



April 16, 2011

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Ginseng Sales Rise Amid Radiation Concerns

The ongoing struggle to contain the nuclear crisis in Japan and the global spread of radioactive substances have triggered growing demand for Korean ginseng.

The country's largest ginseng producer said sales in Korea in March jumped nearly 14 percent year-on-year, while annual sales are expected to rise more than 30 percent compared to 2010.

Small ginseng merchants in the Namdaemun traditional market in Seoul have also seen rising sales.

Experts say ginseng's reputation for health benefits and a steady increase in overseas demand have also boosted the product's sales.

Airang News / Apr. 15, 2011 11:20 KST

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