**“Environment-friendly rice production and consumption in Korea and future challenges”**

Jongin Kim

KREI(Korea Rural Economic Institute)

In Korea, the agricultural environment deteriorated due to high input farming methods for the purpose of increasing production, which acted as a threat to sustainable agricultural production. Although the government induced reductions in the amount of fertilization by developing and supplying low-concentration chemical fertilizers, the amount used per unit area did not significantly decrease due to the customary fertilization of farms. Accordingly, the government enacted the Eco-Friendly Agriculture Promotion Act in 2001 and promoted the spread of eco-friendly agriculture by implementing an eco-friendly agricultural product labeling system.

On the other hand, the certified area for eco-friendly agricultural products in Korea is showing a gradual decrease as the area for pesticide-free certification continues to decrease. On the other hand, certified organic area has increased significantly at an average annual rate of 12.6% over the past five years (2018-2022). This seems to be because Korean consumers are increasingly interested in health and eco-friendliness. For the stable production of eco-friendly agricultural products, technology development, certification system improvement, and eco-friendly agricultural material cost reduction are required. In order to expand the consumption of eco-friendly agricultural products, it is necessary to improve the certification system, lower prices, find new sources of demand, and seek exports. In particular, it is necessary to develop new markets, such as public catering, institutional and corporate catering, to discover new sources of demand. Public meal service needs to be expanded not only to school meals but also to soldiers and pregnant women.

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