in addition to running a women's academy to strengthen the competitiveness of Hanwoo farms by improving their productivity. We also encourage promotion activities for Hanwoo farms and support Hanwoo leaders' activities and organizations by province.

## HANWOO FARMER OVERSEAS TRAINING

In order to strengthen the competitiveness of Hanwoo farms and prepare response strategies for increasing consumer desire for high-quality livestock products in accordance with increases in the national income and the well-being boom, the Hanwooboard is carrying out overseas training programs in developed countries for Hanwoo farmers.

## HANWOO POLICY DEVELOPMENT SYMPOSIUM AND SEMINAR

Various seminars and symposiums are being promoted to develop policies to stabilize the Hanwoo industry. We hold policy-related symposiums for the development of the Hanwoo industry to discuss measures for pending issues and provide a forum to exchange information. We also locally support pending policies of the government and Hanwoo industry-related policy development symposiums.





## Hanwooboard Project- Investigation and Research Project



### INVESTIGATION AND RESEARCH TO IMPROVE PRODUCTIVITY

In order to improve the productivity of Hanwoo farms, investigation and research projects conducted so far include "A Study on the Effect of Weaning & Age of the Mouth on Fattening and Breeding Productivity of Hanwoo", "A Study on the Improvement of Hanwoo Marbling Scores Through Vitamin A and Deficiency", the development of TMR and TMF diet formulation programs, the development of a Hanwoo management information system, and "A Study on the Effect of Concentrate Fodder Before Weaning on the Growth of Hanwoo Calves." We are also carrying out further research to improve the productivity and income of Hanwoo farms.

### INVESTIGATION AND RESEARCH FOR POLICY DEVELOPMENT

In order to cope with changes in the external conditions of the Hanwoo industry, especially as an FTA with beef export power countries is concluded, we have pursued policy development research for substantial parts of the Hanwoo industry, measuring impacts on the Hanwoo industry as well as preparing a response plan in accordance with the FTA. We have also been conducting research to stabilize the Hanwoo industry, such as "A Study on an Efficient Promotion Plan for Hanwoo Industry Development Measures", "A Study on a Maintenance Plan for the Number of Livestock for Supply-Demand Balance", and "A Study on the Effect of Calf Stabilizers and Improvement Direction."

### A STUDY ON THE EXCELLENCE OF HANWOO MEAT

Objective, scientific data are needed to promote the differentiation of Hanwoo meat from imported meat to consumers. To this end, the Hanwooboard is conducting research to demonstrate the excellence of Hanwoo meat through various analyses, such as "A Study on the Nutrition of Broth from Each Hanwoo Bone", "A Study Investigating the Nutrition of Hanwoo Meat", and "Investigation of the Nutrition and Meat Quality of Small Split Meat by Hanwoo Meat Quality Grade." Meanwhile, in 2017 we announced the results of two projects, "Study on the Improvement of Blood Cholesterol in Hanwoo Meat Fat" and "Study Investigating Changes in Physiologically Active Substances in Hanwoo Meat and the Influence of a Colorectal Cancer Inhibition Mechanism." These reports received a lot of social attention. In 2018, we pushed ahead with research to demonstrate continuous excellence by publishing the results of "A Study Investigating the Improvement Effect on Immune Function of Hanwoo Meat."

# We are contributing to a more reliable Hanwoo industry with a thorough management system.



### LIVESTOCK TRACEABILITY

Beef traceability refers to recording all processes from birth to breeding, slaughter and processing. Therefore, if a problem arises with distributed Hanwoo, we can trace its history quickly to cope with the problem. In Korea, as a beef traceability system has been implemented, it is impossible to claim a false place of origin for Hanwoo or erase the actual place of origin. Consumers can get information on Hanwoo at any time.



### GENE MANAGEMENT

Korea manages the genes of its great Hanwoo at a central research institute, and calves are only born through artificial insemination. Since births are planned, an excellent endemic breed can be retained. In addition, we determine a second time whether cattle are Hanwoo or not before slaughtering. As such, Hanwoo is highly valued as an endemic breed managed at the national level.



### HAZARD ANALYSIS AND CRITICAL CONTROL POINT (HACCP)

HACCP is a certification system used to analyze hazardous factors harmful to hygiene in the production-manufacturing-distribution process and ensure stability. Hanwoo farms apply the HACCP certification system and abide by over 100 standards, such as disease inspection, water quality inspection and disinfection management.



### DISTRIBUTION WATCHDOG GROUP

We inspect beef from other countries so it is not falsely labeled as Hanwoo. In addition, we operate the National Agricultural Products Quality Control Institute False Distribution Reporting Center, where consumers can freely report false distribution. Producers and consumer are united to protect Hanwoo.