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# A Study on New Products Development and Export Marketing Strategy for World Important Markets

- Focus on the Markets of Japan, America and China -

## SUMMARY

The Korean ginseng market is under the disadvantageous environment in the latest domestic and foreign markets. The market share of Korean ginseng products in the international market is decreasing gradually owing to the imports of low price Chinese ginseng and the effective marketing policy on Canadian ginseng or American ginseng.

In order to get over the difficulties in the international ginseng market, the new ginseng products should be developed. Therefore, The objective of this research is to find out the processing methods of new ginseng products not only to meet the consumer's preference but also to cope with vigorous sale competition among the international markets. Especially to export our new Korean ginseng products to Japan, we should develop them suitable for Japanese.

And to make ends meet them, it is very important to select the capable mass producer who has efficient facilities among several farmers.

The results obtained in this study are summarized as follow.

1. The market concepts of new ginseng drink for Japanese was established with reference to characteristics and compositions of other current ginseng drinks, the results of survey on the Japan markets.
2. The final compositions and ratio of drink was fixed as that of most favored sample according to the results of several times organoleptic tests.

The major components of ginseng drink were ginseng extracts, sweeteners(maltitol, high fructose syrup, sugar), vitamin, flavors, and stabilizer(cyclodextrin, phosphoric salts).

3. The processing methods of ginseng drink was similar to those of the other soft drinks like as weighing of materials, mixing, filtration, HTST, filling, capping, sterilization, and packing (Paragraph III, Clause V).
4. The material cost of drink sample was 59.95 won per 100ml in the level of purchasing price in the laboratory.
5. The specifications of drink is like as follow. The pH, Bx, contents of ginseng(Exts, Crude saponin) was 3.66, 10.80Bx, 0.6gram per bottle (0.3gram, 0.05%) each.
6. The drink samples were stable in the all of case like as microbiological, physico-chemical qualities without variations or deteriorations during the three months storage in the accelerated bad conditions. The saponin which is the major

components of ginseng was also very stable when high temperature sterilization(85 ) and long term storage(three months).

7. The drinking tests are held at Tokyo, Nagoya, Osaka, Fukuoka with 1,000 persons in Japan.
8. The appropriate farmer was selected to cultivate mass products according to the several financial ratios and facilities etc.

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(1) 가가 ,

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(2) Ginsenosides

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(92 5 94 5 8 ).

‘ (health foods)  
(92 5,280 \$, 93 6,200 \$).

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가

3.6%가

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90

가

. 94

31%

10% 8.8%

가

94

376

631

59.6%

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89	146,362	74,252(50.7)	62,384(42.6)	11,868(8.1)	72,110(49.3)	26,137(17.9)	45,973(31.4)
90	164,272	79,053(48.1)	68,805(41.9)	10,247(6.2)	85,219(51.9)	22,614(13.8)	62,605(38.1)
91	141,477	60,320(42.6)	58,312(41.2)	7,008(1.4)	81,157(57.4)	22,396(17.1)	56,761(40.3)
92	145,007	56,678(39.1)	45,397(31.3)	11,251(7.8)	88,329(60.9)	14,756(10.2)	73,573(50.7)
93	117,851	50,933(43.2)	44,540(37.8)	6,394(5.4)	66,918(56.8)	16,302(13.9)	50,616(42.9)
94	113,579	51,488(43.5)	41,925(36.9)	9,563(8.4)	62,092(54.7)	17,033(1.50)	45,059(39.7)
94/93	96.4	101.1	94.1	149.6	92.8	104.5	89.0

: , 1995. ( )

(1) 96

가

가

(1)

가

(niche market)

< 1-2 >

	(1,000 )			(kg)		
	91	92	93	91	92	93
	<b>6,918</b>	<b>6,539</b>	<b>8,318</b>	<b>56,652</b>	<b>92,108</b>	<b>53,166</b>
	5,456	4,900	6,391	43,098	35,739	38,452
	5,367	4,681	5,968	42,172	32,009	35,695
	1,426	1,428	1,787	12,855	13,905	13,694
	36	211	140	699	42,464	1,020
	<b>35,035</b>	<b>33,373</b>	<b>24,885</b>	<b>1,079,42</b>	<b>961,976</b>	<b>818,470</b>
	7,271	3,142	1,480	2372,858	206,906	98,907
	7,053	3,056	1,315	368,487	200,892	96,669
	27,217	29,944	23,115	674,739	715,820	708,074
	15,305	22,756	16,995	497,957	604,060	607,909
	119,080	7,188	6,014	176,771	111,760	99,165
	548	888	290	31,825	39,250	11,489

: 日本 大藏省貿易統計, アワロトレ-トヘントフツ

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2.

(positioning)

3.

市場細分化(market segmentation)

4.

(product concept)

5.

試製品

6.

(market testing)

7.

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9.

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)  
SPSS (factor  
analysis)

3.

CHAID,  
CAID (cluster analysis)

4.

ACA,  
SAS (conjoint analysis)

5.

Gang Survey

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)  
CLT(central location test)

7.

FGI (Focus Group  
Interview)

8.

(case study)

9.



700- 2,000mm .

1/8- 1/13

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가 30cm

가 ,

2%

pH 5.0- 6.0

가

1

가

가 ,

가

, (4 )

'80

0.9%

'90

2.1%

가 ,

가

가

가

'91

2.1%

가

2%

19%

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	(10 )		가 ( )		( \$ )	
			가	가		
80	8,754	79(0.9)	2.156	25(1.2)	541	66(12.2)
85	12,344	187(1.5)	1.926	35(1.8)	388	73(18.8)
88	15,337	202(1.3)	1.826	36(2.0)	705	23(17.4)
89	15,083	181(1.2)	1.772	36(2.0)	781	46(18.7)
90	16,577	226(1.4)	1.767	36(2.0)	795	64(20.6)
91	17,412	357(2.1)	1.702	36(2.1)	756	41(18.7)

: ( )

: , , 1992.

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4

4

가

가

가

< 2-2 >

( : M/t, %)

			(A)	(B)	(B/A) × 100
70	1,513(80.6)	364(19.4)	1,877(100)	239	12.7
75	5,609(80.8)	1,330(19.2)	6,939(100)	962	13.9
80	3,590(75.3)	1,178(24.7)	4,768(100)	862	18.1
81	5,267(85.9)	862(14.1)	6,129(100)	538	8.8
82	6,517(86.5)	1,018(13.5)	7,535(100)	768	10.2
83	6,649(85.0)	1,172(15.0)	7,821(100)	938	12.0
84	9,377(84.6)	1,703(15.4)	11,080(100)	1,108	12.7
85	9,148(80.5)	2,214(19.5)	11,362(100)	1,866	16.4
86	12,205(82.3)	2,620(17.7)	14,825(100)	2,103	14.2
87	12,183(84.5)	2,241(15.5)	14,424(100)	1,702	11.8
88	12,726(85.8)	2,102(14.2)	14,828(100)	1,671	11.3
89	11,335(82.6)	2,382(17.4)	13,717(100)	1,898	13.8
90	11,619(84.4)	2,155(15.6)	13,774(100)	1,837	13.3
91	13,205(87.3)	1,926(12.7)	15,131(100)	1,783	11.8

: , 1992.

6

6

가

閉布

가

가 1)

70

9.8%, 80

1) , , , 1992.

11.1% 가 80  
가 .  
가 .  
4 .  
4 가 가  
. 1991 4 75.9% 6  
16.3% . 4  
4 . 5  
4 6  
4

< 2-3> ( : M/T (%) )

	85	88	91
2	21(0.2)	45(0.3)	24(1.7)
3	313(2.8)	248(1.7)	396(2.8)
4	7,772(68.4)	10,382(73.0)	10,845(75.9)
5	890(7.8)	1,175(7.9)	703(4.9)
6	2,366(20.8)	2,534(17.1)	2,325(16.3)
	11,362(100)	14,834(100)	14,293(100)

: , 1992.

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p.25.

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3	2,942 (782)	30,418 (7,663)	89 ( )
4	2,896 (591)	29,171 (96,223)	88
5	26 (4)	413 (40)	87
	5,864 (1,377)	60,002 (13,926)	

: , 1991.

< 2-5>

86 5%  
 가 6-10% 가

< 2-5 >

/	84	85	86	87	88	89	90
(ha)	366	446	500	426	395	426	490
10a (kg)	465	496	524	527.7	547	612	463

: , 1991.

10a

가

10a

94, 95

가

< 2-6 > 10a

( : )

	'91	'92	'93	'94	'95
	9,641,993 (11,987,594)	10,127,352 (14,404,696)	10,860,924 (12,804,315)	11,323,824 (12,879,861)	11,644,126 (11,206,765)
	5,566,098 (7,176,999)	6,186,555 (7,296,241)	6,441,026 (6,289,675)	6,537,952 (8,877,777)	6,524,114 (9,356,476)

: , 1996. : ( ) 10a

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: 30:70 27:73

가

가

가

가

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									( )
84	10,065(3,355)	100	23,373(7,791)	100	33,438(11,146)	100	30	70	73,720
85	10,125(3,375)	106	23,121(7,707)	99	33,246(11,082)	99	30	70	72,719
86	10,650(3,550)	106	25,263(8,421)	108	35,913(11,971)	107	30	70	70,492
87	10,482(3,494)	104	25,968(8,656)	111	36,450(12,150)	109	29	71	64,101
88	9,804(3,268)	97	25,646(8,558)	110	35,478(11,826)	106	28	72	70,663
89	9,390(3,310)	93	26,520(8,840)	113	35,910(11,970)	107	26	74	68,380
90	9,390(3,229)	96	26,865(8,955)	115	36,552(12,184)	109	27	73	61,203

: , 1991.

가

가

가

37%

가 27% 가  
 가 2 가 가  
 가 2 가  
 가  
 가  
 90 22% 94 32% 가 ,

< 2-8 >

( : ha)

				(%)	
1990	805(100)	2,859(100)	3,664(100)	22	78
1991	776( 96)	2,592( 91)	3,368( 92)	23	77
1992	808(100)	2,562( 90)	3,370( 92)	24	76
1993	888(110)	2,026( 71)	2,914( 80)	30	70
1994	864(107)	1,799( 63)	2,663( 73)	32	68

: , 1995.

1995

7 8 , 9

< 2-9> 1995

	1	2	3	4	5	6	7	8	9	10	11	12	
	31.7	35.7	55.7	101.7	97.8	156.1	317.8	246.6	130.0	52.6	53.7	31.4	1,310.8
	31.8	38.8	51.0	93.8	86.3	166.5	288.8	231.9	129.2	53.9	48.7	31.8	1,252.0
	35.7	41.4	60.1	99.4	97.2	146.7	278.5	244.5	143.8	60.2	59.0	29.7	1,296.2
	45.5	41.6	54.3	93.7	91.5	149.2	257.2	251.9	132.2	61.7	60.5	43.1	1,282.4
	38.6	46.6	62.0	110.3	101.4	182.6	283.3	235.9	149.8	59.4	56.1	30.8	1,356.8
	20.3	27.3	51.6	96.1	88.4	164.7	261.9	222.7	126.4	43.8	37.9	17.2	1,158.3
	32.8	49.3	67.2	152.8	132.9	227.0	306.5	273.9	174.5	54.9	46.0	20.4	1,538.2

: , 1995.

1995

가

< 2- 10>

(1995)

( : / , ha/ , %/ )

	445	298	90	2.4	212	196	32	0.6	657	494	122	1.3
	-	-	-	-	104	103	38	0.7	104	103	38	0.4
	7,957	3,682	1,821	48.8	233	215	9	1.7	8,190	3,897	1,915	20.4
	1,832	1,161	420	11.3	107	94.	35	0.6	1,939	1,255	455	4.9
	1,395	1,184	516	13.8	4,222	4,214	1,353	24.0	5,617	5,398	1,869	19.9
	791	488	394	10.6	6,696	6,532	1,512	26.8	7,487	7,020	1,906	20.3
	599	277	303	8.1	5,630	5,795	1,683	29.8	6,229	6,072	1,986	21.2
	300	171	102	2.7	90	71	45	0.8	390	242	147	1.6
	124	85	74	2.0	2,631	2,519	810	14.3	2,755	2,604	884	9.4
	67	83	13	0.3	177	177	40	0.7	244	260	53	0.6
	13,510	7,429	3,733	100	20,102	19,916	5,642	100	33,612	27,345	9,375	100

: , 1996.

< 2- 11> 94 95 ,

95 94

. 94 14,000 95 12,000

가

95 34 .

< 2- 11>

( : )

94	11,674	2,620	14,294	14,292	2	14,294
95	9,164	2,840	12,004	11,971	34	12,004

: , , 1996.

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, 가 < 2- 12>  
 , 94 가  
 가 , 93

가  
 가

가  
 , 가  
 95 129.5% . 94  
 95 150% ,  
 가 . ( )  
 130mg/g 80mg/g .  
 saponin

< 2- 12>

가

( : )

	(600g)				(600g)				(50 /300g)			
	90	93	94	95	90	93	94	95	90	93	94	95
1	19,450	24,310	21,900	27,000	14,750	19,950	17,000	25,000	11,550	15,160	16,620	23,160
2	19,000	23,750	21,420	28,200	14,750	19,370	17,000	27,300	11,600	14,300	16,780	24,200
3	19,000	23,290	21,500	29,000	14,500	19,500	17,170	30,000	11,840	14,200	18,010	26,050
4	19,960	23,790	21,500	30,000	15,050	19,500	18,000	30,000	13,680	14,850	20,500	28,000
5	19,870	24,080	21,330	30,220	16,250	19,500	18,000	30,000	14,350	15,080	19,960	27,450
6	19,870	24,000	22,000	30,500	16,210	19,500	18,000	30,000	16,230	14,950	20,210	27,350
7	18,580	22,700	22,000	31,000	15,460	19,250	18,000	30,000	16,550	14,700	19,750	27,830
8	18,420	21,250	24,080	31,000	15,620	17,450	18,000	30,000	16,270	14,800	20,580	26,820
9	21,030	21,000	24,500	29,420	18,070	15,830	21,830	29,830	16,630	14,800	21,620	25,250
10	23,500	20,050	24,150	28,620	20,740	20,120	22,330	29,670	17,570	16,430	21,890	25,680
11	27,420	22,300	23,660	29,420	23,960	22,540	22,750	32,670	16,950	16,480	21,770	25,630
12	27,060	21,380	25,580	30,000	23,270	20,410	24,330	32,170	17,240	16,030	22,750	26,080
	21,110	22,650	22,800	29,540	17,380	19,410	19,370	29,720	15,040	15,100	20,040	26,130

: , 1996.

6 4 가 < 2- 13>, < 2- 14>

. 95 가 6 19.6%, 4 30%

.

, 가 가

.

< 2- 13> 6

가

( : 6 /15 /300g/6 /15 / )

	'88	'89	'90	'91	'92	'93	'94	'95
1	23,920	21,380	19,360	27,170	28,580	49,600	32,000	31,300
2	24,050	21,300	18,930	29,000	29,830	46,420	31,800	32,000
3	23,850	20,850	17,850	30,250	32,750	45,170	32,170	33,720
4	23,520	21,030	18,800	30,080	33,080	44,830	32,830	38,200
5	23,530	21,030	18,850	30,800	32,830	45,080	31,580	38,000
6	23,550	19,970	20,500	30,500	34,850	44,670	31,330	38,660
7	25,670	19,720	20,750	33,670	33,970	41,250	31,170	41,250
8	27,170	21,720	22,920	36,170	35,080	38,250	33,000	41,240
9	26,920	21,620	26,500	37,100	34,600	35,580	31,920	40,000
10	24,330	21,470	27,750	34,250	39,670	38,000	30,920	41,420
11	23,870	21,420	27,830	30,750	44,500	45,800	31,920	43,100
12	22,550	20,050	27,220	30,670	47,000	41,000	33,580	40,330
	24,410	20,960	22,280	31,700	35,600	42,970	31,990	38,270

: , 1996.

< 2- 14> 4

가

( : 4 /50 /300g/50 /4 / )

	'88	'89	'90	'91	'92	'93	'94	'95
1	14,110	13,530	11,570	18,720	19,270	15,200	16,620	23,180
2	14,050	13,330	11,480	22,280	18,100	14,330	16,920	24,050
3	13,970	13,350	11,750	23,500	17,920	14,180	18,020	25,950
4	13,840	13,410	13,630	24,020	16,670	14,830	20,470	28,040
5	13,450	13,330	14,180	23,830	16,200	15,200	20,000	27,470
6	13,280	12,840	16,350	21,300	16,230	14,930	20,180	27,400
7	13,740	12,150	16,470	18,830	15,400	14,750	19,780	27,750
8	12,470	11,600	15,980	19,980	14,770	14,370	20,700	26,920
9	13,450	11,220	15,650	22,560	13,920	14,550	21,520	25,230
10	13,920	11,570	17,530	22,680	14,680	16,470	21,900	25,620
11	13,610	11,720	17,000	21,320	16,170	16,550	21,780	25,560
12	13,410	11,510	17,200	20,900	15,830	16,070	22,730	26,060
	13,530	23,460	14,980	21,650	16,260	15,120	20,050	26,100

: , 1996.

2 가

1. 가

( )

13 (

가

),

4

6

,

.

, , , ( 切蔘 尾蔘),

小支蔘(天小支, 地小支, 良小支)

天大尾, 天中尾, 地大尾, 地中尾, 米經, 良細尾

.

紅蔘精, 紅蔘茶, 紅蔘粉, 蔘精粉, 蔘精茶,

, ,

强壯蔘, 紅蔘 , , 內服液,

8

.

( )

가

.

가

.

< 2- 15>

90 63%

72%

94

< 2- 16>

5

가 , 14 5 837kg 16.5% 가

KTG 19 9

30 3 963kg 2%

가

< 2- 15>

( : )

1990	33.4(100)	65.4(100)	102.3(100)	50.9(100)	23.6(100)	276.6(100)
1991	30.9(92.5)	54.3(83.0)	83.3(81.4)	79.5(156)	4.3(18.2)	252.3(91.2)
1992	27.0(80.8)	37.4(57.2)	155.9(152)	1.7(3.3)	6.2(26.3)	228.2(82.5)
1993	39.2(117)	56.4(86.2)	76.9(75.2)	54.0(106)	14.4(61.0)	240.9(87.1)
1994	22.8(68.3)	34.6(52.9)	65.1(63.6)	38.3(75.2)	13.3(56.4)	174.1(62.9)

: , 1995.

< 2- 16>

( : kg)

	11,542(79.3)		3,347(84.9)		920(18)
	19,168(71.3)		21,201(87.8)		21,772(101)
	11,050(88.5)		617(-)	KTG	60(133)
	104,560(150)		29,132(149)		109,743(112)
	35,500(75.1)		2,347(168)		6,248(274)
	5(-)		1,344(102)		28,260(110)
	19,519(102)		10,128(50)		1,188(200)
	10,577(117)		1,175,(44.6)		399(-)

: , 1995.

< 2- 17>

45.5% 가 , (21.9%), (216.2%),  
 (5.5%), (0.5%) , 10.4% .  
 가 (43.7%), (29.9%),  
 (14.4%), (10%), (1.9%) .  
 92, 93 24% 65% .  
 94 109 . 5  
 82% . 550%,  
 27% .

< 2- 17>

( : )

1990	2,939(100)	1,231(100)	1,374(100)	400(100)	32(100)	5,976(100)
1991	3,751(128)	1,436(117)	1,584(115)	566(142)	87(172)	7,424(124)
1992	3,756(128)	1,642(133)	1,966(143)	682(171)	146(456)	8,192(137)
1993	4,090(139)	1,481(120)	3,238(236)	896(224)	143(447)	9,848(165)
1994	4,751(162)	1,562(127)	3,255(237)	1,092(273)	208(650)	10,869(182)

: , 1995.

5 ( ) < 2-18>

94 15 ,

, , , , , , ,

93 가 . 가

가 6 4

7 6 가 . 가 가

5 가 가

356% , 217% .

가 . 91

92 가 . 90 1

3 , .

가

, , , 가 ,

, , 가  
가 ,

94 630 108

6 가 .

가 가 . ,

가 가

가

< 2- 18 >

( : )

	1990	1991	1992	1993	1994
	12,502	11,001( 88)	8,127( 65)	9,140( 73)	9,197( 74)
	537	882(164)	851(159)	837(156)	916(171)
	2,792	2,945(106)	2,850(102)	2,857(102)	4,240(152)
	3,274	3,788(116)	3,882(119)	3,889(119)	4,175(128)
	1,225	1,669(136)	1,526(125)	1,428(117)	1,563(128)
	646	701(109)	624( 97)	656(102)	800(125)
	-	1( - )	2,604(100)	2,952(113)	3,369(129)
	60	56( 93)	25( 42)	15( 25)	87(145)
	1,451	2,497(172)	3,201(220)	2,736(189)	3,484(240)
	218	211( 97)	196( 90)	179( 82)	229(105)
	296	371(125)	337(114)	317(107)	301(102)
	2,755	6,855(250)	9,249(336)	9,493(345)	9,775(356)
	4,971	9,140(184)	10,465(211)	10,323(208)	10,764(217)
	173	396(129)	320(185)	302(175)	159( 92)
	147	1,104(751)	749(510)	744(506)	421(286)
	-	- ( - )	134	2,247(100)	2,719(121)
	97	149(154)	190(196)	9( 9)	11( 11)
	37,120	49,220(133)	53,522(144)	57,971(156)	63,060(170)

: , 1995.

가 ,

가  
가

가

가 .

가 가 가 , ,

< 2-19> .

< 2-19> ( : )

	1990	1991	1992	1993	1994
	16.5	21.0	24.3	29.0	35.0
	(3.64)	(3.52)	(3.37)	(3.41)	(3.11)
	232	339	364	355	403
	(1.34)	(1.23)	(1.24)	(1.35)	(1.30)

: , 1995. ( ) 가 ,

1989 1995

, 가 95 (a ,  
) 90 .



1991 가 29 가 , 23 가 75

5

< 2-21> . 94

'93 4, 5, 6 가 . 4

0.8%, 5 9% . 6 82%

6%

94 93 2%

4

5 6 가 , 6 91

255% 가 .

가

가

4 94 79%

5, 6

가

6

6

200 , ,

British Columbia

. 94  
가

7 25 가 , 150

< 2-21> ( : M/T)

	2	3	4	5	6	
1991	21.9	158.3	11,026.2(100)	904.2(100)	180.4(100)	12,291.1
1992	0.6	28.5	10,044.8( 91)	1,015.5(112)	219.8(122)	11,309.1
1993	3.2	349.8	8,233.3( 75)	1,350.4(149)	351.2(195)	10,287.9
1994	5.4	70.6	8,300.5( 75)	1,475.3(163)	640.4(355)	10,492.1

: , 1995.

95% 가 20

, . 94

< 2-22> . 94 5%

< 2-22> 94 ( : )

907	680	227	100	1,714
-----	-----	-----	-----	-------

: , 1995.

< 2-23>

가 , 64%

93 8%, 92 14% 가 .

94 7 17 ,

1.2 14 . 17

1.8% 3 6 700 .

< 2-23> ( : kg)

		1992	1993	1994
·		280,846	335,878	285,196(31.2)
		23,697	14,797	17,432(1.9)
		746,919	610,056	587,207(64.2)
		-	1,897	-
		12,537	19,795	18,847(2.1)
·		-	-	-
		1,813	1,257	1,218(0.1)
·		-	-	-
		-	-	-
		582	6,111	4,307(0.5)
		1,066,411	989,790	914,211
	(%)	100	92.8	85.7

: , 1995.

가 94 17 가

가

가 (< 2- 24> ), 93

(26%), (35.9%), (18.9%), (12.7%)

(1.3%)

90

가

94

94

93

15% 가

가

가

가

가

가

93

91 가

가

가

가

가

가

< 2- 24> 가 ( : / )

	(15 ,300g)	(25 ,300g)	(50 ,300g)	(600g)	(600g)	가 ( , )
1990	22,330(100)	17,200(100)	14,980(100)	19,770(100)	17,960(100)	100 100
1991	31,700(142)	24,880(145)	21,650(145)	32,100(162)	28,100(156)	105 109
1992	35,680(160)	20,960(122)	16,270(109)	24,700(125)	22,080(123)	109 122
1993	42,940(192)	20,180(117)	15,160(101)	22,300(113)	19830(110)	107 116
1994	31,950(143)	22,750(132)	20,060(134)	22,590(114)	23,570(131)	112 129

: , 1995.

3. 가

, , , , , , , ,  
, 가 , , .

가 가 가 .  
, 가 2 10

가 . 가 가  
, , , 가 , ,

가 1980 38 1985 47 ,  
87 46 40- 50 1987  
가 가 1991 100 가 ,

가 가 가

,

1980 38 1995 86 33  
 66 4.2% 4.4% 가 .

1980 \$861 1995  
 \$808 0.4% .

< 2- 25> 가

			(\$)
1980	38	33 (86.8)	861.418
1985	47	41 (87.2)	677.441
1990	74	64 (86.5)	978.195
1993	72	55 (76.4)	920.929
1994	85	60 (70.6)	750.984
1995	86	66 (76.7)	808.199
(80- 95)	5.2 %	4.4 %	- 0.4 %

: , 1995.

1985- 90

17.2% 가 (73.3%), (21.7%)  
 (19.7%) 가 가

. 가  
 가 가

13.3% (25.4%),  
 (16.1%) 가 .

1985 60.4% 1991 65.9% 가  
21.4% 16.6%

.  
82.5%  
.

< 2- 26> 가 (1992)

		1	2- 3	4- 6	7- 9	
	12	24(37)	28(22)	21(24)	8(3)	91(86)
(%)	13.2	26.4(43)	28.6(25.6)	23.1(27.9)	8.8(3.5)	100.0

( ) 95

< 2- 27>

	28	11	11	50 (19.8)
	21	9	11	41 (16.2)
	6	8	9	23 (9.1)
	0	0	6	6 (2.4)
	18	15	2	35 (13.8)
	19	16	3	38 (15.0)
	0	7	0	7 (2.8)
	0	19	0	19 (7.5)
	6	8	20	34 (13.4)
	98(38.7)	93(36.8)	62(24.5)	253 (100.0)

95

< 6- 4>

가

가 36.8%, 가 2.45%  
 가 38.7% . < 2-27>

1989- 91

가

가

< 2-28> 3 (1989- 1991)

	가		
	43.5(%)	12.9(%)	43.5(%)
	37.5	6.9	55.6
	23.1	12.8	64.1
	66.7	16.7	16.6
	42.2	17.2	40.6
	58.3	15.0	26.7
	16.6	33.4	50.0
	25.0	25.0	50.0
	45.5	7.3	47.2
	41.1	13.5	45.4

4.

8가 33  
 가 8가 가 가 7가  
 80  
 80 가  
 90 11  
 가 90 가  
 62 70%  
 23

< 2-29 >

	가				
85			46	(72%)33	(28%)13
86	3		49	(71%)35	(29%)14
87	4	1	52	(67%)35	(33%)17
88	12		64	(64%)41	(36%)23
89	13		75	(69%)52	(30%)23

: , 1991.



< 2- 30>

( : kg, )

90	1,620,028	106,216	10,496	108,374	34,666,254	651,559	70,597	1,103,714	38,403,238	56
93	801,913	34,910	8,090	81,040	16,673,819	321,601	54,621	1,480,988	19,456,928	66
94	898,636	32,830	8,536	78,231	12,356,477	217,509	37,579	2,564,113	16,193,911	73
95	725,889	22,640	8,912	41,997	7,065,469	98,673	33,745	2,000,414	9,997,739	76

: , 1996.

95 ha 1 1 2 , 9 3

2- 31>

94 740 95 530

94 250

95 230

가

< 2- 31>

	(ha)	( )	( )	(ha)	( )	( )	(ha)	( )	( )
'86	3,621	14,826	203,611	500	2,621(524)	41,693	3,121	12,205(391)	161,918
'89	3,301	13,939	163,059	426	2,041(612)	45,375	2,875	11,335(394)	116,684
'90	3,863	13,889	193,233	490	2,270(463)	43,160	3,373	11,619(344)	150,073
'91	3,821	15,132	293,235	395	1,927(488)	47,351	3,426	13,250(385)	245,884
'92	3,182	13,508	257,899	362	2,049(565)	52,145	2,820	11,459(406)	205,754
'93	3,429	14,874	250,306	533	2,787(522)	68,247	2,896	12,087(417)	182,149
'94	3,411	14,292	335,873	576	3,016(523)	74,188	2,835	11,276(398)	251,685
'95	2,959	11,971	285,610	473	2,251(475)	53,008	2,486	9,720(391)	232,602

: , 1996.

: ( ) 10a

3

1.

, 1,200g ( 3,000g )

( , , ), ( , , ) ( ),  
, , ( ) .  
가 1,200g (3,000g  
, 1,200g )

, , ,  
, ( , ) . 900g  
450g  
10kg

, ( , , , ),  
, ( ), ( , , ), , ,  
, , . 4  
25 / 300g

2.

가  
 . 70  
 18  
 가 70  
 .

가.

,  
 ,  
 .  
 가 가

. 1980  
 43.1% 8.9%, 3.6%, 44.4%  
 . 1991 37.7%,  
 4.9%, 15.8%, 41.6%  
 .

가

< 2- 32>

( : \$ (%) )

	80	85	88	89	90	91
	29.1 (43.1)	20.0 (27.4)	52.3 (42.4)	62.4 (42.6)	68.8 (41.9)	53.3 (37.7)
	6.0 ( 8.9)	8.8 (12.1)	9.9 ( 8.0)	11.9 ( 8.1)	10.2 ( 6.2)	7.0 ( 4.9)
	35.1 (52.0)	28.8 (39.5)	62.2 (50.4)	74.3 (50.7)	79.0 (48.1)	60.3(42.6)
	2.4 (3.6)	16.3 (22.3)	22.8 (18.5)	26.1 (17.8)	22.6 (13.8)	22.4 (15.8)
	30.0 (44.4)	27.8 (38.1)	38.3 (31.1)	46.0 (31.4)	62.6 (38.1)	58.8 (41.6)
	32.4 (48.0)	44.1 (61.1)	61.1 (49.6)	72.1 (49.3)	85.2 (51.9)	81.2 (57.4)
	67.5 (100)	73.0 (100)	123.3 (100)	146.4 (100)	164.2 (100)	141.5 (100)

: , 1992.

<

2- 33> .

< 2- 33>

( : kg, )

	90		91		92		93		94		95	
	3,351	165,392	2,899	140,218	3,338	147,475	3,498	119,121	2,863	113,931	2,504	143,056
( )	28	394	0.2	12	0.2	20	0.4	25	0.1	4	-	-
	270	18,422	185	17,645	107	8,188	157	11,099	127	12,112	78	7,758
	68	4,497	38	2,734	56	3,862	26	2,893	24	1,675	18	1,814
	174	45,635	184	37,708	189	51,345	135	28,572	120	25,865	154	36,923
	690	11,422	832	11,707	1,162	15,814	1,321	16,849	1,051	14,099	867	12,584
	1	293	7	1,147	2	92	1	29	5	23	0.2	3
	1,772	4,039	1,373	4,160	1,549	6,565	1,615	3,613	1,035	4,073	1,041	4,279
	33	2,335	39	4,150	45	4,892	38	5,107	39	4,594	55	2,592
	3,036	87,037	2,658	79,263	3,110	90,778	3,293	68,187	2,401	62,445	2,213	65,953
( )	240	68,806	174	53,312	147	45,397	139	44,540	371	41,924	227	64,886
	26	319	29	464	38	674	33	468	54	839	27	267
	8	1,054	5	651	10	1,382	4	537	5	711	3	909
	41	8,176	33	6,591	33	9,244	29	5,389	32	8,012	34	11,041
	315	78,355	241	61,018	228	56,697	205	50,934	462	51,486	291	77,103

: , 1996.

< 2- 34> .

가 73% , 14.4% .  
 9.5% 14.7% .  
 3.8% .

가 .

< 2- 34> 94 ( : )

	가									(%)
	12	6,266,901	21,416,041	191,914	1,004,259	418,513	1,113,502	2,527,035	32,878,165	(73.0)
	2	3,724,682	370,047	133,276	107,706	75,486	1,394,802	700,466	6,506,465	(14.4)
	9	258,526	30,796	45,889	-	213,425	78,179	49,749	676,535	( 1.5)
	17	478,463	1,757,125	10,756	1,013,555	722,483	790,028	217,893	4,279,303	( 9.5)
	2	116,761	45,872	3,566	-	16,694	13,437	253	196,583	( 0.4)
	7	70,614	51,399	27,894	-	179,379	120,256	24,725	474,267	( 1.1)
	5	22,861	11,756	-	-	12,979	-	140	80,241	( 0.2)
		10,938,080	23,683,036	353,296	2,125,520	1,638,959	2,799,204	3,520,231	45,059,054	

: , 1995.

(1)

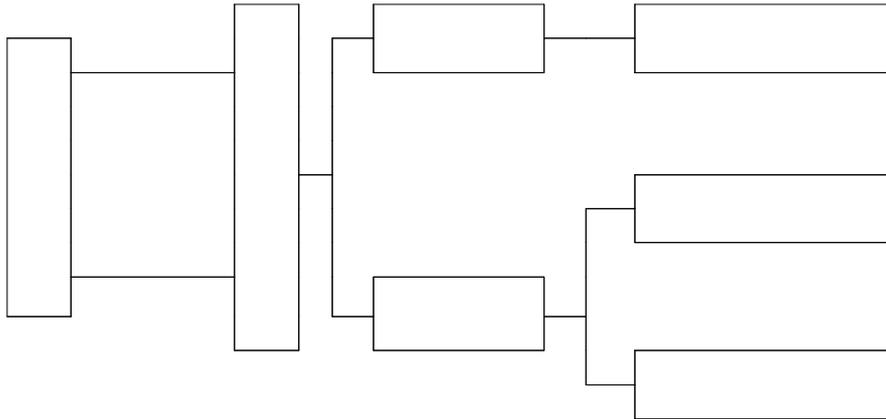
. 1992. 4. 1  
 ( ) 가 93

, 가  
 ,  
 91 , 93

가

가

< 2-1 >



: ,

< 2-35 >

				88	89	90	91	92	93	94
			M/T	225	233	239	174	147	140	137
			千\$	52,311	62,384	68,806	53,312	45,397	44,540	41,925
			千\$	9,929	11,868	10,224	7,009	11,301	6,394	9,563
			千\$	62,240	74,252	79,030	60,321	56,698	50,934	51,488
			M/T	329	355	332	228	158	173	168
			千\$	22,776	26,137	22,614	22,396	14,756	16,302	17,033
			千\$	38,307	45,975	62,605	58,761	73,573	50,616	45,059
			千\$	61,083	72,110	85,219	81,157	88,329	66,918	62,092
			千\$	123,323	146,362	164,249	141,478	145,027	117,852	113,580

: , 1995.

1972

1990 1,159.8% 12 가 ,  
 1,495.4%, 959.9% 가 .

< 2- 36 >

( : US\$)

1980	65,938,033	35,072,593	29,094,451	5,978,142	30,865,440	2,438,644	28,426,796
1981	57,149,054	26,151,958	20,659,226	5,492,732	30,997,096	5,792,300	25,204,796
1982	69,393,606	39,255,176	33,251,723	6,003,453	30,138,430	5,653,572	24,484,858
1983	75,254,417	40,746,361	33,535,692	7,210,669	34,508,056	9,006,419	25,501,637
1984	86,812,899	41,786,338	33,782,416	8,003,922	45,026,561	19,142,142	25,884,419
1985	72,984,876	28,840,899	20,008,957	8,831,942	44,143,977	16,368,893	27,775,084
1986	96,341,309	44,392,295	38,014,367	6,377,928	51,949,014	21,473,311	30,475,703
1987	114,628,189	54,564,769	46,559,397	8,005,372	60,063,420	25,856,553	34,206,867
1988	123,322,794	62,239,457	52,310,879	9,928,578	61,083,337	22,776,430	38,306,907
1989	146,361,908	74,252,000	62,384,000	11,868,000	72,109,908	26,137,159	45,972,749
1990	164,271,832	79,053,000	68,806,000	10,247,000	85,218,832	22,614,296	62,604,536

: , 1991.

94 95 , 가

121% 가 가 ,

139.9% 가 . , , ,

80% 가 ,

가 30% .

< 2-37> ( ) (KG/\$)

	95. 12. 31		94. 12. 31		(%)	
	2,509	308,656	1,935	220,633	106.4	139.9
	6,754	755,561	8,162	739,432	82.7	102.2
	27,932	3,863,283	87,507	11,344,633	31.9	34.1
	53,796	4,942,762	63,162	4,363,066	85.2	113.3
	5,800	429,993	4,790	310,629	121.1	138.4
	40	4,078	200	12,160	20.0	33.5
	795	5,092	2,660	41,119	29.9	12.4
	97,176	10,309,425	168,416	17,032,672	57.7	60.5

: , 1995.

95 96 6 30 ,  
 가  
 가 47.2% 가 . 가  
 , 139.9% 가 .

< 2-38> ( ) (KG/\$)

	96. 6. 30		95. 6. 30		(%)	
	641	96,296	789	113,790	81.2	84.6
	883	105,812	2,268	199,411	38.9	53.1
	14,928	2,588,011	23,272	3,302,000	63.9	78.4
	6,200	577,599	5,306	328,418	116.8	175.9
	2,000	169,489	4,240	291,065	47.2	58.2
	100	9,313				
	540	6,000	440	3,092	122.7	194.0
	25,292	3,552,520	36,415	4,237,776	69.5	83.8

: , 1996.

95 96 6 30 ,

448.1%, 566.0%

가 가 , 101.8%,

133.1% 가 가 , , 가

가 .

94 95 4, 6,

8 4% 가 .

< 2- 39> ( )

	'95		'94		(% )	
1	6,042	402,382	2,944	185,140	205.2	217.3
2	13,057	1,559,167	13,972	1,279,232	93.5	121.9
	19,099	1,961,549	16,916	1,464,372	112.9	134.0
3	8,190	1,159,758	20,982	2,626,885	39.0	44.3
	27,289	3,121,307	37,898	4,081,257	72.0	76.3
4	310	32,865	18,917	2,300,634	1.6	1.4
	27,599	3,153,172	56,815	6,381,891	48.6	49.4
5	7,966	980,192	6,953	741,289	114.6	132.2
	35,565	4,133,364	63,768	7,123,180	55.8	58.0
6	850	104,412	22,398	2,926,047	3.8	3.6
	36,415	4,237,776	86,166	10,049,227	42.3	42.4
7	3,330	407,144	1,776	188,584	187.5	215.9
	39,745	4,644,920	87,942	10,237,811	45.2	45.4
8	60	7,349	1,539	156,482	3.9	4.7
	39,805	4,652,269	89,481	10,394,293	44.5	44.8
9	307	19,357	210	2,614	146.2	740.5
	40,112	4,671,626	89,691	10,396,907	44.7	44.9
10	6,172	632,533	9,050	677,510	68.2	93.4
	46,284	5,304,159	98,741	11,074,417	46.9	47.9
11	19,055	1,887,253	37,157	2,667,161	51.3	70.8
	65,339	7,191,412	135,898	13,741,578	48.1	52.3
12	31,937	3,118,013	32,518	3,291,094	97.9	94.7
	97,176	10,309,425	168,416	17,032,672	57.7	60.5

: , 1996.

< 2- 40>

( )

(KG/\$)

	96. 6. 30		95. 6. 30		(%)	
	5,700	477,701	7,902	491,568	72.1	97.2
	5,476	698,816	1,222	123,471	448.1	566.0
	9,452	1,889,195	22,150	3,178,529	42.7	59.4
	828	114,681	1,068	141,973	77.5	80.8
	3,836	372,127	3,905	279,667	101.8	133.1
			168	22,568		
	25,292	3,552,520	36,415	4,237,776	69.5	83.8

: , 1996.

90

(株)一和가 US \$41,689,500

( ) 가 US \$2,498,344 . 가

US \$2,498,344 , , , ,

6 US \$55,914,958 47 US \$62,604,536 89%

< 2- 41> 1990

( 가 )

( : \$ )

Japan	2,574,902	13,357,735	82,771	52,996	1,286,737	288,814	18388,895
Hongkong	1,558,658	27,587,655	3369,358	32,488	87,105	458,417	30,093,681
Taiwan	100,601	32,585			204,201	387,236	724,623
Singapore	204,460	147,431		70,513	246,235	288,792	957,431
Philippine	1,677		58,564				60,241
Thailand	47,562	164,291	810	23,423	19,319	1,625	257,030
Indonesia	174,961	32,638				60,751	268,350
Malaysia	10,270	60,140	6,776	14,871	3,967	8,037	104,061
India		169,009	1,024,987				1,193,996
Srilanka				2,204			2,204
Vietnam	111,847						111,847
S/Arabia					137,793		137,793
Oman				2,611			2,611
Ivory- Coast	3,426	2,756		3,594	14,964		24,740
U.A.E	1,590				55,588	741	57,919
Israel	10,504			19,365			29,869
Qatar				2,400			2,400
Cameroon	5,436	16,025		3,625		3,541	28,627
S/Africa	2,634	1,595	32,301	2,494			39,024
ARUBA	61			207			268
U.S.A.	2,645,535	288,819	204,795	29,785	477,882	208,301	3,855,117
Canada	240,206	2,668		18,396	10,097	797	272,164
Chile			3,365				3,365
Belize	848	20,509		10,870			32,227
Mexico	426,111	25,539	43,451		90,830	46,091	632,022
Brazil	115,206	6,621	17,280	116,075	6,150	31,874	293,206
Panama	47,529			1,385	2,471		51,385
Argentin		9,264					9,264
Paraguay	5,352			5,385			10,737
Germany	62,519	158,035	817,489	215	7,030		1,045,288
Switzerland	23,332	32,733	364,818	1,001			421,884
Italy	123,468	1,025,523	11,349	132,033	28,354	17,254	1,337,981
Belgium	18,342	34,801	48,186	25,486			126,815
Portugal	23,592	2,695	7,160	22,107	15,374	6,100	77,028
Spain	212,723	222,135	23,945	384,333	284	394	843,778
Denmark		1,481		3,954	132		5,567
Netherland	19,376	89,4998	4,551	76,924	1,550		191,899
France	88,029	70,678	18,215	14,118	7,158	7,158	205,356
U/K	35,270	136,573		37,901	20,062	194	230,000
Greece	3,480	18,580		7,287			29,347
Sweden		53,082		22,200		4,780	80,062
Norway	1,551	83,454		15,071	85		100,161
Yugoslavia						16,603	16,603
Australia	107,606	48,642	30,067	6,465	10,862		203,642
N.Z.	6,707	15,283		11,907		707	34,604
Guam					6,329		6,329
Malta	1,059	1,199		837			3,095
	9,016,430	43,919,672	3,915,178	1,174,526	2,740,523	1,838,207	62,604,536

: , 1991.

&lt; 2-42 &gt; '91

가

( : )

國家名	茶	精	粉	精·粉				計
	2,543,956	5,724,897	153,316	127,258	10,654	907,544	494,504	9,962,111
	2,571,307	29,579,112	402,233		50,593	114,811	704,982	33,423,038
	187,907	17,993	13,402	8,858		346,249	404,162	978,571
가	87,943	52,978			35,721	104,103	375,574	656,319
	4,889	6,243	22,194		7,578			40,904
	71,549	177,305			50,857	10,016	350	310,077
						116,157		116,157
	101,226	57,827	1,275		31,060	7,313	1,073	199,774
		85,538	210,432	656,470			27,589	980,029
	585	300			800		611	2,296
	138,249				1,245	57,864		197,358
	44,910					59,260		104,107
					2,794			2,794
	1,808	814			1,797	6,201	1,040	11,660
					26,550	89,787		116,337
	10,859		421		17,635			28,915
					7,771		6,247	14,018
	18,023	15,508			6,869	9,301	1,983	51,684
	78	1,974	45,540		850			48,442
	361				1,863			2,224
	2,481,597	378,823	24,739	28,378	65,505	1,144,011	431,861	4,554,914
	224,994	31,815			1,222	5,805		263,836
	550	539			367		367	1,823
	320	330			313			963
	373,663	19,382	4,195		75,999	11,233	186,886	671,358
	216,092	44,897			193,186	18,830		472,987
	2,247					2,761		5,008
		6,401						6,401
	543	1,620			4,600	824		7,587

國家名	茶	精	粉	精·粉				計
	102,263	287,257			4,358		9,606	403,484
	19,548	395,101	484,320	838,560	6,301		771	1,744,601
	120,422	1,015,198		3,632	74,859	26,186	23,921	1,264,218
	12,874	76,523	36,417	30,005	19,099	137	2,684	177,739
	5,829	13,030	9,981		17,308		10,500	56,648
	196,081	217,240	6,045		371,325	447	1,497	792,635
가		772	254					1,026
	15,251	93,246	2,169		39,886		26,559	177,111
	24,730	86,522	20,534		10,591	32,265	5,489	180,131
	20,050	121,569		19,426	17,302	24,401	3,023	205,771
	8,226	3,752			5,928			17,906
	6,427	50,880			29,092		5,056	91,455
	17,800	103,268			16,228	565		137,861
	6,782							6,782
	50,964	27,168		3,328	8,990	8,926		99,394
	8,571	15,420	659		8,183	652	6,251	39,736
	1,169	2,628			831		641	5,269
가	8,946	1,266			3,401			13,613
	6,566				4,414			10,980
	3,101	1,229						4,330
	8,870							8,870
		841						841
						19,047		19,047
					4,117		923	5,040
					7,324			7,324
Guadeloupe		6,718						6,718
	27,308						9,445	36,753
		892			591			1,483
	4,403							4,403
							7,797	7,797
	9,759,837	38,724,798	1,438,126	1,715,915	1,245,957	3,124,696	2,751,392	58,760,721

: , 1992.

가 7 357 2 621  
4 831 370 66% ,  
1 44 9 819 14.2% .  
, 80% .  
가 53 (< 2- 43>), 25  
94 .

( : )

國家名	茶	精	粉	精·粉				計
	3,678,041	5,004,905	67,415	275,940		706,115	717,403	10,449,819
	4,484,934	41,839,628	530,290		122,266	466,148	867,104	48,310,370
	328,547	85,776				689,328	313,284	1,416,935
	17,600					117,076		134,676
가	96,923	101,140			60,782	138,559	449,152	846,556
	2,947	2,608	17,730		3,795			27,080
	49,847	155,085			47470	9,641	19,433	281,476
		5,164				67,134		72,298
	29,509	53,001			9,440	20,063	2,517	114,530
		119,767	123,425	602,593				845,785
					865			865
	109,012				1,245	46,893		157,150
			374					374
						6,700		6,700
	117,569	36,101			9,089	18,466		181,225
	8,728	10,583			9,545	110		28,966
	21,060	4,029			72,708	53,056		150,853
	18,160	1,672				92,154		111,986
	13,800	658			16,691			31,149
					2,611			2,611
	40,297				41,713		23,259	105,269
					7,705			7,705
	533	7,478			4,345			12,356
	16164	28,481			6,170	14,226	3,419	68,460
						21,886		21,886
가	7,983							7,983
	3,303,053	666,071	52,002		47,647	801,089	355,278	5,276,442
	363,324	400			2,599	7,794	20,586	394,703
	161,559	4,195	2,797		52,232	36,197	139,632	396,612
	16,484				1,775			18,259
	34,603	2,525			34,418	2,080		73,626
	4,000				3,000	5,811		12,811
	2,141	2,941				4,095		9177
	18,343	4,174			22,506			45,023
	3,790				4,436			8,226
					3,351			3,351
	2,585							2,585
	91,135	991,885		1,386	96,474		30,275	1,211,155
	9,483	68,336		209,640	65,285			352,744
	124,854	257,270	7,963		445,533	601	943	837,164
	114,761	295,741		224,853			5,612	640,967
	32,441	52,993	14,969	20,344	16,311	17,595	816	155,469
	10,901	82,683	6,858	14,194	18,785	821		134,215

國家名	茶	精	粉	精·粉				計
	7,175	13,994	5,828		33,073	2,030	31,197	93,297
	3,398	58,420	2,460		47,657	900	33,740	146,575
	48,150	127,963			13,094		1,032	190,239
	422	8,125	17,910		36,499		171	63,127
	11,986	49,045	14,959		10,573			86,527
	444							444
		3,902						3,902
	9,104							9,104
					6,587			6,587
	374	3,637			1,216			5,227
	13,416,164	50,150,376	864,980	1,400,252	1,379,428	3,346,568	3,014,853	73,572,621

: , 1993.

· < 2-44> . 92

53 7 가가

7 가가 7

. 가 가

가 .

93 5 (41.2%), (28.1%),

(11.8%), (2.4%), (2.3%) 92 4

가 .

93 92 가 가 (405%),

(351%), (296%), (276%), (262%), 가 (251%)

. 1 92 43%

. ,

가, 가 .

가 50% 가

.

가 12 가 14

7

< 2-44> '93

가

( : )

國家名	茶	精	粉	精·粉				計
	3,360,496	9,204,242	68,747	468,084	10,274	443,998	678,731	14,234,572
	4,563,522	13,961,066	542,725		38,801	96,011	780,789	20,847,914
	141,489	27,489			68,405	319,042	432,645	989,070
가	66,673	60,663			84,465	128,439	174,371	514,611
	20,187	27,276	42,186		3,795			93,444
	76,209	206,732		11,100	68,570	9,640	52,349	424,600
				19,950		56,290		76,240
					854			854
	346,515				2,184	60,263	3,283	412,245
						7,239		7,239
					74,075	113,283	4,136	191,494
	28,813	18,699	1,783		2,580	128,031		179,906
	14,145	672			24,726			39,543
	55	3,972			5,431			9,458
	21,638				22,425			44,063
	9,787	712			12,281			22,780
		18,480			2,850			21,330
	24,127	56,446	3,427		15,037	58,715	9,575	167,327
	7	113,584	107,134	605,616	11		67	826,419
	3,583,741	758,608	56,408	190,348	94,997	752,719	537,293	5,974,114
	391,404	21,504	10,930		11,558	14,940	1,687	452,023
	146,069	1,632	5,945		73,222	79,520	79,520	368,690
	10,524	3,337			3,987			17,848
	72,480		1,471		59,460			140,682
								400
	8,426							8,426
					19,100	3,600		22,700
	8,207	4,180						12,387
	722				880			1,602
					3,939			3,939
	96,128	902,947	13,365		139,074		20,444	1,171,958
	2,867	28,094		1,208,228				1,239,249
	104,603	164,996	2,267		253,120	1,064	1,148	527,198
	78,099	270,812	12,720	61,055			8,769	431,455

國家名	茶	精	粉	精·粉				計
	17,429	134,117	60,536	12,840	15,716		678	241,316
	6,189	27,151		2,796	6,550			42,686
	8,912	9,213			32,995		15,344	66,464
	76,378	81,420			61,455	6,019	24,621	249,893
	17,396	57,913			11,987	7,736	678	95,710
					30,936			30,936
	21,762	43,211	7,480		18,093		5,056	95,602
	2,079	7,208			6,515			15,802
	2,945							2,945
					975			975
	2,039					883		2,922
가		1,624						1,624
	579	3,626			1,632			5,837
					2,827			2,827
	158,296	30,742	3,226		4,570	11,036		207,870
	7,580	9,886			6,898			24,364
	467	3,792			2,600			6,859
						25,560		25,560
가	20,070							20,070
	13,519,054	26,266,046	940,350	2,580,077	1,299,850	3,179,481	2,831,184	50,616,042

: , 1994.

가 (< 2- 45>) 55 (58.1%),  
(13%), (6.6%), (3.0%), (2.5%), (2.3%),  
(1.5), 가 (1.4%), (1.4%) .  
가

가 . 가  
가

( : )

國家名	茶	精	粉	精·粉				計
	3,458,804	20,678,425	41,158	667,307	86,833	414,721	813,901	26,161,149
	1,820,052	198,612	11,220		36,160	172,134	752,106	2,990,284
	149,804	24,508			35,395	213,438	689,491	1,112,636
가	158,921	63,001	87	1,374	61,074	148,795	213,043	646,295
	11,393	89,636	13,297		3,192			117,518
	76,615	229,194			145,253	9,641	18,717	479,420
	5,458			12,877		109,039		127,374
					2,541			2,541
	564,677				15,044			579,721
	20,295	39,380			25,969	31,098	37,189	153,931
	882	93,285	66,152	322,701	7,052		2,588	492,660
						14,636		14,636
						4,289		4,289
	3,304,332	356,898	30,099	107,706	43,555	1,354,750	651,616	5,857,956
	420,350	4,149	103,177		31,931	35,763	48,850	644,220
	164,376	20,428	23,916		58,579	76,115	39,104	382,518
	32,600							32,600
	55,257	9,798	14,413		75,790	2,064	5,600	162,922
	5,808				10344			16,152
		570			4,564		5,015	10,149
	485				42,258			42,743
					10486			10,486
			7,561					7,561
					11,404			11,404
	130,792	983,621			133,129		93,460	1,341,002
	4,251	28,324		1,001,886	999			1,035,460
	108,703	177,055	2,267		373,150	1,622	8,124	670,921
	92,838	250,387				19,176	3,289	365,690
	25,077	71,357			5,567		9,618	111,619
	12,992	43,056		11,669	22,199			89,916
	15,374	15,067			39,099		38,009	111,014
	4,094	58,857	5,024		30,769	42,217	47,684	188,645
	22,935	94,859			21,276	10,930	2,712	152,712
	12,360				41,704			54,064
	9,989	17,989			7,400		12,508	47,886
	5,708	12,500			2,964			21,172
	9,425							9,425
	18,732				30,963	5,055	1,558	56,308
		1,058			1,168		107	2,333
	600	2,995			3,292	28	503	7,418
	4,593				8,804		321	13,718
	114,586	41,536	3,566		9,908	13,143		182,739

國家名	茶	精	粉	精·粉				計
	2,175	4,336			6,786	294	253	13,844
		4,590			105,607	55,739		165,936
	43,359	43,573	27,894		11,300	63,167	6,240	195,533
	26,009	180			34,555			60,744
		1,637			8,820			10,457
	825	1,419			13,763			16,007
	421				5,334		18,485	24,240
						1,350		1,350
	558	7,355			6,218			14,131
가	9,675				6,761			16,436
	10,669							10,669
	150						140	290
	1,809	4,401						6,210
	10,938,808	23,683,036	353,296	2,125,520	1,638,959	2,799,204	3,520,231	45,059,054

: , 1995.

( < 2- 46 > )

90 7 8 94 5 1

, 95 7 7 .

91 9 1 6

. 84%

가 88%

가 (< 2- 46 > ) , ,

, 가 , , ,

, , , , 5 3

78.7%

64.4%

64%

가

< 2-46 > '95

가

( : )

國家名	茶	精	粉	精·粉				計
	3,296,327	29,420,883	68,818	110,793	65,558	623,054	787,131	34,372,564
	1,541,324	2,118,332	8,013		43,915	136,622	522,099	4,370,305
	170,394	50,276			16,488	73,693	671,360	982,211
가	105,934	41,865			37,458	149,707	170,527	505,491
	21,121	32,812			10,364	26,680		90,977
	86,011	190,998			226,519	29,522	30,416	563,466
			11,257	81,809		34,921		127,987
					1,708			1,708
	914,709	4,977			226,113	62,497	2,788	1,211,084
						3,350		3,350
		5,458			51,289	6,424		63,171
	11,759	18,050		1,701	489	102,916	5,787	140,702
	8,069	386			16,220			24,675
		2,066			8,466			10,532
	7,679							7,679
					7,005			7,005
					2,068			2,068
	8,878	30,875			112,378	20,659	1,360	174,150
	11,119	159,913	100,175	204,645	13,072		7,983	496,907
	82,629					481	39,707	122,817
	4,776							4,776
					9,876	154	2,022	12,043
						21,393		21,393
	2,299,804	615,907	31,234	54,726	54,119	1,163,412	543,050	4,762,251
	513,928	2,389	59,952		21,834	71,404	8,490	677,997
	30,670				20,204		87,101	137,957
	2,599							2,599
	114,530	5,100	48		151,785	625	9,890	281,978
	8,426							8,426
					72,199			72,199
		4,366						4,366
	31,940				1,800			33,740
							6,992	6,992
					7,527			7,527
	1,510	5,360						6,870

國家名	茶	精	粉	精·粉				計
	3,910							3,910
	64,191	880,112	13,442	66,908	100,348		84,153	1,209,154
	4,825	7,681		851,160	1,926			865,592
	86,614	121,266			233,023		3,896	444,799
	114,41	277,572				30,186	5,618	427,786
	44,804	97,638	6,372	12,764	3,974	24,000	13,198	202,750
	2,050	25,056	15,962	14,457	8,851			66,376
	6,730	4,875	6,180		35,549	3,510	20,971	77,815
	30,822	56,964			30,953		12,507	131,228
	21,629	66,980		7,684	22,559	9,894	1,886	130,632
		36,629						36,629
	10,114	40,523			5,780			56,417
		8,480			4,446			12,926
	3,521							3,521
	22,282	1,763			32,709	2,870	155	59,779
	451				631			1,082
	1,182							1,182
	2,718	1,360	903		19,300	1,792	2,677	28,750
	2,293					975		3,268
가	1,577							1,577
	90,501	24,554			4,979	3,740	9,356	133,139
	7,120	12,616	549		8,383		5,244	33,912
	970	11,898			6,607			19,475
	1,889	1,855			776			4,520
	1,430	7,462						8,892
가	8,442				7,014			15,456
					27,000			27,000
	399	910			150			1,459
		2,068			1,898		772	4,738
	2,773	4,634						7,407
	9,811,783	34,402,909	322,905	1,406,646	1,735,283	2,604,481	3,057,145	53,341,152

: , 1996.

# 3

1

1. , , ,

2. , ,

3 2

3.

가.

(1) : (1), (2), (3), (4)

(2) : 300 1080 864

(3)

: (170M~~0~~)<sup>2</sup> : 345

---

2) : 2 111- 1  
: 16% 0.3% ( )0.1% C

(40%)

(100M)

3): 150 (18%)

:369 (42%)

: 1. : 438 (50.4%) 2. : 426 (42%)

: 1. 30 :44% 2. 30- 40 :40% 3. 50 :  
16%

: 1. :37.8% 2. : 17.7% 3. :  
36.1% 4. :8.3%

(1)

: 1. 43.1%

2. 26.4%

3. 12.5%

4. 8%

5. , , 10%

: 1. 33.7% 2. 24.7% 3. 16%

4. 12.2% 5. 10.5%

6. 3.1%

( )

가 :650

3) : ( ) , 325- 1

: ( 60%)0.3% ( 50%) 3.0%

( 5%) 0.17%, 2.77%, 8%,

0.21%, 0.09%, 1%, 0.035%,

가 : 1,100

(1-5

)

1.	2.00	1	2.34	1	
2.가	2.31	6	2.62	8	
3.	2.63	9	2.58	6	
4.	2.58	8	2.46	3	
5.	3.10	11	2.48	4	
6.	3.07	10	2.56	5	
7.	2.56	7	2.60	7	
8.	2.10	2	2.37	2	
9. ,	2.10	2	2.66	10	
10.	2.20	4	2.91	11	
11.	2,28	5	2.62	8	
	2,448		2.600		

( ) : 1. (120), 2.

(312) 3. (363) 4.

(108)

: 1. (593) 2. (480) 3. (324) 4.

(75) 5. (48) 6. (81)

\* 1, 2 3,6

(1) ( )  
 (1.75) , (1.78) (1.92)  
 (2.66) (2.67)



: 3.47

: 3.69

\* 30 40 가 (2.20)  
20

가 (3.76)

(5)

					( )
1.	3.33(8)	3.27(8)	3.25(8)	3.29(8)	0.913
2.	2.51(4)	2.29(3)	2.40(3)	2.42(3)	0.398
3.가 100- 200 (180ml)	2.05(2)	1.71(2)	2.04(2)	1.98(2)	0.058
4. ,	2.44(3)	2.39(3)	2.41(4)	2.42(3)	0.787
5. ( )	2.53(5)	2.63(6)	2.01(6)	2.58(6)	0.667
6.	3.05(7)	2.67(7)	2.70(7)	2.84(7)	0.039
7. ,	2.62(6)	2.37(4)	2.49(5)	2.52(5)	0.158
8. ,	1.82(1)	1.65(1)	1.95(1)	1.84(1)	0.088

\* 5 ( ( ) )

2

1. 가 , , , 가 , , , 가

2. , , , 가 , .

3. ,

4.

5.

가

6.

가

가

가

7.

8.

가

가

가

(

)

9. 가  
가

가

10. 가 , , 가

170- 180M 110 120

가

, , ( , )

(  
) 가

11.

( , , , )

가 ,

12. 1

)

2가 ( ,

2- 3

2

# 4

1

(人蔘 ; *Panax ginseng* C.A. Meyer) 가 (五加科 ;  
Araliaceae) (人蔘屬; *Panax* ,  
(*Ginseng Radix*)

“ ” 가  
가 ,

“ ”  
,

2

1.

가.  
:

. ( , F55/S75),

:

. Maltitol

: ( )

. , , C, Polysorbate 80

: 가

. Flavor A

: Passionfruit Flavor ZG- 8524( , TAKASAGO ( ) )

. Flavor B

: Strawberry Essence 94H- 2266( , SODA ( ) )

2.

가.

[ ]

(Steaming)

가

가

96- 98 , 2hr

10

80 ,8hr,3

[ ]

[ ]

[ ]

[ ]

8,000rpm,20

( : 36%)

( : 50%)

.  
7 , .

.  
2 , .

.  
,

.  
.

.  
.

(1)

가

polysorbate 80

polysorbate 80

가 80

20

(2)

가

가

가

가

pH,

(0- 5 ) ,

(20- 25 )

(40- 45 )

pH,

TLC

HPLC

3

1.

7 ( 3 , 4 )

< 3-1>





< 3-2>

	pH	(dBx)	Hunter color value			
			L	a	b	
-	3.60	11.8	92.06	- 0.85	+27.00	,
	3.72	12.0	29.37	+30.38	+48.61	,
	3.19	13.2	96.89	-19.62	+94.83	,

L :                    a :                    b :

\* 1 :                    , 2:                    , 3 :                    , 4 :                    , 5:

< 3-1>                    profile

3.

< 3-3>

< 3-3>

	( ) (苦味) , , Ext : 0.3%

4.

< 3-4>

< 3-4>

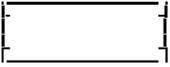
( : g)

Maltitol	0.3 2.5 5.0 5.0 0.15 0.1	
C	0.1	
Flavor A	0.1	Passion Fruit
Flavor B	0.05	Strawberry Essence
Polysorbate 80	0.1	
	100ml	

5.

< 3-5> .

< 3-5>

<p>1.</p> <p>가</p> <p>가</p> 	<p>1.</p> <p>96-98 2</p> <p>10</p> <p>가 80 8 가</p> <p>3</p> <p>8,000rpm</p> <p>20</p> <p>60 36%가</p>
<p>2.</p> <p>가</p> 	<p>2.</p> <p>가 ,</p> <p>가</p> <p>60dBx</p>

<p>3.</p> <p>가</p>	<p>3.</p> <p>3 <math>\mu</math> filter 가</p> <p>(HTST) 95 15</p> <p>가</p> <p>80 20</p>
	

6.

가.

가

polysorbate 80

< 3-6 >

가

- CD

가

polysorbate 80

- CD

가

< 3-6 >

	가	pH		
1. 가	-	3.66	+	
2. polysorbate 80	0.1%	3.65	-	
3.	0.1%	3.69	+	: SM- 700,
4. - CD	0.1%	3.66	-	: Cydex- P, ( )
5. polyphosphate	0.1%	4.10	-	
6. Na- pyrophosphate + K- pyrophosphate	0.05 % + 0.05%	4.15	-	

\* - ; , + ;

가

가

가

가

가

< 3-7>

가

가 가

가

가

< 3-7>

		( /ml)	
-	-	$1.3 \times 10^2$	( )
95 , 15	-	0	
	80 , 20	0	
	80 , 30	0	
95 , 30	-	0	
	80 , 20	0	
	80 , 30	0	

7. 가

가 <

3- 8> 59.95 /100ml .

< 3- 8> 가

	(g)	가( /g)	( )	
Maltitol	0.3	146	43.8	passion Fruit S t r a w b e r r y Essence
	2.5	1.0	2.5	
	5.0	0.3	1.5	
	5.0	0.6	3.0	
	0.15	3.0	0.45	
	0.1	3.0	0.3	
	0.1	3.0	0.3	
C	0.1	60	6.0	
Flavor A	0.05	40	2.0	
Flavor B	0.1	1.0	0.1	
polysorbate 80				
	100Mℓ		59.95	

8.

< 3- 9> .

< 3- 9>

	pH	(αBx)				
Ext : 0.3g/ ( : 0.6g/ )	3.66	10.8	0.05%			100Mℓ/

9.

< 3-10> 3

< 3-10>

		1	2	3
pH	3.66	3.66	3.66	3.66
(oBx)	10.8	10.8	10.8	10.8
( /M $\emptyset$ )	0	0	0	0

\* (0-5 ), (20-25 ) (40-45 )

TLC HPLC < 3-2> saponin < 3-3> .  
 ,  
 3  
 saponin TLC HPLC 가  
 .  
 saponin ,  
 .

< 3-2> , saponin  
TLC .  
TS : Total Saponin( ), 1 :  
2 : , 3 : (40-45 ) 3  
\* : - - (65:35:10,v/v)

< 3-3> , saponin

HPLC .

\* : Linchrosorb- NH2(4.6mm I.D × 250mm, 5 μ m)

\* : - - (80:20:10), 1.0Me/

\* : (Refractometer Index)

4

“

”

,

.

1.

,

< 3-3>

.

2.

가 < 3-4>

.

3.

3 5

.

4.

-CD 2

,

가

.

5.

59.95 /100ml

.

6.

< 3-9>

.

7.

3

, saponin  
TLC HPLC .

5

1

1,000

84.9%

< 5- 1>

< 5- 1>

	1,000
	849
	84.9 %

399

47%

가

189 (22.3%),

171

(20.1%),

240 (2.8%),

< 5- 2>

		(%)
	399	47.0
	189	22.3
	171	20.1
	24	2.8
	66	7.8
	849	100

849

489 57.6%, 351 41.3%  
 가 15%  
 40 가 231 (27.2%), 20 가 177 (20.8%), 50 가  
 171 (20.1%), 30 가 135 (15.9%), 60 가 54 (6.4%), 20  
 가 42 (4.9%), 70 가 30 (3.5%)  
 159(18.7%), 117 (13.8%), 108  
 (12.7%), 99 (11.7%), 87 (10.2%), 51(6.0%),  
 12 (1.4%), 6(0.7%), 210 (24.7%)  
 1 가 58 (11.9%), 1 2 84  
 (17.7%), 2 3 135 (28.3%), 3 4 75 (15.7%), 4  
 5 66 (13.8%), 6 10 21 (4.4%), 10  
 39 (8.2%)  
 369 (43.5%), 가 348 (41.0%),  
 48 (5.7%)

< 5-3 >

(%)	57.6				41.3				
	20	20	30	40	50	60	70		
(%)	4.9	20.8	15.9	27.2	20.1	6.4	3.5		
(%)	18.7	13.8	12.7	11.7	10.2	6.0	1.4	0.7	24.7
	1	1 2	2 3	3 4	4 5	6 10	10		
(%)	11.9	17.7	28.3	15.7	13.8	4.4	8.2		
(%)	41.0		43.5			5.7			



11.7%, 5.3%, 3.9% .  
 가 49.1%, 22.3%, 16.6%, 6.4%  
 < 5-4>

< 5-5>

	74.6 %	5.3 %	11.7 %	3.9 %
	49.1 %	22.3 %	16.6 %	6.4 %

3

384 (45.2%) . 396(46.6%)  
 ( )  
 537 (63.3%) . 252 (29.7%)가  
 가 567  
 (66.8%), 237 (27.9%)  
 1.4%

< 5-6>

< 5-6>

	45.2%	46.6 %
	63.3%	29.7 %
	66.8%	27.9 %

333 (39.2%),  
96 (11.3%), 93(11.0%), 가 69 (8.1%),  
57 (6.7%)

50%

가

가 .

< 5-7>

	11.3 %		11.0 %
	6.7 %		39.2 %
가	8.1 %		6.7 %

가

303 (35.7%), 가 213 (25.1%), 165 (19.4%),  
 60 (7.1%), 24 (2.8%)  
 , 가 ,  
 가

291 (34.3%), TV 165 (19.4%), 101  
 (37%), 96 (11.3%), 51 (6%), 가 3 (0.4%),  
 (brand)

TV

가

< 5-8 >

TV	34.3 %		11.3 %
	19.4 %		1.8 %
	6.0 %		13.1 %
	0.4 %		

가 가 198 (23.3%), 가 165 (19.4%),  
 132 (15.5%), 가  
 108(12.7%), 가 48 (5.7%), 가  
 가 36 (4.2%) 가  
 가

가 ,

. 가

가

가

가 ,

가 가

< 5-9 >

가	19.4 %	가	4.2 %
가	12.7 %		5.7 %
	15.5 %	가	23.3 %

4

1.

,

가 15.9%

,

가

가

25.4%

가

15.9%

가

가

가

< 5- 10>

( )	15.9 %	42.8 %	25.4 %
20	42.0 %	23.5 %	13.2 %
40	18.1 %	21.2 %	33.7 %
60	5.2 %	10.1 %	46.3 %

2. 가

가 180M 110円 120円  
16.6%가 8.5%가 180M  
110円 120円  
가 가  
R&D 가

3.

가 25.4% 가 가 20.5%  
가

< 5- 11>

.	20.5 %	34.6 %	25.4 %

4.

가

51.3% 가

5.7%

< 5- 12>

	51.3 %	20.1 %	5.7 %

5.

32.8 %

가

7.8 %

< 5- 13 >

	7.8 %	40.3 %	32.8 %

5

1.

가

가

80%

가

가

가 가 .

1983 669M/T( )

1990 375M/T

1%

가

가

1983 533kg

1990 347kg 가

1990 2,275 ,

0.23ha .

가 , , 가

가 55%, 가 30%

가

가

가 ,

가 가 65%

, 20%, 15%

1980 460ha 508M/T

가 .

2.

, 가 .  
가  
, 가 , 1976  
가  
, 가  
가 가 2 .  
가 ,  
, ,  
.

3.

가  
가  
. 1980  
가 .

가 , 가  
 가 , 가  
 (1991 95.8%),  
 가 ,  
 1980 가 . 1985  
 582.0M/T 1991 1,190.6M/T 가  
 12.7%

< 5- 14> ( : )

						(M/T)	가( /kg)
1985	2,089	2,582	697	2,607	7,985	582.0	13.720
1986	1,555	3,008	265	2,071	6,899	752.3	7,822
1987	1,373	3,192	460	1,441	6,466	836.9	7,726
1988	1,974	2,984	154	1,843	6,955	1,061.9	6,550
1989	1,610	4,042	106	1,638	7,396	1,162.1	6,364
1990	1,385	3,613	76	2,728*	7,802	1,401.3	5,568
1991	964	3,641	74	1,376*	6,066	1,190.6	5,086

\* 1990, 1991 ( 99.7% )

: , ,  
 (1989 .  
 99.7%), 가 (1991 46.0% ,  
 ), (17.0%), (14.4%),

(4.8%)

3

가

88.8%

6.5%

4.5%

90%

, , 가 , ,

97%

가

가

, , , ,

97.6%

'70

가

4.

,

,

, 가 , ,

5.

< 5- 1>

가.
.
.
.
가

: , 「 」, 1987, pp.57- 60

6.

가 89 가  
 37.6% 가  
 90 , 91 .  
 가 89 73.4% ,  
 37.6% 90 , 91  
 89%  
 (90 44.8% 가)  
 (90 17.0% )  
 가  
 가 가  
 ,  
 가 가  
 가

< 5- 15> (1983- 1991)

: M/T

가	1983	1985	1987	1989	1991
	1,390	1,770	2,580	4,356	2,322(41.0)
	1,172	1,299	1,639	1,951	2,118(38.0)
	319	589	589	668	732(13.0)
	168	183	160	149	113(2.0)
	199	253	264	310	363(6.0)
	3,248	4,063	5,172	7,434	5,648(100)

: 1983- 1987 : Don Frence and Associates Ltd.,1988, 10.

1989- 1991 : USDA

1991 : , 1991,2.

# 6

## 1 가

- -

가

가 가

가

, < 6-1> 1980

38 1995 86 , 가  
 33 66 5.2% 4.4% 가 .

< 6-1> 가

			( \$ / )
1980	38	33	861,418
1985	47	41	677,441
1990	74	64	978,195
1991	91	60	979,345
1992	87	57	1,290,748
1993	72	55	920,292
1994	85	60	750,984
1995	86	66	808,199
( '80 '95)	5.2%	4.4%	0.4%

: , 1995

1980 \$ 861  
 1992 \$ 1,291 1995 \$ 808  
 1985 .

, 精類, , , ,  
 丸類, , , 가 , , ,

1986 1995

< 6- 2>

:1986 1995

: (M/T,1,000t), (1,000 \$ )

		茶	精	粉			
1986		16,091	998	41	7	7	16,669
		2,160	7,219	15,208	4,194	819	30,765
1990		34,666	1,620	106	10	108	38,403
		2,741	9,016	43,920	3,915	1,175	62,605
1991		40,734	1,518	51	13	110	44,212
		3,124	9,760	38,725	3,154	1,246	58,761
1992		27,554	913	37	8	94	28,606
		3,347	13,416	50,150	2,265	1,379	70,557
1993		16,674	802	35	8	81	17,600
		3,180	13,519	26,266	3,520	1,300	47,785
1994		12,357	899	33	9	78	13,376
		2,799	10,939	23,683	2,479	1,639	41,539
1995		7,066	726	23	9	42	7,866
		2,605	9,812	34,403	1,730	1,735	50,285
가 ( '85 '95)		7.8	3.2	7.8	3.8	14.3	7.2
		1.9	3.1	7.8	8.3	7.2	4.8

: 粉

: , 1995.

1991 가 가 1991 7.2%  
 , ( 7.8%), ( 7.8%)  
 , 14.3% 가 .  
 4.8%  
 가 .  
 1985 49.4%, 2.7% 1995  
 68.4%, 3.5% 가  
 7.0% 5.2% .  
 87.9%  
 90  
 가 가  
 .  
 1995  
 < 6-3> .  
 가 1 86 가  
 37 43.0% , 53.5% 46 가 2 6  
 , 7 3 3.5%  
 “ ” .  
 3.3 .

< 6-3> 가 (1995)

	1	2 3	4 6	7 9	
	37	22	24	3	86
(%)	43.0	25.6	27.9	3.5	100.0

: , 1995.

가  
 가 61 37.0%, 가 33  
 20.0% 71  
 43.0% .  
 가 4)  
 < 6-5> 가  
 , < 6-6>  
 ( , 1992). 가 ,  
 ,  
 .

< 6-4> (1995)

	25	13	8	46(27.9)
	15	10	12	37(22.4)
	4	9	5	18(10.9)
	13	19	3	35(21.2)
	14	10	5	29(17.6)
	71(43.0)	61(37.0)	33(20.0)	165(100.0)

: , 1995.

4)

가 ,  
 .

< 6-5> 가

	가	kg( ) 가	( )
3g(100 )	34,000	13,333	26%
30g	4,500	150,000	200
600g	23,000	38,333	111
-	-	225,000	300
-	-	250,000	250
-	-	1,067	0.6
170MØ	500	2,941	2.5
300g	25,000	83,333	52
( 50%)	-	6,667	0.4

: , 1 \$ =  
: , , 1992.

가

79 가 가 253 ,  
155,846 616 .  
1,203 가  
866 , 808  
, , 200 300 , 66  
.  
79  
1,972 1,000  
42 53.2% ,  
8.6% . 5,001

가 6.3% 5 가 41.4%

< 6-6 >

100	17 (21.5)	723.9 ( 0.2)	52.6
101 500	13 (16.5)	4,363.2 ( 2.8)	335.7
501 1,000	12 (15.2)	8,693.8 ( 5.6)	724.5
1,001 3,000	21 (26.6)	38,252.2 (24.6)	1,821.5
3,001 5,000	11 (13.9)	39,227.9 (25.2)	3,566.2
5,001	5 ( 6.3)	64,486.8 (41.4)	12,897.4
	79 (100.0)	155,748.8 (100.0)	1,197.5

(19.8%), (16.2%),  
 (15.0%), (13.8%), (12.4%),  
 (2.8%), (7.5%), (9.1%)  
 (29.4%), (22.8%),  
 (18.5%), (17.5%), (0.8%),  
 (1.0%), (1.4%), (3.6%),  
 4  
 64.8%, 88.2%  
 가

< 6-7>

:

	50 (19.8)	27,269.5 (17.5)	545.5
	41 (16.2)	35,495.8 (22.8)	865.8
	23 ( 9.1)	1,523.7 ( 1.0)	66.2
	6 ( 2.4)	1,235.5 ( 0.8)	205.9
	35 (13.8)	28,285.6 (18.5)	808.2
	38 (15.0)	45,712.7 (29.4)	1,203.0
	7 (28.0)	2,236.8 ( 1.4)	319.5
	19 ( 7.5)	5,617.1 ( 3.6)	295.6
	34 (13.4)	8,372.4 ( 5.4)	246.2
	253 (100.0)	155,748.9 (100.0)	615.6

: < 6-5> kg( ) 가

< 6-8> 5 ('91 '95)

( 25.2%) ( 1.9%)

가

< 6-8> 5 ('91 '95)

	3.6	28.2	
	0.1	14.1	
	2.4	15.3	
	11.7	7.1	
	6.6	17.8	
	1.9	25.2	

: ,  
: , 1995.

4 , ,  
, ,  
가  
가

< 6-5>

< 6-9> ( ,1992).

1991 79 가 155,849

1,664.8M/T 21M/T  
(31.9%), (28.4%), (17.0%),

(15.4%)

1991 4 3,565.4  
M/T , 1,497.0M.T

2,068.4M/T

1,664.8M/T

T) . 1,500.0M/T ( 403.6M/  
6% 가 ,

27%가 (1992) , 10%가 (

가 .5)

< 6-9> :M/T

	394.7 ( 74.2)	137.0 ( 25.8)	531.8 (31.9)
	101.5 ( 21.4)	371.8 ( 28.6)	473.3 (28.4)
	14.1 ( 32.0)	30.0 ( 68.0)	44.1 ( 2.6)
	-	16.5 (100.0)	16.5 ( 1.0)
	273.9 ( 96.8)	9.0 ( 3.2)	282.9 (17.0)
	244.4 ( 95.1)	12.7 ( 4.9)	257.1 (15.4)
	19.0 (100.0)	-	19.0 ( 1.1)
	35.1 (100.0)	-	35.1 ( 2.1)
	3.9 ( 76.5)	1.2( 34.7)	5.1 ( 0.3)
	1,086.5 ( 65.3)	578.2 (34.7)	1,664.8 (100.0)

: < 6-5> , < 6-5> kg( )2 가

5) 4 55 60%가 가 1991  
 42% 1,497M/T 13 18%  
 가 . 1991 1,518M/T  
 10 18% ,  
 50%  
 303 500M/T 가 .  
 44,212M/T 58,761  
 55 50% 가



가 가

가

< 6- 10>

가

: /100g

1987	22,960	20,570	
1990	21,110	17,380	
1991	34,700	28,990	
1992	25,740	21,370	
1993	22,650	19,410	
1994	22,800	19,370	
1995	29,540	29,720	
가 ('87 '90)	2.8	5.6	
('91 '95)	4.0	13.1	

: , 1995.

가 < 6- 8>

가

가



가 가? 가? .  
가 가 .  
가 .  
가 가 .  
가 가 , 가 ,  
가 가 .  
가 , .  
(2 3 ) , (2) (1) 直播  
2 가  
, (3)  
, 가  
가 가  
가 가  
가 가

, 가 ,

, 가 .  
가

. 가 . 가

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3

, 가 25

가 가 가 , 가

1.

WTO

34 7

1 4

가

가

가

가

가

가

가

1995

가

가

1990 1 6

“高麗人蔘”

가

가

가

.

가 ,

.

가( , ,

, 가 )

, ,

, 가 1

25 ,

, 가 < 6-12> 가 70

, 1

.

2. 가( , , )

가.

(Financial Analysis)

, ,

•

(Financial Statement Analysis)

,  
가 .

(Busi

-ness Analysis, Management Analysis)

가 . , ,  
 •  
 • • 가 ( , 1994).

가

< 6-11 >

가,	( , )	•
		,
( ) ( )		, ,
( 가) ( 가 )	( , )	,
( ) ( )	( )	,
		1 가가
, ,		, ,
	After Service	,

: , , 1994.

,  
 . 가 ,  
 , 가

(Relevance) 가 .

가

가 ( check point)

(1)

○

- ,

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- ( , )

○

- ( , , )

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○

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- ,

- , 1 가가 .

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(2)

○

- , , , , ,

- (가 , , )

○

- , ,

- ,가 ,

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- 가?, 가?

- 가 , , 가?

○ /

- ( , 가 , )

- (가 , )

(3)

○

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- 가 , 가

- ( , )

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- 가 , ,

(4)

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( , , 가, 가)

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가

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(5)

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(3 μ Filter)

○

(HTST)

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(

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○

○

가

○

3. 가 ( )

가 , 가

< 6-12> 가 ( )

	가	가	
(35 )	(5)	(5)15 (4)10 (3)7 (2)3 (1)3	
	(5)	(5)15 (4)10 (3)7 (2)3 (1)3	
	(10)	(10)200 (8)60 (6)10 (4)10	?
	(10)	(10)200 (8)60 (6)10 (4)10	
	• (5)	(5) (4) (3) (2) (1)	
(30 )	가(10)	(10)2 200% 가 (9)2 20% 가 (8)3 10% 가 (7)2 가 (5)	
	(10)	(10)3 가 가 (8)3 (7)2 2 (6)3 1 (5)	
	(10)	(10)50% (8)30 49% (6)20 29% (4)19%	/
(15 )	(5)	(5) (4) (3) (2) (1)	
	(10)	(10) (8) (6) (4) (1)	
가 (20 )	(20)	(20) (18)7 (15)5 (10)3	
(100 )	(100)	71 (A ) 60 70 (B ) 60 (C )	

4

1.

가( , ,  
 , 가 )  
 , ,  
 , 가 ( , )  
 1 25 ,  
 , 가 < 6-12> 가 70  
 5 , 1

2.

가 70 5 가 2  
 • 2 , ,  
 1 , ,  
 .  
 100 가 92 ,  
 , (株)韓國新藥  
 . 1961  
 91.22%

30 400

Ex. ,

渴根湯, 天心丸 .

( )

가 ,

KGMP

. , , 6,000

, 가

. 219 가 68.5%

150 .

가

“ ” 90% . ,

가 .

Ex.

300% .

( ) 1990

1994 5.4 , 1995 3.0

. 1995 가

, 1997 4

4,000 2 800

, 가

1996 6

163 ,

가 .

3.

가.

○1961. 2. 27. ( )

○1984. 3. 8.

○1985. 7. 1. 100%

○1987. 1. 10. ( 23 )

○1992. 1. 20.

○1994. 4. 25. KGMP( ) 가

○1996. 4. . 2  
( :4,000 , :800 )

( : )

	63	75	82	20	240

○ : 35

○ : 163

○'95 : 110

○'95 : 3

	2ton	5		7
	150kg/h	2	가	1
	800 /h	6		1
	150kg	4	UV/Vis	1
	80kg/h	5		1
	150	1		1
		1		2
		1		2
	50kg	3		1
	100kg	3		2
	50kg	2		1
	50kg	1		4

1

1. , , ,

2. , ,

3 2

3.

가.

(1) : Los Angeles, New York, Atlanta, Miami, Chicago

(2) : ( 300 , 5 ) 1238

935

(3)

: 1. : 486 (52.1%) 2. : 449 (47.9%)

: 1. 30 :52% 2. 30-40 :28% 3. 50 :  
 20%  
 : 1. :38.2% 2. : 6.3% 3. : 46.1%  
 4. :9.4%

(1)

(1-5 )

1.	4.1	1	
2. 가	2.0	11	
3.	3.2	4	
4.	2.5	7	
5.	2.1	10	
6.	3.6	2	
7.	2.1	9	
8.	3.6	2	
9. ,	2.7	6	
10.	2.2	8	
11.	2.8	5	
	2.81		

: 1. 62.4%  
 2. ( , ) 18.5%  
 3. 3.4%

4. 1.7%

5. , , 14.0%

: 1. 42.0% 2. 29.6% 3. 14.1%

4. 13.3% 5. 1.0%

( ) : 1. (26.3%), 2. (16.8%) 3. (48.2%) 4. (8.7%)

: 1. (43.2%) 2. (36.3%) 3. (11.5%)

4. (4%) 5. (5%)

(1) ( )

(2.6) , (3.2) (3.6)

(1.2) (2.4)

(2.9)

\* 가 .

(2) ( : 가)

가 (263)

가 (269)

(198)

가 (255)

가 (238)



6. ,
7. .
8. 가 .
9. 가 가

8

1

가

가

가

市場分析 가

가

競爭力 가

가

가

34 ° - 47 °

< 8-1 >

가	
	, ,
	가 가
가	가 가 가
	가 가 가 가 가 가 가
가 89	
	가
	, , 가 가
가	
	가 , 가 , 가 가 .
	가 가 가

가 가

가

가

가

<

8-1>

가

가

가

가

< 8-2>

,

,

가

,

,

,

가

< 8-2>

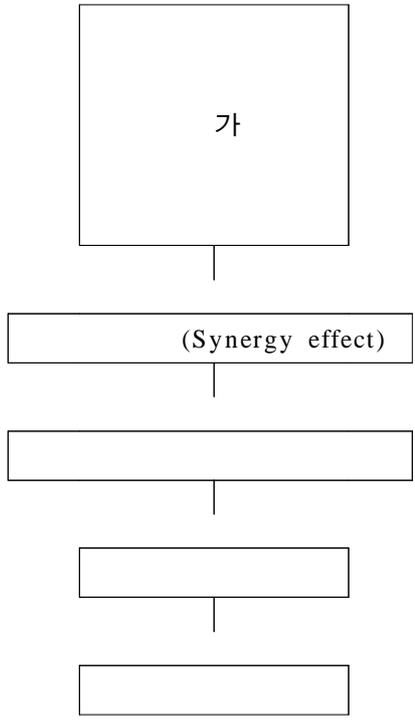
가

			가						

(price) , (product) , (process) , 가  
 (pomotion) ,  
 (marketing mix)

가  
 가  
 聲價

< 8-1 >



: , L , 7 , , 1980, p.142.

, , ,

가

1. 가

가 ,

가.

, 가  
, (4 )

가 .

가 가

가

, 가

가

, 가 ,  
가 .

가 , , ,

,

,

가 .

가

가,

가,

가

.

1991

6

90% , 4

85%

가

가

가

가

1987 가

가

가

1992

가 35- 40%

가





, ) , 가  
가 가 가

450

, ,  
(Sole Agent)

가





가

가

(needs)

가

1970

, ,

가

가

.7)

가

7) , “

, 1988, p.105.

4

.  
, , , , ,  
,

가

가

.  
.  
.

4-5

가 가

,

가

,

,

.

가

가

가

, TV

가



가

가

가

,

, , 가

(graphic)

,

,

가

,

가

가

,



技術支援

50

20

가

가

가

가가

1970

가

85.2%

가

가

가

가가

24.6% 91 57.3% 가 88 36.2%

91 19.1% 88 5.8% 91 4.5%

. 가 91 , , ,

가 , , .

가 가

, ,

가 , 가

.

, , , ,

가 ( , , )

9

,

가

가

가

가

.

가

가

가

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가

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.

1

가

1.

가

.

R&D

,

,

,

가

가

가,

가,

가가

가

59

30

가

2.

가

가 ,

가

3. 가

가

가

가

가

가

가

가 .

4.

가 .

, 1

.

2

1.

,

,

.

(brand image)

.

가

.

2.

,

, TV ,

3

1.

가 가

,

60

가

2.

가

,

가

, )

가

(

3.

가

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(1995)

( : / , ha/ , %/ )

	445	298	90	2.4	212	196	32	0.6	657	494	122	1.3
	-	-	-	-	104	103	38	0.7	104	103	38	0.4
	7,957	3,682	1,821	48.8	233	215	9	1.7	8,190	3,897	1,915	20.4
	1,832	1,161	420	11.3	107	94	35	0.6	1,939	1,255	455	4.9
	1,395	1,184	516	13.8	4,222	4,214	1,353	24.0	5,617	5,398	1,869	19.9
	791	488	394	10.6	6,696	6,532	1,512	26.8	7,487	7,020	1,906	20.3
	599	277	303	8.1	5,630	5,795	1,683	29.8	6,229	6,072	1,986	21.2
	300	171	102	2.7	90	71	45	0.8	390	242	147	1.6
	124	85	74	2.0	2,631	2,519	810	14.3	2,755	2,604	884	9.4
	67	83	13	0.3	177	177	40	0.7	244	260	53	0.6
	13,510	7,429	3,733	100	20,102	19,916	5,642	100	33,612	27,345	9,375	100

: , 1996.

( : )

94	11,674	2,620	14,294	14,292	2	14,294
95	9,164	2,840	12,004	11,971	34	12,004

: , , 1996.

:

	(ha)	( )	( )	(ha)	( )	( )	(ha)	( )	( )
'86	3,621	14,826	203,611	500	2,621(524)	41,693	3,121	12,205(391)	161,918
'89	3,301	13,939	163,059	426	2,041(612)	45,375	2,875	11,335(394)	116,684
'90	3,863	13,889	193,233	490	2,270(463)	43,160	3,373	11,619(344)	150,073
'91	3,821	15,132	293,235	395	1,927(488)	47,351	3,426	13,250(385)	245,884
'92	3,182	13,508	257,899	362	2,049(565)	52,145	2,820	11,459(406)	205,754
'93	3,429	14,874	250,306	533	2,787(522)	68,247	2,896	12,087(417)	182,149
'94	3,411	14,292	335,873	576	3,016(523)	74,188	2,835	11,276(398)	251,685
'95	2,959	11,971	285,610	473	2,251(475)	53,008	2,486	9,720(391)	232,602

: , 1996.  
: ( ) 10a

10a

	'91	'92	'93	'94	'95
	9,641,993 (11,987,594)	10,127,352 (14,404,696)	10,860,924 (12,804,315)	11,323,824 (12,879,861)	11,644,126 (11,206,765)
	5,566,098 (7,176,999)	6,186,555 (7,296,241)	6,441,026 (6,289,675)	6,537,952 (8,877,777)	6,524,114 (9,356,476)

: , 1996.  
: ( ) 10a

6

가

( ; 6 /15 /300g/6 /15 / )

	'88	'89	'90	'91	'92	'93	'94	'95
1	23,920	21,380	19,360	27,170	28,580	49,600	32,000	31,300
2	24,050	21,300	18,930	29,000	29,830	46,420	31,800	32,000
3	23,850	20,850	17,850	30,250	32,750	45,170	32,170	33,720
4	23,520	21,030	18,800	30,080	33,080	44,830	32,830	38,200
5	23,530	21,030	18,850	30,800	32,830	45,080	31,580	38,000
6	23,550	19,970	20,500	30,500	34,850	44,670	31,330	38,660
7	25,670	19,720	20,750	33,670	33,970	41,250	31,170	41,250
8	27,170	21,720	22,920	36,170	35,080	38,250	33,000	41,240
9	26,920	21,620	26,500	37,100	34,600	35,580	31,920	40,000
10	24,330	21,470	27,750	34,250	39,670	38,000	30,920	41,420
11	23,870	21,420	27,830	30,750	44,500	45,800	31,920	43,100
12	22,550	20,050	27,220	30,670	47,000	41,000	33,580	40,330
	24,410	20,960	22,280	31,700	35,600	42,970	31,990	38,270

: , 1996.

4

가

( : 4 /50 /300g/50 /4 / )

	'88	'89	'90	'91	'92	'93	'94	'95
1	14,110	13,530	11,570	18,720	19,270	15,200	16,620	23,180
2	14,050	13,330	11,480	22,280	18,100	14,330	16,920	24,050
3	13,970	13,350	11,750	23,500	17,920	14,180	18,020	25,950
4	13,840	13,410	13,630	24,020	16,670	14,830	20,470	28,040
5	13,450	13,330	14,180	23,830	16,200	15,200	20,000	27,470
6	13,280	12,840	16,350	21,300	16,230	14,930	20,180	27,400
7	13,740	12,150	16,470	18,830	15,400	14,750	19,780	27,750
8	12,470	11,600	15,980	19,980	14,770	14,370	20,700	26,920
9	13,450	11,220	15,650	22,560	13,920	14,550	21,520	25,230
10	13,920	11,570	17,530	22,680	14,680	16,470	21,900	25,620
11	13,610	11,720	17,000	21,320	16,170	16,550	21,780	25,560
12	13,410	11,510	17,200	20,900	15,830	16,070	22,730	26,060
	13,530	23,460	14,980	21,650	16,260	15,120	20,050	26,100

: , 1996.

( : ha)

				(%)	
1990	805(100)	2,859(100)	3,664(100)	22	78
1991	776( 96)	2,592(91)	3,368(92)	23	77
1992	808(100)	2,562(90)	3,370(92)	24	76
1993	888(110)	2,026(71)	2,914(80)	30	70
1994	864(107)	1,799(63)	2,663(73)	32	68

: , 1996.

( )

		'95		'94		(%)	
1		6,042	402,382	2,944	185,140	205.2	217.3
2		13,057	1,559,167	13,972	1,279,232	93.5	121.9
		19,099	1,961,549	16,916	1,464,372	112.9	134.0
3		8,190	1,159,758	20,982	2,626,885	39.0	44.3
		27,289	3,121,307	37,898	4,081,257	72.0	76.3
4		310	32,865	18,917	2,300,634	1.6	1.4
		27,599	3,153,172	56,815	6,381,891	48.6	49.4
5		7,966	980,192	6,953	741,289	114.6	132.2
		35,565	4,133,364	63,768	7,123,180	55.8	58.0
6		850	104,412	22,398	2,926,047	3.8	3.6
		36,415	4,237,776	86,166	10,049,227	42.3	42.4
7		3,330	407,144	1,776	188,584	187.5	215.9
		39,745	4,644,920	87,942	10,237,811	45.2	45.4
8		60	7,349	1,539	156,482	3.9	4.7
		39,805	4,652,269	89,481	10,394,293	44.5	44.8
9		307	19,357	210	2,614	146.2	740.5
		40,112	4,671,626	89,691	10,396,907	44.7	44.9
10		6,172	632,533	9,050	677,510	68.2	93.4
		46,284	5,304,159	98,741	11,074,417	46.9	47.9
11		19,055	1,887,253	37,157	2,667,161	51.3	70.8
		65,339	7,191,412	135,898	13,741,578	48.1	52.3
12		31,937	3,118,013	32,518	3,291,094	97.9	94.7
		97,176	10,309,425	168,416	17,032,672	57.7	60.5

: , 1996.

( ) (KG/\$)

	96. 6. 30		95. 6. 30		(%)	
	641	96,296	789	113,790	81.2	84.6
	883	105,812	2,268	199,411	38.9	53.1
	14,928	2,588,011	23,272	3,302,000	63.9	78.4
	6,200	577,599	5,306	328,418	116.8	175.9
	2,000	169,489	4,240	291,065	47.2	58.2
	100	9,313				
	540	6,000	440	3,092	122.7	194.0
	25,292	3,552,520	36,415	4,237,776	69.5	83.8

: , 1996.

( ) (KG/\$)

	96. 6. 30		95. 6. 30		(%)	
	5,700	477,701	7,902	491,568	72.1	97.2
	5,476	698,816	1,222	123,471	448.1	566.0
	9,452	1,889,195	22,150	3,178,529	42.7	59.4
	828	114,681	1,068	141,973	77.5	80.8
	3,836	372,127	3,905	279,667	101.8	133.1
			168	22,568		
	25,292	3,552,520	36,415	4,237,776	69.5	83.8

: , 1996.

( ) (KG/\$)

	95. 12. 31		94. 12. 31		(%)	
	2,509	308,656	1,935	220,633	106.4	139.9
	6,754	755,561	8,162	739,432	82.7	102.2
	27,932	3,863,283	87,507	11,344,633	31.9	34.1
	53,796	4,942,762	63,162	4,363,066	85.2	113.3
	5,800	429,993	4,790	310,629	121.1	138.4
	40	4,078	200	12,160	20.0	33.5
	795	5,092	2,660	41,119	29.9	12.4
	97,176	10,309,425	168,416	17,032,672	57.7	60.5

: , 1996.

( ) (KG/\$)

	95. 12. 31		94. 12. 31		(%)	
	62,672	5,816,390	71,738	5,085,209	87.4	114.4
	5,782	684,754	18,214	2,415,431	31.7	28.3
	22,150	3,178,529	69,293	8,929,202	32.0	35.6
	2,070	277,209	2,148	189,518	96.4	146.3
	4,325	328,826	7,023	413,312	61.6	79.6
	177	23,717				
	97,176	10,309,425	168,416	17,032,672	57.7	60.5

: , 1996.

1995

	1	2	3	4	5	6	7	8	9	10	11	12	
	31.7	35.7	55.7	101.7	97.8	156.1	317.8	246.6	130.0	52.6	53.7	31.4	1,310.8
	31.8	38.8	51.0	93.8	86.3	166.5	288.8	231.9	129.2	53.9	48.7	31.8	1,252.0
	35.7	41.4	60.1	99.4	97.2	146.7	278.5	244.5	143.8	60.2	59.0	29.7	1,296.2
	45.5	41.6	54.3	93.7	91.5	149.2	257.2	251.9	132.2	61.7	60.5	43.1	1,282.4
	38.6	46.6	62.0	110.3	101.4	182.6	283.3	235.9	149.8	59.4	56.1	30.8	1,356.8
	20.3	27.3	51.6	96.1	88.4	164.7	261.9	222.7	126.4	43.8	37.9	17.2	1,158.3
	32.8	49.3	67.2	152.8	132.9	227.0	306.5	273.9	174.5	54.9	46.0	20.4	1,538.2

: , 1996.

			89	90	91	92	93	94	95
		ha	386.2	465.2	395.1	362.3	487.1	560.0	473.3
	a	kg	61.7	46.3	48.7	56.5	52.1	52.3	47.5
		M/T	2,382.5	2,155.8	1,926.4	2,049.1	2,540.1	2,928.9	2,251.0
		%	79.7	85.2	92.7	94.6	94.9	93.6	90.6
		M/T	1,898.5	1,837.4	1,786.7	1,937.5	2,411.9	2,740.4	2,039.5
	kg		21,660.5	21,374	25,990	26,762	26,337	26,004	25,110
			41,124	39,273	46,437	51,364	63,483	71,250	51,212

: , 1996.

				88	89	90	91	92	93	94
			M/T	225	233	239	174	147	140	137
			千\$	52,311	62,384	68,806	53,312	45,397	44,540	41,925
			千\$	9,929	11,868	10,224	7,009	11,301	6,394	9,563
			千\$	62,240	74,252	79,030	60,321	56,698	50,934	51,488
			M/T	329	355	332	228	158	173	168
			千\$	22,776	26,137	22,614	22,396	14,756	16,302	17,033
			千\$	38,307	45,975	62,605	58,761	73,573	50,616	45,059
			千\$	61,083	72,110	85,219	81,157	88,329	66,918	62,092
			千\$	123,323	146,362	164,249	141,478	145,027	117,852	113,580

: , 1995.

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( : )

	(600g)				(600g)				(50 /300g)			
	90	93	94	95	90	93	94	95	90	93	94	95
1	19,450	24,310	21,900	27,000	14,750	19,950	17,000	25,000	11,550	15,160	16,620	23,160
2	19,000	23,750	21,420	28,200	14,750	19,370	17,000	27,300	11,600	14,300	16,780	24,200
3	19,000	23,290	21,500	29,000	14,500	19,500	17,170	30,000	11,840	14,200	18,010	26,050
4	19,960	23,790	21,500	30,000	15,050	19,500	18,000	30,000	13,680	14,850	20,500	28,000
5	19,870	24,080	21,330	30,220	16,250	19,500	18,000	30,000	14,350	15,080	19,960	27,450
6	19,870	24,000	22,000	30,500	16,210	19,500	18,000	30,000	16,230	14,950	20,210	27,350
7	18,580	22,700	22,000	31,000	15,460	19,250	18,000	30,000	16,550	14,700	19,750	27,830
8	18,420	21,250	24,080	31,000	15,620	17,450	18,000	30,000	16,270	14,800	20,580	26,820
9	21,030	21,000	24,500	29,420	18,070	15,830	21,830	29,830	16,630	14,800	21,620	25,250
10	23,500	20,050	24,150	28,620	20,740	20,120	22,330	29,670	17,570	16,430	21,890	25,680
11	27,420	22,300	23,660	29,420	23,960	22,540	22,750	32,670	16,950	16,480	21,770	25,630
12	27,060	21,380	25,580	30,000	23,270	20,410	24,330	32,170	17,240	16,030	22,750	26,080
	21,110	22,650	22,800	29,540	17,380	19,410	19,370	29,720	15,040	15,100	20,040	26,130

: , 1996.

( : kg, )

90	1,620,028	106,216	10,496	108,374	34,666,254	651,559	70,597	1,103,714	38,403,238	56
93	801,913	34,910	8,090	81,040	16,673,819	321,601	54,621	1,480,988	19,456,928	66
94	898,636	32,830	8,536	78,231	12,356,477	217,509	37,579	2,564,113	16,193,911	73
95	725,889	22,640	8,912	41,997	7,065,469	98,673	33,745	2,000,414	9,997,739	76

: , 1996.

( : kg, )

	90		91		92		93		94		95	
	3,351	165,392	2,899	140,218	3,338	147,475	3,498	119,121	2,863	113,931	2,504	143,056
( )	28	394	0.2	12	0.2	20	0.4	25	0.1	4	-	-
	270	18,422	185	17,645	107	8,188	157	11,099	127	12,112	78	7,758
	68	4,497	38	2,734	56	3,862	26	2,893	24	1,675	18	1,814
	174	45,635	184	37,708	189	51,345	135	28,572	120	25,865	154	36,923
	690	11,422	832	11,707	1,162	15,814	1,321	16,849	1,051	14,099	867	12,584
	1	293	7	1,147	2	92	1	29	5	23	0.2	3
	1,772	4,039	1,373	4,160	1,549	6,565	1,615	3,613	1,035	4,073	1,041	4,279
	33	2,335	39	4,150	45	4,892	38	5,107	39	4,594	55	2,592
	3,036	87,037	2,658	79,263	3,110	90,778	3,293	68,187	2,401	62,445	2,213	65,953
( )	240	68,806	174	53,312	147	45,397	139	44,540	371	41,924	227	64,886
	26	319	29	464	38	674	33	468	54	839	27	267
	8	1,054	5	651	10	1,382	4	537	5	711	3	909
	41	8,176	33	6,591	33	9,244	29	5,389	32	8,012	34	11,041
	315	78,355	241	61,018	228	56,697	205	50,934	462	51,486	291	77,103

: , 1996.

'95

	4,408	274	104					741	11,358	16,885		
	23,898	195		3,801				60	89,489	117,443		
	29,630	1,086	87	4,133				2,586	72,354	109,876		
	505	89						723		1,317		
									120	120		
									93,536	93,536		
	2,674	147	198	589				988		4,596		
						239,185			6,000	245,185		
	1,011			29				340	770	2,150		
	107,560	180				1,560			14,340	123,640		
						530,614				530,614		

				535	526			6,040	7,101
								749	749
	128,395	1,546	340	737			3,850	5,598	140,466
	11,485	1,156	22	2,906	80,264	4,045	1,090	28,800	129,768
	168,870	2,991	100	1,402			4,400	300	178,063
	6,900						2,261	2,703	11,864
	4,245	431					52	4,200	8,928
								4,955	4,955
				471	737,396			215,674	953,541
	11,164	1,761	416	2,180	132,358	20,834	590	17,327	186,630
								12,089	12,089
				373					373
								1,495	1,495
	7,725							23,183	30,908
					79,266				79,266
	15,102				196,788				211,890
					117,800				117,800
	16,505	555		29			960	41,647	59,696
	9,569	733	2,045	637			293		13,277
	11,178	533		405			2,863	16,561	31,540
	3,412	69		82				8,640	12,203
								77,296	77,296
								288,123	288,123
								1,065	1,065
								27,776	27,776
	5,501								5,501
					28,692				28,692
	500			359			283	53,391	54,533
	643				42,350			7,000	49,993
					65,795				65,795
				135			432	1,260	1,827
	20,452							13,680	34,132
								1,274	1,274
					19,735				19,735

	1,761	137		117				4,845	6,860
					940,008			2,227	942,235
	493			42				1,456	1,991
								35,734	35,734
				33					33
153								51,806	51,806
	6,277	15	11				1,046	1,806	9,155
	8,105	99			36,669	13,892	328	186,627	245,720
					25,458				25,458
	3,885	245	100	160					4,390
				25				1,852	1,877
	29,627	4,383	490	861	804,042		2,605		842,053
	4,125				381,900	59,902			445,927
					2,250,032				2,250,032
	15,289	11		3			843	5,977	22,123
	8,412			10			2,377		10,799
								20,491	20,491
				29			120	142,239	142,388
					41,488				41,488
	6,521			834	26,228				33,583
	14,359	2,428	3,688	433				98,860	119,768
					106,444			13,000	119,444
								124,714	124,714
	19,217	3,076	1,311	9,877	7,638		3,914	1,690	46,723
	1,590			2,638				3,072	7,300
					84,824				84,824
	187			105				325	617
	14,664	500		8,027				77,000	100,191
								38,640	38,640
								39,260	39,260
					88,409				88,409
76	725,889	22,640	8,912	41,997	7,065,469	98,673	33,745	2,00,414	9,997,739

: , 1996.

	6,620	249					482	5,112	12,463
	42,267	485		2,497	96,667			145,029	286,945
								126	126
	1,205							179,933	181,139
	2,242	130					624	1,976	4,972
					862,319		220	37,100	899,639
	60						545	1,548	2,153
	61,160	39		79	10,680			4,173	76,131
					1,572,033			84,996	1,657,029
				1,400				34,267	35,667
	26,400	375			487,817		300		514,892
	108,215	2,634	538	1,343			7,508		120,338
	21,085	2,033		6,212	109,240	4,114	2,300	41,396	186,381
	111,730	3,732	500	2,008			4,600		122,570
	3,205	151		40			586	20,474	24,456
	630							61,306	61,936
				448	725,191			102,720	828,359
	23,955	1,242	132	4,032	101,397	9,178	229	31,767	171,932
				115					115
	1,317	37							1,354
	9,782			48				17,540	27,370
					497,846				479,846
	25,758				357,163				400,921
					167,510				167,510
	21,386	857		1,031			339		23,613
	6,813	2,813	1,884	737			1,028	4,800	18,075
	10,171	499	216	1,184			793	2,943	16,352
	8,538			27			401	18,063	27,029
								103,980	103,980
								448,829	448,829
								2,900	2,900
								4,360	4,360
	6,349	237					240		6,826
					167,810			2,736	107,546
	3,058	271		203				103,638	107,170
	480								480
					123,461				123,461
	3,600							300	3,900

	64,143					7,368			71,511
								6,332	6,332
					309,256				309,256
	14,411	336		35			2,840	118,703	136,325
	2,361				895,909				898,270
	84,851	2,281	300	850	7,620		84	1,719	97,705
								138,723	138,723
				171					171
				13					13
								5,805	5,805
	3,151						2,045		5,196
	11,736	128		365	54,501		273	159,127	255,951
					22,050	29,821			22,050
	2,325	240	100	123					2,788
	45,011	3,920	600	666	1,193,139	100,640	2,080	51,706	1,398,762
	5,556				573,079	66,388		14,849	659,872
					2,183,905				2,183,905
	27,903	1,824		6,231	21,500		3,580	10,614	71,652
	11,331	659		64			3,875	4,740	20,669
	765	180					291		1,236
		1,324		8,269				38,960	48,553
	11,491	90		549	13,453			193,108	218,691
	12,839			1,391	284,561				298,791
					166,296				166,296
	42,973	2,900	3,589	909				139,548	189,979
				450	103,853			6,660	110,963
								3,549	3,549
	16,828	2,319	677	10,029	10,179		1,026	994	42,052
	525			2,090				3,533	6,148
	3,219				108,544		1,00		112,763
	910			970					1,880
	28,733	785		23,652			190	50,861	104,221
								116,817	116,817
								35,753	35,753
					1,129,498				1,129,498
	898,636	32,830	8,536	78,231	12,356,477	217,509	37,579	2,564,113	16,193,911

: , 1995.

	5,524	598		2,992	389,606	8,356	640	11,960	419,676
								120	120
							116	113,291	113,407
					686,513				686,513
	1,193	244		159			3,702		5,298
	5,827				923,674			107,647	1,037,148
	1,689	149					2,606	4,976	9,420
	82,604				3,600				86,204
					1,148,330			874	1,149,204
				3,809			206	26,448	30,463
	3,698	360	187	187	386,452		3,860	3,434	398,178
	94,742	2,530	851	1,267		58	8,174		107,622
	3,753	1,203	40	6,128	315,852		966	3,000	330,942
	72,532	9,280	1,500	2,730			3,450		89,492
	4,418						160		4,578
	26,411	1,407	80	5,457	539,106	22,958	330	3,282	599,031
				1,609	620,395				622,004
								18,096	18,096
				1,432					1,432
	1,154			203					1,357
					286,956			2,800	289,756
	28,732				508,654				537,386
					100,784				100,784
					220,990				220,990
	13,655	857		1,818					16,330
	10,402	1,550	2,224				1,040		15,216
	21,344	845	100	1,292	192,519		473	82,720	299,293
	1,800			236			3,177	14,712	19,925
								66,430	66,430
								342,640	342,640
								4,752	4,752

	5,107	175							5,282
					191,993				191,933
	6,228	2,678			7,800		500	132,717	149,983
	1,665	38			96		10		1,809
					446,114				446,114
	450	70		1,973				2,475	4,968
	95,667					34,000			129,667
	2,000							4,130	6,130
	26,482	182		1,824			5,500		34,048
	2,028			194	1,238,164	12,067			1,252,453
	54,339	4,143	250	4,042			440	3,450	66,664
	2,361	60	80	53			1,790		4,344
	14,008	214		1,611	57,196	39,482	250	170,209	282,970
					112,936				112,936
	1,603	30	83	256					1,972
	51,199	1,450	100	900	1,482,188	69,045	5,555		1,610,437
	7,462				727,035	135,635			870,132
					3,525,626				3,525,626
	23,006	1,028		3,334			3,202	2,870	33,440
	5,210			504			5,600	1,956	13,270
								75,720	75,720
								1,836	1,836
	7,303			2,465	16,775		144	80,093	106,708
	7,260			3,302	337,788				348,350
					127,257			4,800	132,057
	67,173	2,965	1,110	441	1,080			62,173	134,942
					134,688			23,700	158,388
	18,273	2,199	1,485	15,017	8,596		1,140	5,156	51,866
	405			3,116				37,440	40,961
	4,548				83,344		1,500		89,392
	2,227			473					2,700
				304					304
	16,371	655		11,912			30		28,968
								65,081	65,081
					1,851,712				1,851,712
	801,913	34,910	8,090	81,040	16,673,819	321,601	54,621	1,480,988	19,456,982

: , 1994.

	15,300	1,350		9,312	917,139	8,497	600	27,400	979,598
								216	216
					51,544		601	56,802	108,947
					183,685				1,863,685
	2,500	2,100		393	2,000		5,624	800	13,417
	3,780			432	1,169,652		4,500	22,000	1,200,364
	6,000			492			2,900	20,222	29,614
	60,795				4,800			1,500	67,095
					1,835,508				1,835,508
	1,907			1,160			300	75,426	78,793
	18,844	897		993	1,501,272		6,950		1,528,956
	75,670	3,740	1,500	3,060			4,550		88,520
	19,849	1,692	200	3,220	1,011,115	27,494	1,510		1,065,080
	68,377	5,995	900	2,710			3,200		81,182
	1,898	136		1,581			577		4,192
					10,000				10,000
		590							590
	22,407	1,835	1,529	5,436	546,680	65,420	225	217	643,749
								15,456	15,456
	2,691			1,649		3,397	240		7,977
	900			334					1,234
					715,585				715,585
	51,080				231,920				28,300
					811,094				811,094
					428,910				428,910
	24,321			1,830					26,151
	11,298	2,640	1,000	336			1,098		17,087
	26,601	1,000	336		717,355		1,260	13,985	761,737
								67,050	67,050
								425,019	425,019
	8,400	612							9,012
					256,802				257,184

	825	90		1,237			1,400		3,552
	14,364						2,034	40,616	57,014
	3,060				49,872				52,932
					1,401,016				1,401,016
				1,944					1,944
	166,793						6,969	2,400	166,793
	9,282	145		1,208					20,004
	2,310	90		166	1,429,447	20,391			1,452,404
	24,566	2,610	150	2,209			200		29,735
				213	887				1,100
		45							45
								9,500	9,500
	738						700		1,438
	13,045	285		344	80,761	48,487	307	55,146	198,375
					124,938				124,938
	3,690	150	104	37					3,981
	77,231	4,030	500	390	2,069,555	159,784	2,016		2,313,506
	11,130				760,536	157,924			929,590
	4,926	160			5,949,059		1,100		5,955,245
	19,685	1,210		4,920			3,200	8,960	37,975
	12,300	550					700		13,550
								127,840	127,840
				1,106					1,106
	11,145	150		6,068	19,445			34,050	70,858
					281,669			4,000	285,669
	11,095			3,485	631,076				645,656
	43,092	1,670	660	747	4,655			36,828	87,652
					342,333			7,500	349,833
	17,851	2,484	1,200	9,319	13,480		1,778	380	46,492
	3,410			226					3,627
				587					587
	39,877	925		24,879					65,681
								54,840	54,840
					2,320,397				2,320,397
	913,024	37,181	8,079	94,320	27,554,187	491,394	54,539	1,108,153	30,260,877

: , 1993.

					7,741,952	49,006			7,790,958
				306	3,781,893				3,782,199
	117,185	4,020	295	225	3,230,567	225,997	8,295		3,586,584
					3,007,568				3,007,568
	15,750	300		945	2,367,705		3,800		2,388,500
	1,200				2,191,908	13,594			2,206,702
	121,280			10,017	1,816,027	25,494	4,350	6,300	1,987,978
		4,510			1,808,134				1,808,134
	1,530			2,925	1,718,543				1,722,998
					1,718,603				1,718,063
	13,800				1,268,986	236,342			1,519,128
					1,440,875				1,440,875
					1,246,691				1,246,619
					1,016,200				1,016,200
	48,267		700		925,699				974,666
	25,232	3,206		8,872	872,598				909,908
	29,873	2,335	280	3,190	582,030	113,876	390		731,974
	26,135	2,934	640	3,298	651,972		1,385		686,364
					686,350				686,350
					565,833				565,833
	30,456	675	1,280	2,063	517,843		2,075	3,899	558,300
	8,138	50			546,344				554,532
					497,392				497,392
	20,149	375		451	259,496	96,250	522	3,996	381,239
	274,041								274,041
	145,305	3,240		2,067			2,300		152,912
	116,430	21,00	250	2,250			1,200		122,230
	105,293	150			10,000				155,443
	16,300	660		3,032	84,799			1,176	105,967
	80,565	2,420	160	718	15,830				99,693
	34,720	5,788	3,050	17,506	17,130		2,720	1,300	82,214
	51,630	2,200	100	28,006					81,936

	53,670	4,509	1,800	1,333			6,850		68,162
					58,140		3,250		61,390
	31,455	789		1,152			4,500		37,905
	26,785	930		5,661			3,140		36,516
	14,934	750	480	730	11,250		3,478		31,622
	7,950	4,550	2,500				6,846	7,500	29,346
					25,425				25,425
	2,317			1,748	20,480				24,545
					23,386				23,386
	13,500	100					5,920		19,520
	10,222	290	600	1,498			5,485	900	18,995
	17,550	390		864					18,804
	14,750			2,658					17,408
	13,849	30	600	1,747	1,300				17,526
	5,056			306	4,750				10,112
	6,205	2,490							8,695
	7,975			150					8,125
	3,915	210							4,125
	1,500	699		1,655					3,854
	2,400			400					2,800
가	900			864					1,764
				1,697					1,697
							900		900
				789					789
		36		431					467
							228		228
		14							14
							181,800		181,800
							275,747		275,747
							413,983		413,983
							61,830		61,830
	1,518,221	50,759	12,735	109,554	40,733,699	760,559	67,406	958,659	44,211,592

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國家名	茶	精	粉	精·粉				計
	2,543,956	5,724,897	153,316	127,258	10,654	907,544	494,504	9,962,111
	2,571,307	29,579,112	402,233		50,593	114,811	704,982	33,423,038
	187,907	17,993	13,402	8,858		346,249	404,162	978,571
가	87,943	52,978			35,721	104,103	375,574	656,319
	4,889	6,243	22,194		7,578			40,904
	71,549	177,305			50,857	10,016	350	310,077
						116,157		116,157
	101,226	57,827	1,275		31,060	7,313	1,073	199,774
		85,538	210,432	656,470			27,589	980,029
	585	300			800		611	2,296
	138,249				1,245	57,864		197,358
	44,910					59,260		104,107
					2,794			2,794
	1,808	814			1,797	6,201	1,040	11,660
					26,550	89,787		116,337
	10,859		421		17,635			28,915
					7,771		6,247	14,018
	18,023	15,508			6,869	9,301	1,983	51,684
	78	1,974	45,540		850			48,442
	361				1,863			2,224
	2,481,597	378,823	24,739	28,378	65,505	1,144,011	431,861	4,554,914
	224,994	31,815			1,222	5,805		263,836
	550	539			367		367	1,823
	320	330			313			963
	373,663	19,382	4,195		75,999	11,233	186,886	671,358
	216,092	44,897			193,186	18,830		472,987
	2,247					2,761		5,008
		6,401						6,401
	543	1,620			4,600	824		7,587

國家名	茶	精	粉	精・粉				計
	102,263	287,257			4,358		9,606	403,484
	19,548	395,101	484,320	838,560	6,301		771	1,744,601
	120,422	1,015,198		3,632	74,859	26,186	23,921	1,264,218
	12,874	76,523	36,417	30,005	19,099	137	2,684	177,739
	5,829	13,030	9,981		17,308		10,500	56,648
	196,081	217,240	6,045		371,325	447	1,497	792,635
가		772	254					1,026
	15,251	93,246	2,169		39,886		26,559	177,111
	24,730	86,522	20,534		10,591	32,265	5,489	180,131
	20,050	121,569		19,426	17,302	24,401	3,023	205,771
	8,226	3,752			5,928			17,906
	6,427	50,880			29,092		5,056	91,455
	17,800	103,268			16,228	565		137,861
	6,782							6,782
	50,964	27,168		3,328	8,990	8,926		99,394
	8,571	15,420	659		8,183	652	6,251	39,736
	1,169	2,628			831		641	5,269
가	8,946	1,266			3,401			13,613
	6,566				4,414			10,980
	3,101	1,229						4,330
	8,870							8,870
		841						841
						19,047		19,047
					4,117		923	5,040
					7,324			7,324
Guadeloupe		6,718						6,718
	27,308						9,445	36,753
		892			591			1,483
	4,403							4,403
							7,797	7,797
	9,759,837	38,724,798	1,438,126	1,715,915	1,245,957	3,124,696	2,751,392	58,760,721

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國家名	茶	精	粉	精·粉				計
	3,678,041	5,004,905	67,415	275,940		706,115	717,403	10,449,819
	4,484,934	41,839,628	530,290		122,266	466,148	867,104	48,310,370
	328,547	85,776				689,328	313,284	1,416,935
	17,600					117,076		134,676
가	96,923	101,140			60,782	138,559	449,152	846,556
	2,947	2,608	17,730		3,795			27,080
	49,847	155,085			47470	9,641	19,433	281,476
		5,164				67,134		72,298
	29,509	53,001			9,440	20,063	2,517	114,530
		119,767	123,425	602,593				845,785
					865			865
	109,012				1,245	46,893		157,150
			374					374
						6,700		6,700
	117,569	36,101			9,089	18,466		181,225
	8,728	10,583			9,545	110		28,966
	21,060	4,029			72,708	53,056		150,853
	18,160	1,672				92,154		111,986
	13,800	658			16,691			31,149
					2,611			2,611
	40,297				41,713		23,259	105,269
					7,705			7,705
	533	7,478			4,345			12,356
	16164	28,481			6,170	14,226	3,419	68,460
						21,886		21,886
가	7,983							7,983
	3,303,053	666,071	52,002		47,647	801,089	355,278	5,276,442

國家名	茶	精	粉	精・粉				計
	363,324	400			2,599	7,794	20,586	394,703
	161,559	4,195	2,797		52,232	36,197	139,632	396,612
	16,484				1,775			18,259
	34,603	2,525			34,418	2,080		73,626
	4,000				3,000	5,811		12,811
	2,141	2,941				4,095		9177
	18,343	4,174			22,506			45,023
	3,790				4,436			8,226
					3,351			3,351
	2,585							2,585
	91,135	991,885		1,386	96,474		30,275	1,211,155
	9,483	68,336		209,640	65,285			352,744
	124,854	257,270	7,963		445,533	601	943	837,164
	114,761	295,741		224,853			5,612	640,967
	32,441	52,993	14,969	20,344	16,311	17,595	816	155,469
	10,901	82,683	6,858	14,194	18,785	821		134,215
	7,175	13,994	5,828		33,073	2,030	31,197	93,297
	3,398	58,420	2,460		47,657	900	33,740	146,575
	48,150	127,963			13,094		1,032	190,239
	422	8,125	17,910		36,499		171	63,127
	11,986	49,045	14,959		10,573			86,527
	444							444
		3,902						3,902
	9,104							9,104
					6,587			6,587
	374	3,637			1,216			5,227
	13,416,164	50,150,376	864,980	1,400,252	1,379,428	3,346,568	3,014,853	73,572,621

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國家名	茶	精	粉	精·粉				計
	3,360,496	9,204,242	68,747	468,084	10,274	443,998	678,731	14,234,572
	4,563,522	13,961,066	542,725		38,801	96,011	780,789	20,847,914
	141,489	27,489			68,405	319,042	432,645	989,070
가	66,673	60,663			84,465	128,439	174,371	514,611
	20,187	27,276	42,186		3,795			93,444
	76,209	206,732		11,100	68,570	9,640	52,349	424,600
				19,950		56,290		76,240
					854			854
	346,515				2,184	60,263	3,283	412,245
						7,239		7,239
					74,075	113,283	4,136	191,494
	28,813	18,699	1,783		2,580	128,031		179,906
	14,145	672			24,726			39,543
	55	3,972			5,431			9,458
	21,638				22,425			44,063
	9,787	712			12,281			22,780
		18,480			2,850			21,330
	24,127	56,446	3,427		15,037	58,715	9,575	167,327
	7	113,584	107,134	605,616	11		67	826,419
	3,583,741	758,608	56,408	190,348	94,997	752,719	537,293	5,974,114
	391,404	21,504	10,930		11,558	14,940	1,687	452,023
	146,069	1,632	5,945		73,222	79,520	79,520	368,690
	10,524	3,337			3,987			17,848
	72,480		1,471		59,460			140,682
								400
	8,426							8,426

國家名	茶	精	粉	精・粉				計
					19,100	3,600		22,700
	8,207	4,180						12,387
	722				880			1,602
					3,939			3,939
	96,128	902,947	13,365		139,074		20,444	1,171,958
	2,867	28,094		1,208,228				1,239,249
	104,603	164,996	2,267		253,120	1,064	1,148	527,198
	78,099	270,812	12,720	61,055			8,769	431,455
	17,429	134,117	60,536	12,840	15,716		678	241,316
	6,189	27,151		2,796	6,550			42,686
	8,912	9,213			32,995		15,344	66,464
	76,378	81,420			61,455	6,019	24,621	249,893
	17,396	57,913			11,987	7,736	678	95,710
					30,936			30,936
	21,762	43,211	7,480		18,093		5,056	95,602
	2,079	7,208			6,515			15,802
	2,945							2,945
					975			975
	2,039					883		2,922
가		1,624						1,624
	579	3,626			1,632			5,837
					2,827			2,827
	158,296	30,742	3,226		4,570	11,036		207,870
	7,580	9,886			6,898			24,364
	467	3,792			2,600			6,859
						25,560		25,560
가	20,070							20,070
	13,519,054	26,266,046	940,350	2,580,077	1,299,850	3,179,481	2,831,184	50,616,042

: , 1994.

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國家名	茶	精	粉	精·粉				計
	3,458,804	20,678,425	41,158	667,307	86,833	414,721	813,901	26,161,149
	1,820,052	198,612	11,220		36,160	172,134	752,106	2,990,284
	149,804	24,508			35,395	213,438	689,491	1,112,636
가	158,921	63,001	87	1,374	61,074	148,795	213,043	646,295
	11,393	89,636	13,297		3,192			117,518
	76,615	229,194			145,253	9,641	18,717	479,420
	5,458			12,877		109,039		127,374
					2,541			2,541
	564,677				15,044			579,721
	20,295	39,380			25,969	31,098	37,189	153,931
	882	93,285	66,152	322,701	7,052		2,588	492,660
						14,636		14,636
						4,289		4,289
	3,304,332	356,898	30,099	107,706	43,555	1,354,750	651,616	5,857,956
	420,350	4,149	103,177		31,931	35,763	48,850	644,220
	164,376	20,428	23,916		58,579	76,115	39,104	382,518
	32,600							32,600
	55,257	9,798	14,413		75,790	2,064	5,600	162,922
	5,808				10344			16,152
		570			4,564		5,015	10,149
	485				42,258			42,743
					10486			10,486
			7,561					7,561
					11,404			11,404
	130,792	983,621			133,129		93,460	1,341,002
	4,251	28,324		1,001,886	999			1,035,460
	108,703	177,055	2,267		373,150	1,622	8,124	670,921

國家名	茶	精	粉	精·粉				計
	92,838	250,387				19,176	3,289	365,690
	25,077	71,357			5,567		9,618	111,619
	12,992	43,056		11,669	22,199			89,916
	15,374	15,067			39,099		38,009	111,014
	4,094	58,857	5,024		30,769	42,217	47,684	188,645
	22,935	94,859			21,276	10,930	2,712	152,712
	12,360				41,704			54,064
	9,989	17,989			7,400		12,508	47,886
	5,708	12,500			2,964			21,172
	9,425							9,425
	18,732				30,963	5,055	1,558	56,308
		1,058			1,168		107	2,333
	600	2,995			3,292	28	503	7,418
	4,593				8,804		321	13,718
	114,586	41,536	3,566		9,908	13,143		182,739
	2,175	4,336			6,786	294	253	13,844
		4,590			105,607	55,739		165,936
	43,359	43,573	27,894		11,300	63,167	6,240	195,533
	26,009	180			34,555			60,744
		1,637			8,820			10,457
	825	1,419			13,763			16,007
	421				5,334		18,485	24,240
						1,350		1,350
	558	7,355			6,218			14,131
가	9,675				6,761			16,436
	10,669							10,669
	150						140	290
	1,809	4,401						6,210
	10,938,808	23,683,036	353,296	2,125,520	1,638,959	2,799,204	3,520,231	45,059,054

: , 1995.

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國家名	茶	精	粉	精·粉				計
	3,296,327	29,420,883	68,818	110,793	65,558	623,054	787,131	34,372,564
	1,541,324	2,118,332	8,013		43,915	136,622	522,099	4,370,305
	170,394	50,276			16,488	73,693	671,360	982,211
가	105,934	41,865			37,458	149,707	170,527	505,491
	21,121	32,812			10,364	26,680		90,977
	86,011	190,998			226,519	29,522	30,416	563,466
			11,257	81,809		34,921		127,987
					1,708			1,708
	914,709	4,977			226,113	62,497	2,788	1,211,084
						3,350		3,350
		5,458			51,289	6,424		63,171
	11,759	18,050		1,701	489	102,916	5,787	140,702
	8,069	386			16,220			24,675
		2,066			8,466			10,532
	7,679							7,679
					7,005			7,005
					2,068			2,068
	8,878	30,875			112,378	20,659	1,360	174,150
	11,119	159,913	100,175	204,645	13,072		7,983	496,907
	82,629					481	39,707	122,817
	4,776							4,776
					9,876	154	2,022	12,043
						21,393		21,393
	2,299,804	615,907	31,234	54,726	54,119	1,163,412	543,050	4,762,251
	513,928	2,389	59,952		21,834	71,404	8,490	677,997
	30,670				20204		87,101	137,957
	2,599							2,599
	114,530	5,100	48		151,785	625	9,890	281,978
	8,426							8,426
					72,199			72,199
		4,366						4,366
	31,940				1,800			33,740
							6,992	6,992

國家名	茶	精	粉	精·粉				計
					7,527			7,527
	1,510	5,360						6,870
	3,910							3,910
	64,191	880,112	13,442	66,908	100,348		84,153	1,209,154
	4,825	7,681		851,160	1,926			865,592
	86,614	121,266			233,023		3,896	444,799
	114,41	277,572				30,186	5,618	427,786
	44,804	97,638	6,372	12,764	3,974	24,000	13,198	202,750
	2,050	25,056	15,962	14,457	8,851			66,376
	6,730	4,875	6,180		35,549	3,510	20,971	77,815
	30,822	56,964			30,953		12,507	131,228
	21,629	66,980		7,684	22,559	9,894	1,886	130,632
		36,629						36,629
	10,114	40,523			5,780			56,417
		8,480			4,446			12,926
	3,521							3,521
	22,282	1,763			32,709	2,870	155	59,779
	451				631			1,082
	1,182							1,182
	2,718	1,360	903		19,300	1,792	2,677	28,750
	2,293					975		3,268
가	1,577							1,577
	90,501	24,554			4,979	3,740	9,356	133,139
	7,120	12,616	549		8,383		5,244	33,912
	970	11,898			6,607			19,475
	1,889	1,855			776			4,520
	1,430	7,462						8,892
가	8,442				7,014			15,456
					27,000			27,000
	399	910			150			1,459
		2,068			1,898		772	4,738
	2,773	4,634						7,407
	9,811,783	34,402,909	322,905	1,406,646	1,735,283	2,604,481	3,057,145	53,341,152

: , 1996.

'95 가

( kg. )

가	( )						( )	
	205	44,423			674	103,933	15	2,860
	518	211,824			294	46,462		
	5,226	1,826,130						
	100,797	28,535,599	30	3,489	3,005	932,805	74	10,580
	60	141,653	2,170	349,232	25,714	3,298,396	4,928	924,737
	235	69,952						
	1,819	28,164						
	91,802	23,907,528						
	21,047	6,759,135			790	148,845	1,061	177,790
			1,000	117,480				
					31	4,285	17	2,988
							310	57,472
							1,317	125,860
							27	3,814
					9	2,300	1,518	27,551
						28,174	4,244	573,854
					126		423	76,510
							506	16,985
							14	11,066
							300	2,961
								48,148
					357	1,314		
					713	124,691		
					47	2,492		
					18	4,905		
	221,709	61,524,408	3,200	470,201	31,778	4,698,602	14,817	2,063,176

: , 1996.

'95

( : )

		64,886	57,779	7,003	-	-	-	104
		12,217	10,142	553	371	942	97	112
		77,103	67,921	7,556	371	942	97	216
		7,758	7,146	277	-	327	-	8
		58,195	46,922	5,186	761	4,350	609	367
		65,953	54,068	5,463	761	4,677	609	375
		143,056	121,989	13,019	1,132	5,619	706	591

: , 1996.

'94

( : )

	가				.					(%)
	12	6,266,901	21,416,041	191,914	1,004,259	418,513	1,113,502	2,527,035	32,878,165	(73.0)
	2	3,724,682	370,047	133,276	107,706	75,486	1,394,802	700,466	6,506,465	(14.4)
	9	258,526	30,796	45,889	-	213,425	78,179	49,719	676,535	( 1.5)
	17	478,463	1,757,125	10,756	1,013,555	722,483	790,028	217,893	4,279,303	( 9.5)
	2	116,761	45,872	3,566	-	16,694	13,437	253	196,583	( 0.4)
	7	70,614	51,399	27,894	-	179,379	120,256	24,725	474,267	( 1.1)
	5	22,861	11,756	-	-	12,979	-	140	80,241	( 0.2)
		10,938,808		353,296	2,125,520	1,638,959	2,799,204	3,520,231	45,059,054	

: , 1995.

가 가 (1995)

		(6 15 )	(4 15 )	(4 )	(4 )	(4 )	
( )		76,580	51,980	32,750	28,780	76,261	· '95 가 ( )
L/C		22	15	9	8	22	· ×0.03%
		45	45	18	50	18	· - (40ft)
		22	15	9	8	22	· ×0.03%
		2,297	1,559	982	863	2,287	· ×1% ×3
		3,829	2,599	1,637	1,439	3,813	· ×5% ( )
		6,215	4,233	2,655	2,368	6,162	
(A)		82,795 (106.1\$)	56,213 (72.1\$)	35,405 (45.4\$)	31,148 (39.9\$)	82,423 (105.7\$)	· : 780
가 (B)		86,036 (110.3\$)	66,760 (85.6\$)	48,171 (61.8\$)	40,543 (52.0\$)	85,800 (110.0\$)	· 가
(B/A)		3.9%	18.8	36.1	30.2	4.1	
가		14,742 (18.9\$)	12,324 (15.8\$)	9,828 (12.6\$)	7,410 (9.5\$)	17,238 (22.1\$)	

: , 1995.

(MMA)

		T E		SSG	MMA			
·		838.1	754.3	SSG				
· · - , ,		247.6	222.8	SSG	34.1 (20%)	56.8 (20%)	( )	'95.1.1
	· - , ,	838.1	754.1	SSG				
· - , -		20.0	18.0	-				
· - , -		838.1	754.3	SSG				

: , 1996.

(1995)

( : )

가							
	(ha)	( )	가( )	(1000\$)		(1000\$)	( )
	9,375	11,971	23,172	139,936	, , ,		( )
	1,3117	9,287	54,000	76,296	, , 가	9,806	, ,
	516	375	2,275	9,211		66,622	, ,
	1,984	620	500	62,872	, , 가	7,990	, ,

: , 1995.

'95

( . )

( : kg/ )

	725,889	314,057	1,039,946	
	22,640	90,591	113,231	
	8,192	5,207	14,119	
	41,997	11,140	53,137	
	7,065,469	657,556	7,723,025	
	98,613	2,042	100,715	
	33,745	3,730	37,475	
	2,000,414	492,695	2,493,109	
	9,997,739	1,577,018	11,574,757	

: , 1996.