

EU MARKET SURVEY 2004

Fresh fruit and vegetables



Centre for the Promotion of
Imports from developing countries

EU MARKET SURVEY 2004

**FRESH FRUIT AND
VEGETABLES**

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REPORT SUMMARY

This EU market survey profiles the EU and Norwegian market for fresh fruit and vegetables and consists of two parts. Part A provides market information, highlighting Norway and the major national markets within the EU and providing statistical market information on consumption, production and trade, and information on trade structure. The selected markets are: The Netherlands, Germany, France, the UK, Italy, Spain and Norway. Part A also covers the requirements of the EU market in terms of product quality, packaging, labelling and social, health & safety and environmental standards.

After having read Part A, it is important for an exporter to analyse the target markets, sales channels and potential customers in order to formulate marketing and product strategies. Part B subsequently aims to assist (potential) exporters in developing countries in their export-decision-making process.

Exporters are advised to consult CBI's Export Planner, a guide that shows how to set up export activities systematically, before using the marketing guidelines in this publication.

Consumption

The fruit and vegetable assortment for the European consumer includes an enormous variety of products from all over the world, delivered on the basis of the supply calendars of the grower and the seasonal supply of the European home-grown production. According to Euromonitor data, total EU consumption of fresh fruit amounted to 25 million tonnes in 2003, while vegetable consumption (including potatoes) amounted to around 30 million tonnes. Italy, Germany and France, together accounting for around half of total consumption, dominate the EU market for fresh fruit and vegetables. The market for fresh fruit and vegetables is, however, saturated and consumption levels in 2003 were more or less the same as in the previous years.

During the period 2000-2002, the average per capita consumption of fresh fruit in Norway amounted to 48.3 kg per year, while the consumption of fresh vegetables (excluding potatoes) amounted to almost 40 kg per year.

Characteristics of the present-day European consumer:

- Health food
- Organic food
- Food safety, quality and environment consciousness
- Convenience
- Exotic fruit and vegetables

Production in the EU

Most countries in the EU have extensive domestic production of fruit and vegetables. However, the temperate climate of northern Europe limits the production of various fruit and vegetables. Production in greenhouses partly compensates for the restrictive climatic conditions, but, for bananas and a wide range of exotics, there exists a big and developing market, which cannot, or only insufficiently, be supplied by domestic (European) production. EU production is substantial for some products like citrus fruit and apples. However, at the same time the production is season-bound, offering opportunities for suppliers from outside the EU to supply the European market in its off-season periods, although improved storage and distribution has enabled producers to reduce the negative influence of the seasons.

The total EU production of fresh fruit amounted to almost 56.5 million tonnes in 2003 (FAO). The leading EU producers of fruit are, by far, Italy (16.6 million tonnes) and Spain (16.5 million tonnes).

In the same year, total EU production of fresh vegetables amounted to around 55.3 million tonnes. Also in the case of fresh vegetables, Italy (15.5 million tonnes) and Spain (11.9 million tonnes) are the leading supplying EU member countries.

Due to climatic conditions, Norway only produces relatively small amounts of fresh fruit and vegetables. In 2003, Norwegian fresh fruit production amounted to 23.5 thousand tonnes, while fresh vegetable production reached about 130.6 thousand tonnes.

The ten new EU member states (Czech Republic, Estonia, Slovak Republic, Cyprus, Latvia, Lithuania, Malta, Romania, Poland and Hungary) have a competitive advantage in several sub sectors, like berries in Poland, frozen products, canned products and fruit juices. In 2003, the new member countries produced a total amount of almost 5.9 million tonnes of fruit, of which Poland accounted more than half. Important fruit species produced within the region are apples, grapes, sour cherries and plums. In the same year, vegetable production amounted to 8 million tonnes, representing a decrease of 12 percent since 2001. Poland accounted for about 60 percent of the production, followed by Hungary (25%). The leading vegetable product grown in this area is cabbages, followed by carrots, onions and tomatoes.

Imports

Fruit

In 2002, total imports by EU member countries of fresh fruit amounted to about € 14.8 billion, representing an increase of 9 percent since 2000. In terms of volume, imports by EU member countries remained fairly stable, reaching 18.9 million tonnes in 2002. Imports from outside the EU into the member states (so-called extra-EU imports) amounted to € 6.1 billion / 8.0 million tonnes, representing an increase in both value and volume during the survey period.

Germany, the United Kingdom and France are the leading EU importers of fresh fruit, while the leading suppliers are Spain, Italy, The Netherlands, France and Belgium. Bananas, apples, grapes and several citrus fruits are the most popular import products in the EU within the fresh fruit category.

Between 2001 and 2003, Norwegian imports of fresh fruit increased by 18 percent in value and by 7 percent in volume, reaching € 262 million / 260 thousand tonnes in 2003. The most popular fresh fruit species are the same as for the EU member countries.

In 2003, the ten new EU member states together imported less than € 1 billion of fresh fruit, which was equivalent to 2.1 million tonnes. Among the ten new EU member countries, Poland is the leading fresh fruit importer, accounting for € 390 million / 780 thousand tonnes in 2003. Other leading importers are the Czech Republic (€ 213 million / 480 thousand tonnes) and Hungary (€ 101 million / 215 thousand tonnes). These imports, however, are only modest compared to the huge quantities imported by the original 15 EU member countries.

Developing countries play a major role in the supply of papayas, tamarinds, lychees, bananas, guavas, mangoes, dates, pineapples and passion fruit to the EU. In 2002, these countries supplied more than half of total imports (in value) by EU member countries of these products. The leading developing countries exporting fresh fruit to the EU are South Africa and Latin-American countries like Costa Rica, Ecuador, Chile, Colombia, Argentina and Brazil. Other leading non-Latin-American countries are Côte d'Ivoire, Turkey, Morocco and Cameroon.

Vegetables

Although smaller than fruit imports, the imports of fresh vegetables by EU member countries still amounted to almost € 8.4 billion / 9.0 million tonnes in 2002. Compared to

2000, this represents an increase of 11 percent in terms of value and 6 percent in terms of volume.

The leading EU importers are Germany, the United Kingdom, France and The Netherlands. Leading suppliers to the EU are, by far, Spain and The Netherlands, together accounting for 60 percent of total supplies in terms of value in 2002. Tomatoes, capsicum, lettuce and onions are the major fresh vegetable products imported by EU member countries.

Because of a huge growth in tomato imports, total Norwegian imports of fresh vegetables increased by 25 percent in value and by 10 percent in volume between 2001 and 2003, amounting to € 131 million / 77 thousand tonnes in the latter year.

In 2003, the ten new EU member states together imported € 355 million / 756 thousand tonnes of fresh vegetables. The Czech Republic was the leading importer, accounting for about 40 percent of total imports (in both terms of value and volume). Poland is the second leading importer of fresh vegetables among the ten new EU member states, accounting for approximately 20 percent of total imports in 2003.

Whereas Latin-American countries dominate the extra-EU import of fruit, African countries are important extra-EU suppliers of vegetables in particular to France, Italy and the UK. Nevertheless, vegetable imports are, notably more than fruit imports, dominated by intra-EU trade. The leading fresh vegetable exporter among the developing countries is Morocco, followed by Kenya, Turkey, Egypt and Peru. Developing countries play a significant role in the supply of peas and beans and sweet maize, supplying respectively 55 and 48 percent of total imports (in value) by EU member countries in 2003.

Exports

In 2002, total exports by EU member countries of fresh fruit amounted to almost € 10.3 billion / 13.9 million tonnes, representing a total increase of 10 percent in terms of value but a decrease of 4 percent in terms of volume since 2000. Most of the quantities exported concerned intra-EU trade. In 2002, only 16 percent of the export value of fresh fruit by EU member countries was transported to countries outside the EU.

The leading EU exporting countries, Spain and Italy, by virtue of climatic conditions, exported large quantities of fruit. The leading fresh fruit products exported by EU member countries are apples, oranges, bananas and mandarins / clementines. Banana exports, however, mostly consist of re-exports, since banana production within the EU is very limited. Other exotics only play a minor role in EU exports, mainly comprising re-exports.

As from 2000, exports of fresh vegetables by EU member countries increased by 13 percent in value and by 4 percent in volume, amounting to € 8.0 billion / 9.2 million tonnes in 2002. Spain and The Netherlands are the leading EU exporters, together accounting for 66 percent of total EU exports (in value) in 2002. Contrary to the Spanish exports, which consist mainly of domestic produce, the largest part of the Netherlands exports is made up of re-exports. The fresh vegetables exported by the EU countries are mainly traded within the EU itself. Only about 14 percent is exported to countries outside the EU. Major exported fresh vegetable products by EU member countries are tomatoes and capsicum.

Norway exports very small amounts of fresh fruit and vegetables. In 2003, total fresh fruit exports amounted to € 1.5 million / 841 tonnes, while the exports of fresh vegetables amounted to only € 0.5 million / 602 tonnes. As a comparison, Luxembourg, which is the smallest among the EU member countries, exported € 1.6 million / 1,785 tonnes of fresh fruit and € 1.8 million / 1,080 thousand tonnes of fresh vegetables in 2002.

In 2003, the ten new EU member states together exported € 253 million / 888 thousand tonnes of fresh fruit, and € 273.5 million / 540 thousand tonnes of fresh vegetables. Poland is the leading exporter among the new member states of both fresh fruit and vegetables.

Re-exports

Increasing internationalisation, which is also particularly the case in the European Union, has an impact on the fruit and vegetables trade. A total of nearly € 23.2 billion of fresh fruit and vegetables was imported by EU member countries in 2002, whereas exports amounted to € 18.7 billion in the same year. The major share of imports and exports was transported to other destinations, partly as re-exports, partly as transit trade.

The sharp growth in re-exports and transit trade for fruit and vegetables can partly be attributed to the new markets, which have opened up in Eastern Europe, such as Russia, Czech Republic, Slovenia and Slovakia. The Netherlands and Belgium account for a large share of the re-exports and transit trade, though Germany and France also increasingly fulfil this function.

Trade structure

A strong tendency towards concentration and consolidation can be noticed in the horticultural trade, both on the buyers' and suppliers' level. As a result, the demand for consistent volumes and qualities of fresh produce increases, causing firms to introduce procurement methods that manage the supply chain more efficiently.

Importers, trade fairs and increasingly the Internet are valuable sources for finding trading partners in the EU. Contact details of trade fair organisers are listed in this survey.

Opportunities for exporters

Opportunities for developing country exporters could lie in the trade of fresh fruit and vegetables, in which developing countries play an important role as suppliers and in the trade of exotics and off-season fresh fruit and vegetables. If trade in lesser-known exotic products is considered, marketing strategies should specifically take into account ethnic minorities, living in the target market, who are familiar with these products. The organic food market is also particularly interesting for growers in developing countries, since much of their production is already organic or can easily be changed to organic.

Moreover, although exporters to the EU are not obliged to have an HACCP (Hazard Analysis Critical Control Point) system and their system will not be subject to control by the food inspection service in the importing country, the adopting of an approved HACCP system, or working according to a similar principle of quality control, will be a very positive argument in export business.

For information on current CBI Programmes and training & seminars, and for downloading market information and CBI News Bulletins, please refer to CBI's Internet site www.cbi.nl

INTRODUCTION

This CBI survey consists of two parts: EU Market Information and EU Market Access Requirements (Part A), and Export Marketing Guidelines (Part B).

Market Survey	
Part A EU Market Information and Market Access Requirements	
EU Market Information <i>(Chapters 1-8)</i> <i>Product characteristics</i> <i>Introduction to the EU market</i> <i>Consumption and production</i> <i>Imports and exports</i> <i>Trade structure</i> <i>Prices</i>	EU Market Access Requirements <i>(Chapter 9)</i> <i>Quality and grading standards</i> <i>Environmental, social and health & safety issues</i> <i>Packaging, marking and labelling</i> <i>Tariffs and quotas</i>
Part B Export Marketing Guidelines: Analysis and Strategy	
External Analysis (market audit) <i>(Chapter 10)</i> <i>Opportunities & Threats</i>	Internal Analysis (company audit) <i>(Chapter 11)</i> <i>Strengths & Weaknesses</i>
Decision Making <i>(Chapter 12)</i> <i>SWOT and situation analysis:</i> <i>Target markets and segments</i> <i>Positioning and improving competitiveness</i> <i>Suitable trade channels and business partners</i> <i>Critical conditions and success factors (others than mentioned)</i> <i>Strategic options & objectives</i>	
Export Marketing <i>(Chapter 13)</i> <i>Matching products and product range</i> <i>Building up a trade relationship</i> <i>Drawing up an offer</i> <i>Handling the contract</i> <i>Sales promotion</i>	

Chapters 1 to 8 of Part A profile the EU and Norwegian market for fresh fruit and vegetables. The emphasis of the survey lies on those products, which are of importance to developing country suppliers. The major national markets within the EU for those products are highlighted. These are The Netherlands, Germany, France, the United Kingdom, Italy and Spain. Besides these EU member countries, also Norway is highlighted. Furthermore statistical market information on consumption, production and trade, and information on trade structure and opportunities for exporters is provided.

Chapter 9 subsequently describes the requirements, which have to be fulfilled in order to get market access for the product sector concerned. It is furthermore of vital importance that exporters comply with the requirements of the EU market in terms of product quality, packaging, labelling and social, health & safety and environmental standards.

After having read Part A, it is important for an exporter to analyse target markets, sales channels and potential customers in order to formulate export marketing and product strategies. Part B therefore aims to assist (potential) exporters from developing countries in their export-decision making process.

After having assessed the external (Chapter 10) and internal environment (Chapter 11), the (potential) exporter should be able to determine whether there are interesting export markets for his company.

In fact, by matching external opportunities and internal capabilities, the exporter should be able to identify suitable target countries, market segments and target product(s) within these countries, and possible trade channels to export the selected products (Chapter 12).

Chapter 13 subsequently describes marketing tools, which can be of assistance in successfully achieving the identified export objectives.

The survey is interesting for both starting exporters as well as well as exporters already engaged in exporting (to the EU market). Part B is especially interesting for more experienced exporters starting to export to the EU and exporters looking for new EU markets, sales channels or customers. Starting exporters are advised to read this publication together with the CBI's Export planner, a guide that shows systematically how to set up export activities and the interactive tool on the CBI website 'Export marketing plan'.

PART A:
EU MARKET INFORMATION AND ACCESS
REQUIREMENTS

1 PRODUCT CHARACTERISTICS

1.1 Product groups

The assortment of imported fresh fruit and vegetables can be classified according to the following table. Please refer to Appendix 1 for a complete list of the products selected in this survey.

FRESH FRUIT	
<p>A Temperate</p> <ul style="list-style-type: none"> • apples / pears • grapes • deciduous fruit (peaches, nectarines, apricots, cherries, etc.) • berries (strawberries, raspberries, blueberries, etc.) • melons / water melons • etc. 	<p>B Tropical and subtropical (incl. exotics)</p> <ul style="list-style-type: none"> • bananas • citrus fruit • pineapples • avocados • mangoes • lychees • papayas • others: passion fruits, carambolas, durian, dates, figs, etc.
FRESH VEGETABLES	
<p>A Temperate</p> <ul style="list-style-type: none"> • tomatoes • onions / shallots / garlic • beans & peas • asparagus • courgettes • eggplants • capsicum • sweet maize • etc. 	<p>B Tropical and subtropical</p> <ul style="list-style-type: none"> • cassava • arrowroot • yams • sweet potatoes • dasheen • breadfruit • etc.

Temperate fruit and vegetable products

The temperate fruit and vegetables assortment offered to the European consumers consists of products, which are not, or only occasionally, supplied from outside Europe. Some remarks need to be made regarding a number of major vegetable products:

potatoes

Potatoes are only superficially discussed in this survey, because there is hardly any opportunity for suppliers from developing countries to the European countries. The advanced preservation techniques applied in Europe make sure that the selling season extends almost throughout the year. The Netherlands, France and Germany are the leading potato exporters in Europe. The European import of potatoes is limited to the so-called firstling potatoes, which can be regarded as forerunners of the main harvest of the European potato season. As for the early, or firstling, potatoes, Egypt, Israel, Cyprus, Morocco and Malta play a part during the European spring.

onions

The export possibilities for suppliers of onions grown in developing countries are also remote. In general, there is an abundant supply of European onions. Suppliers in The Netherlands, Spain, France, Italy and Belgium fill the European market for an important part. During the European spring and early summer, there is some import into the European market from New Zealand, Argentina, Australia, Poland, China, Chile and Egypt.

others

There is also a number of other products, which will find only limited opportunities in the European fresh produce market. In general, this is applicable to *leaf vegetables*, with the exception of the specific, so-called Asian vegetables. Other product varieties which have hardly any chances on the European market are for instance *tomatoes, cabbage varieties, cauliflower, cucumbers* and the like. The self-supplying degree of the EU member states for these products is very high. Only occasionally, for instance in cases of bad harvests or drastically reduced yields, are these products imported from outside the EU, but even then in relatively small quantities. Products grown in greenhouses, under glass or plastic, generally have sufficient protection against severe weather influences. When there are problems in production and harvesting in certain regions in Europe, neighbouring European countries will be the first suppliers to fill the gaps.

Tropical and subtropical fruit and vegetable products

The main imported product group within this category consists of citrus fruit. The citrus assortment on the European Union market consists of numerous varieties of oranges, mandarins, grapefruit and lemons. The most important orange varieties are Valencias, Navels and Salustianas, for which there is a great demand. As for the mandarin varieties, the Clementines are particularly popular. Many new citrus fruit varieties have been introduced, with great appreciation for the so-called "easy-peelers". In the case of grapefruit, the red and pink varieties are the most popular in the increasing market for the consumption of grapefruit.

exotics

The exotics assortment consists of an extremely varied number of products, which have become reasonably well known on the European market during the past twenty years. These products originate in tropical and sub-tropical countries where they are considered as ordinary products. On the European market, they are, however, regarded as special products because of their -seen through European eyes-exotic character.

Due to quick and successful introduction on EU markets, some of these products can hardly be considered as exotics anymore. This can be seen as a positive development for exporters in developing countries. Consumers have become accustomed to these products, which have now gained a common place in the shops and on shopping lists, such as pineapples, bananas, kiwi fruits, avocados and mangoes. On the other hand, there are many other exotic varieties which are less, or only vaguely, known to the consumer. However, the supply as well as the number of supplying countries of exotics is still increasing.

Off-season products

The assortment of imported off-season products consists of those fruit and vegetable varieties, which are shipped mostly from overseas countries to the European markets during the European winter period. Apples and pears are the main fruit varieties of the off-season products. Developing countries in particular play an important role in the supply of peas and beans. Other off-season products are: snowpeas (mangetout), capsicum (sweet pepper), courgettes, melons, grapes, peaches and nectarines. In addition, during the European spring/summer period large quantities of citrus fruit are imported into the European market from the southern hemisphere. Therefore, from a European point of view, citrus fruit also belongs to the off-season assortment. For products which keep well, like apples, the seasons of the northern and southern hemisphere more or less follow each other, or there is partly an overlap of the respective supply periods. It has to be noted, however, that overlapping periods occur more frequently than before. This is due to improved growing techniques and improvement in the storage life of the product. This means that the off-season period, in which the EU is highly dependent on suppliers from outside Europe, is becoming shorter. However, the demand in this period is increasing.

Mushrooms

Mushrooms and truffles make up a very particular market segment among the vegetable products. Although there is a strong demand in the European markets, there are only limited opportunities (mainly special products) for suppliers from outside Europe.

Conclusion

It can be concluded that the opportunities for fruit and vegetable producers in developing countries on the European market can mainly be found in products which are hardly grown anywhere in Europe, i.e. **tropical and subtropical products (exotics)** and the so-called **off-season products**.

1.2 Customs/statistical product classification

On January 1, 1988, a unified coding system was introduced to harmonise the trading classification systems used world-wide. This system is called the Harmonised Commodity Description System (HS) and was developed by the World Customs Organisation (WCO). The system covers about 5,000 commodity groups, each identified by a six-digit code, arranged in a legal and logical structure and is supported by well-defined rules to achieve uniform classification. More than 179 countries and economies use the system as a basis for their Customs tariffs and for the collection of international trade statistics. After the six-digit code, countries are free to use further subheadings. The trade data of Eurostat uses an eight-digit system. Most codes, however, end with two zeros, i.e. effectively only using 6 digits. In some countries even 10 digits are sometimes used.

Table 1.1 gives the four-digit list of the main HS codes for fruit and vegetables. The varieties of fresh fruit and vegetables discussed in this report are covered by Chapters 7 and 8 of the Harmonised System. Please refer to Appendix 1 for a more detailed HS code classification.

Table 1.1 HS code classification of fresh fruit and vegetables

HS codes	Products
Fresh Vegetables	
0702	tomatoes
0703	onions, garlic, leek
0704	cabbage, cauliflower, sprouts
0705	lettuce, chicory
0706	carrots, celeriac, horseradish
0707	cucumbers, gherkins
0708	peas, beans
0709	artichokes, asparagus, eggplants, celery, mushrooms, truffles, capsicum, spinach, olives, capers, fennel, sweet maize, courgettes
Fresh Fruit	
0803	bananas
0804	dates, figs, pineapples, avocados, guavas, mangoes, mangistan
0805	citrus fruit (oranges, mandarins, clementines, tangerines, lemons, grapefruit)
0806	grapes
0807	melons, papayas
0808	apples, pears
0809	apricots, cherries, peaches, nectarines, plums
0810	strawberries, raspberries, blackberries, mulberries, red / white / black currants, kiwi fruits, durians, jackfruit, lychees, passion fruit, star fruit

2 INTRODUCTION TO THE EU MARKET

The European Union (EU) is the current name for the former European Community. Since 1 January 1995 the EU has consisted of 15 member states. Ten new countries joined the EU in May 2004. They are the Czech Republic, Estonia, Slovak Republic, Cyprus, Latvia, Lithuania, Malta, Slovenia, Poland and Hungary. Negotiations are in progress with a number of other candidate member states. In this survey, the former EU-15 will be referred to as the EU, unless otherwise stated.

Table 2.1 Population and GDP of selected and new EU countries and Norway, 2003

Countries	Population <i>million</i>	Age 15-64 %	GDP per capita (€)
<u>Selected (EU) countries</u>			
Germany	82.4	67.0	24,407
France	60.4	65.1	24,318
UK	60.3	66.3	24,495
Italy	58.1	66.9	23,699
Spain	40.3	68.0	19,455
The Netherlands	16.3	67.8	25,291
Norway	4.6	65.4	33,363
<u>New EU countries</u>			
Poland	38.6	70.0	9,727
Estonia	13.4	67.5	10,877
Czech Republic	10.2	70.9	13,884
Hungary	10.0	69.0	12,292
Slovakia	5.4	70.8	11,761
Lithuania	3.6	68.4	9,904
Latvia	2.3	69.2	8,931
Slovenia	2.0	70.6	16,183
Cyprus	0.8	67.4	14,149
Malta	0.4	68.5	6,263
Currencies Exchange (2003)	€, UK £, DKr, SKr, NOK € 1 = US\$ 1.13		

Source : The World Factbook 2003

Within Western Europe – covering 15 EU member countries, Iceland, Liechtenstein, Norway and Switzerland – more than 20 million enterprises are active. Small and medium-sized enterprises (SMEs) accounted for the lion's share. In 2000, the average turnover per enterprise of SMEs and large enterprises amounted to € 600,000 and € 255 million respectively.

EU Harmonisation

The most important aspect of the process of unification (of the former EC countries), which affects trade, is the harmonisation of rules in the EU countries. As the unification allows free movement of capital, goods, services and people, the internal borders have been removed. Goods produced or imported into one member state can be moved around between the other member states without restrictions. A precondition for this free movement is uniformity in the rules and regulations concerning locally produced or imported products. Although the European Union is already a fact, not all the regulations have yet been harmonised. Work is in progress in the fields of environmental pollution, health, safety, quality and education. For more information about harmonisation of the

regulations visit AccessGuide, CBI's database on non-tariff trade barriers at www.cbi.nl/accessguide

Monetary unit: Euro

On 1 January 1999, the euro became the legal currency within twelve EU member states: Austria, Belgium, Finland, France, Germany, Greece, Italy, Ireland, Luxembourg, The Netherlands, Spain, and Portugal. In 2002 circulation of euro coins and banknotes replaced national currency in these countries. Denmark, United Kingdom and Sweden have decided not to participate in the Euro.

The most recent Eurostat trade statistics quoted in this survey are from the year 2002. In this market survey, the € is the basic currency unit used to indicate value.

Trade figures quoted in this survey must be interpreted and used with extreme caution. The collection of data regarding trade flows has become more difficult since the establishment of the single market on 1 January 1993. Until that date, trade was registered by means of compulsory customs procedures at border crossings, but, since the removal of the intra-EU borders, this is no longer the case. Statistical bodies like Eurostat cannot now depend on the automatic generation of trade figures. In the case of intra-EU trade, statistical reporting is only compulsory for exporting and importing firms whose trade exceeds a certain annual value. The threshold varies considerably from country to country, but it is typically about € 100,000. As a consequence, although figures for trade between the EU and the rest of the world are accurately represented, trade within the EU is generally underestimated.

Furthermore, the information used in this market survey is obtained from a variety of different sources. Therefore, extreme care must be taken in the qualitative use and interpretation of quantitative data, both in the summary and throughout the text, as also in comparisons of different EU countries with regard to market approach, distribution structure, etc.

For more information on the EU market, please refer to the CBI's manual Exporting to the European Union.

Table 2.2 Exchange rates of EU currencies in US\$, 1998-2004

Country	Currency	1999	2000	2001	2002	2003	April 2004
European Union	€	1.063	0.920	0.900	0.946	1.125	1.176
Denmark	Dkr	0.14	0.12	0.12	0.13	0.15	0.16
Sweden	Skr	0.12	0.10	0.10	0.10	0.12	0.13
United Kingdom	GB£	1.61	1.52	1.44	1.50	1.63	1.82

Source: CBS Statline

This survey focuses on the six major EU markets for fresh fruit and vegetables: Germany, France, the United Kingdom, The Netherlands, Italy and Spain. These EU member countries are highlighted, because of their relative importance in terms of consumption, production, imports and exports.

Although it is not a member of the European Union, this market survey also highlights the Norwegian market for fresh fruit and vegetables. However, the question as to whether Norway should also apply again to join the EU remains a live issue in Norwegian politics. Together with Iceland, Liechtenstein and Switzerland, Norway forms the European Free Trade Area (EFTA). The EU member states together with the 3 of the 4 EFTA member states (i.e., excluding Switzerland which relies on bilateral agreements with the EU) constitute the European Economic Area (the EEA), in which there is free movement of capital, goods, services and labour. Under the terms of the EEA

Agreements, EFTA countries not only take on the economic 'acquis communautaire' of the EU but also have to implement new EU legislation as it comes into force. More information on EFTA and EEA can be found at www.efta.int

Besides the seven selected countries, attention is paid to main developments in the accession countries (10 new EU countries i.e. Poland, Hungary, Czech Republic, Slovakia, Lithuania, Estonia, Slovenia, Malta and Cyprus).

3 CONSUMPTION

3.1 Market size

The European Union market

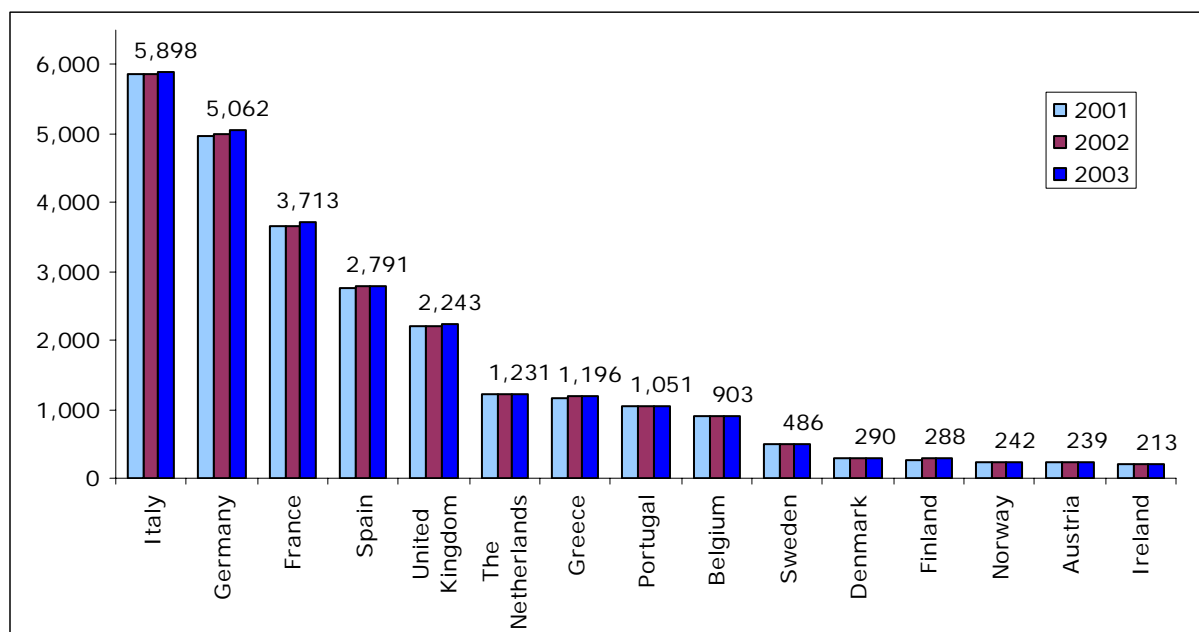
The European Union market for fresh fruit and vegetables has for several years shown increasing signs of saturation. The maturity of the national fresh produce markets is reflected by the stable, and, in some EU member countries, even declining consumption statistics for both fruit and vegetables.

Please note that the figures shown in Figure 3.1 and Figure 3.2 are Euromonitor data. In some cases, these differ significantly from the figures presented by national organisations. Figures presented by the national organisations cannot be compared, as they are derived from different sources. Euromonitor is the only organisation presenting EU overall and individual-country comparable figures.

Fruit

According to Euromonitor, total fruit sales in the EU amounted to 25 million tonnes in 2003. In the same year, Norwegian fruit sales amounted to 242 thousand tonnes. More than 30 percent of the fruit sales consisted of citrus fruit, which was consumed relatively more in Mediterranean countries like France, Spain, Italy and Greece. The major EU fruit market is Italy with a consumption of almost 6 million tonnes, followed by Germany with 5 million tonnes, and, at a considerable distance, France, Spain, and the United Kingdom. Consumption of fruit over recent years has been quite stable.

Figure 3.1 Volume sales of fruit in the EU and Norway, 2001-2003, 1,000 tonnes



Note: In the case of Austria, the figures do not include the sales of citrus fruit

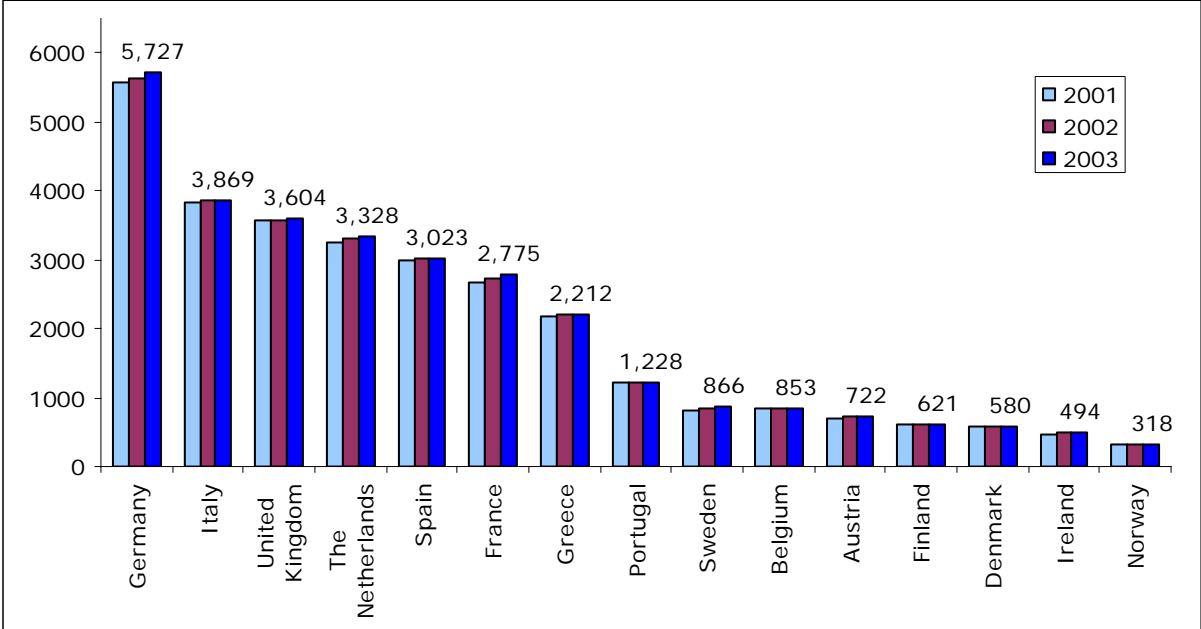
Source: Euromonitor, 2004

Vegetables

In 2003, total vegetable sales (including potatoes) in the EU amounted to more than 30 million tonnes, which was about the same volume as in the previous years. More than half of total vegetable consumption consisted of potatoes, while tomatoes accounted for around 10 percent of vegetable consumption. The major EU vegetable market is Germany with a consumption of 5.7 million tonnes, followed by Italy, the United Kingdom

and The Netherlands. Vegetable sales in these EU markets remained more or less stable during the period 2001-2003, with Germany being the biggest growth market (+2.6%). Norwegian volume sales of fresh vegetables amounted to 318 thousand tonnes, which was relatively small compared to the EU member countries.

Figure 3.2 Volume sales of vegetables in the EU and Norway, 2001-2003, 1,000 tonnes



Source: Euromonitor, 2004

Germany

According to the German organisation ZMP, per capita consumption of fresh fruit and vegetables in Germany was estimated at almost 144 kg in the period April 2002 until March 2003, representing a small decrease of 2 percent compared to the preceding period. German per capita fruit and vegetable consumption is substantially high by EU standards.

Fruit

Total fruit consumption in Germany was estimated at 5.0 million tonnes in 2002/03, representing a decrease of 10 percent compared to two preceding periods. As can be seen in Table 3.1, German consumption of all fruit species decreased between 2000/01 and 2002/03, in some cases even substantially. The decline in overall fruit consumption was triggered by several factors, although the fruit prices, which were unjustly experienced by consumers as increasing, and the lack of confidence related to the introduction of the Euro are viewed as the main causes. The leading fruit species consumed in Germany was apples, which accounted for almost 30 percent of total fruit consumption in 2002/03, followed by bananas (19%), oranges (11%) and clementines (7%).

Vegetables

In the period 2002/03, total fresh vegetable consumption in Germany was estimated at almost 7.0 million tonnes, representing a relatively small decrease compared to the preceding period. The major vegetable product consumed in Germany was tomatoes (25 percent of total fresh vegetable consumption in 2002/03), and the various cabbage varieties (11%). Tomato consumption increased considerably between 2000/01 and 2002/03. Other increases occurred in the consumption of cucumbers, mushrooms, peas and spinach.

Table 3.1 Consumption of fresh fruit and vegetables in Germany, 2000-2003, 1,000 tonnes

	2000/ 01	2001/ 02 ¹	2002/ 03 ¹		2000/ 01	2001/ 02	2002/ 03 ¹
total fruit	5,498	5,100	4,967	total vegetables	6,687	7,107	6,991
apples	1,575	1,434	1,415	tomatoes	1,570	1,612	1,715
bananas	997	913	926	cabbages	935	810	778
oranges	575	476	532	cucumbers	496	498	532
clementines	345	291	332	carrots	544	546	527
peaches	296	271	260	onions	536	543	518
grapes	328	313	253	lettuce	257	233	253
berries	262	287	241	mushrooms	178	199	184
pears	213	186	205	beans	166	187	169
lemons	134	138	128	asparagus	119	117	115
prunes	87	83	80	peas	98	128	105
cherries	114	103	79	leek	88	88	79
grapefruit	70	63	56	spinach	68	76	76
apricots	42	32	36	celery	54	48	49
<i>other fruit</i>	<i>460</i>	<i>512</i>	<i>426</i>	<i>other vegetables</i>	<i>1,779</i>	<i>2,022</i>	<i>1,894</i>

¹ provisional

Note: the annual data in table 3.1 cover the periods from April until March.

Source: ZMP, 2003/2004

France

Fresh fruit and vegetables enjoy a very positive image among French consumers. French consumers regard these products as safe and the purchase of fresh fruit and vegetables is considered a pleasant activity. Total fresh fruit and vegetable consumption amounted to 3.56 million tonnes in 2003, representing a total value of € 6.87 billion.

Table 3.2 Consumption of fresh fruit and vegetables in France, 2001-2003, € million / 1,000 tonnes

FRESH FRUIT					FRESH VEGETABLES				
	2002		2003			2002		2003	
	Val.	Vol.	Val.	Vol.		Val.	Vol.	Val.	Vol.
Total fruit	3,242	1,774	3,393	1,805	Total veg.	3,407	1,729	3,476	1,753
	2001		2002			2001		2002	
	Val.	Vol.	Val.	Vol.		Val.	Vol.	Val.	Vol.
apples	513	380	529	350	tomatoes	334	316	315	286
peaches	320	137	284	140	melon	275	144	277	136
strawberries	200	52	220	50	endive	202	113	230	109
pears	176	103	175	92	carrots	192	183	188	179
apricots	93	32	113	47	onion	109	81	120	80
kiwi fruit	91	44	99	35	leek	113	70	101	65
cherries	70	17	75	19	cucumbers	91	71	90	69
prunes	42	21	39	19	cauliflower	67	57	72	53
					asparagus	70	21	70	19
					artichokes	72	28	66	23

Val.: value

Vol.: volume

Source: Ctifl / Secodip, 2003/2004

Fruit

Total French consumption of fresh fruit amounted to € 3.4 billion / 1.8 million tonnes in 2003, representing a small increase of 5 percent in value and 2 percent in volume compared to the preceding year. Popular fresh fruit species are apples, oranges, bananas, and clementines. During the past few years, exotic fruit species like lychees and mangoes gained more popularity, although their sales still account for a modest share of total fruit sales.

Vegetables

In 2003, consumption of fresh vegetables in France amounted to almost 3.5 billion / 1.75 million tonnes, which represented a slight increase of 2 percent in value and 1 percent in volume compared to the preceding year. Tomatoes, carrots and endive are among the most popular fresh vegetable in the French fresh vegetable market.

The Netherlands

According to a survey published by the Commodity Board for Horticulture, one of the major trends in The Netherlands is the growing demand for convenient and time-saving ways of preparing meals. This trend applies in particular to vegetables and is expressed by the growing demand for prepacked and semi-prepared vegetables. In 2002, an average Netherlands household purchased 93 kilograms of fresh fruit and 72 kilograms of fresh vegetables (Commodity Board). In 2002, total consumption of fresh fruit and vegetables amounted to almost 1.2 million tonnes.

Table 3.3 Consumption of fresh fruit and vegetables in The Netherlands, 1999-2002, 1,000 tonnes

	1999	2002		1999	2002
total fruit	690.7	653.5	total vegetables	511.7	503.5
<i>fruit top 10:</i>			<i>vegetables top 10:</i>		
apples	185.6	174.5	cauliflower	51.4	43.3
oranges	164.5	156.7	onions/shallots	44.4	41.7
bananas	102.2	102.4	tomatoes	40.9	41.2
mandarins	54.8	57.3	cucumbers	39.7	39.9
pears	38.7	34.5	carrots	36.7	36.9
melons	25.4	20.7	lettuce	31.6	31.7
grapes	20.4	18.1	chicory	24.5	29.3
kiwi fruits	15.3	17.3	green beans	20.8	19.8
grapefruit	22.8	14.7	leek	20.3	18.7
strawberries	14.7	13.6	endive	19.7	17.9
			<i>selected others:</i>		
			broccoli	17.9	17.3
			white mushrooms	15.7	16.0
			peppers	13.0	14.3

Source: Commodity Board for Horticulture, 2003

Fruit

Total household purchases of fresh fruit in The Netherlands amounted to 654 thousand tonnes in 2002, compared to 691 thousand tonnes in 1999. The most popular fruit species in The Netherlands remain apples, oranges and bananas, accounting for about two thirds of total fruit consumption. Other important fruit species were mandarins, melons and pears. In recent years, kiwi fruits have gained more popularity, climbing up to number 8 of the fruit top 10 in 2002.

In terms of value, the total fresh fruit consumption amounted to € 978 million in 2002, compared to € 856 million in 1999. Prepacked fruit accounts for over half of total fruit

consumption. Prepacked fruit is mostly purchased in supermarkets, whereas greengrocers and markets sell relatively small amounts of prepacked fruit.

Vegetables

In 1999, total consumption of fresh vegetables (excluding potatoes) in The Netherlands amounted to 512 thousand tonnes, while in 2002, consumption amounted to about 504 thousand tonnes. Domestically grown products like cauliflower, onions/shallots and tomatoes dominate the consumption of vegetables. Cucumbers and carrots are also popular vegetable species. Together, the top 5 vegetables accounted for 40 percent of total vegetable purchases in 2002.

In 2002, consumption of fresh vegetables amounted to € 1,042 million, compared to € 876 million in 1999. Prepacked vegetables accounted for more than 50 percent of total vegetable sales.

United Kingdom

The United Kingdom has a relatively low per capita consumption of fresh fruit and vegetables. In the period 2002-2003 total per capita consumption of fresh fruit and vegetables amounted to 79.6 kg, which meant a slight increase of 3 percent compared to the preceding period (Family Food Survey 2002-03).

Fruit

In 2002/2003, the British consumed almost 41.3 kg of fresh fruit per person, which was 2.3 kilogram more than in 2001/2003. The most popular fruit species was bananas, followed by apples. Together, fresh banana and apple consumption represented almost half of total fruit consumption. Except for apples, the per capita consumption of all the fresh fruit products increased during the review period.

Vegetables

In 2002/2003, per capita consumption of fresh vegetables in the United Kingdom amounted to 38.3 kg, representing an increase of 0.3 kg compared to the period 2001/2002. The most popular vegetable products were onions, carrots and tomatoes, together representing 40 percent of total vegetable consumption. The composition of the fresh vegetable consumption in 2002/2003 remained more or less the same as in 2002/2001.

Table 3.4 Per capita consumption of fresh fruit in the United Kingdom, 2001-2003, kg per year

	2001/02	2002/03		2001/02	2002/03
total fruit	39.0	41.3	total vegetables	38.0	38.3
bananas	10.6	10.8	onions	5.1	5.2
apples	9.1	8.9	carrots	5.3	5.1
other citrus fruit	4.1	4.8	tomatoes	5.0	5.0
stone fruit	3.4	3.7	cauliflower	3.8	4.0
oranges	2.9	3.2	lettuce & salads	3.3	3.2
grapes	2.5	2.6	cabbages	2.4	2.3
pears	2.0	2.2	cucumbers	1.9	1.9
melons	2.0	2.1	mushrooms	1.9	1.8
other soft fruit	1.4	1.6	peas & beans	1.4	1.5
<i>other fresh fruit</i>	<i>1.1</i>	<i>1.2</i>	turnips	1.2	1.2
			brussels sprouts	0.8	0.8
			<i>other fresh vegetables</i>	5.8	6.2

Source: Defra National Statistics 'Family Food' 2004

Italy

In 2001, total sales of fresh fruit and vegetable (excluding potatoes) in Italy amounted to more than 8.4 million tonnes, which represented a per capita consumption of 145 kg.

Fruit

Per capita consumption of fresh fruit in Italy amounted to 85 kg in 2001, making it one of the highest fruit consumption levels in Europe. Total fruit sales amounted to almost 5 million tonnes in 2001. Apples were by far the most popular fruit product, accounting for 21 percent of total sales, followed by oranges (14%), bananas (11%), pears (9%) and watermelon (8%).

Vegetables

Total Italian consumption of fresh vegetables (excluding potatoes) fluctuates at around 3.5 million tonnes, which amounts to an annual 60 kg on a per capita base. In 2001, fresh tomatoes made up about 22 percent of total vegetable sales, followed by onions (9%), courgettes (8%) and carrots (7%).

Table 3.5 Volume sales of fresh fruit and vegetables in Italy, 1999-2001, 1,000 tonnes

	1999	2000	2001		1999	2000	2001
total fruit	5,032	5,037	4,903	total vegetables	3,480	3,480	3,479
apples	1,018	1,030	1,006	tomatoes	770	775	762
oranges	724	724	711	onions	331	328	310
bananas	540	547	523	courgettes	285	283	285
pears	461	459	448	carrots	232	235	237
watermelons	362	367	368	peppers	224	222	221
peaches	290	287	277	artichokes	211	212	208
lemons	275	271	255	eggplant	221	215	207
table grapes	229	233	248	cauliflower	117	117	115
clementines	220	226	214	<i>other vegetables</i>	<i>1,089</i>	<i>1,092</i>	<i>1,134</i>
melons	185	187	188				
mandarins	152	146	123				
nectarines	79	90	92				
kiwi fruits	78	76	78				
strawberries	59	61	61				
<i>other fruit</i>	<i>361</i>	<i>331</i>	<i>309</i>				

Source: CSO Centro Servizi Ortofrutticoli, 2003

Spain

Spain is one of the few EU member countries, which has a steadily increasing consumption of fresh fruit and vegetables. Total fresh fruit and vegetable consumption in Spain amounted to more than 5.8 million tonnes in 2003, which represented a per capita consumption of about 145 kg. In terms of value, total fruit and vegetable sales reached almost € 7.4 billion in 2003.

Fruit

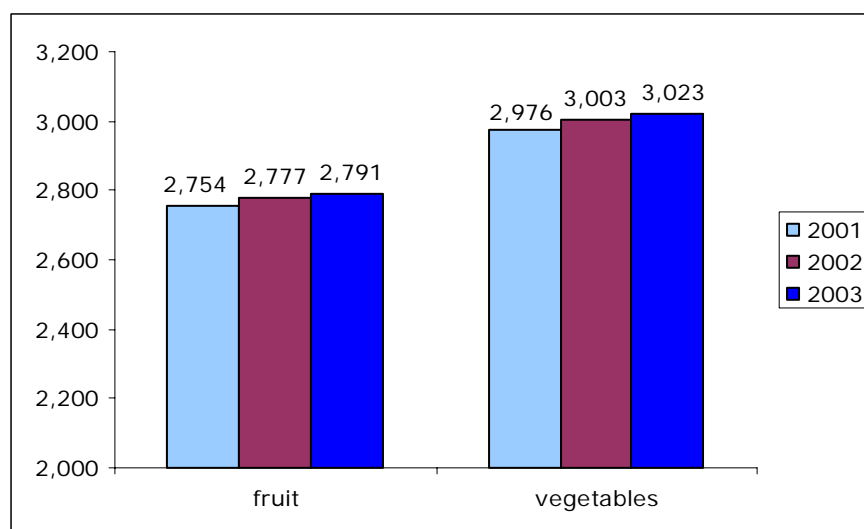
According to Euromonitor data, per capita consumption of fresh fruit in Spain amounted to 70 kg in 2003, making it one of the highest fruit consumption levels in Europe (the other being Italy at around 100 kg/capita). Total fruit sales amounted to nearly € 2.6 billion / 2.8 million tonnes in 2003. Citrus fruit sales accounted for about one third of total fruit sales.

Vegetables

In 2003, total Spanish consumption of fresh vegetables amounted to somewhat over 3 million tonnes, representing a per capita consumption of about 75 kg. Total Spanish

vegetable sales amounted to € 4.8 billion / 3.0 million tonnes in 2003. Fresh green vegetables make up around 40 percent of total vegetable sales.

Figure 3.3 Volume sales of fresh fruit and vegetables in Spain, 2001-2003, 1,000 tonnes



Source: Euromonitor, 2004

Norway

According to data derived from Statistics Norway, the average per capita consumption of fresh fruit and vegetables (excluding potatoes) in Norway amounted to about 88 kg per year during the period 2000-2002. Compared to the most of the EU member countries, fresh produce consumption in Norway is relatively small.

Fruit

During the period 2000-2002, the Norwegian consumed almost 48.3 kg of fresh fruit per person per year. The most popular product group was citrus fruit, followed by apples and bananas. Together, citrus fruit, apple and banana consumption represented more than 65 percent of total fruit consumption.

Vegetables

During the period 2000-2002, the annual per capita consumption of fresh vegetables in Norway amounted to 39.6 kg. The most popular vegetables were the product group root crops (mostly carrots) and mushrooms, representing 41 percent of total vegetable consumption, followed by cabbages (15%).

Table 3.6 Per capita consumption of fresh fruit and vegetables in Norway, average 2000-2002, kg per year

total fresh fruit	48.3	total fresh vegetables	39.6
citrus fruit	11.8	root crops & mushrooms	16.1
apples	10.1	cabbages	5.8
bananas	9.6	leaf & stem vegetables	2.6
berries	4.4	<i>other fresh vegetables</i>	<i>15.1</i>
pears	4.0		
stone fruit	1.1		
<i>other fresh fruit</i>	<i>7.3</i>		

Source: Statistics Norway, 2004

New member states

Table 3.7 shows the per capita supply of fruit and vegetables in the ten new EU member states, as provided by FAO data. Although these figures are not direct consumption figures, they give an indication of the per capita fruit and vegetable supplies available for human consumption during the reference period in terms of quantity. As can be seen, Slovenia has the highest per capita supply of fruit, while Cyprus has the highest for vegetables.

Table 3.7 Per capita supply of fresh fruit and vegetables in the new EU member states, 2000-2002, kg per year

FRESH FRUIT				FRESH VEGETABLES			
	2000	2001	2002		2000	2001	2002
Slovenia	153.5	104.3	153.1	Cyprus	160.7	167.5	165.2
Cyprus	131.8	116.4	120.6	Malta	147.3	151.9	129.8
Malta	62.7	66.4	105.6	Hungary	117.5	116.6	111.4
Czech Rep.	69.5	67.0	75.1	Poland	126.8	117.3	98.0
Estonia	81.4	78.2	71.3	Latvia	71.4	89.9	89.8
Hungary	83.4	62.1	64.9	Lithuania	94.8	95.4	89.7
Latvia	61.3	60.3	63.6	Estonia	68.9	79.2	78.7
Lithuania	70.2	70.4	62.4	Slovenia	67.9	64.1	69.4
Slovakia	68.7	55.8	55.0	Slovakia	78.7	74.8	69.3
Poland	48.6	57.4	49.3	Czech Rep.	75.8	74.4	66.9

Source: FAOSTAT, 2004

3.2 Market segmentation

Segmentation of the fresh fruit and vegetable market is possible with the help of the product classification as presented in Section 1.1 of this survey. This classification reveals the following market segments:

- domestically produced fruit and vegetables (temperate fruit and vegetable products);
- well-known products not, or only sporadically, produced in northern Europe;
- exotics (tropical/subtropical products);
- off-season products.

Please refer to Chapter 1 for a description of the different segments.

The market for fresh fruit and vegetables can also be segmented according to:

- consumer market (retail shops, supermarkets, grocery stores), and
- out-of-home market (restaurants, business canteens, gas stations, institutions, fast-food chains).

In The Netherlands, it is estimated that the consumer market segment is currently holding about 65 percent of the total market and the out-of-home segment 35 percent. However, the latter segment is expected to expand in the near future due to the proportional increase of the ageing population (more institutions), single households and a growing prosperity. The same development can also be expected for other EU member countries.

Another segmentation of the market for fruit and vegetables can also be made according to whether the products are grown by organic¹ farming or by conventional farming. This

¹ The Basic Standards of IFOAM (International Federation of Organic Agriculture Movements) represent the world-wide consensus of what is organic. The EU Regulation for organic food is based on the IFOAM standards. Uniform standards for organic food production and labelling throughout the EU were established by the passing of Council Regulation (EEC) 2092/91. This regulation and subsequent amendments establish the main principles for organic production at farm level and the

is particularly important since the demand for organic food is increasing in the EU member countries and these can offer interesting market opportunities for developing countries exporters. Organic products still account for only a small share of the total food consumption, although most markets for organic fruit and vegetables experienced strong growth rates during the last years of the 1990s. Particularly high growth rates have been observed in the United Kingdom and Italy. In the period 1998-2000, organic fruit and vegetable retail sales in Italy showed annual growth rates up to 85 percent.

Because of its nature, organic production is highly suitable for farmers in developing countries, having a potential comparative advantage in meeting demand for many organic foods in major markets. Firstly, due to climatic constraints, some products cannot be grown profitably in the cooler, mostly industrialised, countries as demonstrated by tropical fruits and off-season fruits and vegetables. Secondly, in a number of developing countries, traditional production systems may be more attuned to the production of organic foods than the more intensive input production systems usually found in developed countries. As there are traditional systems that do not use agro-chemicals but do maintain soil fertility in sustainable ways, conversion to organic agriculture may be easier, and require less investment than for farmers in countries with highly intensive agriculture. Finally, the fact that organic farming tends to be labour intensive may give a comparative advantage to developing countries, where labour costs are relatively lower than in developed countries. For more information on organic production, please also refer to CBI's EU Market Survey "*Organic Food Products*".

For in depth information about organic fresh fruit and vegetables, please also refer to the FAO study 'World Markets for Organic Fruit and Vegetables - Opportunities for Developing Countries in the Production and Export of Organic Horticultural Products' which can be downloaded at www.fao.org/docrep/004/y1669e/y1669e00.htm#Contents. The study shows that sales of organic fruit and vegetables in a number of EU countries have grown fast at annual rates ranging between 20 and 30 percent. Particularly high growth rates have recently been observed in the United Kingdom and France.

Another interesting report, published by the United Nations Conference on Trade and Development (UNCTAD), is titled 'Organic Fruit and Vegetables from the Tropics' (2003) and provides in-depth market, certification and production information for producers and international trading companies. It can be downloaded at http://www.unctad.org/en/docs//ditcom20032_en.pdf

For more information on organic production and its certification, please contact SKAL, Ecocert, Soil Association or other EU inspection organisations; refer to Appendix 3.6 for contact details of these organisations. Please also refer to CBI's EU Market Survey "Organic Food Products" for more detailed information.

3.3 Consumption patterns and trends

The population in Western Europe is still growing and will continue to grow until about two decades from now. It is estimated that thereafter, Western Europe will start to show a declining population size. However, already now the composition of the population is changing. It shows a rapidly growing number of elderly people combined with a decreasing number of young people. We also see a family 'dilution'; family households are getting smaller because people are having fewer children. Moreover, the number of single households in Western Europe is substantial and still increasing, making these people a highly significant consumer group for food suppliers.

rules that must be followed for the processing, sale and import of organic products from third (non-EU) countries.

Prosperity in the EU has increased over years, and eating behaviour is related to income and life style. Despite this increase in prosperity, the food market in the EU is highly competitive, since consumers are not going to eat more, but will only, at the very most, switch to other products.

A number of trends affecting European consumer demand for fresh fruit and vegetables can be distinguished in the past few years. These include:

Health food

European consumers have a strongly increased interest in a healthy life and, consequently, in the consumption of health food. Health food refers to food products, which are low in fat and have limited sugar and salt content; this includes functional foods, which have specific health-promoting properties and food products with added vitamins and minerals or bacteria, which support the intestinal function. Fresh fruits and vegetables are generally associated with health foods. This is because fruit and vegetables contain vitamins and natural antioxidants, which are supposed to have properties preventive to heart diseases and cancer.

Organic food

Since European consumers have recently experienced several food scares, many people are concerned about the safety of food, as well as the effects of intensive farming on the countryside and on the environment in general. These factors, combined with the increasing awareness of the importance of diet and nutrition, have intensified interest in organic foods, which are grown according to principles laid down in Directive EC 2092/91 (for detailed information, refer to www.cbi.nl/accessguide).

Food safety, quality and environment-consciousness

Food production, especially primary growing, should be environment-friendly (organic, *see above*). Waste, including packaging waste, should be avoided or at least reduced. In the scope of the increasing environment-consciousness in the EU, a group of leading European food retailers launched the EurepGap Protocol in 1999. The objective of EurepGap (Euro-Retailer Produce Working Group for Good Agricultural Practice) is to raise standards for the production of fresh fruit and vegetables by promoting food safety, the sustainable use of natural resources and more environment-friendly production. As from 1 January 2004, the leading European supermarket chains only trade fresh fruit and vegetables, which comply with EurepGap standards. Working according to EurepGap standards will be a very positive argument in export business. Producers in developing countries experience difficulties in complying with the Eurep standards and some interest parties are calling for relaxation of the standards. In the EU, several projects have been launched, in which developing country exporters are guided through the process towards EurepGap certification. For more information on the Eurep Group and EurepGap Protocol, please refer to www.eurep.org

As a result of several food scares (BSE / mad cow disease, dioxine) consumers increasingly pose questions on the production process and demand open, honest, and informative labelling. This has resulted in a discussion in the fruit and vegetable industry about "tracking and tracing".

Safe Quality Food (SQF), which was originally developed in Australia, has recently been introduced in the EU. SQF aims at chain certification and combines quality concerns, HACCP and Tracking & Tracing in its certification requirements.

The European Commission also recognises the importance of food safety and set up the European Food Safety Authority (EFSA) in January 2002. Please also refer to Appendix 3.6 for Internet links to programmes and practical information concerning food safety regulations within the EU.

Convenience

European people (including women) are working more and more and have busy social lives. Moreover, the number of single households increases. Less time is left for the preparation of a full meal and, as a result, demand for products requiring extensive preparation has declined, while the opportunities for easy to prepare, semi-prepared, catered and processed products are increasing. The high cost of labour in Europe constantly encourages the shift towards adding value in the country of production. In the fresh fruit and vegetable sector, this has led to prepacked products and consumer packs containing (semi-)prepared vegetables such as sliced runner beans, topped and tailed s'mangetout' peas and mixed packs of fruit and vegetables for stir-fry meals. Prepared vegetables (cut, washed, scraped or pre-cooked) are particularly popular among younger consumers.

According to the European Fresh Produce Monitor 2002, about 56 percent of total fruit sales in Germany concerns fruit that is already prepacked. In the UK, this share lies at 37.7 percent, in Ireland 20.5 percent and in Italy 13.4 percent.

Exotics and off-season products

A remarkable increase can be seen in the consumption of exotic fruits and off-season products like mangoes, papayas, passion fruit and avocados. Until the 1970s, there was hardly any consumption of exotics, though small quantities were imported to meet the demand of ethnic minority groups. The increase in ethnic minorities living in the EU is considered to be responsible for the initial increases in sales of all kinds of exotic and tropical fruits. Once the products were on the shelves, other groups became inclined to buy them. If trade in lesser-known exotic products is considered, marketing strategies should specifically take into account minorities familiar with these products.

In their search for products with more added value, major importers in The Netherlands are now promoting lesser-known exotics like kumquats, rambutan and mangosteen. Complying with the demand for convenience, they provide the exotics in easily recognisable packages, containing small amounts and with practical product information. This makes it easier for European consumers to become familiar with these relatively new and unknown products. Supermarkets are increasingly interested in selling exotics in these standardised packages.

The production of some categories, for example bananas, is overwhelmingly in the hands of (large) multinational companies. This means that developing country exporters should seek market segments in which small amounts of the product can be traded and in which they are able to compete. In this sense, market opportunities in the EU for developing country exporters lie in the production of tropical and subtropical products (exotics) which are hardly grown in Europe, off-season fruit and vegetables (like strawberries and asparagus) and in the production of organically grown products.

Key Consumption Trends to 2010

- Greater demand for convenience
- More diversity of choice
- Growth of demand for ethnic and exotic ingredients
- Increased demand for organic products
- More ready-cooked, take-out foods
- High growth in private label
- Polarisation of markets (premium and budget)
- Demand for open, honest, and informative labelling

Source: Food Marketing, October 1999

4 PRODUCTION

European Union

Most countries in the EU have extensive domestic production of fruit and vegetables. However, the temperate climate of northern Europe limits the production of various fruits and vegetables. Production in greenhouses partly compensates for the restrictive climatic conditions, but, for bananas and a wide range of exotics, there exists a big and developing market, which cannot, or only insufficiently, be supplied by domestic (European) production. There is a large production of citrus fruit and apples in the EU but at the same time the production is season-bound, offering opportunities for suppliers from outside the EU to supply the European market in off-season periods. However, improved storage and distribution has enabled producers to reduce the negative influence of the seasons.

A decrease in the number of fruit and vegetables growers can be noticed in Northern European countries. This development is partly caused by the trend towards consolidation at buyers' level, and partly by the fact that more and more suppliers find it hard to conform to the European regulations for agricultural production. As a consequence, growers have to change their production to large-scale production or consolidate in order to stay in the market.

Buyers of larger volumes are the power behind consolidation at the supplier level, forcing shippers to attempt to match the scale of their customers in order to serve them efficiently. These large-scale suppliers have sufficient financial resources and backing, and can bear the costs and risks associated with producing crops in several regions or countries over extended periods.

Fruit

Between 2001 and 2003, the total production of fresh fruit (including wine grapes) in the EU remained fairly stable, amounting to about 56.5 million tonnes in 2003. Remarkable (in the cases of Italy, France and Germany) is the decrease in production in most of the leading producing EU member countries between 2001 and 2003, except for Spain. In 2003, Italy and Spain were the leading EU producers, together accounting for almost 60 percent of total EU fruit production. Other large producers of fresh fruit in the European Union are France, Germany and Greece.

In 2003, the harvest of apples decreased to 8.8 million tonnes, although it remained the main fruit product grown in the EU. With 2.9 million tonnes in the same year, the production of pears was also considerable. The production of peaches in the EU amounted to 3.9 million tonnes in 2003, representing a decrease of 8 percent since 2001.

In 2003, the production of citrus fruit within the EU amounted to 11.2 million tonnes, representing an increase of 8 percent since 2001. The two leading citrus fruit producing countries in the European Union are Spain and Italy, together accounting for about 85 percent of total EU citrus fruit production in 2003. Except for lemons and limes, which decreased by 12 percent in 2002, the EU production of the various citrus fruits increased considerably between 2001 and 2003. In 2003, the estimated harvest of oranges within the EU amounted to 6.5 million tonnes, which makes it one of the major fruit species grown in the EU. In that same year, EU growers produced 2.8 million tonnes of small citrus fruits (mandarins, clementines, tangerines and satsumas), and 1.8 million tonnes of lemons. The importance of grapefruit is relatively insignificant, since estimated production amounted to only 54 thousand tonnes in 2003.

Between 1995 and 2003, the kiwi fruit production in the EU was characterised by fluctuations varying from 386 to over 526 thousand tonnes. Kiwi fruit production in 2003

amounted to 501 thousand tonnes, representing a considerable decrease compared to the record production level three years earlier.

According to FAO data, there is a minor banana production in the EU, amounting to about 440 thousand tonnes in 2003, of which Spain accounted for more than 90 percent.

Table 4.1 Production of fruit in the EU, 2001-2003, 1,000 tonnes

	2001	2002	2003		2001	2002	2003
Total EU	57,191	55,647	56,445	Total EU	57,191	55,647	56,445
Italy	18,287	16,076	16,564	grapes	25,171	23,888	25,097
Spain	14,930	15,739	16,477	apples	9,549	8,946	8,814
France	11,041	10,662	10,571	oranges	5,924	6,034	6,558
Germany	4,543	4,627	4,243	peaches & nect.	4,174	4,121	3,853
Greece	4,166	3,833	4,124	pears	2,851	3,064	2,858
Portugal	1,742	2,020	1,817	small citrus fruit ¹	2,443	2,697	2,800
Austria	1,026	1,062	1,064	lemons & limes	1,798	1,569	1,821
The Netherlands	516	616	612	strawberries	843	827	776
Belgium	473	570	520	plums	1,096	1,119	694
United Kingdom	337	295	298	kiwi fruit	522	517	507
Denmark	32	35	47	apricots	544	583	457
Sweden	33	33	33	cherries	504	520	456
Luxembourg	19	35	31	bananas	450	447	435
Ireland	27	27	27	figs	183	174	175
Finland	18	17	17	<i>other fresh fruit</i>	<i>1,139</i>	<i>1,143</i>	<i>1,145</i>

¹ these include mandarins, clementines, tangerines and satsumas

Source: FOASTAT, 2004

Vegetables

Total EU production of fresh vegetables reached more than 55 million tonnes in 2003. Please note that FAO also includes melons and watermelons in the production figures for vegetables, although in this market survey these products are considered as fruit species.

Table 4.2 Production of fresh vegetables in the EU, 2001-2003, 1,000 tonnes

	2001	2002	2003		2001	2002	2003
Total EU	54,975	53,822	55,277	Total EU	54,975	53,822	55,277
Italy	15,304	14,155	15,459	tomatoes	15,178	14,214	15,434
Spain	12,062	11,960	11,876	lettuce & cabbages	6,361	5,864	5,954
France	8,286	8,502	8,639	(water-)melons	3,723	3,757	3,993
Greece	4,022	3,728	3,862	onions	4,078	4,169	4,002
The Netherlands	3,547	3,707	3,709	carrots	3,709	3,737	3,759
Germany	3,686	3,602	3,604	capsicum	1,796	1,760	1,817
United Kingdom	2,747	2,747	2,730	cucumbers	1,587	1,639	1,633
Portugal	2,304	2,225	2,230	green peas	1,340	1,254	1,240
Belgium	976	1,088	1,046	mushrooms	917	919	945
Austria	541	562	579	green beans	882	853	828
Luxembourg	485	510	510	artichokes	895	827	745
Denmark	287	302	304	eggplants	652	633	677
Sweden	269	269	261	asparagus	220	233	232
Finland	230	236	237	garlic	272	265	274
Ireland	230	230	231	<i>other fresh veg.</i>	<i>13,363</i>	<i>13,699</i>	<i>13,744</i>

Source: FOASTAT, 2004

Besides being the leading EU producers of fresh fruit, Italy and Spain also dominate the EU production of fresh vegetables, together accounting for about half of total EU production. In 2003, total Italian production of vegetables amounted to 15.5 million tonnes, which represented an increase of 9 percent compared to the preceding year. Spain is the second largest producing country, responsible for a production of almost 12 million tonnes in 2003.

Production figures for selected fresh vegetable species grown in the EU are listed in Table 4.2 for the period 2001-2003. Tomatoes are by far rather uninteresting for exporters in developing countries. Leading tomato producers in the EU are Italy and Spain, together accounting for over two thirds of total EU production. Spain and The Netherlands are the leading EU producers of onions, while France, the United Kingdom and Italy produce most of the carrot supplies. The leading EU producers of asparagus are Spain, the United Kingdom, Germany and Italy.

The most important fruit and vegetable growing regions in the EU, where the value of fruit and vegetable production represents more than 2.5 percent of the EU total production and more than 25 percent of the value of total agricultural production in the region, are the following:

region	country	share of EU (in %)	share of region (in %)
Emilia Romagna	Italy	4.3	27
Lazio	Italy	2.5	37
Campania	Italy	3.9	43
Apulia	Italy	4.3	42
Sicily	Italy	5.9	53
Comunidad Valenciana	Spain	4.6	67
Andalusia	Spain	4.6	30
Murcia	Spain	2.5	64
Provence Alpes Côte D'Azur	France	2.9	46
Kentriki Ellada	Greece	2.6	29

Source: CIMO, 2000

Norway

In 2003, fresh fruit and vegetable production in Norway amounted to a total of almost 155 thousand tonnes.

Leading fruit products are, by far, apples and strawberries, together accounting for 80 percent of total fruit production, although apple production showed a considerable decrease between 2002 and 2003. Important vegetable products grown in Norway are carrots (25% of total 2003 production), cabbages (13%), onions & shallots (13%) and cucumbers and gherkins (10%).

Due to climatic limitations, Norway grows relatively small quantities of fruit and vegetables. As a comparison, the smallest vegetable producing EU member country, Ireland, produced 231 thousand tonnes of fresh fruit in 2003, while Norway produced only 131 thousand tonnes. Norwegian fresh fruit production is more or less equivalent to the Irish levels of production.

Table 4.3 Production of fresh fruit and vegetables in Norway, 2001-2003, tonnes

	2001	2002	2003		2001	2002	2003
Total fruit	21,996	28,088	23,545	Total vegetables	136,465	124,790	130,600
apples	9,702	13,733	10,800	carrots	39,018	26,699	33,100
strawberries	7,751	8,812	8,028	cabbages	18,579	15,484	17,500
currants	1,591	1,287	1,286	onions	16,500	19,522	17,000
raspberries	1,158	1,347	1,150	cucumbers	12,500	13,000	13,000
pears	564	1,051	900	tomatoes	9,242	9,351	9,300
plums	702	908	639	cauliflower	7,052	6,144	6,100
cherries	387	791	583	lettuce	5,071	5,726	5,200
gooseberries	141	159	159	peas	4,605	3,711	3,700
				leeks	2,300	2,459	2,500
				beans	598	694	700
				<i>other fresh vegetables</i>	<i>21,000</i>	<i>22,000</i>	<i>22,500</i>

Source: FOASTAT, 2004

New member states

As can be seen in Table 4.4 and Table 4.5, the ten new EU member countries produce relatively small amounts of fresh fruit and vegetables, compared to the other EU member countries.

Some specific features of the fruit and vegetable sector in the new member states are:

- Predominantly small farms, although intensive production is well developed and organised in some sub sectors.
- Poor storage capacity and marketing infrastructure. This leads to short marketing periods and high price fluctuations. Investment capacity (irrigation, equipment, orchards, etc) is, however, increasing.
- Competitive advantage in several sub sectors, like berries in Poland, frozen products, canned products and fruit juices.
- Recent developments of large distribution chains imply better organisation of producers.
- The level of direct marketing by farmers on local markets is higher than in the EU-15, depending on which country.

Fruit

In 2003, the new member countries produced a total amount of almost 5.9 million tonnes of fruit. Poland is, by far, the leading producer, accounting for more than half of total fruit production. Important fruits produced within the region are apples (60% of total 2003 fruit production), grapes (14%), sour cherries (4%) and plums (4%).

Table 4.4 Production of fresh fruit in the new EU member countries, 2001-2003, 1,000 tonnes

	2001	2002	2003		2001	2002	2003
Total fruit	6,488	5,734	5,860	Total fruit	6,488	5,734	5,860
Poland	3,413	2,997	3,042	apples	3,601	3,430	3,482
Hungary	1,728	1,244	1,338	grapes	1,150	789	849
Czech Republic	417	494	517	sour cherries	247	222	248
Slovenia	210	299	297	plums	269	202	211
Cyprus	251	247	221	currants	213	193	190
Slovakia	212	187	188	strawberries	275	178	181
Lithuania	168	162	161	pears	133	143	144

Latvia	53	67	58	other fresh fruit	112	111	113
Estonia	28	30	29	peaches & nect.	71	81	82
Malta	8	7	7	<i>other fresh fruit</i>	<i>416</i>	<i>384</i>	<i>359</i>

Source: FOASTAT, 2004

Vegetables

Total production of vegetables in the new EU member countries amounted to 8 million tonnes in 2003, representing a decrease of 12 percent since 2001. Poland accounted for about 60 percent of the production, followed by Hungary (25%). The leading vegetable product grown in this area is cabbages, followed by carrots, onions and tomatoes.

Table 4.5 Production of fresh vegetables in the new EU member countries, 2001-2003, 1,000 tonnes

	2001	2002	2003		2001	2002	2003
Total veg.	9,165	7,992	8,066	Total vegetables	9,165	7,992	8,066
Poland	5,521	4,597	4,686	cabbages	2,329	1,785	1,765
Hungary	1,997	2,017	2,041	carrots	1,231	940	965
Slovakia	427	360	357	onions	1,003	814	831
Czech Republic	419	285	305	tomatoes	676	608	627
Lithuania	322	290	220	cucumbers & gherkins	576	469	513
Latvia	160	143	163	maize	416	450	450
Cyprus	146	148	144	green peas	306	276	261
Slovenia	49	59	55	cauliflower	312	253	252
Malta	63	49	49	watermelons	195	231	225
Estonia	61	44	46	<i>other fresh vegetables</i>	<i>2,123</i>	<i>2,166</i>	<i>2,178</i>

Source: FOASTAT, 2004

5 IMPORTS

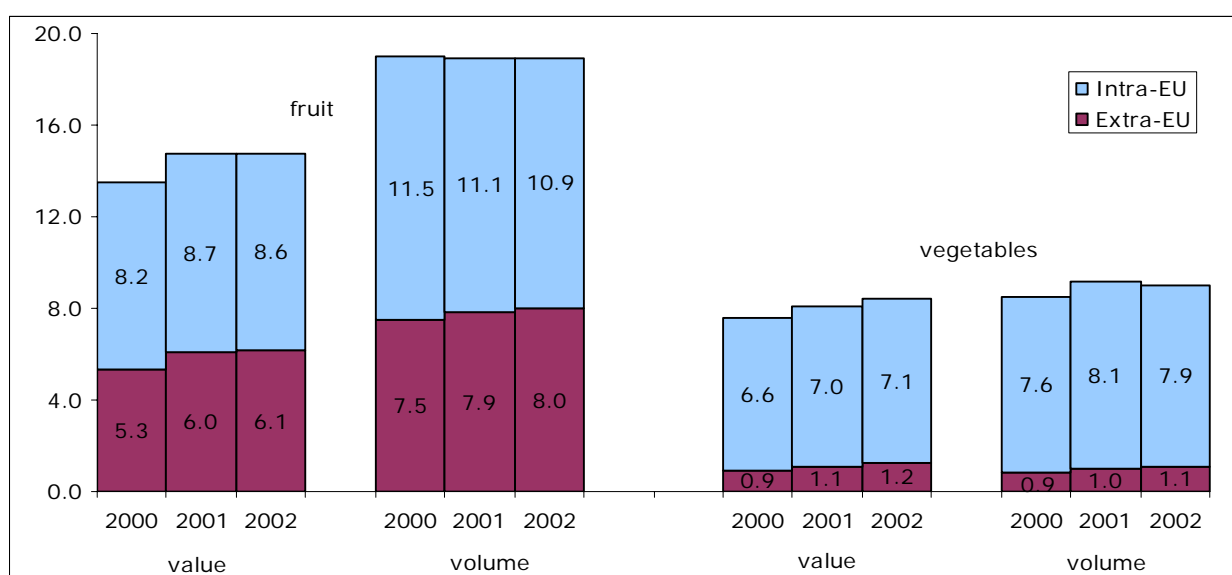
5.1 Total imports

Fresh fruit and vegetables have to compete with a range of processed foods, which offer quick, easy and simple solutions to the lack of time in preparing meals confronting today's consumer in the EU. Competition facing developing-country exporters seems even harder, since only 10 percent of fresh vegetable and 35 percent of fresh fruit imports (in value) by EU member countries was supplied by developing countries in 2002. According to the trade statistics, developing countries have a strong position in the trade of fresh fruit like papayas, tamarinds, lychees, bananas, guavas, mangoes, dates, pineapples, and passion fruit, all of which more than half of imports is supplied by developing countries. In the trade of fresh vegetables, developing countries play an important role only in the supply of peas and beans, sweet maize and baby corn, although asparagus is also increasingly supplied by developing countries.

The European Union market

Large quantities of fruit and vegetables are traded in the European Union, not only between the EU member states, but also with other countries outside the EU. From Figure 5.1, it becomes clear that the imports of fresh fruit by EU member countries are markedly higher than the fresh vegetable imports. Moreover, statistics covering the years 2000 to 2002 show an upward trend in the extra-EU imports of fresh fruit and fresh vegetables.

Figure 5.1 Imports of fresh fruit and vegetables by EU member countries, 2000-2002, value in € billion, volume in million tonnes



Source: Eurostat, 2003

Fruit

In 2002, total imports by EU member countries of fresh fruit amounted to about € 14.8 billion, representing an increase of 9 percent since 2000. In terms of volume, imports by EU member countries remained fairly stable, reaching 18.9 million tonnes in 2002. Imports from outside the EU into the member states (so-called extra-EU imports) amounted to € 6.1 billion / 8.0 million tonnes, representing an increase in both value and volume during the survey period.

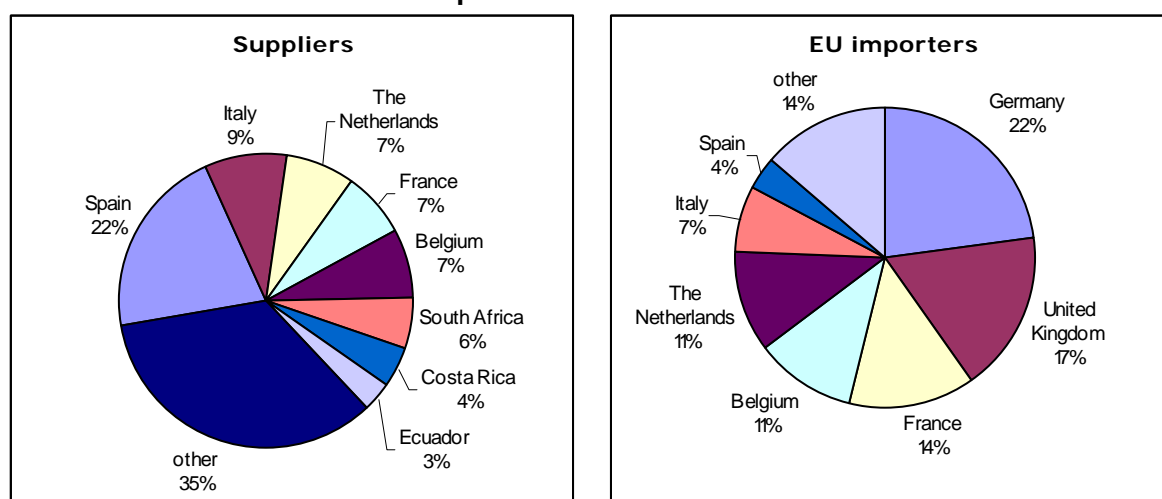
Table 5.1 Imports of fresh fruit by EU member countries, 2000-2002, € million / 1,000 tonnes

	2000		2001		2002		Average annual change in value
	value	volume	value	volume	value	volume	
Total	13,512	18,959	14,791	18,923	14,783	18,914	+5%
Intra-EU	8,184	11,471	8,749	11,071	8,637	10,948	+3%
Extra-EU	5,328	7,488	6,043	7,852	6,146	7,966	+8%
Developing countries	4,456	6,407	5,112	6,793	5,245	6,876	+9%
Germany	3,388	4,944	3,587	4,692	3,372	4,580	-0.1%
United Kingdom	2,256	2,687	2,356	2,837	2,575	2,996	+7%
France	1,860	2,434	2,029	2,455	2,026	2,581	+4%
Belgium	1,486	2,254	1,544	2,167	1,600	2,100	+4%
The Netherlands	1,401	1,965	1,644	2,012	1,599	1,953	+7%
Italy	926	1,360	1,033	1,328	1,057	1,444	+7%
Spain	454	779	603	838	523	690	+10%
Sweden	420	554	429	527	474	554	+6%
Austria	382	637	437	599	429	531	+6%
Portugal	267	473	365	544	315	462	+11%
Denmark	207	295	241	313	262	336	+13%
Finland	175	229	199	236	206	223	+9%
Ireland	139	159	159	166	178	186	+13%
Greece	111	155	121	175	125	247	+6%
Luxembourg	40	34	43	34	42	31	+3%

Source: Eurostat, 2003

Almost 60 percent of the imported value is supplied by the fifteen EU member countries, mostly represented by Spain and Italy. As can be seen in Figure 5.2, Germany, the United Kingdom and France are the leading EU importers of fresh fruit.

Figure 5.2 Leading suppliers to the EU and leading EU importers of fresh fruit, % of the total imported value in 2002



Source: Eurostat, 2003

Vegetables

Although smaller than fruit imports, the imports of fresh vegetables by EU member countries still amounted to almost € 8.4 billion / 9.0 million tonnes in 2002. Compared to 2000, this represented an increase of 11 percent in terms of value and 6 percent in terms of volume.

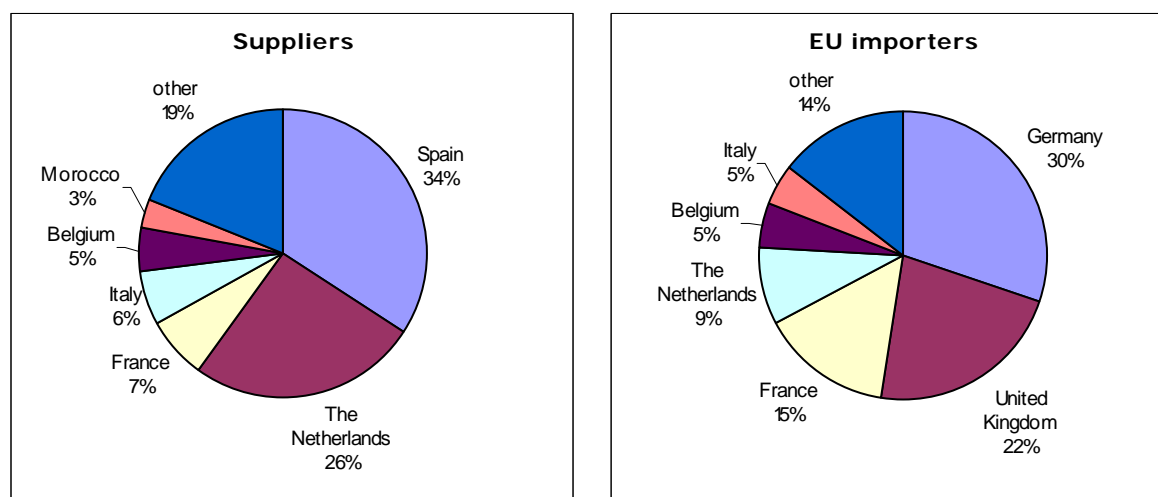
Table 5.2 Imports of fresh vegetables by EU member countries, 2000-2002, € million / 1,000 tonnes

	2000		2001		2002		Average annual change in value
	value	volume	value	volume	value	volume	
Total	7,567	8,479	8,117	9,138	8,376	9,000	+5%
Intra-EU	6,621	7,605	7,021	8,110	7,149	7,878	+4%
Extra-EU	946	874	1,095	1,028	1,228	1,122	+14%
Developing countries	633	495	704	622	842	696	+15%
Germany	2,651	2,881	2,748	2,935	2,531	2,592	-2%
United Kingdom	1,562	1,249	1,724	1,461	1,870	1,566	+9%
France	1,052	1,306	1,125	1,413	1,228	1,396	+8%
The Netherlands	659	741	674	799	729	810	+5%
Belgium	341	840	388	879	423	925	+11%
Italy	308	327	326	342	383	385	+12%
Sweden	254	238	269	254	286	259	+6%
Austria	238	241	279	285	274	258	+8%
Denmark	142	152	150	147	163	157	+7%
Spain	81	135	106	188	122	208	+23%
Ireland	82	91	98	105	113	118	+18%
Finland	82	71	87	72	96	72	+8%
Portugal	58	139	78	186	74	154	+15%
Greece	25	44	28	48	48	78	+41%
Luxembourg	32	24	35	23	36	22	+5%

Source: Eurostat, 2003

The leading suppliers of fresh vegetables to the EU are by far Spain and The Netherlands, together supplying 60 percent of imports (in value) by EU member countries in 2002. Leading EU importers are Germany, the United Kingdom, France and The Netherlands.

Figure 5.3 Leading suppliers to the EU and leading EU importers of fresh vegetables, % of the total imported value in 2002



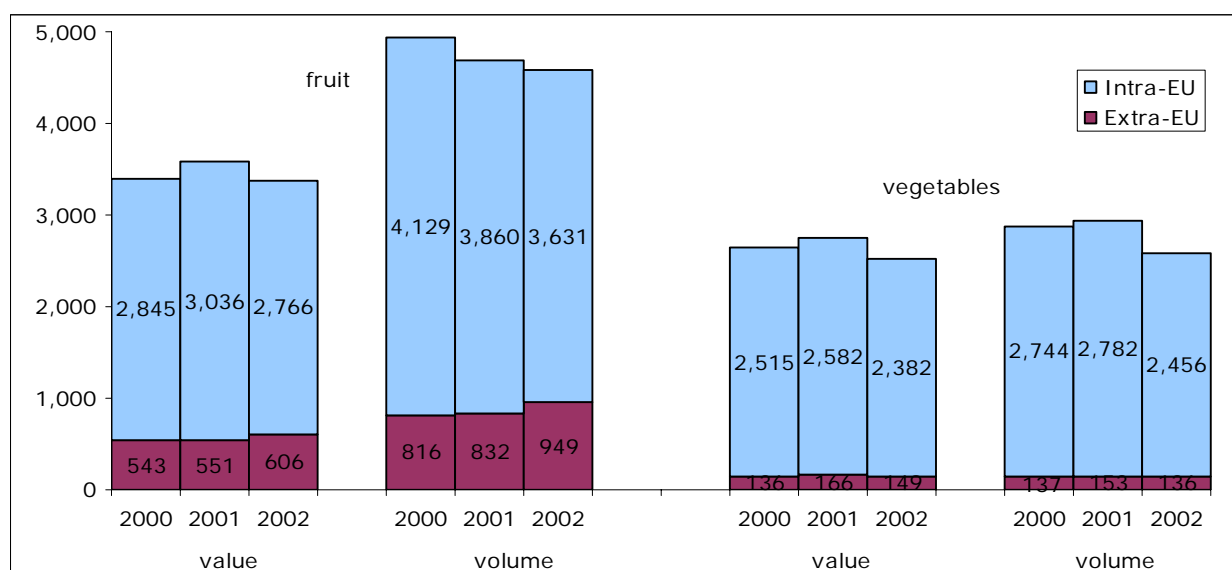
Source: Eurostat, 2003

Germany

Germany is the largest import market in the European Union for both fresh fruit and fresh vegetables. In 2002, total imports of fresh fruit and vegetables into Germany amounted to € 5.9 billion / 7.2 million tonnes. In terms of value, total imports increased

between 2000 and 2001, but decreased between 2001 and 2002. In terms of volume, imports decreased continuously during the survey period.

Figure 5.4 Imports of fresh fruit and vegetables into Germany, 2000-2002, Value in € million, volume in thousand tonnes



Source: Eurostat, 2003

Fruit

Though its fresh fruit imports dropped by an annual average of 0.1 percent in value and 4 percent in volume between 2000 and 2002, Germany remained the leading EU importer of fresh fruit, with imports amounting to € 3.4 billion / 4.6 million tonnes in the latter year. The other EU member countries supplied most of the imported products, but about 18 percent of the imported value in 2002 originated in non-EU countries.

Leading suppliers of FRESH FRUIT to GERMANY (share of the imported value in 2002)

→ Spain (24%), Italy (21%), Belgium (14%), The Netherlands (12%), France (8%), Ecuador (5%), Colombia (3%), Costa Rica (2%), Greece (2%), Panama (2%)

Traditionally, Germany is the main *banana* consuming country of the European Union. It was in Germany where consumers protested most strongly against the introduction of the banana market regulation in 1993 (see Section 9.2). In 2002, total imports amounted to almost 1.2 million tonnes, representing a total value of € 758 million. Almost half of the bananas are supplied through re-exports from other EU member countries, all bananas being supplied by developing countries. Other important suppliers are mainly Latin-American countries like Ecuador, Colombia, Costa Rica and Panama.

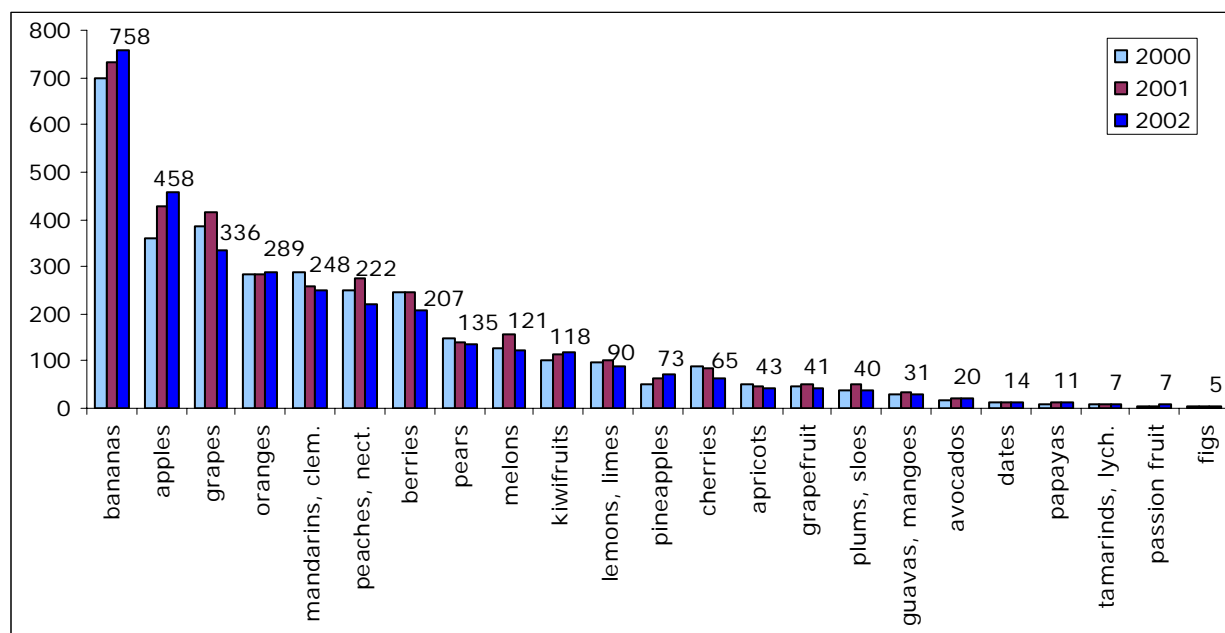
Besides bananas, other leading products imported into Germany are *apples*, *grapes* and *citrus fruit*. German imports of citrus fruit amounted to € 670 million in 2002, representing a total volume of 1.1 million tonnes. The leading imported citrus fruit are oranges, closely followed by mandarins and clementines. Most citrus fruit (in terms of value) was supplied by Spain (73%), followed by The Netherlands (8%, re-exports), Italy (5%), Belgium (4%) and Greece (2%). Only 3 percent of total citrus fruit imports into Germany was supplied by developing countries.

Some major tropical fruits are *kiwi fruits* and *pineapples*. Kiwi fruit imports amounted to € 118 million / 90 thousand tonnes in 2002, of which only a small share (< 1%) is supplied by countries outside the EU. Between 2000 and 2002, total German pineapple

imports increased almost 50 percent in value, and by almost 30 percent in volume, amounting to € 73 million / 76 thousand tonnes in the latter year. About 7 percent of the pineapple imports (in terms of value) is supplied by countries outside the EU.

As from 2000, German imports of fresh *papayas* increased by 37 percent in value and by 64 percent in volume, amounting to € 11 million / 6 thousand tonnes in 2002. More than one third of the total imported value was supplied by developing countries. *Tamarinds* and *lychees*, *passion fruit* and *figs* together represented only 0.5 percent of total German imports (in value) in 2002.

Figure 5.5 Imports of selected fresh fruit products into Germany, 2000-2002, € million



Source: Eurostat, 2003

Vegetables

After an increase of 4 percent in value and 2 percent in volume between 2000 and 2001, German fresh vegetable imports decreased by 8 percent in value and by 12 percent in volume, amounting to € 2.5 billion / 2.6 million tonnes in 2002.

Only 6 percent of the total imported value originated outside the European Union. Developing countries supplied less than 2 percent. The primary reason for the minor importance of developing countries is the fact that fresh vegetable imports mainly consist of traditional products like *tomatoes*, *cucumbers*, *lettuce*, *onions* and *carrots*, which are almost entirely supplied by the other EU member countries.

Leading suppliers of FRESH VEGETABLES to GERMANY (share of the imported value in 2002)

→ The Netherlands (40%), Spain (28%), Italy (11%), Belgium (6%), France (6%), Greece (3%), Poland (2%)

Compared to the overall EU average, German imports relatively large amounts of cucumbers and gherkins, with imports amounting to almost € 306 million / 406 thousand tonnes in 2002.

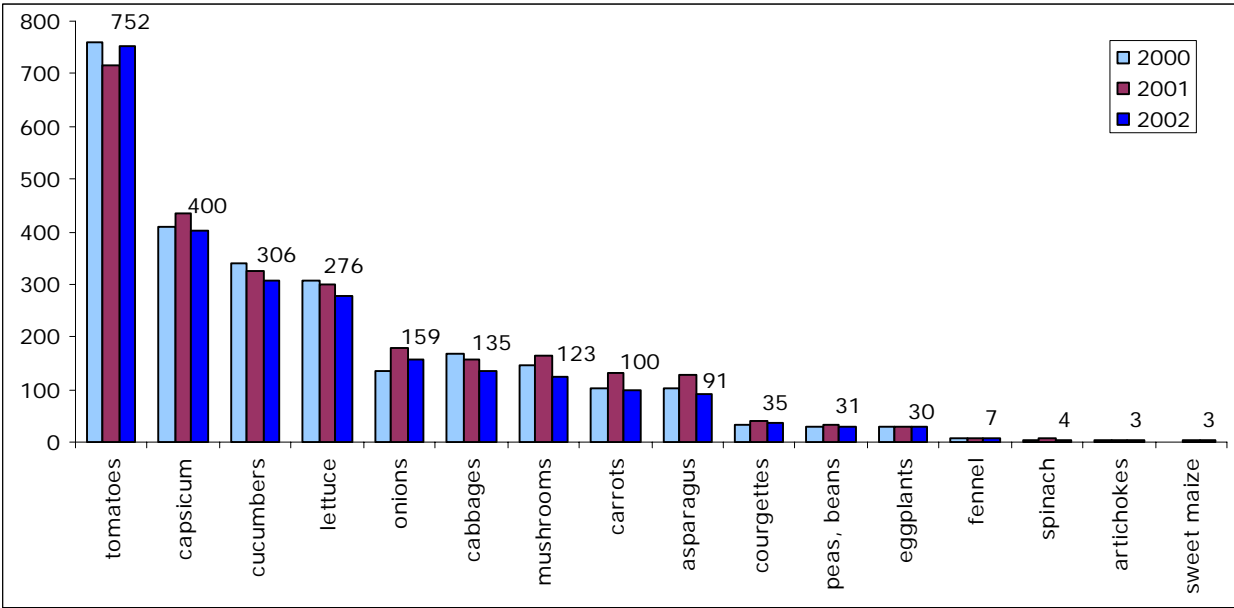
In the same year, total *pea and bean* imports amounted to € 30.7 million / 22.2 thousand tonnes, which was more or less the same level as in the preceding 2 years.

Only 19 percent of the imported value was supplied by developing countries, which was far below the EU average of 55 percent.

Germany is a relatively large producer, consumer, and importer of *asparagus*. However, between 2001 and 2002, the imports decreased by 30 percent in value and by 7 percent in volume, amounting to € 90.6 million / 36.4 thousand tonnes in the latter year. It is estimated that less than half of all German consumption of asparagus is met by domestic production. Most Germans still prefer white asparagus to green, but green asparagus is growing in popularity.

After an increase between 2000 and 2001, German imports of *mushrooms* decreased in the following period, reaching € 122.8 million / 54.2 thousand tonnes in 2002. Less than 4 percent of the imported value was supplied by developing countries.

Figure 5.6 Imports of selected fresh vegetable products into Germany, 2000-2002, € million

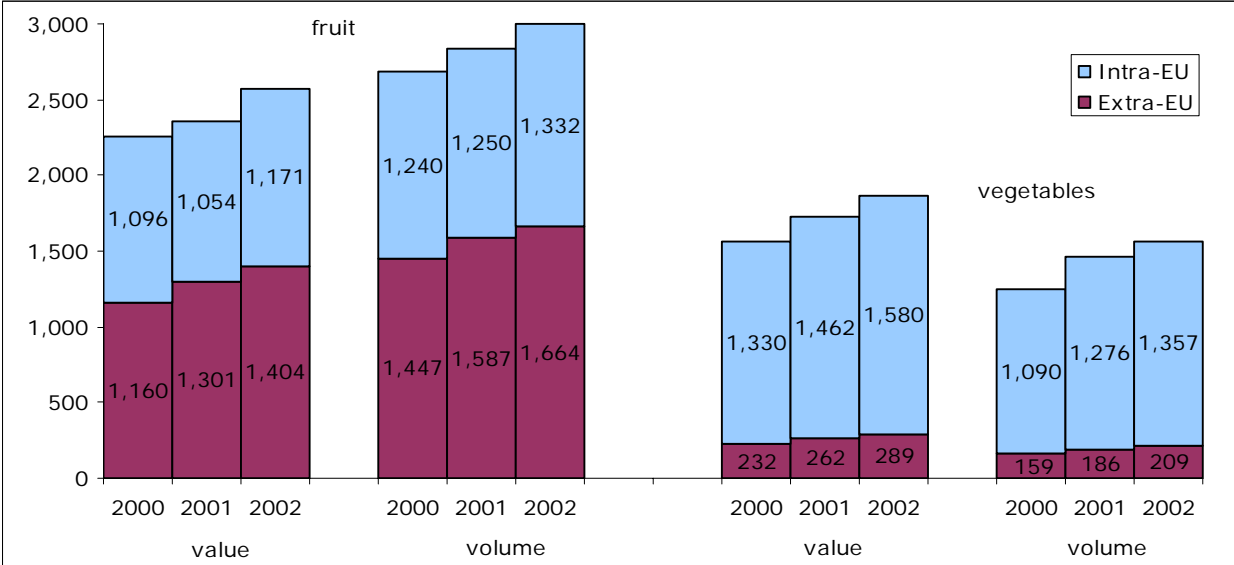


Source: Eurostat, 2003

United Kingdom

After Germany, the United Kingdom is Europe’s second largest importer of fresh fruit and vegetables, with imports amounting to € 4.46 billion / 4.56 million tonnes in 2002, representing an increase of 16 percent in both value and volume since 2000. It should be noted that, since the UK is not part of the European Monetary Union, developments in the imports are also influenced by the £ / € exchange rate. By contrast, the other member countries highlighted in this survey are in fact part of the EMU, and hence share the same legal currency, the Euro.

Figure 5.7 Imports of fresh fruit and vegetables into the United Kingdom, 2000-2002, value in € million, volume in thousand tonnes



Source: Eurostat, 2003

Fruit

Between 2000 and 2002, UK imports of fresh fruit increased by 14 percent in value and by 11 percent in volume, reaching € 2.6 billion / 3.0 million tonnes. About 55 percent of the imported value was sourced outside the EU. Developing countries supplied 45 percent of total fruit imports (in value).

Leading suppliers of FRESH FRUIT to the UK (share of the imported value in 2002)	
→	Spain (18%), South Africa (12%), France (10%), The Netherlands (6%), Costa Rica (6%), Italy (5%), Chile (4%)

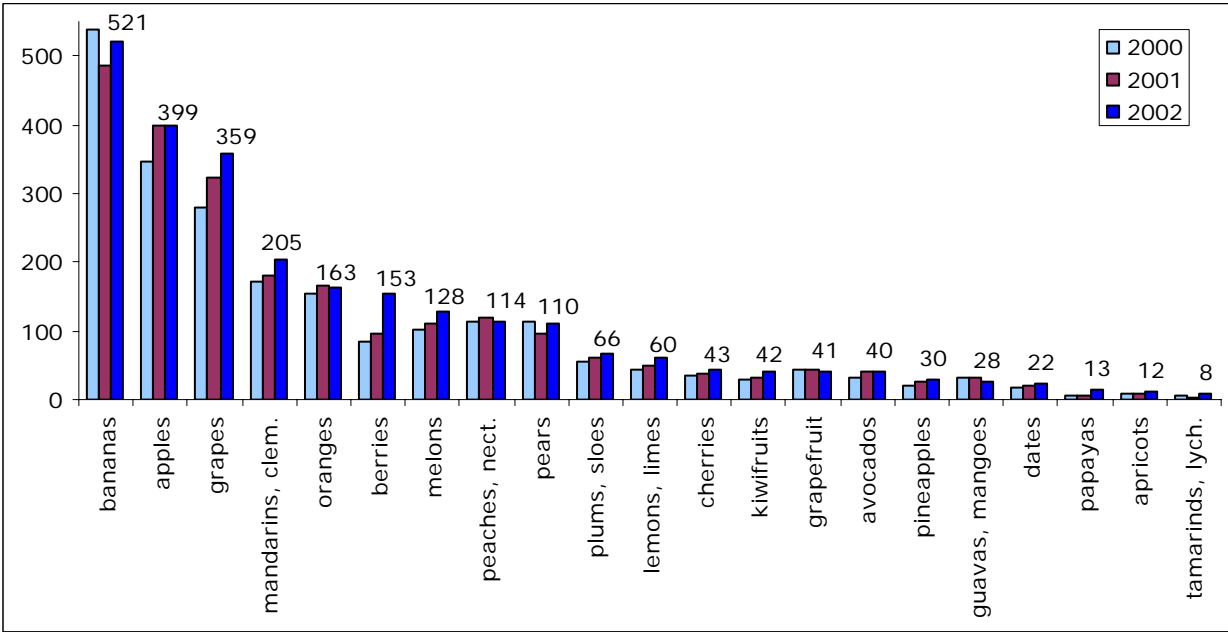
Bananas are the leading fruit product imported into the UK, representing a share of 20 percent of total fruit imports (in value) in 2002. In the same year, banana imports amounted to € 521 million / 844 thousand tonnes. Leading suppliers are Costa Rica, France (re-exports), Cameroon, Dominican Republic, Colombia, St. Lucia, and Jamaica. Other leading import products are *apples* and *grapes*, for both of which the United Kingdom increased its imports considerably during the survey period (2000-2002).

Between 2000 and 2002, UK imports of *citrus fruit* increased by 14 percent in value and by 6 percent in volume, reaching € 471 million / 717 thousand tonnes in the latter year. The dominant supplier is Spain, accounting for more than 40 percent of the imported value, followed at a distance by South Africa, Turkey, Morocco and Israel.

Kiwi fruits and *pineapples* each represent only a small share of total fruit imports, although imports of these products increased considerably in terms of both value and volume between 2000 and 2002. In the latter year, UK imports of kiwi fruits amounted to € 41.8 million / 31.6 thousand tonnes, whereas pineapples imports reached € 30.1 million / 33.8 thousand tonnes.

In 2002, total *mango and guava* imports by the United Kingdom amounted to € 27.6 million / 24.2 thousand tonnes. The Asian ethnic communities in the United Kingdom prefer very sweet Indian and Pakistani mango varieties. For example, Indian Alphonse mangoes are popular with the South Asian community, while Julie mangoes from St. Lucia appeal to people of Caribbean descent.

Figure 5.8 Imports of selected fresh fruit products into the United Kingdom, 2000-2002, € million

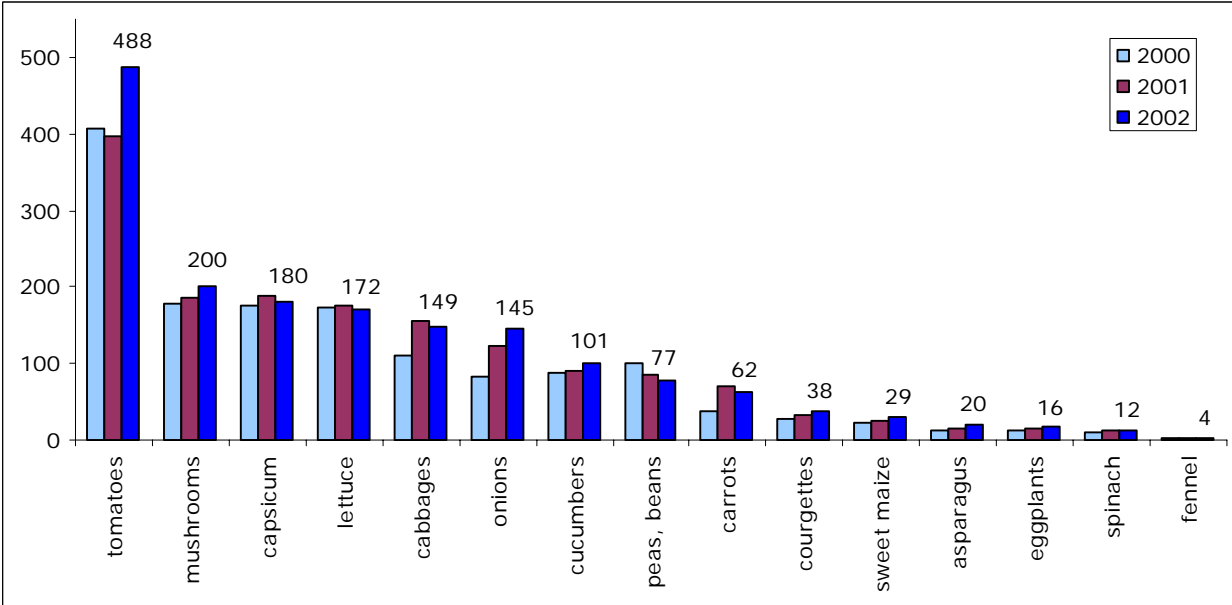


Source: Eurostat, 2003

Vegetables

Between 2000 and 2002, total fresh vegetable imports into the United Kingdom increased by 20 percent in value and by 25 percent in volume, reaching almost € 1.9 billion / 1.6 million tonnes in 2002.

Figure 5.9 Imports of selected fresh vegetable products into the United Kingdom, 2000-2002, € million



Source: Eurostat, 2003

Traditionally, products like *tomatoes*, *lettuce*, *cabbages* and *onions* are very popular products, some of which the imports have increased considerably since 2000. *Mushrooms* and *capsicum* are also major import products, each representing about 10 percent of total vegetable imports (in terms of value) to the United Kingdom in 2002.

In the 2002, developing countries supplied 12 percent of total vegetable imports in terms of value.

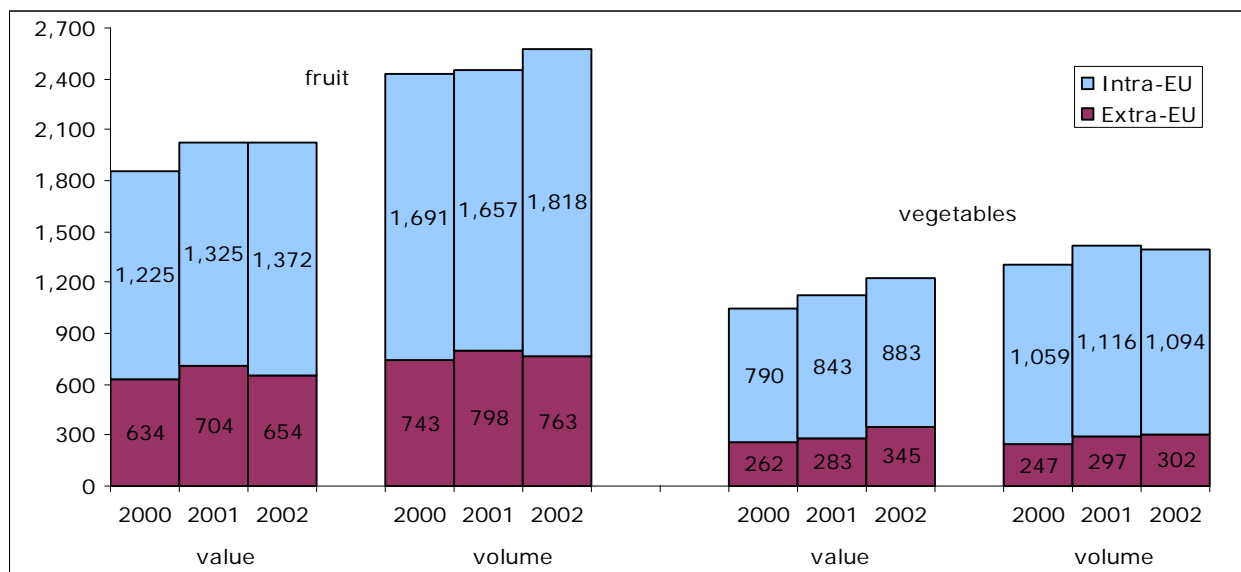
**Leading suppliers of FRESH VEGETABLES to the UK
(share of the imported value in 2002)**

→ Spain (40%), The Netherlands (24%), Ireland (8%), France (6%), Kenya (5%), Italy (3%)

France

France is the third leading EU importer of fresh fruit and vegetables. In 2002, total fruit and vegetable imports amounted to almost € 3.25 billion / 3.98 million tonnes, representing an increase of 12 percent in value and of 6 percent in volume since 2000.

Figure 5.10 Imports of fresh fruit and vegetables into France, 2000-2002, value in € million, volume in thousand tonnes



Source: Eurostat, 2003

Fruit

As from 2000, volume imports of fresh fruit into France increased by 9 percent in value and by 6 percent in volume, reaching € 2.0 billion or almost 2.6 million tonnes in 2002. Of the imported value, 26 percent was supplied by developing countries.

**Leading suppliers of FRESH FRUIT to FRANCE
(share of the imported value in 2002)**

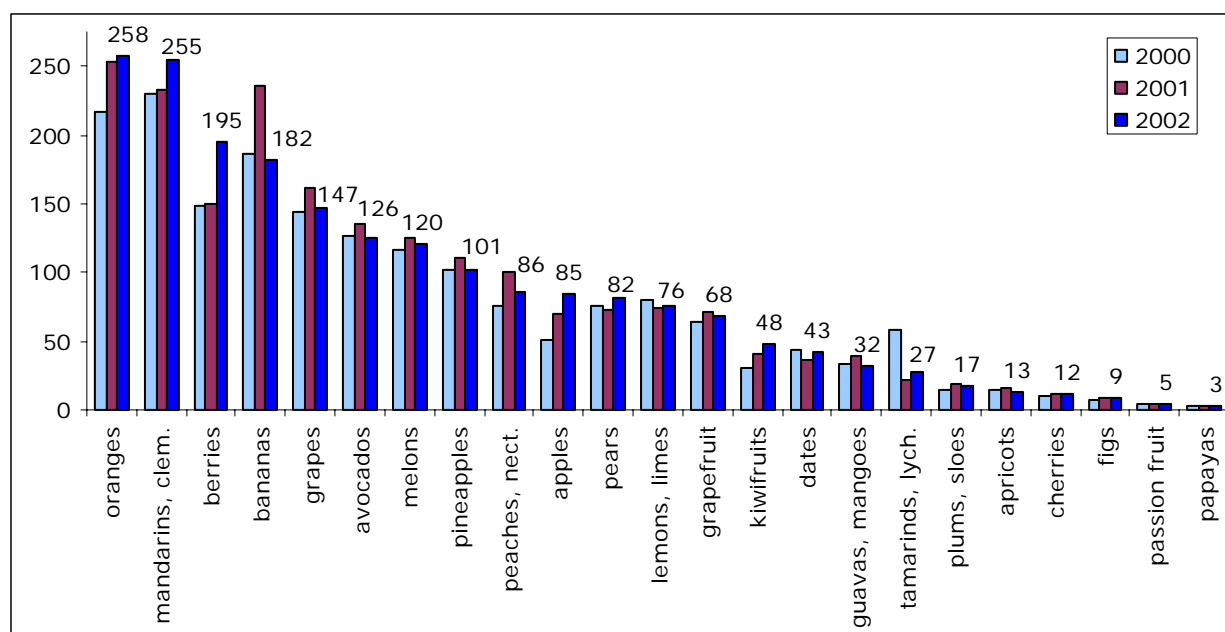
→ Spain (44%), Italy (9%), Côte d'Ivoire (8%), Belgium (7%), The Netherlands (6%), Morocco (6%), Israel (4%)

The major fresh fruit product imported into France is *citrus fruit*, with imports amounting to € 662 million / 1.04 million tonnes in 2002. This representing an increase of 11 percent in value and 7 percent in volume since 2000. Mandarins and oranges are the most popular citrus fruit, together accounting for a quarter of total fruit imports (in value) in 2002.

Unlike in most EU member countries, *bananas* are not the main fresh fruit product imported into France. Imports of bananas into France amounted to € 182 million / 378 thousand tonnes in 2002, although imports decreased considerably compared to the preceding year.

Avocados and *pineapples* are an interesting market segment in France, since both are imported in relatively large amounts, compared to other EU member countries.

Figure 5.11 Imports of selected fresh fruit products into France, 2000-2002, € million

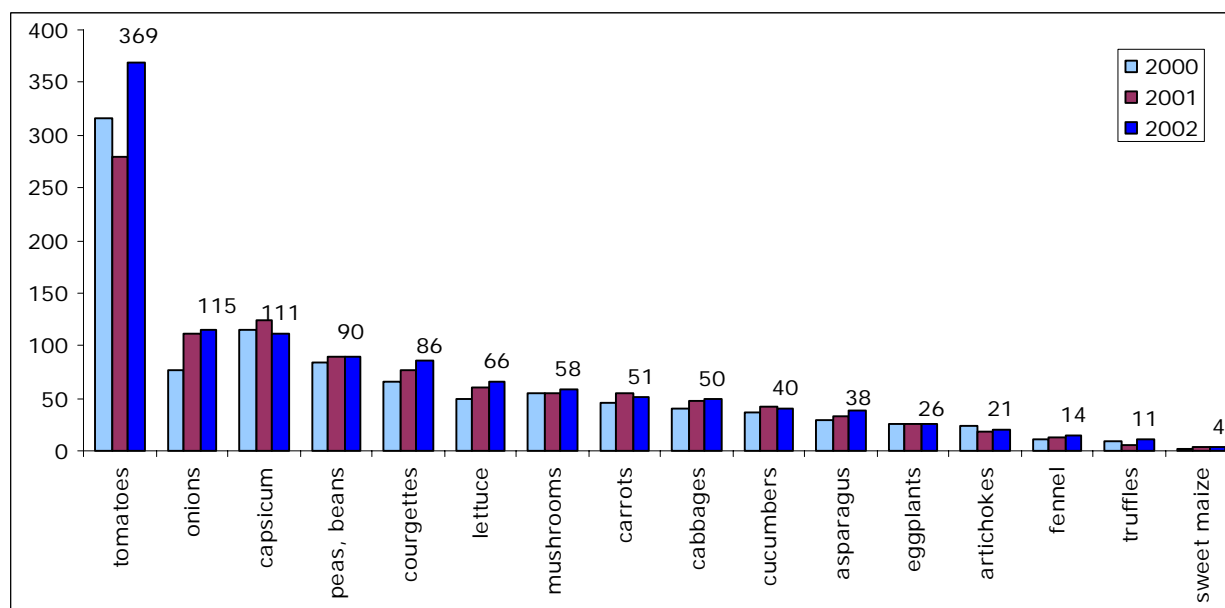


Source: Eurostat, 2003

Vegetables

After Germany and the United Kingdom, France is the third largest fresh vegetable importing country in the European Union. In 2002, total imports reached 1.4 million tonnes, representing a value of more than € 1.2 billion. Since 2000, imports increased by 17 percent in terms of value, and by 7 percent in terms of volume.

Figure 5.12 Imports of selected fresh vegetable products into France, 2000-2002, € million



Source: Eurostat, 2003

French imports are characterised by well-known products like *tomatoes, onions, carrots* and other domestically produced products. Nevertheless, French imports of *peas and beans, courgettes, artichokes, eggplants* and *truffles* are relatively high compared to other EU member countries. After tomatoes and onions, *capsicum* is the second leading vegetable imported into France in 2002, accounting for € 111 million / 115 thousand tonnes in the same year. With the exception of tomatoes and capsicum, the values of all the imported leading fresh vegetable products increased continuously between 2000 and 2002.

Around a quarter of the total imported value is supplied by developing countries, which is a relatively high share by overall EU standards.

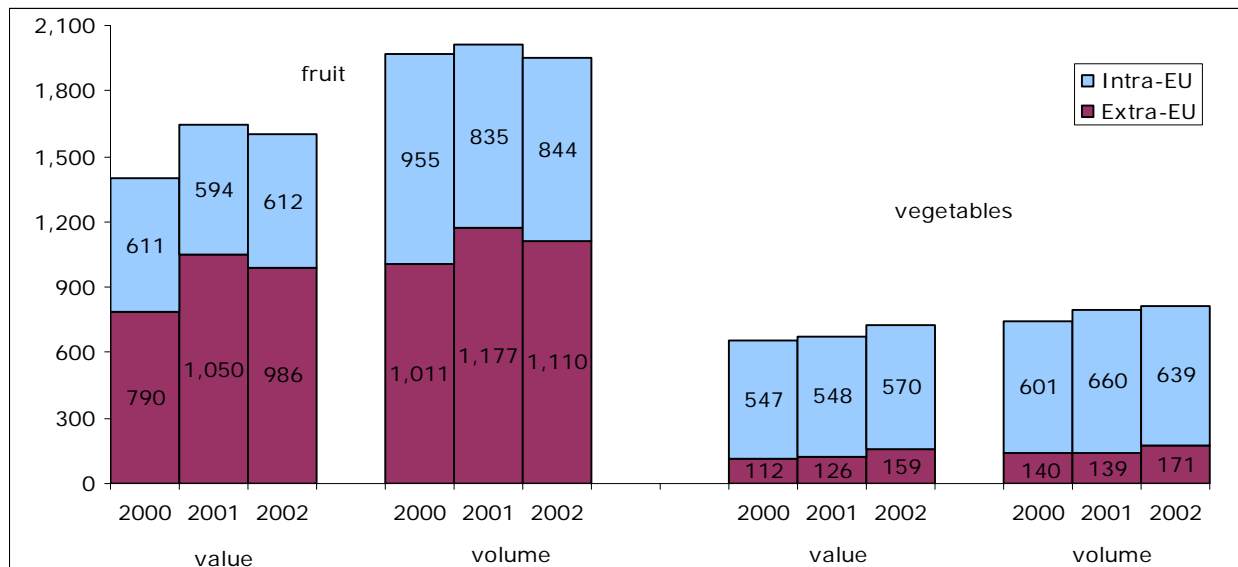
**Leading suppliers of FRESH VEGETABLES to FRANCE
(share of the imported value in 2002)**

→ Spain (44%), Morocco (19%), The Netherlands (10%), Belgium (8%), Italy (6%), Germany (2%), Israel (2%)

The Netherlands

The Netherlands ranks among the leading EU importers of fresh fruit and vegetables, accounting for almost € 2.3 billion / 2.8 million tonnes in 2002. The significance of the imports from developing countries depends on the product (exotics) and season (off-season products). The role of countries outside the EU is much more pronounced in the supply of fresh fruits than of fresh vegetables.

Figure 5.13 Imports of fresh fruit and vegetables into The Netherlands, 2000-2002, value in € million, volume in thousand tonnes



Source: Eurostat, 2003

Fruit

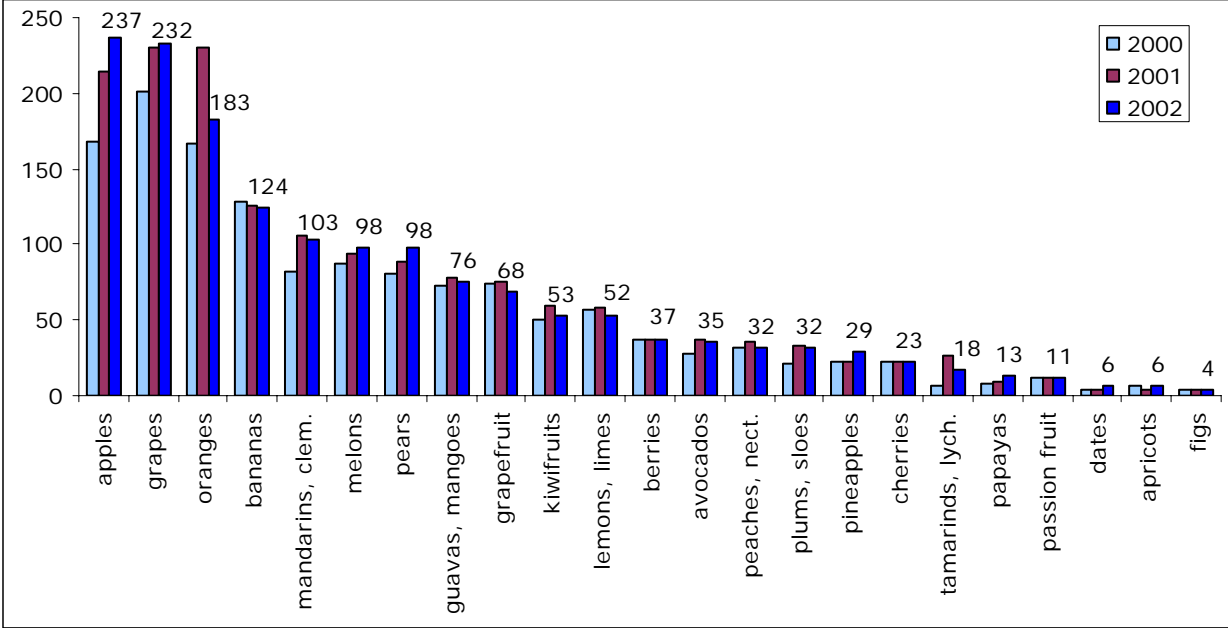
Between 2000 and 2002, fresh fruit imports into The Netherlands increased by almost 15 percent in value, amounting to € 1.6 billion in the latter year. In terms of volume, imports remained fairly stable, fluctuating at around 2 million tonnes.

Between 2000 and 2001, the imported values of the leading three fresh fruit products (*apples grapes, and oranges*) increased considerably. Compared to other EU member countries, *banana* imports into The Netherlands play a relatively minor role, representing a share of 8 percent of total fresh fruit imports. In 2002, banana imports amounted to € 124 million / 198 thousand tonnes.

Besides oranges, *mandarins* and *grapefruit* are also popular citrus fruit species. Between 2000 and 2002, citrus fruit imports fluctuated substantially, by first increasing by 24 percent in terms of value between 2000 and 2001, and afterwards decreasing by 15 percent. In 2002, total citrus fruit imported into The Netherlands amounted to € 409 million / 685 thousand tonnes.

In 2002, *guava* and *mango* imports amounted to € 76 million / 72 thousand tonnes. In terms of value, this represented 5 percent of total fruit imports, which was relatively high compared to the EU average. Imports of other tropical fruit like *avocados*, *tamarinds*, *lychees* and *papayas* increased considerably during the survey period. Most of these fruit products are mainly sourced in developing countries.

Figure 5.14 Imports of selected fresh fruit products into The Netherlands, 2000-2002, € million



Source: Eurostat, 2003

In 2002, more than half of the Netherlands fruit imports was sourced from developing countries.

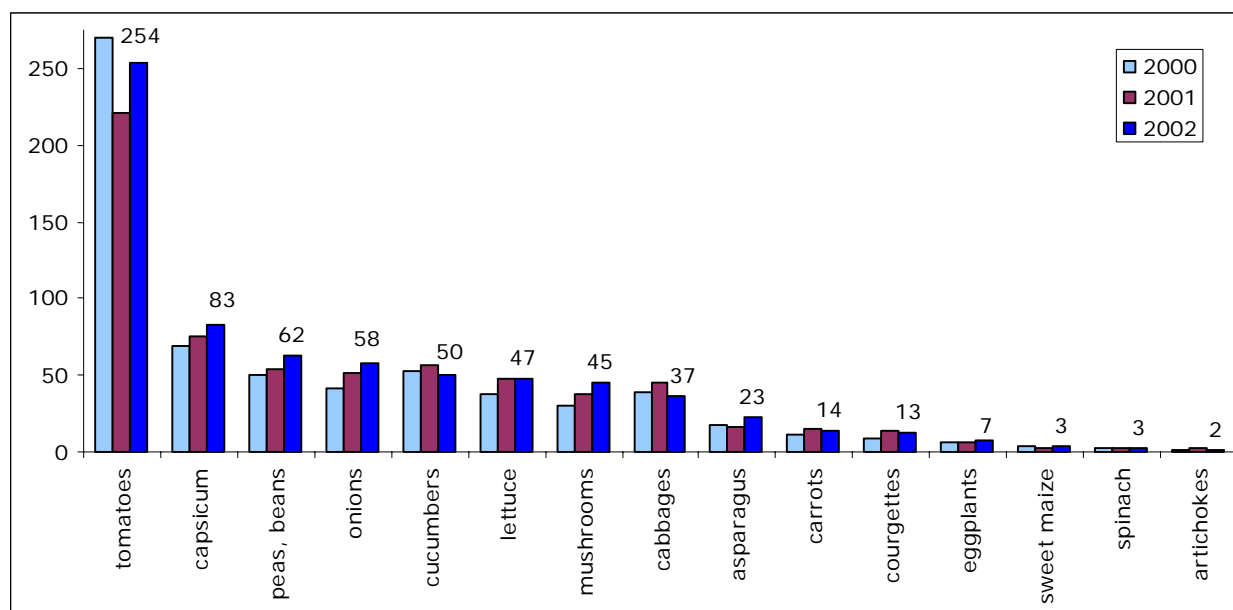
Leading suppliers of FRESH FRUIT to THE NETHERLANDS (share of the imported value in 2002)
→ South Africa (16%), Spain (12%), Belgium (11%), Chile (10%), Brazil (9%), France (6%), Argentina (5%)

Vegetables

During the survey period, imports of fresh vegetables into The Netherlands increased by 11 percent in value and by 9 percent in volume, amounting to € 729 million / 810 thousand tonnes in 2002.

As can be seen in Figure 5.15, *tomato* imports fluctuated considerably between 2000 and 2002, although it remained, by far, the leading fresh vegetable product imported into The Netherlands. Other major imported products are *capsicum*, *peas and beans* and *onions*, all of which showed a steady increase in the imported values during the survey period.

Figure 5.15 Imports of selected fresh vegetable products into The Netherlands, 2000-2002, € million



Source: Eurostat, 2003

As is the case for most of the other EU member countries, the largest share of Netherlands imports of fresh vegetables originated in other EU countries (mainly Spain), whereas about 22 percent was imported from outside the EU in 2002.

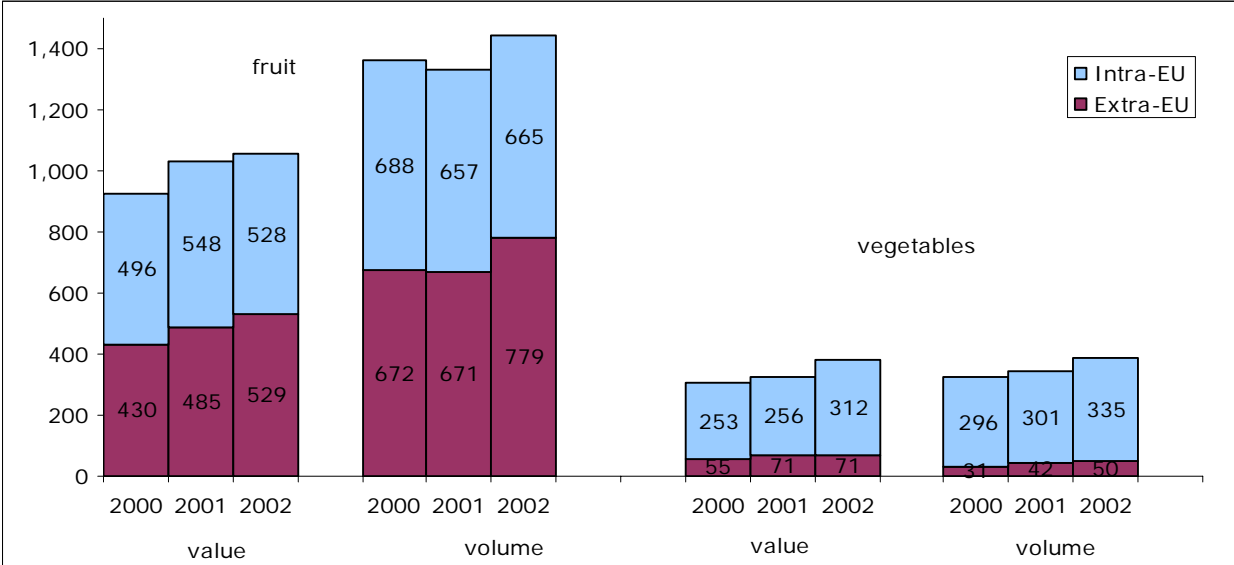
Leading suppliers of FRESH VEGETABLES to THE NETHERLANDS (share of the imported value in 2002)
→ Spain (52%), Belgium (10%), Germany (8%), France (4%), Israel (4%), New Zealand (2%), Poland (2%)

Italy

In comparison to Germany and France, Italy imports rather modest quantities of fresh fruit and vegetables. In 2002, fresh fruit and vegetable imports into Italy amounted to no more than € 1.44 billion / 1.83 million tonnes, representing an increase of 17 percent in value, and 8 percent in volume since 2000.

Italian producers are relatively well capable of supplying the Italian market. Because of the climatic circumstances in Italy, the cultivation of products like citrus fruit and kiwi fruits is possible. In North European countries, these products have to be imported from southern hemisphere countries or South European countries like Spain, Greece and Italy. Nevertheless, there is a market in Italy for exporters in developing countries in the supply of exotics and off-season products.

Figure 5.16 Imports of fresh fruit and vegetables into Italy, 2000-2002, value in € million, volume in thousand tonnes

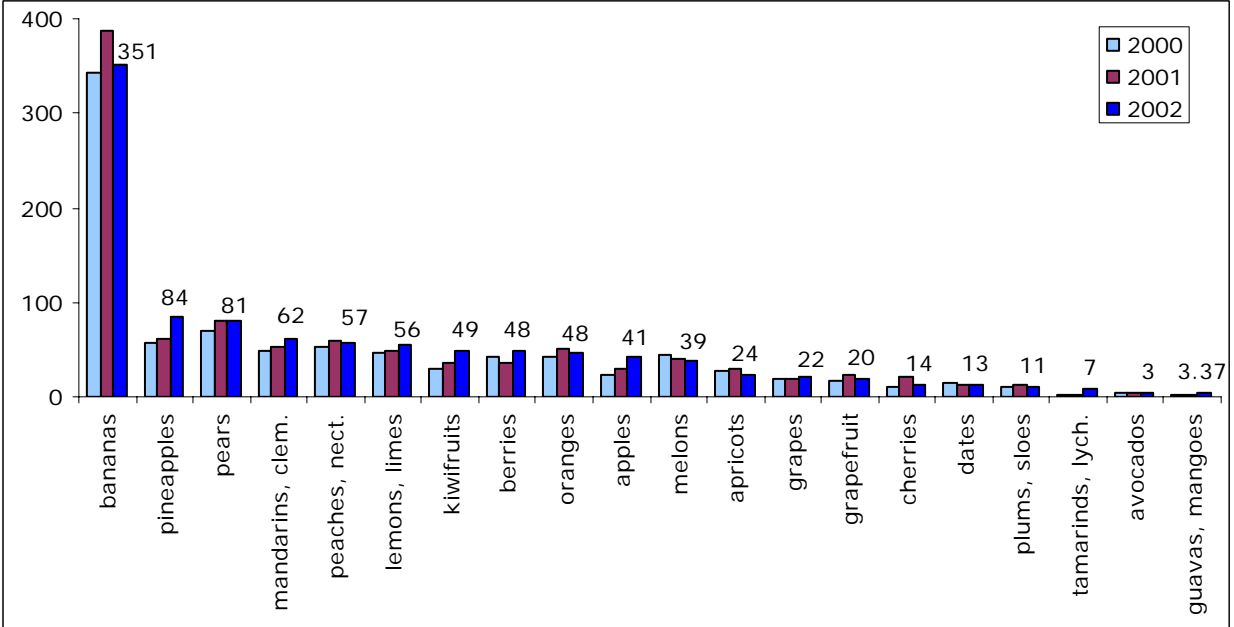


Source: Eurostat, 2003

Fruit

As from 2000, Italian imports of fresh fruit increased by 14 percent in value but decreased by 6 percent in volume, reaching more than € 1.06 million / 1.44 million tonnes in 2002.

Figure 5.17 Imports of selected fresh fruit products into Italy, 2000-2002, € million



Source: Eurostat, 2003

Also in Italy, *bananas* take up the lion's share of the fresh fruit import market. In 2002, one third of Italian fresh fruit imports (in value) consisted of fresh banana imports, amounting to € 351 million / 599 thousand tonnes.

Between 2000 and 2002, *citrus fruit* imports into Italy increased by 20 percent in terms of value and by 13 percent in terms of volume, amounting to € 186 million / 293 thousand tonnes in the latter year. In the same year, citrus fruit imports accounted for 18 percent of total Italian fresh fruit imports in terms of value.

Imports of *pineapples* increased considerably, reaching € 84 million / 80 thousand tonnes in 2002, representing an increase of 50 percent in value and 18 percent in volume since 2000. Although Italian imports of *guavas and mangoes* and *avocados* show a steady increase, imports remain moderate compared to other EU member countries. In 2002, imports of guavas and mangoes amounted to € 3.4 million / 2.5 thousand tonnes while the imports of avocados amounted to € 3.4 million / 2.6 thousand tonnes.

Imports from non-EU countries accounted for half of total imports, which is well above the EU average. Almost all products originating outside the EU are supplied by developing countries.

**Leading suppliers of FRESH FRUIT to ITALY
(share of the imported value in 2002)**

→ Spain (25%), Ecuador (17%), France (9%), Argentina (6%), Chile (5%), Belgium (5%), Costa Rica (5%)

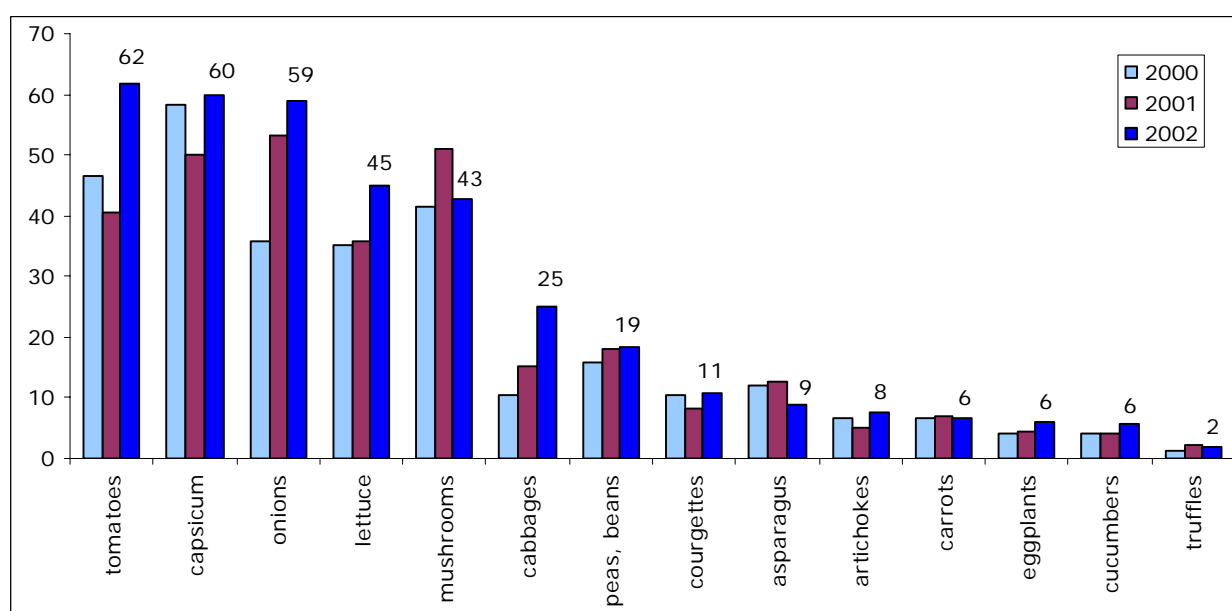
Vegetables

Between 2000 and 2002, Italian fresh vegetable imports increased by 24 percent in value and by 18 percent in volume, reaching € 383 million / 385 thousand tonnes in 2002. The share of the imported value originating in developing countries amounted to 11 percent, which is more or less the EU average.

**Leading suppliers of FRESH VEGETABLES to ITALY
(share of the imported value in 2002)**

→ Spain (34%), France (21%), The Netherlands (15%), Germany (7%), Romania (3%), Egypt (3%)

Figure 5.18 Imports of selected fresh vegetable products into Italy, 2000-2002, € million



Source: Eurostat, 2003

In 2002, *tomatoes, capsicum, and mushrooms* were the three main products imported into Italy. These products take up a relatively high share in total fresh vegetable imports. There has been a remarkable increase in *onion, lettuce and cabbage* (value) imports (+66%, +28% and +136% respectively) since 2000. Other imported products, which increased in terms of value during the survey period, are *peas and beans* (+17%), *artichokes* (+18%), *eggplants* (+44%), *cucumbers and gherkins* (+37%), *truffles* (+66%), *spinach* (+100%), *sweet maize* (+82), *fennel* (+275%) and *capers* (+149%).

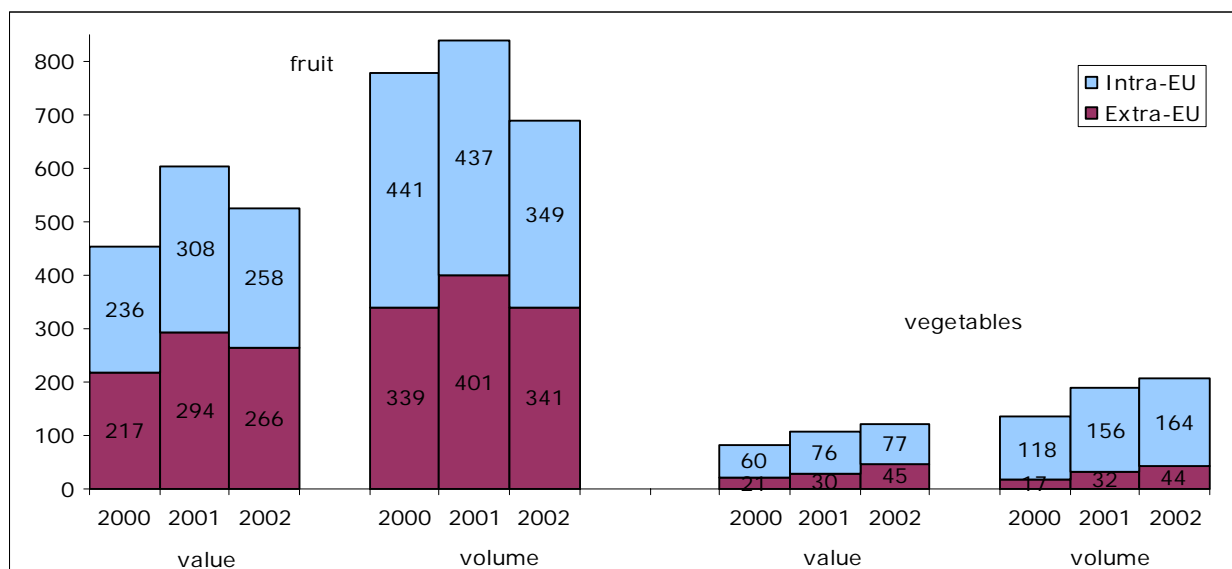
Tomato imports fluctuated considerably. As Italy is a major tomato producer itself, tomato imports merely function as a supplement to domestic produce. As a consequence, imports of tomatoes depend strongly on the domestic harvest.

Spain

According to Eurostat data, Spain imported a total of 898 thousand tonnes of fresh fruit and vegetables in 2002, representing a value of € 645 million. After an increase in both value and volume between 2000 and 2001, imports decreased between 2001 and 2002.

Although Spain is a relatively small importer of fresh fruit and vegetables, this country can prove interesting for developing country exporters. Unlike most of the other leading importers, which re-export a large part of their imports, the quantities imported into Spain are almost entirely consumed in the domestic market. It should be noted, however, that Spain, next to Italy, is the leading EU grower of fresh produce, serving a large part of the domestic needs for fresh fruit and vegetables. Nevertheless, there is still a market for exporters in developing countries in the supply of exotics and off-season products.

Figure 5.19 Imports of fresh fruit and vegetables into Spain, 2000-2002, value in € million, volume in thousand tonnes



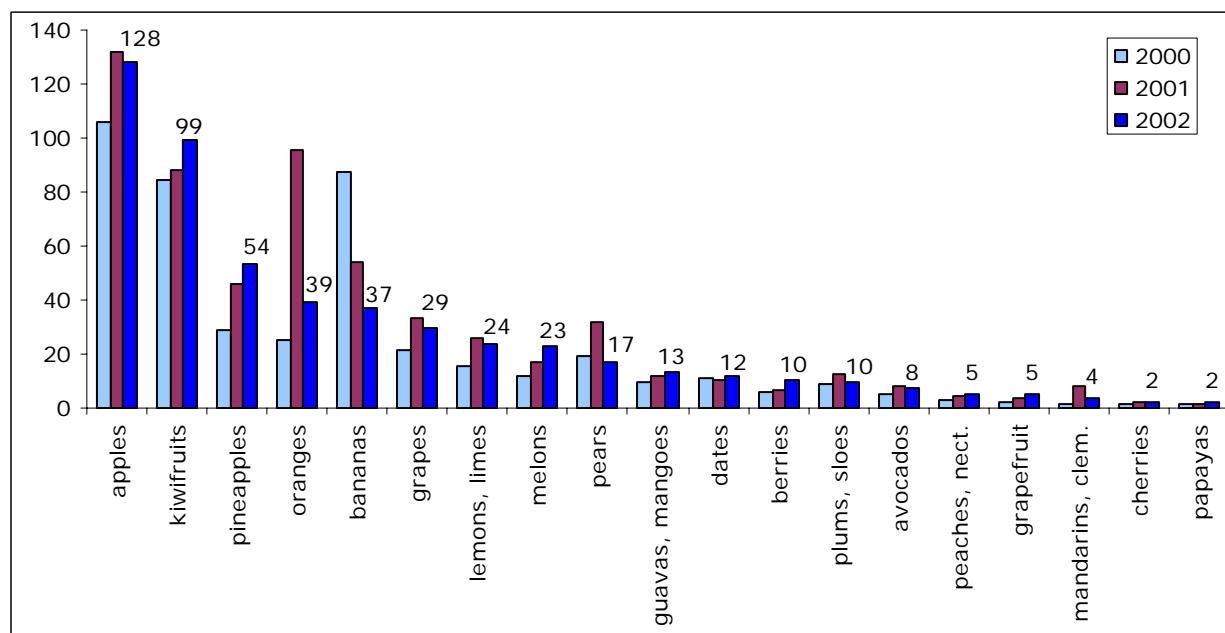
Source: Eurostat, 2003

Fruit

After a considerable increase in both value and volume between 2000 and 2001, imports of fruit into Spain decreased by 13 percent in value and by 11 percent in volume, amounting to € 523 million / 690 thousand tonnes in 2002.

Apples are the leading fresh fruit product imported into Spain, accounting for about a quarter of total fruit imports (in value). Because of the extensive domestic cultivation of fruit, the composition of Spanish imports differs substantially from those of other EU countries, while the imported values also fluctuate considerably.

Figure 5.20 Imports of selected fresh fruit products into Spain, 2000-2002, € million



Source: Eurostat, 2003

**Leading suppliers of FRESH FRUIT to SPAIN
(share of the imported value in 2002)**

→ France (22%), Chile (12%), Italy (12%), Argentina (8%), Belgium (8%), Costa Rica (6%), South Africa (5%)

Vegetables

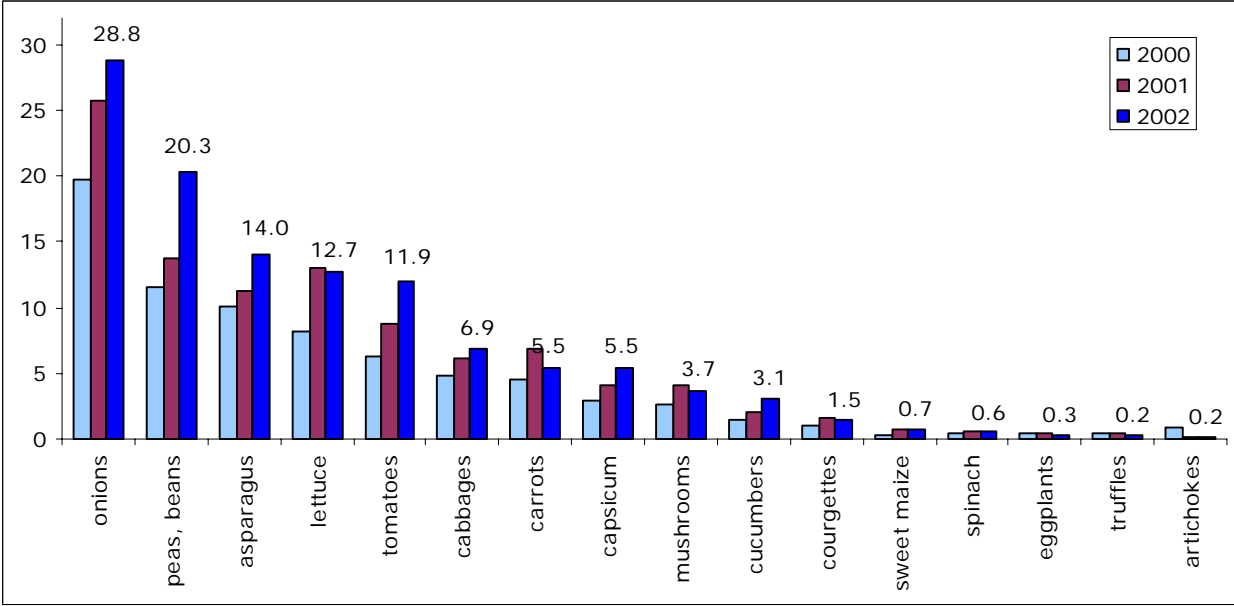
As from 2000, Spanish imports of fresh vegetables increased by more than 50 percent in both value and volume, amounting to € 122 million / 208 thousand tonnes in 2002. Almost one third of the imported value originated in developing countries, which is relatively high by EU standards.

**Leading suppliers of FRESH VEGETABLES to SPAIN
(share of the imported value in 2002)**

→ France (35%), Morocco (20%), The Netherlands (11%), Peru (10%), Germany (5%), Belgium (5%)

Onions, peas and beans, asparagus, lettuce and tomatoes are the leading products imported into Spain, together accounting for over 70 percent of total vegetable imports (in value) in 2002.

Figure 5.21 Imports of selected fresh vegetable products into Spain, 2000-2002, € million



Source: Eurostat, 2003

Norway

The trade statistics for Norway are sourced at Statistics Norway. Statistics Norway uses NOK to indicate the value of the imports. To facilitate comparison with EU imports, the value imports for Norway are indicated in euros, converted from the Norwegian Crown on basis of the average exchange rates of the years:

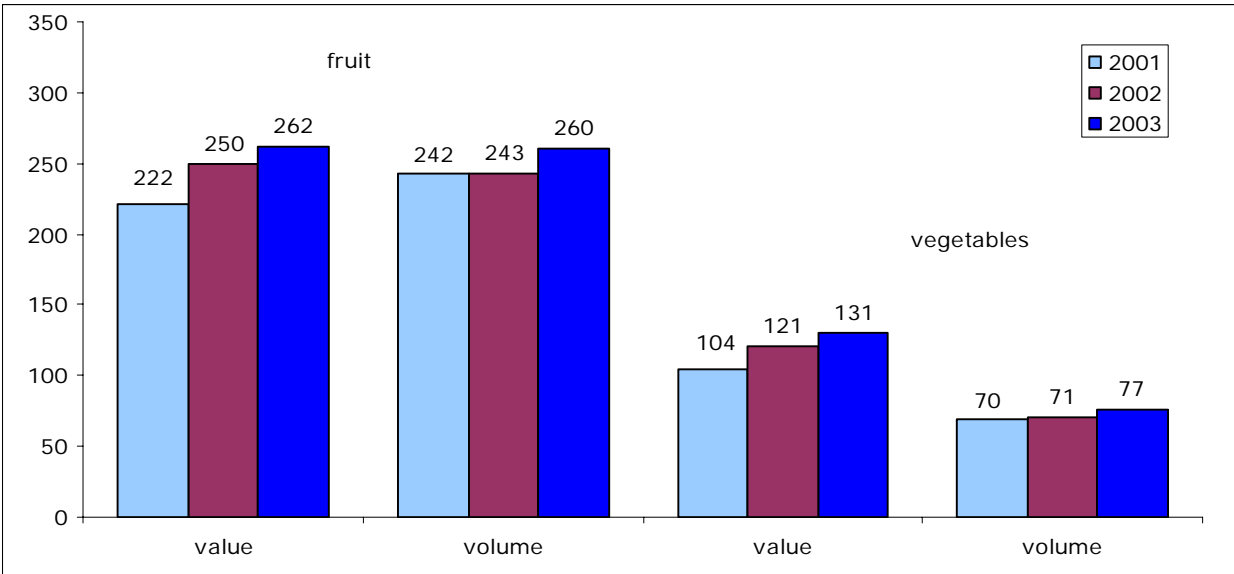
2001: € 1.00 = NOK 8.05

2002: € 1.00 = NOK 7.51

2003: € 1.00 = NOK 8.00.

In 2003, total Norwegian imports of fresh fruit and vegetables amounted to € 392 million / 337 thousand tonnes, representing an increase by 20 percent in value and 8 percent in volume since 2001.

Figure 5.22 Imports of fresh fruit and vegetables into Norway, 2001-2003, value in € million, volume in thousand tonnes



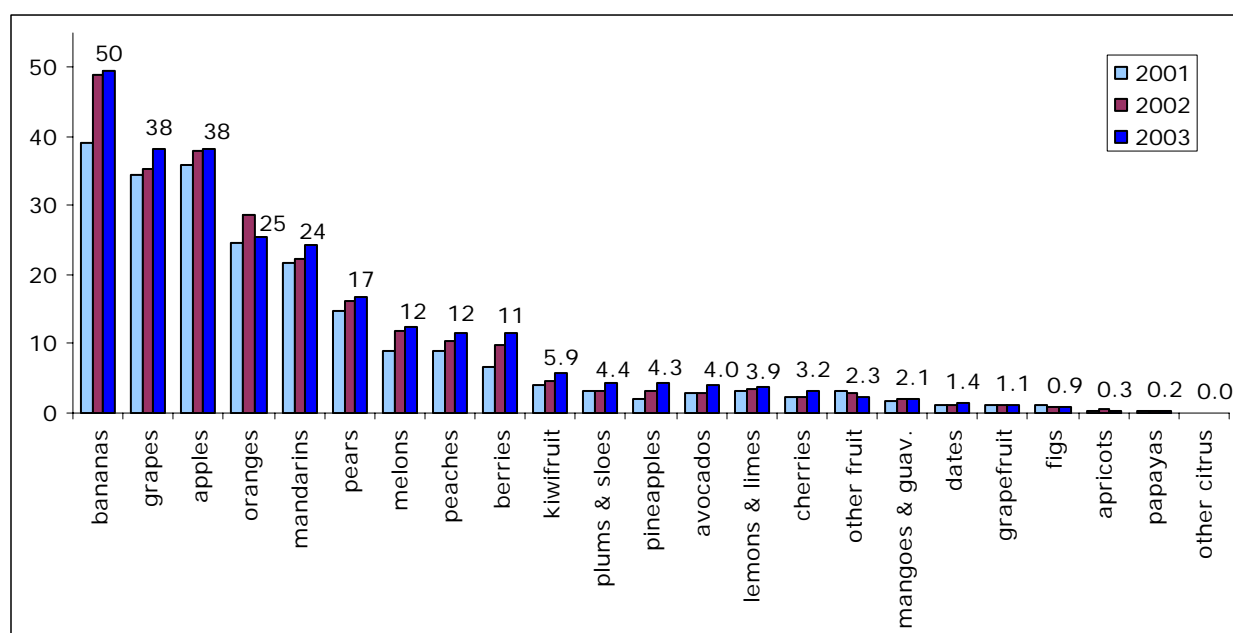
Source: Statistics Norway, 2004

Fruit

Between 2001 and 2003, Norwegian imports of fresh fruit increased by 18 percent in value and by 7 percent in volume, reaching € 262 million / 260 thousand tonnes in the latter year. Although Norwegian fresh fruit imports are relatively small compared to the other highlighted countries, the import volumes are more or less comparable with the imports by other Scandinavian countries like Finland and Denmark.

The composition of the fruit imports is, however, not much different from the overall EU average. Also in the case of Norway, bananas represent the leading import product, accounting for 19 percent of the total fruit imports (in terms of value) in 2003. Other important fruit species are grapes (15%), apples (15%), oranges (10%) and mandarins/clementines (9%). As can be seen in Figure 5.23, almost all fruit products imported into Norway increased in terms of value between 2001 and 2003.

Figure 5.23 Imports of selected fresh fruit products into Norway, 2001-2003, € million



Source: Statistics Norway, 2004

Spain is the leading supplier of fresh fruit (mainly citrus fruit) to Norway, followed by Italy (oranges, grapes and peaches/nectarines. Ecuador is also listed as a leading supplier, mainly since it supplies half of the Norwegian banana imports.

Leading suppliers (share of the imported value in 2003) to Norway of:	
bananas	→ Costa Rica (50%), Colombia (35%), Ecuador (9%), Panama (4%)
grapes	→ Italy (38%), South Africa (29%), Brazil (9%), Chile (9%), Greece (5%)
apples	→ Italy (39%), Argentina (19%), France (13%), New Zealand (6%), South Africa (5%)
oranges	→ Spain (76%), South Africa (13%), Morocco (5%), Israel (3%)
mandarins	→ Spain (78%), Morocco (16%), Cyprus (2%)
pears	→ Belgium (61%), The Netherlands (29%), Italy (5%)
melons	→ Spain (74%), Brazil (12%), Costa Rica (7%)
peaches	→ Spain (57%), Italy (34%), France (6%)

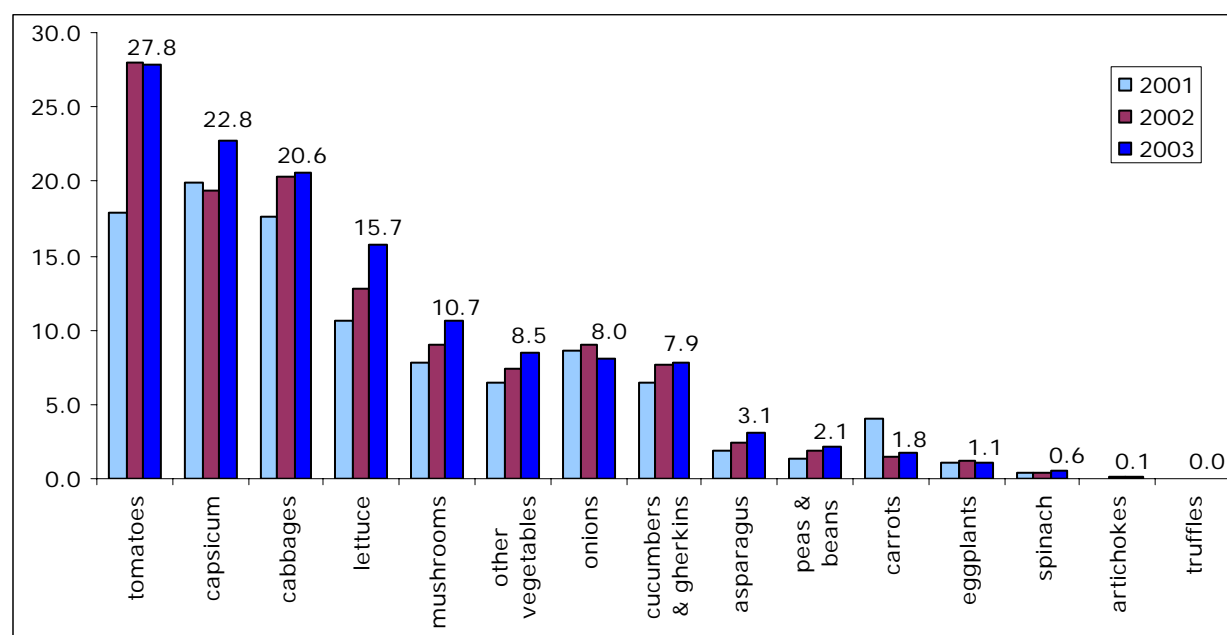
berries	→ Belgium (68%), Spain (12%), The Netherlands (6%), Italy (5%)
kiwi fruit	→ Italy (47%), New Zealand (44%), Chile (8%), Brazil (1%)
plums & sloes	→ Spain (55%), South Africa (15%), Chile (9%), Italy (9%), Israel (5%)
pineapples	→ Costa Rica (85%), Thailand (6%), Côte d'Ivoire (4%)
avocados	→ Spain (42%), South Africa (29%), Israel (12%), Mexico (10%)
Total fresh fruit	→ Spain (24%), Italy (15%), Costa Rica (11%), South Africa (7%), Belgium (7%), Colombia (7%)

Vegetables

As from 2001, Norwegian imports of fresh vegetables increased by 25 percent in value and by 10 percent in volume, amounting to € 131 million / 77 thousand tonnes in 2003. A large part of the increase can be attributed to the considerable increase in the imports of tomatoes, making it the leading fresh vegetable product imported into Norway. The imports of the other major vegetable products also increased considerably between 2001 and 2003. Despite the increases, Norway remains a relatively small importer of fresh vegetables, particularly when compared with other small European countries.

In 2003, tomato imports accounted for 21 percent of total fresh vegetable imports into Norway, followed by capsicum (17%), cabbages (16%), lettuce (12%) and mushrooms (8%). Compared to the EU average, Norway imports relatively more cabbages and capsicum, but less tomatoes, onions and carrots.

Figure 5.24 Imports of selected fresh vegetable products into Norway, 2001-2003, € million



Source: Statistics Norway, 2004

Spain is, by far, the leading supplier of fresh vegetables to the Norwegian market, supplying a large part of the leading imported products. The Netherlands is also a leading supplier, although the exported volumes mainly concern re-exports of tomatoes and capsicum.

Leading suppliers (share of the imported value in 2003) to Norway of:	
tomatoes	→ Spain (45%), The Netherlands (38%), Italy (11%), Canary Islands (3%)
capsicum	→ The Netherlands (61%), Spain (21%), Israel (14%)
cabbages	→ Spain (65%), Portugal (11%), The Netherlands (7%), Italy (5%), Hungary (4%)
lettuce	→ Spain (75%), France (10%), Italy (4%), USA (4%)
mushrooms	→ The Netherlands (82%), Sweden (8%), Poland (3%), Canada (2%)
onions	→ The Netherlands (30%), France (16%), New Zealand (12%), Spain (10%), Italy (9%)
cucumbers	→ Spain (77%), The Netherlands (21%), Germany (1%)
asparagus	→ Peru (57%), Thailand (14%), Spain (13%), Hungary (8%)
peas & beans	→ Kenya (61%), Guatemala (13%), Egypt (10%), Zimbabwe (5%), Thailand (3%)
carrots	→ USA (48%), The Netherlands (18%), Italy (10%), Spain (9%), France (8%)
Total fresh vegetables	→ Spain (41%), The Netherlands (32%), Italy (6%), Israel (3%), France (3%), Portugal (2%)

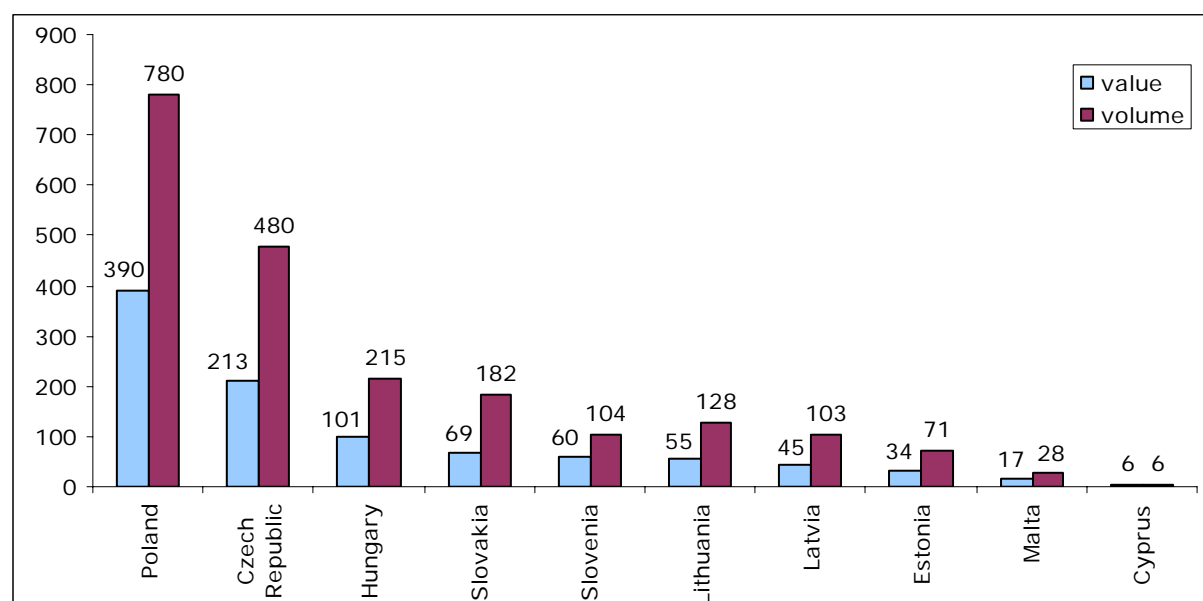
New member states

In 2003, the new member states together imported 2.85 million tonnes of fresh fruit and vegetables, representing a total value of € 1.34 billion.

Fruit

In 2003, these ten new EU member states together imported less than € 1 billion of fresh fruit, which was equivalent to 2.1 million tonnes.

Figure 5.25 Imports of fresh fruit by the new EU member states, 2003, value in € million, volume in thousand tonnes



Source: Eurostat, 2004

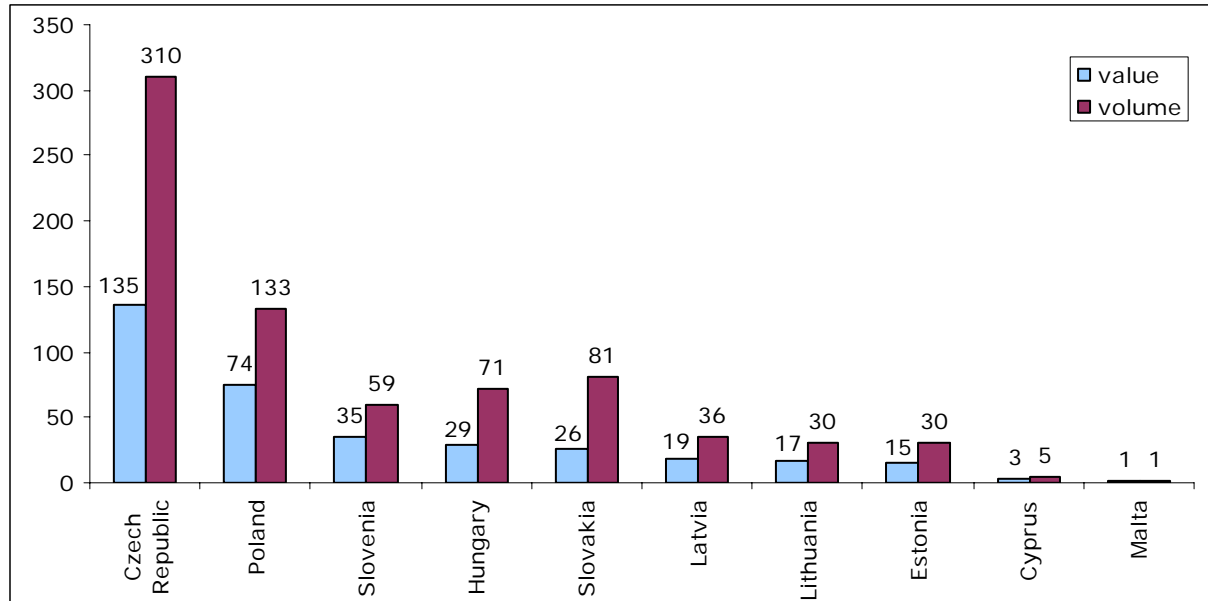
Among the ten new EU member countries, Poland is the leading fresh fruit importer, accounting for € 390 million / 780 thousand tonnes in 2003. Other leading importers are the Czech Republic (€ 213 million / 480 thousand tonnes) and Hungary (€ 101 million /

215 thousand tonnes). These imports, however, are only modest compared to the huge quantities imported by the original 15 EU member countries.

Vegetables

In 2003, the ten new EU member states together imported € 355 million / 756 thousand tonnes of fresh vegetables. The Czech Republic was the leading importer, accounting for about 40 percent of total imports (in both terms of value and volume). Poland is the second leading importer of fresh vegetables among the ten new EU member states, accounting for approximately 20 percent of total imports in 2003.

Figure 5.26 Imports of fresh vegetables by the new EU member states, 2003, value in € million, volume in thousand tonnes



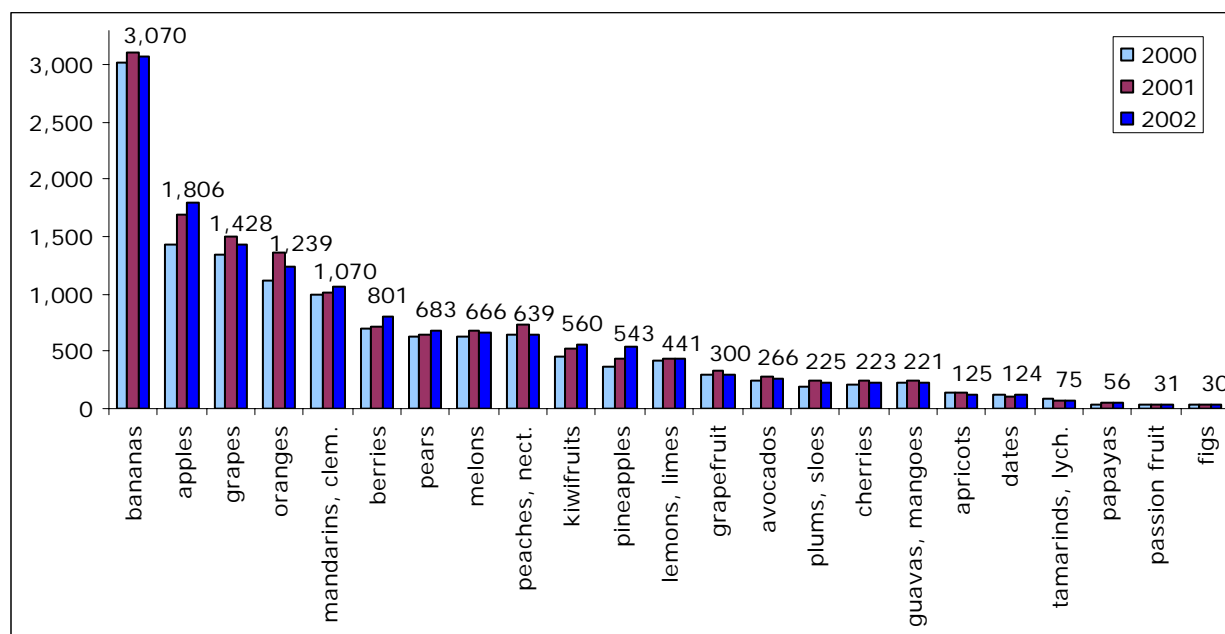
Source: Eurostat, 2004

5.2 Imports by product group

Fruit

In 2002, total imports of fresh fruit by EU member countries amounted to over € 14.8 billion / 18.9 million tonnes. As can be seen in Figure 5.27, bananas, apples, grapes and several citrus fruits are the most popular import products within the fresh fruit category.

Figure 5.27 Imports of selected fresh fruit products into the EU, 2000-2002, € million



Source: Eurostat, 2003

Bananas

Traditionally, the leading fresh fruit product imported into the European Union is bananas. During the survey period (2000-2002), the banana imports remained fairly stable in both terms of value and volume, amounting to € 3.1 billion / 4.9 million tonnes in 2002. Banana imports enter the European Union markets directly as well as indirectly via Belgium, France and The Netherlands.

Leading suppliers of bananas to the EU (share of the imported value in 2002)

→ Ecuador (16%), Costa Rica (15%), Belgium (14%), Colombia (12%), Panama (6%), France (6%), Germany (5%), Cameroon (5%)

Apples, grapes, berries, pears

Other important fresh fruit products are apples, representing 12 percent of total fruit imports by EU member countries, grapes (10%), berries (5%) and pears (5%). In 2002, apple imports amounted to almost € 1.8 billion / 2.6 million tonnes, while grape imports were € 1.4 billion / 1.0 million tonnes, berry imports € 801 million / 432 thousand tonnes and pear imports € 683 million / 843 thousand tonnes.

Leading suppliers (share of the imported value in 2002) to the EU of:

apples → France (21%), Italy (17%), New Zealand (12%), The Netherlands (10%), Belgium (8%), Chile (8%)
 grapes → Italy (22%), South Africa (18%), The Netherlands (10%), Spain (9%), Chile (9%), Belgium (6%)
 berries → Spain (45%), The Netherlands (11%), Belgium (8%), Morocco (8%), France (5%), Italy (5%)
 pears → The Netherlands (18%), Italy (16%), Argentina (15%), South Africa (11%), Belgium (11%)

Citrus fruit

When grouped together, citrus fruit forms, next to bananas, the leading import product group in both terms of value and volume, with imports by EU member countries amounting to nearly € 3.1 billion / 5.0 million tonnes in 2002. After a 12 percent increase 2000 and 2001, total citrus fruit imports decreased by 4 percent. In terms of volume, imports fluctuated in the opposite direction, first decreasing by 2 percent and then increasing by the same percentage. The leading EU importers of citrus fruit are Germany (22%), France (22%), the United Kingdom (15%), and The Netherlands (13%).

European production of citrus fruits takes place in the Mediterranean countries Spain, Italy, and Greece. The harvest period in these countries is October to May. During a long period of the year, the EU countries are dependent on the supply of citrus fruit from outside Europe. Spain is one of the world's leading suppliers of citrus fruit, with a share of about 30 percent of total Spanish exports of agricultural products.

Because of the strongly improved storage life of the product, the selling seasons of the citrus producing and exporting countries have become longer. Where formerly the supply periods of the various countries more or less followed each other, we now more often see overlapping periods and, as a result, also increasing competition. Because of the improvement in the growing techniques, some countries are able to harvest earlier and later so that the supply season is extended. This also affects the competitive position of other supplying countries.

In general, in the field of citrus, and notably where oranges, mandarins and lemons are concerned, there is a plentiful supply on the European market. This means that the supplying countries will have to export products which, on a qualitative level, can compete with the produce of the leading suppliers, who have made a more or less standardised product out of varieties, sizes and packaging of citrus fruit.

Please note that, although The Netherlands is listed as a leading supplier of citrus fruit to the other EU member countries, this only concerns re-exports, which are originally supplied by other countries. This also applies to Belgium as far as the supply of oranges is concerned.

Leading suppliers (share of the imported value in 2002) to the EU of:

oranges	→ Spain (56%), South Africa (10%), The Netherlands (5%), Morocco (5%), Belgium (3%)
mandarins	→ Spain (70%), Morocco (6%), Turkey (4%), South Africa (3%), The Netherlands (3%)
lemons, limes	→ Spain (48%), Argentina (19%), The Netherlands (9%), Brazil (4%), South Africa (3%)
grapefruit	→ USA (25%), South Africa (16%), The Netherlands (11%), Turkey (9%), Israel (9%)

Melons, peaches and nectarines, cherries

In 2002, melon (including watermelon) imports by EU member countries amounted to € 666 million / 1.1 million tonnes. Almost one third of the imported value was supplied extra-EU. The leading EU importer of melons is the United Kingdom, accounting for 19 percent of the imported value in 2002, followed by Germany (18%), France (18%) and The Netherlands (15%).

Although peaches and nectarines are imported in large quantities by the EU member countries, this product group is not particularly interesting for developing country exporters, since 95 percent of imports is provided by the other EU countries (predominantly Spain and Italy). In 2002, total peach and nectarine imports amounted to

€ 639 million / 753 thousand tonnes. In the same year, Germany imported 35 percent of total EU imports, followed by the UK (18%), France (13%), Italy (9%) and Belgium (6%).

Cherry imports amounted to € 223 million / 108 thousand tonnes in 2002. Countries outside the EU supplied about half of the total imported value. The leading EU importer of cherries is represented by Germany, accounting for about 30 percent of value imports in 2002. Other leading EU importers are the UK (19%), Austria (17%), and The Netherlands (10%).

Leading suppliers (share of the imported value in 2002) to the EU of:	
melons	→ Spain (44%), Brazil (11%), The Netherlands (9%), Costa Rica (9%), France (6%), Morocco (4%)
peaches	→ Spain (44%), Italy (33%), France (11%), The Netherlands (2%), South Africa (2%), Greece (2%)
cherries	→ Turkey (27%), Spain (17%), France (8%), Italy (8%), Greece (6%), The Netherlands (5%)

Kiwi fruits, pineapples, avocados

In 2002, kiwi fruit imports amounted to € 560 million, representing an increase of more than 20 percent since 2000. In terms of volume, imports first increased by 7 percent between 2000 and 2001, after which decreasing by 9 percent, amounting to 464 thousand tonnes in 2002. The leading EU importer of kiwi fruits is Germany, accounting for 21 percent of value imports in 2002, followed by Belgium (19%), Spain (18%) and The Netherlands (10%).

Other relatively significant imported exotics are pineapples and avocados. During the survey period, pineapple imports by EU member countries increased almost 50 percent in value and 25 percent in volume, amounting to € 543 million / 594 thousand tonnes in 2002. In the same year, Belgium was the leading EU importer of pineapples, accounting for 21 percent of the total imported value, followed by France (19%), Italy (16%), Germany (13%) and Spain (10%). During the same period, avocado imports increased by 10 percent in value and by 2 percent in volume, reaching € 266 million / 202 thousand tonnes in 2002. The major EU importer of avocados is, by far, France, accounting for half of avocado imports (in value) in 2002, followed by the United Kingdom (15%) and The Netherlands (13%).

Leading suppliers (share of the imported value in 2002) to the EU of:	
kiwi fruits	→ Italy (29%), New Zealand (25%), Belgium (17%), Chile (11%), France (7%)
pineapples	→ Costa Rica (27%), Côte d'Ivoire (19%), France (14%), Belgium (9%), Ghana (8%)
avocados	→ Israel (20%), Spain (20%), South Africa (19%), The Netherlands (9%), France (9%), Mexico (7%)

Plums and sloes, guavas and mangoes, apricots, dates

In 2002, imports by EU member countries of plums and sloes amounted to € 225 million / 301 thousand tonnes, representing an increase of 18 percent in value and 38 percent in volume since 2000. The leading EU importer of sloes and plums is the United Kingdom, accounting for 29 percent of the imported value in 2002, followed by Germany (18%), The Netherlands (14%) and Belgium (11%).

Mango and guava imports by EU member countries have increased during the past years, both in terms of value and volume, while suppliers around the world are stepping up

production. The world's top supplying countries (in Latin America and Africa) have benefited from the shift towards sea freight, delivering the fruit in the right condition. Between 2000 and 2001, mango and guava imports by EU member countries increased by 8 percent in value, after which decreased by 7 percent, amounting to € 221 million. In terms of volume, imports increased by 8 percent during the survey period, reaching almost 200 thousand tonnes in 2002. The Netherlands is, by far, the leading EU importer of mangoes and guavas, accounting for about a third of the total imported value in 2002, followed by France (15%), Germany (14%), and the United Kingdom (12%).

In 2002, apricot imports by EU member countries amounted to € 125 million / 117 thousand tonnes. Countries outside the EU supplied only 11 percent of the imported value.

Between 2000 and 2001, imports of dates by EU member countries decreased by 7 percent in terms of value, after which increased by 14 percent, amounting to € 124 million in 2002. In terms of volume, imports increased by 7 percent during the survey period, amounting 65.7 thousand tonnes in 2002. The leading EU importer of dates is France, accounting for 34 percent of total value imports in 2002, followed by the United Kingdom (18%), Germany (11%) and Italy (11%). More than 80 percent of the total imported value is supplied by countries outside the EU. The most important time for date sales in the EU is during the Islamic Ramadan month.

Leading suppliers (share of the imported value in 2002) to the EU of:	
plums, sloes	→ Spain (24%), South Africa (21%), Chile (9%), France (8%), Italy (8%)
guavas, mango	→ Brazil (29%), The Netherlands (17%), South Africa, (7%), Peru (6%), Côte d'Ivoire (5%)
apricots	→ France (41%), Spain (30%), Italy (8%), South Africa (5%), Turkey (4%), Greece (4%)
dates	→ Tunisia (41%), Israel (17%), Algeria (11%), France (11%), Iran (6%), USA (4%)

Tamarinds and lychees, papayas, passion fruit, figs

Although the imported quantities of tamarinds, lychees, papayas, passion fruit and figs are relatively small, these product groups can be interesting for developing country exporters. Not only is the European consumer becoming more familiar with these tropical fruits, thus raising consumption, but most of EU imports of these products is supplied by developing countries.

In 2002, EU imports of tamarinds and lychees amounted to some € 74.5 million / 35.5 thousand tonnes, of which the lion's share (about 70 percent) was imported from developing countries. The remainder consisted mainly of re-exports (primarily from France and The Netherlands), although Spain, a minor producer, also exports to other EU member countries. In 2002, was France the largest EU importer of tamarinds and lychees, accounting for 36 percent of total imported value. Most of the remaining imports went to The Netherlands, the United Kingdom, Italy and Germany. In Germany, as is the case with much of its fresh fruit imports, the major part of the domestic requirements is met by re-exports from other EU members, most notably The Netherlands and France.

In 2002, papaya imports by EU member countries amounted to € 55.8 million / 32.8 thousand tonnes, representing an increase of almost 50 percent in value and 65 percent in volume since 2000. About 75 percent of the imported value originated in developing countries. The leading EU importers of papayas are the United Kingdom (24%), The Netherlands (23%), Germany (20%) and Portugal (10%). More detailed information on the EU papaya market can be found in the CBI EU Market Brief 'Papayas' (2003).

EU imports of passion fruit amounted to some € 30.7 million / 10.7 thousand tonnes in 2002, of which almost 60 percent was imported from developing countries. In the same year, the leading EU destination of passion fruit consignments was The Netherlands (mostly for re-exports), accounting for 37 percent of total EU passion fruit imports (in value), followed by Germany (21%) and France (15%).

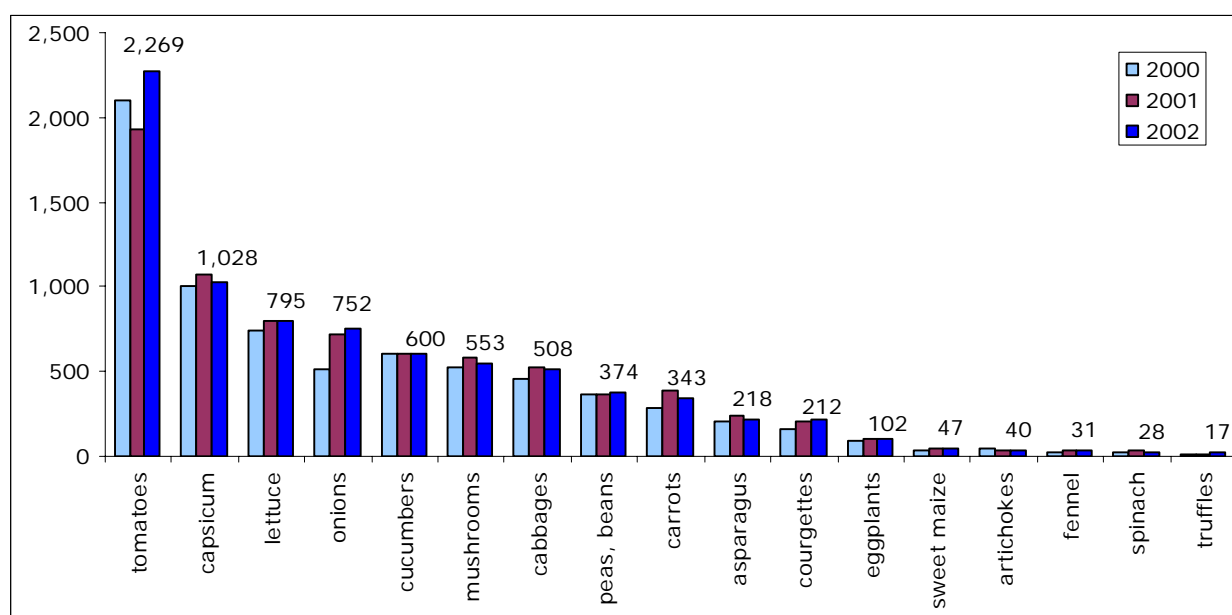
In 2002, fresh fig imports by EU member countries amounted to € 29.8 million / 19.2 thousand tonnes, representing an increase by 8 percent in value and by 26 percent in volume since 2000. About 45 percent of the exported value was directly sourced from developing countries, while a large part was re-exported by other EU member countries (mainly The Netherlands). The leading EU destinations are France (30%), Austria (17%), Germany (16%), The Netherlands (13%), and the United Kingdom (10%).

Leading suppliers (share of the imported value in 2002) to the EU of:	
tamarinds/ lych.	→ Madagascar (51%), France (13%), South Africa (9%), The Netherlands (9%), Thailand (5%)
papayas	→ Brazil (57%), The Netherlands (15%), India (4%), Thailand (4%), Ghana (3%)
passion fruit	→ Malaysia (30%), The Netherlands (28%), Kenya (9%), Zimbabwe (7%), Colombia (6%)
figs	→ Turkey (31%), The Netherlands (16%), Spain (12%), Italy (12%), Brazil (11%), Belgium (4%)

Vegetables

In 2002, total imports by EU member countries of fresh vegetables amounted to almost € 8.4 billion / 9.0 million tonnes. Figure 5.28 shows that tomatoes, capsicum, lettuce and onions are the leading fresh vegetable products imported by EU member countries.

Figure 5.28 Imports of selected fresh vegetable products into the EU, 2000-2002, € million



Source: Eurostat, 2003

Tomatoes, capsicum, onions

The most important fresh vegetable product imported by EU member countries is tomatoes (considering that potatoes are not included in this survey), reaching an import level of € 2.3 billion / 2.0 million tonnes in 2002. In the same year, Germany accounted for a third of the imported value, followed by the United Kingdom (22%), France (16%) and The Netherlands (11%).

Most noticeable is the relatively large amounts of capsicum imported into the EU, although only 5 percent of the imported value is supplied by developing countries. Capsicum imports by EU member countries amounted to more than € 1 billion / 774 thousand tonnes in 2002. Capsicum used to be traditionally better known in southern Europe than in the northern member states. However, since the early 1980s, capsicum has also been widely accepted in dishes in many northern European households. Germany is the leading EU importer, accounting for 39 percent of the imports in 2002, followed by the United Kingdom (18%) and France (11%).

Another major imported fresh vegetable product is onions. In 2002, imports amounted to € 752 million / 1.4 million tonnes. Germany is the leading EU importer, accounting for 21 percent of the imports in 2002, followed by the United Kingdom (19%) and France (15%). About a quarter of the imported value was supplied extra-EU, of which about half from developing countries.

Leading suppliers (share of the imported value in 2002) to the EU of:

tomatoes	→ Spain (41%), The Netherlands (32%), Morocco (7%), Belgium (6%), Italy (6%), France (3%)
capsicum	→ Spain (40%), The Netherlands (40%), Israel (5%), Turkey (3%), France (3%), Hungary (2%)
onions	→ The Netherlands (23%), Spain (23%), France (9%), Italy (7%), New Zealand (7%), Belgium (6%)

Peas and beans

Between 2000 and 2002, pea and bean imports by EU member countries increased by 4 percent in value and 15 percent in volume, amounting to € 374 million / 417 thousand tonnes in 2002. About 55 percent of the imported value was supplied by developing countries. In 2002, France was the leading EU importer of peas and beans, accounting for 24 percent of the imported value, followed by the United Kingdom (21%), The Netherlands (17%) and Belgium (14%) and Germany (8%).

French beans supplied to Europe have provided a major source of revenue for Africa and African growers. This business has been soaring, thanks to investments in modern transportation and refrigeration facilities. African exports are likely to remain high, accounting for most of the European supply from December to May. Snow peas began as a speciality item, but are now increasingly becoming mainstream due to their year-round availability. Snow peas, sometimes referred to as 'mange tout', are especially popular with caterers and restaurants.

Leading suppliers of peas and beans to the EU (share of the imported value in 2002)

→ Kenya (20%), Morocco (14%), Spain (14%), France (12%), The Netherlands (10%), Egypt (6%)
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Mushrooms, truffles

After an increase of 11 percent in value and 14 percent in volume between 2000 and 2001, imports of fresh and chilled mushrooms by EU member countries decreased by 5

percent in value and 6 percent in volume, amounting to € 553 million / 231 thousand tonnes in 2002. Major EU importers of mushrooms are the United Kingdom and Germany, together accounting for almost 60 percent of imports. The Netherlands is, by far, the leading EU producer of mushrooms, followed by France. With the opening up of the Eastern European countries, these countries, and particularly Poland, are becoming worthy competitors for the Netherlands mushroom trade. Some of the Netherlands growers have even moved (part of) their businesses to an Eastern European country.

The imports by EU member countries of truffles are much smaller. In 2002, total imports amounted to € 17.4 million / 256 tonnes. France is, by far, the leading EU importer, accounting for more than 60 percent of the total imported value, followed by Italy (12%), Germany (8%) and Belgium (7%).

Leading suppliers (share of the imported value in 2002) to the EU of:	
mushrooms	→ The Netherlands (28%), Ireland (24%), Poland (12%), Belgium (7%), Germany (4%)
truffles	→ Spain (47%), Italy (26%), France (18%), China (4%), The Netherlands (2%), Germany (2%)

Asparagus, courgettes, eggplants

After an increase by 17 percent in value between 2000 and 2001, asparagus imports by EU member decreased by 10 percent, amounting to € 218 million in 2002. In terms of volume, imports increased continuously between 2000 and 2002, reaching 83 thousand tonnes in 2002. Most European countries get their asparagus imports from Greece and Spain. The strong increase in asparagus imports since the late 1980s has mainly been supplied by these two countries. The main Spanish and Greek seasons run concurrently from March to June, and it is during this period (especially April and May) that EU fresh asparagus imports are at their highest levels. Europeans generally prefer asparagus with large stalks and (with the exception of the United Kingdom) have traditionally consumed white, rather than green, asparagus. In the past few years, green asparagus has also gained popularity on the mainland European market, to the point where most off-season fresh asparagus imports are of green, rather than white, varieties. The leading EU importer of asparagus is Germany, accounting for over 40 percent of total asparagus imports (in value), followed by France (17%), The Netherlands (10%) and the United Kingdom (9%).

In 2002, imports by EU member countries of courgettes amounted to € 212 million / 210 thousand tonnes, representing an increase of almost 30 percent in value and 5 percent in volume since 2000. The leading EU importer of courgettes is by far France, accounting for 41 percent of the total imported value, followed by the United Kingdom (18%) and Germany (17%).

During the survey period (2000-2002), eggplant imports by EU member countries increased by 13 percent in value and doubled in terms of volume, reaching € 102 million / 192 thousand tonnes in 2002. the main EU importers of eggplants are Germany, France and the United Kingdom, together accounting for 70 percent of the total imported value.

Leading suppliers (share of the imported value in 2002) to the EU of:	
asparagus	→ Spain (33%), Greece (21%), Peru (16%), The Netherlands (10%), Hungary (5%), France (3%)
courgettes	→ Spain (68%), Morocco (10%), The Netherlands (7%), France (6%), Italy (4%), Germany (2%)
eggplants	→ Spain (50%), The Netherlands (34%), Turkey (3%), France (3%), Italy (3%), Germany (2%)

Sweet maize

About half of the imports by EU member countries of sweet maize is supplied by developing countries. Between 2000 and 2002, imports increased by 27 percent in value and by 42 percent in volume, amounting to € 47.1 million / 34.4 thousand tonnes in 2002. The leading EU importer is, by far, the United Kingdom, accounting for more than 60 percent of the imported value.

Leading suppliers of sweet maize to the EU (share of the imported value in 2002)

→ Thailand (35%), France (12%), USA (12%), Spain (10%), The Netherlands (7%), Morocco (5%)

Baby corn

Baby corn is used primarily in Asian cuisine, and consumption of this product is highest in communities with large numbers of Asian immigrants. Thailand is the undisputed leading supplier and exports both fresh and canned baby corn. Very limited statistics are available at both the import and the export end.

Asian vegetables

Asian vegetables, including karela (bitter melon), dudhi (long squash), fuzzy squash, valore (long bean), turia (chinese okra), oriental eggplant, lemon grass and others are highly appreciated by the Asian ethnic market in Europe. Karela and valore are the items most demanded, followed by oriental eggplant. Import figures are not readily available but it appears that the United Kingdom, because of its large Asian population, is the largest European market and Kenya the largest supplier. Other suppliers include Surinam, Ghana, Zambia, Zimbabwe, Uganda, Thailand, Pakistan and India.

5.3 The role of the developing countries

In general, developing countries play a far less pronounced role in the supply of fresh vegetables than in the supply of fresh fruit.

Fruit

In 2002, fresh fruit imports by EU member countries originating in developing countries amounted to € 5.25 billion / 6.88 million tonnes, representing an increase of 18 percent in value and of 7 percent in volume since 2000. The share of developing countries in imports by EU member countries also increased during the same period, up to 35 percent in value and 36 percent in volume. More than seventy countries from all continents are responsible for the immense product flows directed at the European countries. The leading developing countries exporting fresh fruit to the EU are South Africa and Latin-American countries like Costa Rica, Ecuador, Chile, Colombia, Argentina and Brazil. Other leading non-Latin-American countries are Côte d'Ivoire, Turkey, Morocco and Cameroon. For a detailed list, please refer to Appendix 2.

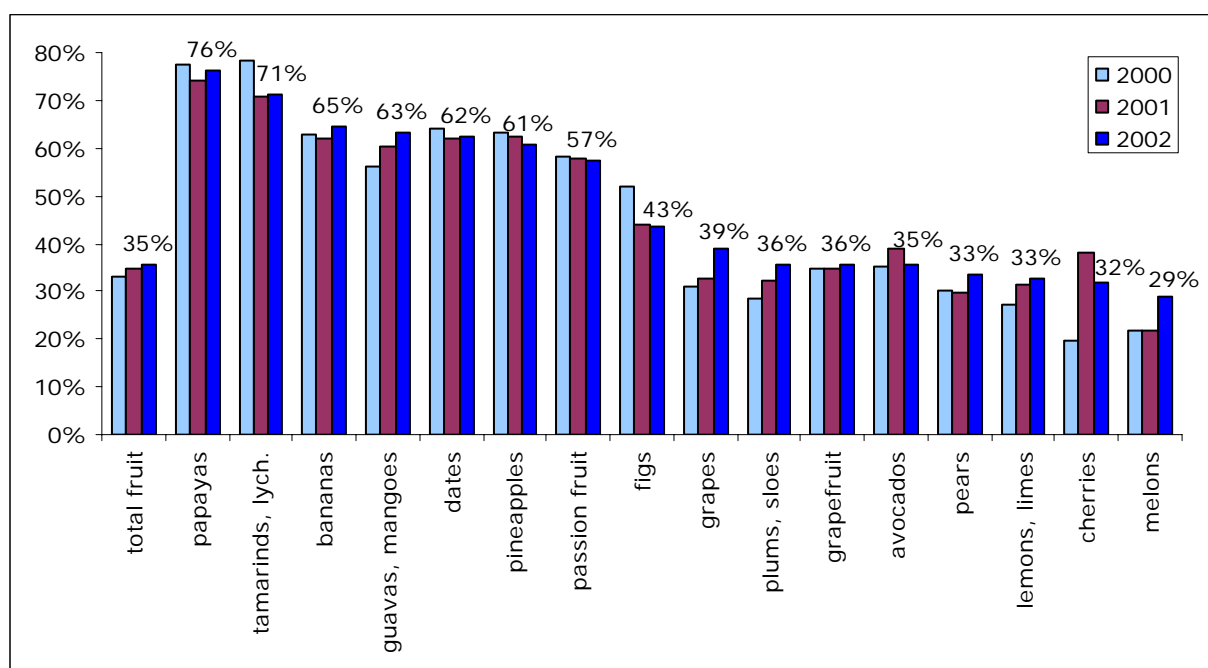
Leading developing country suppliers to the EU (% of total 2002 imports from developing countries)		Total share DCs
papayas	Brazil (72%), India (5%), Thailand (5%), Ghana (4%), Pakistan (4%)	76%
tamarinds, lych.	Madagascar (75%), South Africa (13%), Thailand (7%), Pakistan (3%)	71%
bananas	Ecuador (23%), Costa Rica (23%), Colombia (18%), Panama (9%), Cameroon (7%), Côte d'Ivoire (6%)	65%
guavas, mangoes	Brazil (46%), South Africa (11%), Peru (10%), Côte d'Ivoire (8%), Pakistan (6%)	63%

dates	Tunisia (66%), Algeria (18%), Iran (10%)	62%
pineapples	Costa Rica (45%), Côte d'Ivoire (31%), Ghana (13%), Honduras (4%)	61%
passion fruit	Malaysia (51%), Kenya (15%), Zimbabwe (12%), Colombia (10%)	57%
figs	Turkey (71%), Brazil (24%), Peru (3%)	43%
grapes	South Africa (47%), Chile (22%), Brazil (8%), Argentina (6%), Turkey (5%)	39%
plums, sloes	South Africa (58%), Chile (25%), Argentina (13%), Turkey (3%)	36%
grapefruit	South Africa (46%), Turkey (25%), Argentina (10%), Honduras (5%)	36%
avocados	South Africa (55%), Mexico (18%), Kenya (13%), Peru (7%), Chile (4%)	35%
pears	Argentina (45%), South Africa (33%), Chile (14%), Turkey (4%), China (3%)	33%
lemons, limes	Argentina (58%), Brazil (13%), South Africa (9%), Turkey (8%), Mexico (8%)	33%
cherries	Turkey (85%), Argentina (6%), Chile (6%)	32%
melons	Brazil (39%), Costa Rica (30%), Morocco (13%), Panama (8%)	29%
total fruit	South Africa (16%), Costa Rica (13%), Ecuador (10%), Chile (8%), Colombia (7%)	35%

DCs = Developing countries

In 2003, Norway imported more than 40 percent of the total fresh fruit imports from developing countries, reaching € 110 million / 116 thousand tonnes. In the same year, the leading developing country suppliers to Norway were Costa Rica (27% of total value imports from developing countries), South Africa (17%), Colombia (16%), Argentina (9%), Brazil (6%), Chile (6%), Morocco (5%) and Ecuador (4%).

Figure 5.29 Share of developing countries in imports of selected fresh fruit into the EU, 2000-2002, % imported value

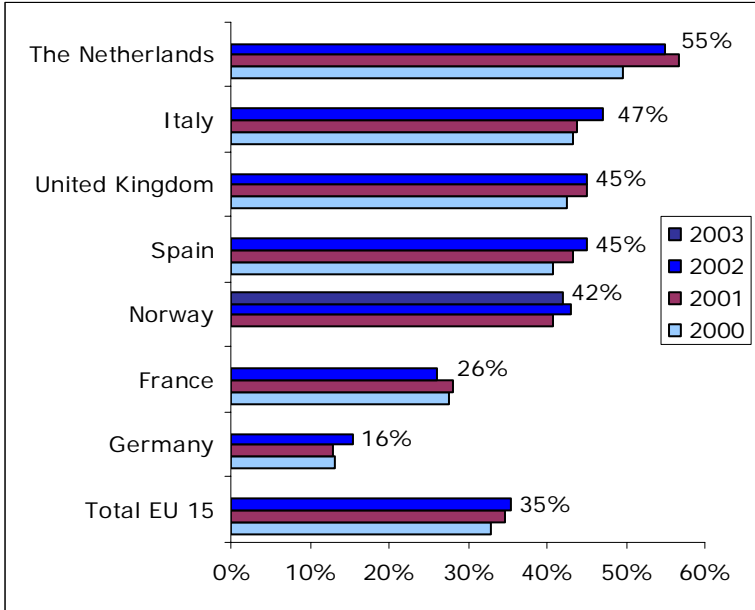


Source: Eurostat, 2003

Developing countries play a major role in the supply of papayas, tamarinds and lychees, bananas, guavas and mangoes, dates, pineapples and passion fruit to the EU. In 2002, these countries supplied more than half of total imports (in value) by EU member countries of these products.

Figure 5.30 shows that the share of developing countries in imports of fresh fruits into The Netherlands is larger than in other selected EU member countries and Norway.

Figure 5.30 Share of developing countries in imports of fresh fruit into the selected EU countries and Norway, 2000-2003, % of imported value



Source: Eurostat, 2003/2004

Vegetables

Whereas Latin-American countries dominate the extra-EU import of fruit, African countries play a more important role in the extra-EU import of vegetables into France, United Kingdom and The Netherlands. Nevertheless, vegetable imports are, notably more than fruit imports, dominated by intra-EU trade. The leading fresh vegetable exporter among the developing countries is Morocco, followed by Kenya, Turkey, Egypt and Peru.

In 2002, the EU imported € 842 million / 696 thousand tonnes of fresh vegetables from developing countries, which represented an increase of 33 percent in value and 40 percent in volume since 2000.

In 2003, total Norwegian imports originating in developing countries amounted to € 7.7 million / 2.5 thousand tonnes, representing an increase of about 60 percent in both value and volume since 2001. In 2003, the leading developing country suppliers of fresh vegetables to Norway were Kenya (25% of total value imports from developing countries), Peru (23%), Thailand (16%), China (10%), Egypt (5%), Turkey (4%), Zimbabwe (4%) and Guatemala (4%).

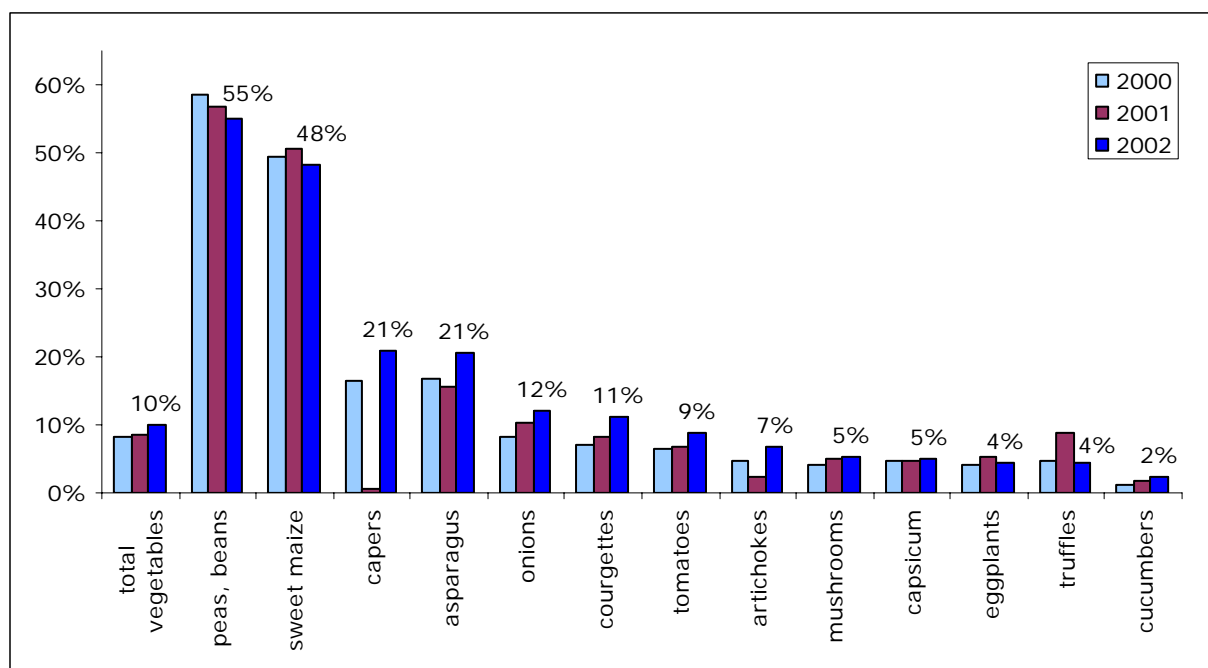
Leading developing country suppliers to the EU (% of total 2002 imports from developing countries)		Total share DC
peas, beans	Kenya (37%), Morocco (26%), Egypt (12%), Senegal (6%), Guatemala (5%)	55%
sweet maize	Thailand (72%), Morocco (11%), Zimbabwe (6%), Zambia (5%)	48%
capers	Turkey (96%), Morocco (4%)	21%

asparagus	Peru (78%), Thailand (9%), South Africa (3%), Chile (2%), Morocco (2%)	21%
onions	Argentina (34%), China (16%), Chile (13%), Egypt (11%), South Africa (6%)	12%
courgettes	Morocco (84%), Turkey (11%), South Africa (2%), Egypt (2%)	11%
tomatoes	Morocco (85%), Turkey (10%), Senegal (2%)	9%
artichokes	Egypt (95%), Tunisia (5%)	7%
mushrooms	Serbia & Montenegro (37%), Turkey (22%), China (9%), Bosnia & Herzeg. (7%)	5%
capsicum	Turkey (60%), Morocco (18%), Domin. Rep. (4%), Thailand (3%), Jordan (3%)	5%
eggplants	Turkey (72%), Thailand (10%), Kenya (8%), Ghana (5%)	4%
truffles	China (88%), Croatia (11%)	4%
cucumbers	Turkey (57%), Morocco (31%), Jordan (8%)	2%
total vegetables	Morocco (32%), Kenya (16%), Turkey (10%), Egypt (5%), Peru (4%)	10%

DC = Developing countries

Peas / beans and sweet maize are, by far, the leading fresh vegetables supplied by developing countries to the EU. As shown in Figure 5.31, other important fresh vegetable products supplied by developing countries are sweet maize, capers and asparagus.

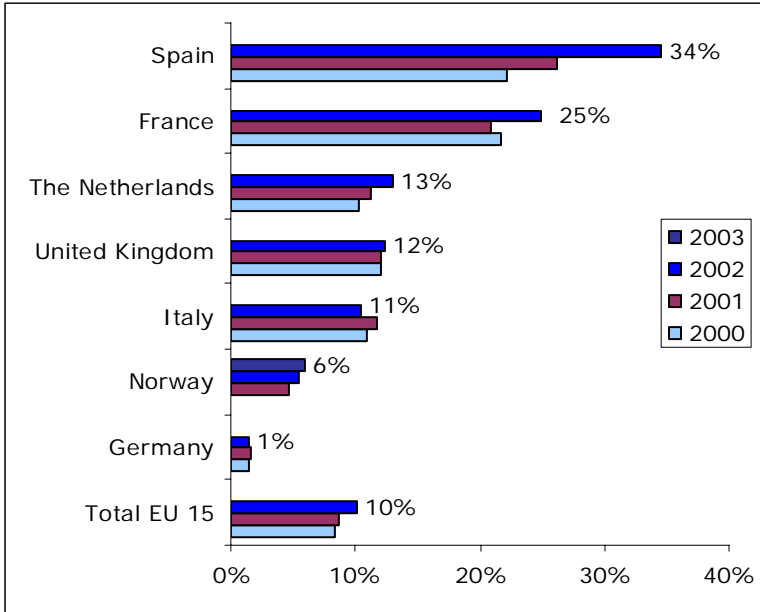
Figure 5.31 Share of developing countries in imports of selected fresh vegetables into the EU, 2000-2002, % of imported value



Source: Eurostat, 2003

Figure 5.32 reveals that developing countries play a relatively more important role in Spain and France than in other EU countries. Please also note that the share of developing countries in overall EU imports of fresh vegetables increased continuously during the survey period.

Figure 5.32 Share of developing countries in imports of fresh vegetables into the selected EU countries and Norway, 2000-2003, % of imported value



Source: Eurostat, 2003

6 EXPORTS

European Union

Fruit

In 2002, total exports by EU member countries of fresh fruit amounted to almost € 10.3 billion / 13.9 million tonnes, representing a total increase of 10 percent in terms of value but a decrease of 4 percent in terms of volume since 2000.

The leading EU exporting countries, Spain and Italy, by virtue of climatic conditions, exported large quantities of fruit. In 2002, Spain was the leading EU exporter of fresh fruit produce, accounting for 34 percent of the exported value, followed by Italy (17%). Other major EU exporters are Belgium, France and The Netherlands. Most of the exports from The Netherlands and Belgium, however, concerns re-exports.

Leading destinations were Germany (29%), France (12%), the United Kingdom (10%), The Netherlands (8%) and Italy (5%). Main destinations outside the European Union are Eastern Europe and, to a lesser extent, the USA. In 2002, only 16 percent of the exported value of fresh fruit by EU member countries was transported to countries outside the EU.

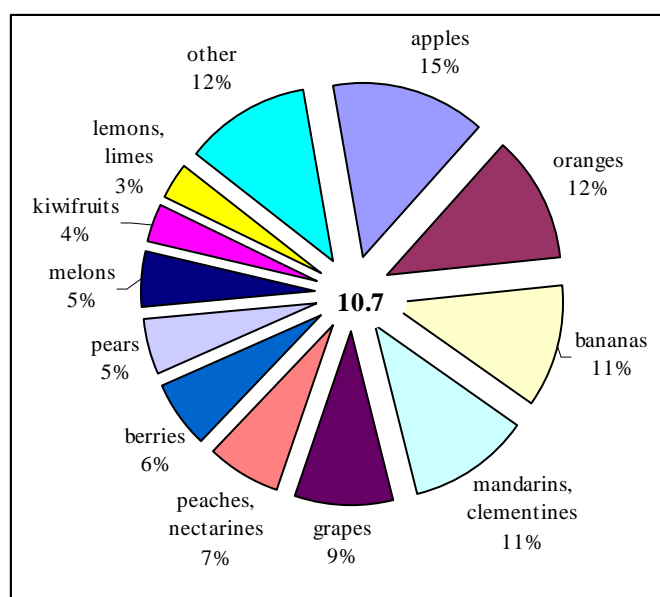
Table 6.1 Exports of fresh fruit by EU member countries, 2000-2002, € million / 1,000 tonnes

	2000		2001		2002		Average annual change in value
	value	volume	value	volume	value	volume	
Total	9,766	14,475	10,792	14,426	10,727	13,851	+5%
Intra-EU	8,339	11,759	9,150	11,581	9,061	11,250	+4%
Extra-EU	1,427	2,716	1,642	2,845	1,666	2,600	+8%
Spain	3,321	5,233	3,538	5,053	3,600	5,028	+4%
Italy	1,789	2,708	2,009	2,722	1,871	2,507	+3%
Belgium	1,531	1,992	1,597	1,940	1,582	1,878	+2%
France	1,177	1,657	1,264	1,542	1,407	1,624	+9%
The Netherlands	1,100	1,399	1,276	1,401	1,243	1,376	+7%
Greece	374	859	467	1,016	357	684	+1%
Germany	236	311	304	355	317	361	+16%
Austria	93	132	131	152	127	147	+19%
United Kingdom	55	59	63	68	74	70	+16%
Portugal	42	72	75	107	66	91	+34%
Sweden	19	21	27	26	48	48	+60%
Ireland	17	16	23	19	23	20	+18%
Denmark	6.5	9.8	10.8	15.9	8.6	13.6	+23%
Luxembourg	2.6	1.9	5.5	5.6	2.0	1.8	+23%
Finland	2.8	3.4	2.3	2.5	1.6	1.5	-24%

Source: Eurostat, 2003

The most important European fresh fruit products exported are apples, oranges, bananas and mandarins / clementines. In 2002, these products together accounted for half of total fruit exports (in terms of value). It should be mentioned, however, banana exports consist mostly of re-exports, since banana production within the EU is very limited. Other exotics only play a minor role in EU exports, mainly comprising re-exports.

Figure 6.1 EU exports of fresh fruit, 2002, % of total value, value in € billion



Source: Eurostat, 2003

Vegetables

As from 2000, exports of fresh vegetables by EU member countries increased by 13 percent in value and by 4 percent in volume, amounting to € 8.0 billion / 9.2 million tonnes in 2002. Spain and The Netherlands are the leading EU exporters, together accounting for 66 percent of total EU exports (in value) in 2002. Contrary to the Spanish exports, which consist mainly of domestic produce, the largest part of the Netherlands exports is made up of re-exports.

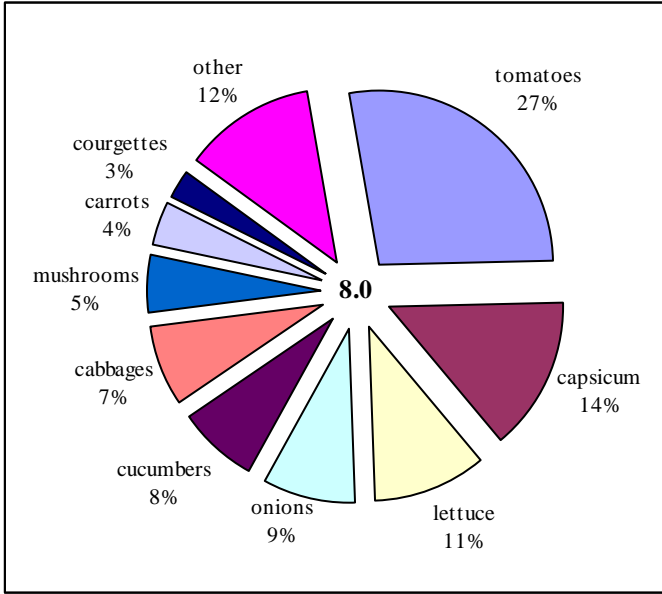
Table 6.2 Exports of fresh vegetables by EU member countries, 2000-2002, € million / 1,000 tonnes

	2000		2001		2002		Average annual change in value
	value	volume	value	volume	value	volume	
Total	7,074	8,820	7,855	9,470	7,971	9,182	+6%
Intra-EU	6,267	7,580	6,931	8,175	6,879	7,782	+5%
Extra-EU	807	1,240	924	1,295	1,093	1,399	+16%
Spain	2,432	3,230	2,810	3,661	2,692	3,234	+6%
The Netherlands	2,411	2,724	2,456	2,770	2,608	2,900	+4%
France	628	808	702	810	768	867	+11%
Italy	616	766	716	842	707	782	+7%
Belgium	515	664	566	687	571	702	+5%
Germany	144	248	202	307	180	250	+15%
Ireland	89	43	123	54	122	61	+19%
Greece	74	56	93	71	103	75	+19%
Austria	67	121	77	117	91	139	+16%
United Kingdom	50	99	57	101	69	113	+18%
Portugal	24	32	28	21	31	31	+14%
Denmark	12	20	12	18	13	15	+5%
Sweden	5.6	5.9	8.9	8.3	10.0	7.8	+36%
Finland	2.7	2.1	2.9	1.3	3.1	1.8	+8%
Luxembourg	2.5	1.5	2.8	1.9	1.8	1.1	-12%

Source: Eurostat, 2003

Other exporters of fresh vegetables are France, Italy and Belgium. The fresh vegetables exported by the EU countries are mainly traded within the EU itself. Only about 14 percent is exported to countries outside the EU. Leading destinations outside the EU15 are Switzerland, the USA, East-European countries (Russia, Poland and Czech Republic), Japan and Canada.

Figure 6.2 EU exports of fresh vegetables, 2002, % of total value, value in € billion



Source: Eurostat, 2003

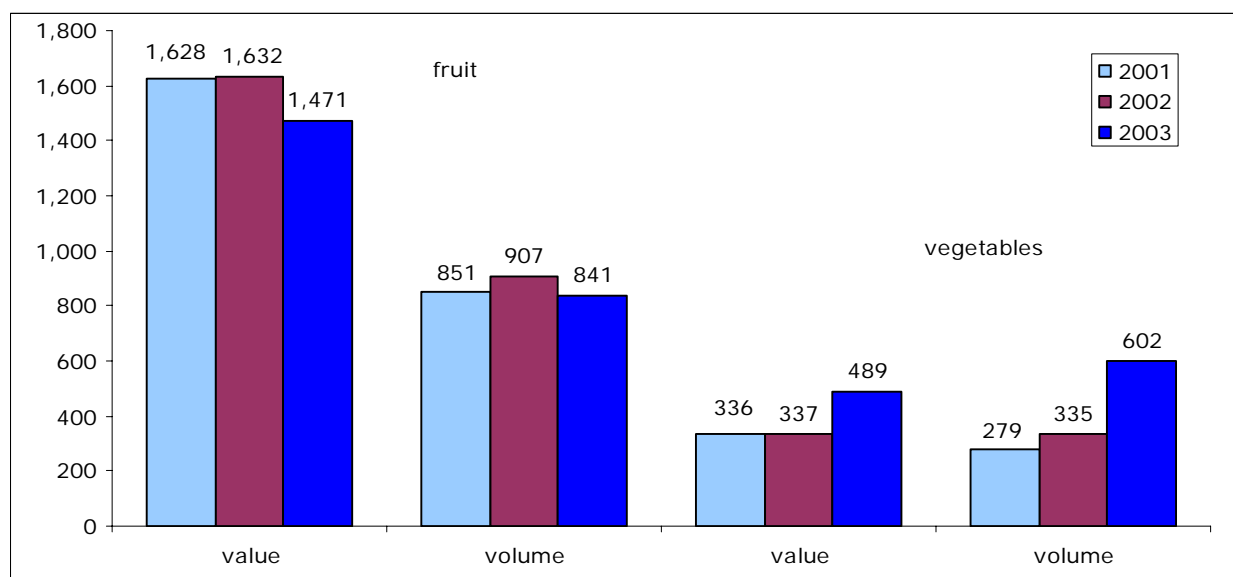
Tomatoes and capsicum are the leading European export products, together accounting for more than 40 percent of total vegetables exports (in value) in 2002. Other major exports products are lettuce, onions, cucumbers and cabbages. For more detailed statistics of the various fresh vegetable products exported by the EU, please refer to Appendix 2.

Norway

Norway exports very small amounts of fresh fruit and vegetables. In 2003, total fresh fruit exports amounted to € 1.5 million / 841 tonnes. These volumes were even smaller than the volumes exported by the smallest EU member countries in 2002, like Luxembourg (€ 2 million / 1,8 thousand tonnes) and Finland (€ 1.6 million / 1.5 thousand tonnes).

As can be seen in Figure 6.3 on the next page, fresh vegetables exports by Norway amounted to only € 489,000 / 602 tonnes in 2003. As a comparison, Luxembourg, which is the smallest among the EU member countries, exported € 1.8 million / 1.1 thousand tonnes of fresh vegetables in 2002.

Figure 6.3 Norwegian exports of fresh fruit and vegetables, 2001-2003, value in € 1,000, volume in tonnes



Source: Statistics Norway, 2004

New member states

In 2003, the ten new EU member states together exported € 253 million worth of fresh fruit, or, in terms of volume, 888 thousand tonnes. Poland is the leading exporter among the new member states, accounting for about half of total exports. Hungary is the second leading exporter, accounting for more than 20 percent of total exports.

Total fresh vegetable exports by the new member countries amounted to € 273.5 million / 540 thousand tonnes in 2003. Also in the case of fresh vegetables, Poland is the leading exporter, accounting for 60 percent of the total exported value and for 75 percent of the total exported volume in 2003. Hungary is the second leading fresh vegetable exporter, accounting for a quarter of the total exported value and 14 percent of the exported volume. The other new member states only export small quantities of fresh vegetables

Table 6.3 Exports of fresh fruit and vegetables by the new EU member states, 2003, € 1,000 / tonnes

FRESH FRUIT			FRESH VEGETABLES		
	value	volume		value	volume
Total NMS	253,254	887,550	Total NMS	273,490	539,544
Poland	127,063	433,639	Poland	163,531	403,819
Hungary	52,753	245,241	Hungary	67,013	74,944
Cyprus	35,368	76,512	Slovakia	13,919	30,996
Czech Republic	14,971	56,572	Lithuania	11,433	8,019
Slovakia	8,485	33,424	Cyprus	8,337	7,784
Slovenia	8,324	26,817	Czech Republic	4,954	11,044
Lithuania	3,735	12,834	Estonia	2,071	1,126
Latvia	2,191	2,206	Latvia	1,560	1,007
Estonia	354	277	Slovenia	643	756
Malta	11	27	Malta	28	49

Source: Eurostat, 2004

Re-exports

Increasing internationalisation, which is also particularly the case in the European Union, has an impact on the fruit and vegetable trade. A total of nearly € 23.2 billion of fresh fruit and vegetables was imported by EU member countries in 2002, whereas exports amounted to € 18.7 billion in the same year. The major share of imports and exports was transported to other destinations, partly as re-exports, partly as transit trade. In the case of re-export, the products are declared at the national Customs, whereas for transit trade the products enter the country, but there is no formal declaration at Customs.

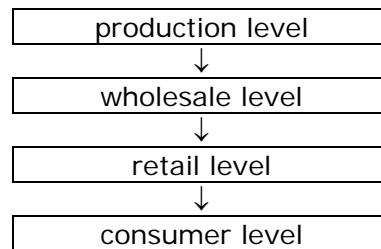
The sharp growth in re-exports and transit trade for fruit and vegetables can partly be attributed to the new markets, which have opened up in Eastern Europe, such as Russia, Czech Republic, Slovenia and Slovakia. The Netherlands and Belgium account for a large share of the re-exports and transit trade, though Germany and France also increasingly fulfil this function.

7 TRADE STRUCTURE

The strong tendency in the horticultural trade towards concentration and thinking and operating in 'straight lines' is continuing. The method of direct trading lines between producers/exporters and large retail chains is, in some European countries, partly eroding the function of the specialised importers. This leads to those same importers functioning to a certain extent as logistics service providers, quality controllers and co-ordinators of the stream of goods.

7.1 EU trade channels

From the producer to the consumer, fresh fruit and vegetables exported to the EU pass through four sales levels:

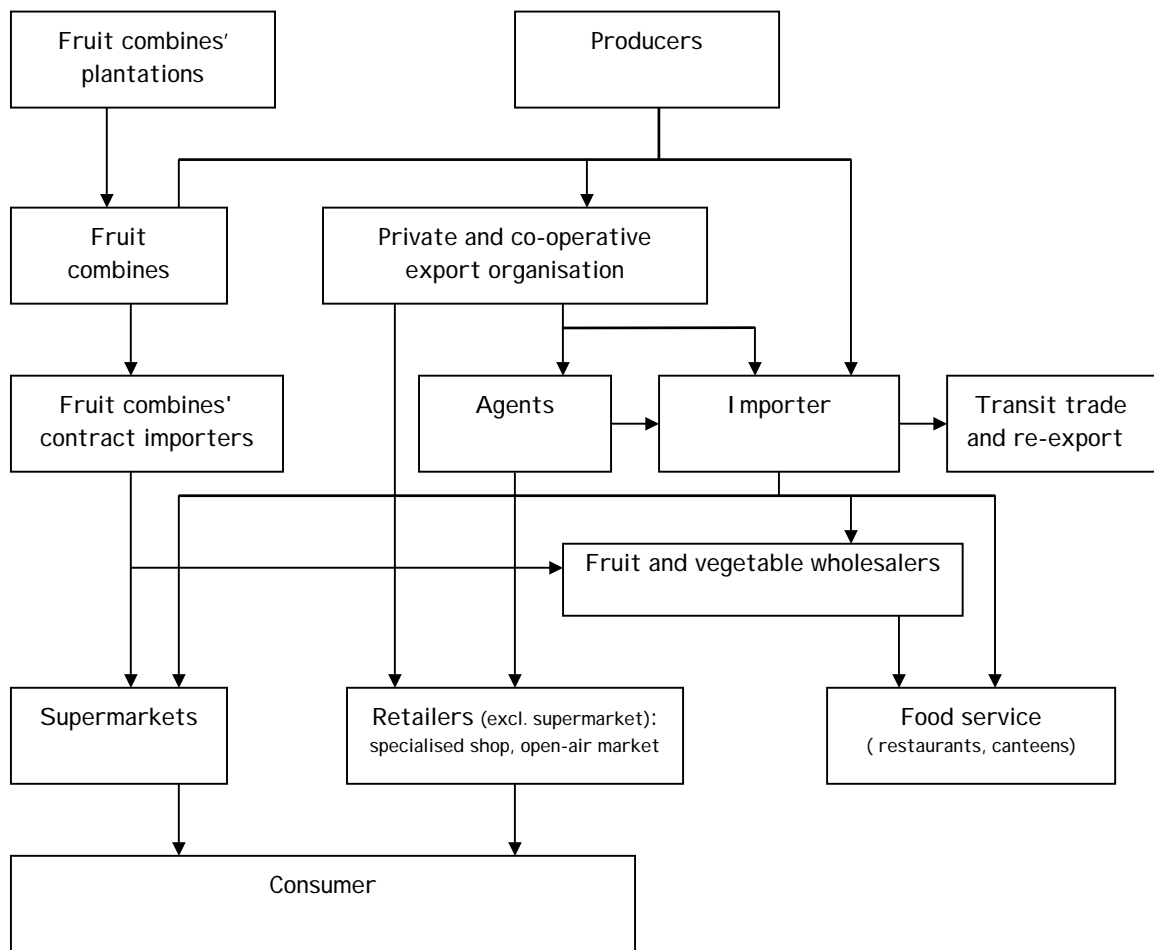


For a detailed diagram of these sales channels, see Figure 7.1.

Production level

parties involved	scope of work
Producer	<ul style="list-style-type: none"> • fresh fruit production • pre-harvest treatment • first processing level • quality control • large-scale packaging
Private and co-operative export organisation	<ul style="list-style-type: none"> • goods treatment (washing, sorting, etc.) • packaging goods for export, often in customer's packaging (with price tags) • sales and marketing in their own name or on behalf of their members
Fruit combines (plantations)	<ul style="list-style-type: none"> • fresh fruit production, in some cases buying from other producers • quality control • packaging goods for the exporter • sale of goods for the exporter in their own name to contract importers

Figure 7.1 Distribution network of the fresh fruit and vegetables trade in the European Union



Wholesale level

Most importers (importing wholesalers) take care of the import formalities and process the imported goods for further distribution in the importing country or for re-export to other countries. They also perform additional tasks such as ripening bananas, portioning and packaging fresh fruit for self-service, or repalletising goods on to different sized pallets. In most cases, importers have long-standing contacts with their suppliers. Importers also advise the suppliers on issues such as quality, size and packaging. In some cases, importers also make use of agents.

Specialised agents function as intermediaries for establishing contacts between exporters and importers. They do not trade products on their own account. They maintain contacts with foreign suppliers and procure produce for their customers, who are generally wholesalers. Most agents work on the basis of a commission on the sales price.

Fruit combines run their own plantations and buy additional products from private producers if necessary. They mostly run their own fleets of ships. The combines' businesses are mainly situated in North, Central and South America. The significance of the fruit combines and their contract importers is expected to increase in the future, because professional marketing directed at consumers and retailers is becoming more important.

In Europe, the strong growth of large retail chains reflects the strong tendency in the trade towards concentration and thinking and operating in 'straight lines'. The method of

direct trading lines between producers/exporters and the large retail chains is, in some European countries, partly eroding the function of the specialised importers. This leads to those same importers functioning partly as logistics service providers, quality controllers and co-ordinators of the stream of goods. In general, the importers still play an individual and specific role in the chain, because they have a strong relationship with their suppliers and because they play an indispensable role as collectors of a broad package of products.

The present situation in the European distribution structure forces fruit and vegetable exporters in developing countries to be highly aware of and attentive to the demands set by the large retail chains on the import trade and to cater fully to them. The leading implication here is that the large retail chains aim at trade on a large scale. This demands uniform quality and volume on the side of the exporter.

At the same time, large catering establishments have moved towards centrally controlled systems of purchasing, which are more economic in terms of both time and money because of direct supply from the producer sector.

This consolidation of buyers is occurring throughout the food distribution system. As a result, demand for consistent volumes and qualities of fresh produce increases, causing firms to introduce procurement methods that manage the supply chain more efficiently. Buyers are increasingly developing partnerships with preferred suppliers, in order to ensure availability of produce, which meets their specifications on a week-in, week-out basis. Buyers of larger volumes are the power behind consolidation at the supplier level, forcing shippers to attempt to match the scale of their customers in order to serve them efficiently.

The emergence of larger scale suppliers implies that only a limited number of firms has sufficient financial resources and backing, and is able to bear the costs and risks associated with producing crops in several regions or countries over extended periods.

For example, a number of Spanish growers is producing in more than one region of Spain, as well as in the Canary Islands and in Morocco, in order to extend seasons. Consistency of supply over extended seasons has, in and of itself, become a source of strategic competitive advantage for many shippers.

Another example of these developments is the merging of nine Netherlands fruit, vegetable and mushroom auctions into 'The Greenery' in 1995.

Retail level

Marketing and sales to the public are the most important functions at the retail level. The structure of the retail trade for fruit and vegetables offers the consumer the possibility to make a choice from various points of sale, the most important being:

- specialised fruit and vegetables shops;
- hyper / supermarkets;
- open-air markets;
- producers/farmers.

The traditional trade channels, i.e. the markets and greengrocers, continue to sell a significant share of the fresh products in most of the key markets. This is particularly true for Italy and Spain, where large supermarket and hypermarket chains have not made the same inroads as in the northern European markets. In France and the United Kingdom, multiples are taking an increasing share of the sale of fresh fruit and vegetables. Hypermarkets and supermarkets are also at the forefront of the increasing sales of pre-packed produce. The fruit and vegetables product assortment in the supermarkets and hypermarkets has become much diversified. A lot of effort goes into the design of the fresh produce departments to appeal to the consumer, both in terms of

convenience and product variety. Supermarket organisations have also increasingly penetrated the function of the specialised wholesale trade for fruit and vegetables and have founded their own distribution centres in order to collect the products and supply their own stores. Apart from that, a tendency can be noticed whereby the fruit and vegetables departments of the superstores try to imitate the typical characteristics of the (small) specialist shop.

Supermarket chains increasingly seek to ensure their supplies through direct contact with growers and grower associations, especially for bulk tropical fruit and vegetables, which already have a considerable market. This has resulted in sellers of fresh fruit and vegetables facing fewer, but larger buyers. The growing market share of big supermarket chains and their increasing international co-operation have major implications for exporters of fresh fruit in developing countries. Because of this growth in supermarkets, spurred on by changes in shopping habits - consumers increasingly prefer one-stop shopping and superstores - fruit is increasingly channelled through large and sophisticated handling companies, skilled in all aspects of importation and distribution.

Major distributors in the EU include the following companies:

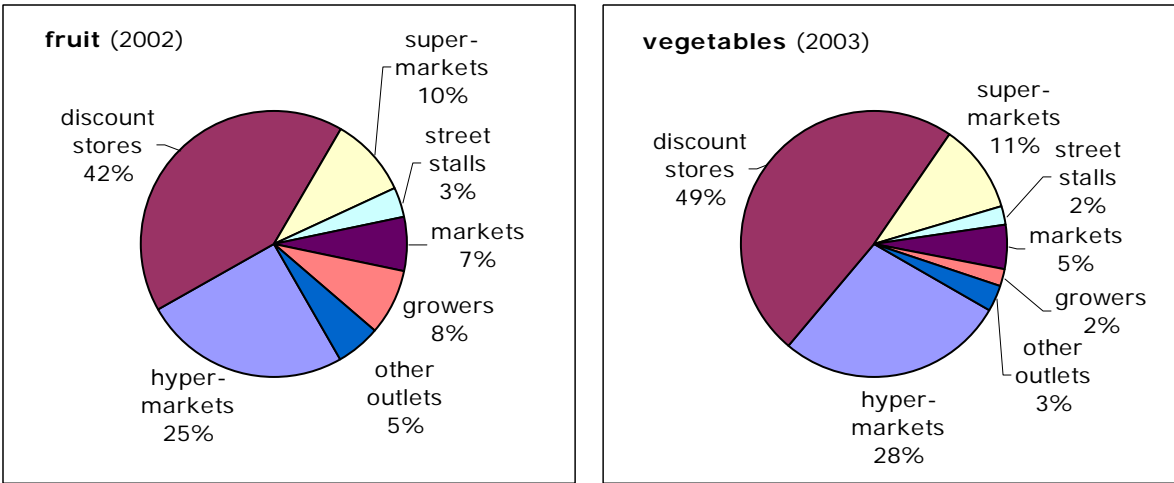
- Fyffes (United Kingdom/Ireland);
- Scipio / Atlanta Group (Germany);
- Dole Fresh Fruit Europe Ltd. Co. (Germany);
- Pomona (France).
- Geest (United Kingdom)
- The Greenery (The Netherlands)
- Del Monte Fresh Produce (Europe)

Germany

The German port of Hamburg, with its large fruit terminals, functions as a major point of entry for fresh products. The growing importance of Scandinavian and East-European markets can be seen as the major reason for the development of Hamburg as a centre of fruit distribution. Of all the northern ports, Hamburg’s turnover in bananas has expanded at the fastest rate. Another major German port for fresh fruit (closely situated to Hamburg) is Bremerhaven.

Nevertheless, the German trade in fresh fruit and vegetables is also characterised by large quantities of products, which have entered the EU at the ports of Rotterdam (The Netherlands) and Antwerp (Belgium).

Figure 7.1 Retail distribution of fresh fruit and vegetables in Germany, 2002/2003, market share in %



Source: ZMP, 2003/2004

At the retail level, the discount stores are the most important outlet for fresh fruit and vegetables in Germany, commanding a market share of more than 40 percent. This share has continuously increased in recent years, reflecting the relative importance of discount stores among the German consumers compared to other EU consumers.

Hypermarkets account for more than a quarter of the fresh fruit and vegetables sold to German consumers. The wholesale grocers have a full-scale infrastructure for the purchase, intermediate storage and regional distribution of the goods. The individual retail stores order their goods from the wholesaler's central (or regional) offices on a daily basis. In turn, the wholesalers order (or buy) the same day or the next morning from their suppliers (importers) and often deliver the same day.

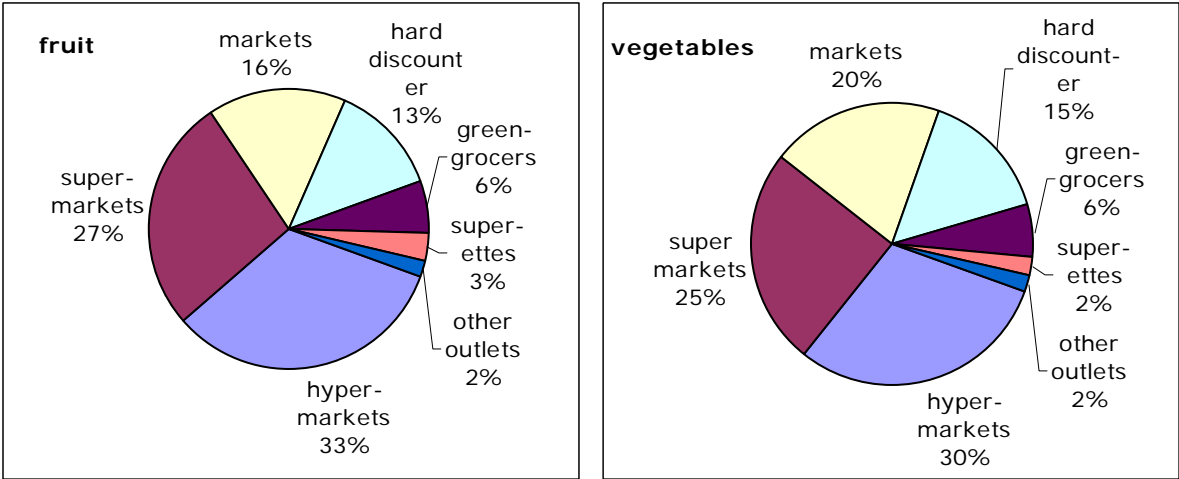
France

France has one of the most highly developed distribution systems for fresh fruit and vegetable products in the world. From the farmer, to the retailer and to the consumer there is an extensive network of transportation and distribution channels, which assures consumers of receiving the final product in good quality and at the proper time.

Usually, French imports from developing countries are brought in via the northern French port of Le Havre, or via the Belgian port of Antwerp and The Netherlands port of Rotterdam. Imports from the Mediterranean and African countries come through the southern port of Marseilles. Imports from other EU and European countries are often brought in by trucks through the world's largest wholesale food market at Rungis, which is located about 12 kilometres south of Paris.

Besides the market at Rungis, important wholesale markets in France are located at Lyon, Marseilles, Nice, Bordeaux, Nantes and Lille. Two types of wholesale markets can be distinguished: consumption markets and production markets. At consumption markets (Rungis), wholesalers and importers supply both local and foreign produce to cities and urban districts. At the production markets, local produce is supplied to the surrounding regions.

Figure 7.2 Retail distribution of fresh fruit and vegetables in France, 2003, % of volume



Source: Ctifi / Secodip, 2004

In France, hypermarkets play a major role in the sales of fresh fruit and vegetables at retail level. Almost a third of the French consumption is purchased at these outlets. The importance of hypermarkets is still increasing, while the role of hard discounters is also growing. This growth takes place at the cost of markets, supermarkets and superettes (small neighbourhood supermarkets).

The Netherlands

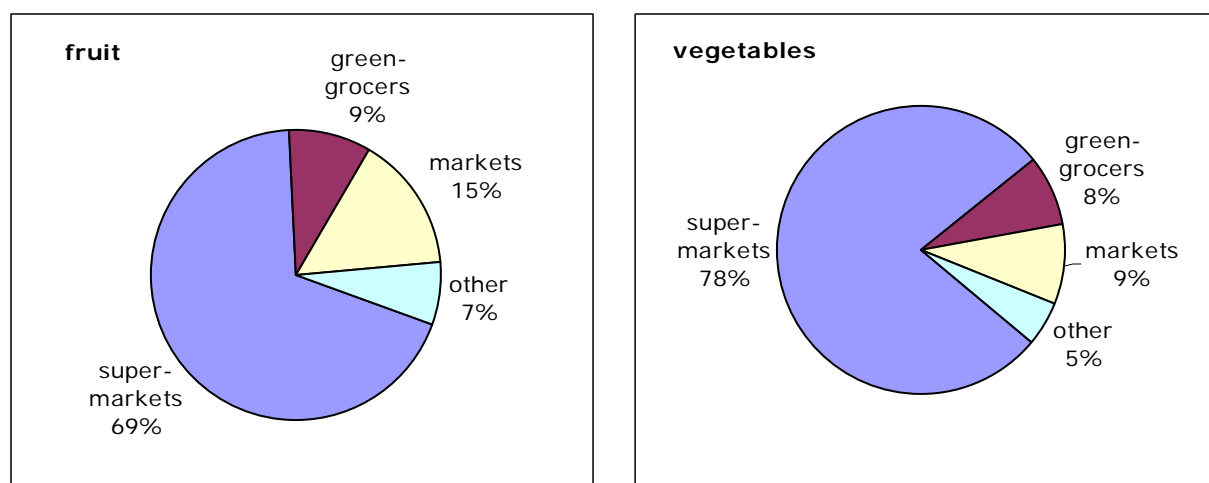
The import trade in The Netherlands, as far as its location is concerned, is strongly concentrated in Rotterdam and the surrounding area. Offices, storage firms and export companies, port facilities, service companies in the field of transport, dispatch and survey, make the Rotterdam port area a dynamic and efficient transfer and distribution centre. Moreover, the distance between the Port of Rotterdam and Amsterdam 'Schiphol' International Airport is only about 60 kilometres. As far as the Port of Rotterdam is concerned, fruit is the spearhead. Rotterdam's great advantage is the concentration of haulage companies, fruit traders, Customs, inspection companies, and auctions. Co-operation between a number of import companies established in Rotterdam has resulted in fruit terminals and cold-stores being located at the Merwe Port of Rotterdam, in order to realise a more efficient supply and transport of fruit and vegetables. South of Rotterdam, there is another concentration of international trade companies in the field of vegetables and fruit, to be found at the 'Freshworld Barendrecht'.

The Greenery

As a result of an initiative launched in 1995, nine Netherlands fruit, vegetable and mushroom auctions joined forces and merged into 'The Greenery'. In collaboration with exporters and dealers, The Greenery oversees the process of bringing the products to the market. The flow of products is co-ordinated from a central point instead of various auctions. The most important international target markets for the products handled by The Greenery include Germany, United Kingdom, Scandinavia, France, USA and Japan. In 1998, two leading import/export companies, the 'Van Dijk Groep' (The Netherlands) and the Dutch fresh produce division of the 'Perkins Group' were taken over by the Greenery. More recently, the 'Minnaar Group', which has offices in both The Netherlands and the United Kingdom, was also taken over. This has given the Greenery direct access to supermarkets in the United Kingdom.

The tendency in the horticultural trade towards concentration is also reflected in the construction of a business unit 'Sales Operations'. The Greenery and its business companies joined forces in this business unit to accomplish more involvement of the business companies in the net yield of growers, better co-ordination in the sales and purchasing activities, and better co-ordination in general. There are, however, limitations to concentration attempts, as was experienced by The Greenery and Co-operation Fruitmasters in their intended co-operation in the form of Fruit-XL. After an investigation, the Netherlands Competition Authority (NMa) concluded that a possible collaboration between the two companies might hinder competitiveness in the Netherlands market, after which the co-operation was ended.

Figure 7.3 Retail distribution of fresh fruit and vegetables in The Netherlands, 2002, % of volume



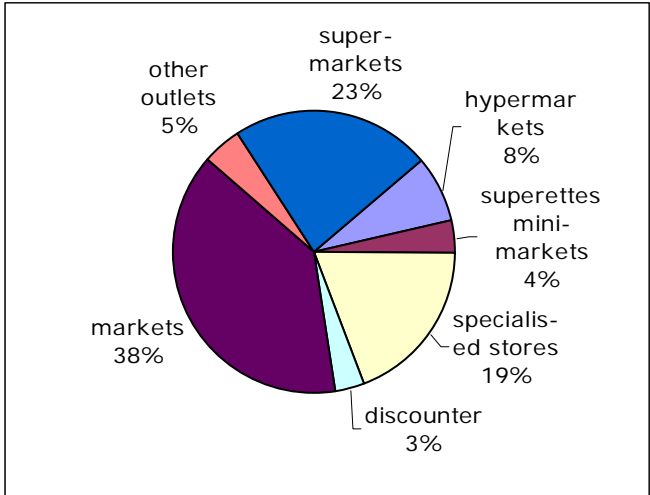
Source: Productschap Tuinbouw 2003

During the past fifteen to twenty years, big shifts have taken place in the market shares of these points of sale. The supermarkets have gained a considerable market share within rather a short period, to the detriment of greengrocers. In 2002, the market share of the supermarkets stood at 69 percent for fresh fruit and 78 percent for fresh vegetables. The open-air market has a relatively weak position. Buying fruit and vegetables in the supermarket is especially attractive for the consumer from the convenience angle: i.e. shopping for all consumer goods at the same time at the same location. According to consumer research, this turns out to be the major advantage of the supermarket. In the course of the year, the market share of the greengrocers in the sale of fresh fruit and vegetables has steadily decreased to 8-9 percent in 2002.

Italy

At the wholesale level, the Italian trade structure for fruit and vegetable corresponds to a large extent to the trade structure of the other European countries. Nevertheless, one can say that the role of the wholesale markets is fairly limited compared to, for example, France. Their function as a meeting place for traders has been taken over by the trade fairs and trade exhibitions.

Figure 7.4 Retail distribution of fresh fruit and vegetables in Italy, 2001, % of total sales



Source: CSO Centro Servizi Ortofrutticoli, 2003

One of the main characteristics of the Italian fruit and vegetables trade structure is the fact that the traditional trade channels, i.e. the markets and greengrocers, continue to account for a significant share of the fresh produce sales. Just as in other South European countries like Spain and Greece, large supermarket and hypermarket chains have not yet made the same inroads as in the northern European markets. Nevertheless, the market share of the supermarkets and hypermarkets is increasing.

Hypermarkets are more common in the north of Italy, than in the south. The regional differences within Italy are also illustrated by the fact that traditional retail outlets and the so-called 'superettes' (i.e. small neighbourhood supermarkets) are more common in the South. Supermarkets are equally spread over the entire country.

United Kingdom

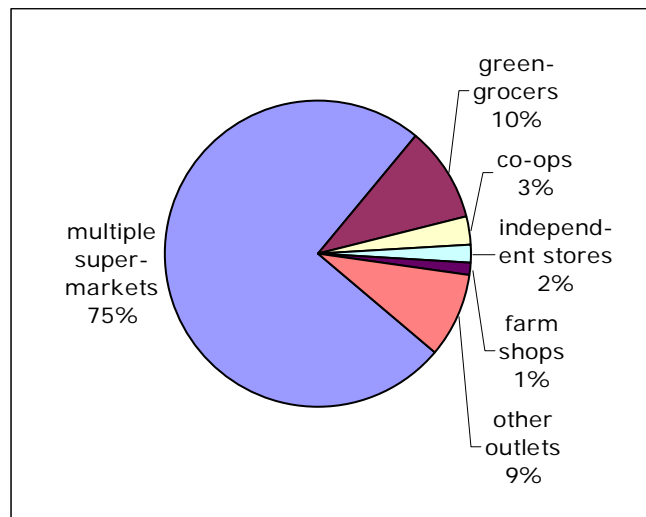
Some of the major distributors in the European Union are UK-based enterprises. Besides supplying the UK market, trading companies like Albert Fisher, Fyffes and Geest also serve many other EU countries with fresh produce.

Many importers of fresh fruit and vegetables have in-house distribution networks and warehousing facilities, while smaller importers contract out. Many importers of fresh

produce have controlled atmosphere warehousing facilities and even packing houses, responding to the growing retail demand for pre-packaged, and sometimes trimmed, fruits and vegetables.

In the UK, 50 per cent of fresh produce (by volume) is sold through retail outlets, the remainder through the wholesale trade and for processing. Multiples account for an increasing share of the fresh fruit and vegetables trade in the United Kingdom. Around 75 percent of total trade at retail level is sold in supermarkets.

Figure 7.5 Retail distribution of fresh fruit and vegetables in the UK, % of total retail sales



Source: www.austrade.gov.au

Supermarkets, such as Tesco, Sainsbury and ASDA, dominate the retail distribution of fresh produce. They do not buy directly, but from preferred suppliers in the UK, who source and deliver the produce according to the supermarkets' requirements.

Smaller retailers, such as greengrocers and independent stores, tend to buy from the wholesale markets as they are buying in smaller quantities and can be more flexible with their product offer. Some (bigger) retailers have a buyer located at the bigger wholesale markets, such as New Covent Garden in London or Rungis in Paris, France.

The wholesale markets such as New Covent Garden in London are less powerful in produce distribution than their equivalents in Australia. However, there are many small and specialist companies located in the markets supplying restaurants and independent retailers. These companies will often buy in much smaller quantities and make spot purchases. This channel sector tends to be more price conscious than the retail channel.

Spain

Just like in most other EU member countries, Spain's food distribution sector has reached maturity and is becoming more concentrated and specialised, with greater market power held by fewer companies. The number of supermarkets and hypermarkets in Spain is continuously increasing while the number of traditional food outlets is decreasing. However, many consumers still prefer to purchase fresh products like fresh fruit and vegetables at neighbourhood supermarkets and traditional outlets. As a reaction, hypermarkets offer convenient products (prepared, sliced, cut) and high-quality fresh fruit and vegetables.

Most fresh produce is distributed through 22 public wholesale markets located around Spain. In the large cities, the big grocery retail chains have their own buyers, who buy

and receive fresh product from wholesale companies, forwarding them to their supermarkets.

Norway

The Norwegian agricultural sector is organised in co-operatives ('co-ops'). Most of the marketing of agricultural products takes place through co-operatives, although the co-operatives have always had a relatively small market share regarding the sales of fresh fruits and vegetables.

Gartnerhallen, which was formerly the co-operative society for the fruit and vegetable sector (potatoes, vegetables, fruit and flowers), and was a wholesaler, is nowadays mainly a producer organisation. It is the largest producer organisation in Norway, representing more than 70 percent of the Norwegian fresh produce growers. Gartnerhallen supplies fresh produce to the food-retail chain Rema 1000, and also has a supply contract with NorgesGruppen.

Rema 1000 and NorgesGruppen, together with ICA Norge and COOP Norge, represent the four major Norwegian retail chains, which dominate almost the entire food and beverage market. The fresh fruit and vegetable market is also mainly controlled by these retail chains, which mostly own their own wholesaler for fresh fruit and vegetable.

7.2 Distribution channels for developing country exporters

The most interesting distribution channels for developing country exporters of fresh fruit and vegetables are importers. Importers not only have experience and knowledge of the international market, they also have strong relationships with suppliers and buyers all over the world. In regard to serving supermarket organisations the importer will now more and more emphasise his function as co-ordinator of the stream of goods to final destinations. He has to play a more specialised role as quality controller and also as logistics service provider. Therefore, developing country exporters are advised to contact and co-operate with specialised importers for the distribution of their products. This applies especially to cases where it concerns tropical fruit varieties and off-season products. Besides that, importers do not only focus on the demand of the home market. Because of their favourable, geographical location, many EU importers have the possibility to export imported products to all other European countries.

Developing-country exporters of organically grown products (see also Section 9.1.1 of this survey) can get themselves listed as suppliers on www.green-tradenet.de and on www.greentrade.net, two Internet site where suppliers and buyers of organic products come together on a market place. Suppliers can specify their offer and company name. Please refer to Appendix 9 for the contact details of Green Trade Net and GreenTrade.

The Internet site www.europages.com is another good source for finding contact details and information on the activities of importers. The most interesting contacts at Europages can be found under the category Agriculture & Livestock, subcategory Fruits and Vegetables. These, and other sources on which buyers and sellers can meet online, are listed below.

Internet sites	
online marketplace for organically grown products	www.green-tradenet.de
online marketplace for organically grown products	www.greentrade.net
online source of importers in the EU	www.europages.com
B2B marketplace for the food and agriculture industry	www.foodtrader.com
marketplace for sellers and buyers of fresh produce	www.agromarketplace.com
Freshinfo fresh produce marketplace	www.freshinfo.com
Agribuys	www.agribuys.com
FoodMarketExchange.com	www.foodmarketexchange.com

Trade fairs are also important meeting points for developing countries' exporters and EU importers. A trade fair is a good opportunity for personal contact between business partners. Please refer to Section 13.5 and Appendix 3.4 for more information on trade fairs.

8 PRICES

8.1 Prices developments

Domestic, import and export prices of fresh fruit and vegetables are dependent on several factors, such as the total supply of the products, the type of the product, its origin. In the case of commodity products like pineapples and bananas, the highly changeable harvests of fresh fruit and vegetables are an important determinant of price fluctuations of fruit and vegetables.

Prices of fresh products are set on a global level, and speculation on the harvests can cause rapid changes in the price level of the fresh fruit and vegetables. Other important factors can be the size of the order, the quality of the product and the inflation and exchange rate.

Margins in the international trade in fresh fruit and vegetables are under pressure. Margins for European importers for instance are typically below 10%. There is a number of reasons why it is not possible to give an accurate picture of the margins for all product and all parties in the import trade, wholesale and retail trade:

- The wide range in the fruit and vegetables assortment; and
- The great differences between the various product groups (temperate products and tropical, subtropical products and specialities).

Prices for fresh fruit and vegetables vary considerably. Therefore, it is recommended to monitor world markets and price movements, in order to be able to set a realistic price.

In Table 8.1 we provide price information for selected fresh fruit species in a number of EU member countries.

Table 8.1 Wholesale market prices of a selection of products, by country of origin, June 2004, in €

	Unit	Germany	France	The Netherl.	United Kingdom
BANANAS					
Côte d'Ivoire (air/Red)	Kg	-	3.50	-	-
Kenya (air/Red)	Kg	-	-	5.05	-
Colombia (air/Small)	Kg	-	5.40	-	-
Ecuador (air/Small)	Kg	-	-	4.27	-
Ecuador (sea/Small)	Kg	-	1.23	1.95	-
PINEAPPLES					
Benin (air/Smooth Cayenne)	Kg	-	1.98	-	-
Cameroon (air/Smooth Cayenne)	Kg	-	1.90	-	-
Côte d'Ivoire (air/Smooth Cayenne)	Kg	-	1.87	-	-
Ghana (air/Smooth Cayenne)	Kg	-	1.90	-	-
Côte d'Ivoire (air/Victoria)	Kg	-	3.50	-	-
Ghana (air/Victoria)	Kg	-	2.95	-	-
Reunion (air/Victoria)	Kg	-	3.66	-	-
South Africa (air/Victoria)	Box	10.00	-	9.53	-
Costa Rica (sea/MD-2)	Box	7.63	-	11.84	8.97
Ecuador (sea/MD-2)	Box	7.50	-	-	-
Côte d'Ivoire (sea/Smooth Cayenne)	Box	7.50	-	8.50	9.82
Côte d'Ivoire (sea/Smooth Cayenne)	Kg	-	1.00	-	-
Ghana (sea/Smooth Cayenne)	Box	-	-	-	8.97

Table 8.1 Continued

	Unit	Germany	France	The Netherl.	United Kingdom
MANGOES					
Côte d'Ivoire (air/Kent)	Kg	-	3.93	-	-
Mali (air/Kent)	Kg	-	2.51	-	-
Burkina Faso (air/Kent)	Kg	-	2.53	-	-
Mexico (air)	Kg	-	5.00	-	-
Venezuela (air)	Kg	-	-	-	2.80
Mali (air/Amelie)	Kg	-	2.20	2.49	-
Porto Rico (sea/Atkins)	Kg	1.30	-	0.95	-
Guatemala (sea/Atkins)	Kg	-	-	1.09	-
Venezuela (sea/Atkins)	Kg	-	-	1.00	-
Côte d'Ivoire (sea/Keitt)	Kg	-	1.25	1.43	-
Porto Rico (sea/Keitt)	Kg	1.30	-	1.25	-
Guinea (sea/Keitt)	Kg	-	-	1.27	-
Côte d'Ivoire (sea/Kent)	Kg	1.14	1.12	1.20	-
Brazil (sea)	Kg	-	-	-	1.47
Costa Rica (sea)	Kg	-	-	-	1.32
Côte d'Ivoire (sea)	Kg	-	-	-	1.57
Israel (sea)	Kg	-	-	-	1.50
Mexico (sea)	Kg	-	-	-	1.71
Porto Rico (sea)	Kg	0.94	-	-	1.19
Guatemala (sea)	Kg	-	-	-	1.36
India (sea)	Kg	-	-	-	1.75
Belize (sea)	Kg	-	-	-	1.63
Gambia (sea)	Kg	-	-	-	1.73
Pakistan (sea)	Kg	-	-	-	1.48
Kenya (sea/Ngowe)	Kg	-	-	2.13	-
LITCHI					
Israel (air)	Kg	-	-	-	3.76
Thailand (air)	Kg	-	-	4.88	5.07
India (air)	Kg	-	-	-	4.57
Thailand (sea)	Kg	2.80	-	3.18	2.87
LIMES					
Mexico (air)	Kg	-	3.27	-	-
Brazil (sea)	Kg	0.77	1.25	0.93	1.59
Mexico (sea)	Kg	-	-	1.30	1.38
AVOCADOS					
South Africa (air/Pinkerton)	Box	-	-	6.22	-
Peru (sea/Ettinger)	Box	-	4.88	4.25	-
Kenya (air/Fuerte)	Box	3.79	3.44	3.25	-
Peru (air/Fuerte)	Box	-	4.56	-	-
South Africa (air/Fuerte)	Box	4.20	5.03	4.25	-
Kenya (sea/ Hass)	Box	-	4.82	-	-
Mexico (sea/ Hass)	Box	-	7.94	-	-
Peru (sea/ Hass)	Box	-	7.07	7.54	-
South Africa (sea/ Hass)	Box	-	6.42	7.34	-
Israel (sea)	Box	-	-	-	6.20
Kenya (sea)	Box	-	-	-	5.26
Peru (sea)	Box	-	-	-	7.52
South Africa (sea)	Box	-	-	-	6.08
Peru (sea/Pinkerton)	Box	-	-	5.50	-
South Africa (sea/Pinkerton)	Box	4.65	-	5.65	-
Brazil (sea/Tropical)	Box	-	10.65	-	-
Spain (by truck/Hass)	Box	-	8.78	7.56	-
Spain (by truck)	Box	-	-	-	5.13

Source: FruiTrop, June 2004

8.2 Sources of price information

Information on EU wholesale prices for fresh fruit and vegetables can be obtained from a number of sources:

① **ITC's Market News Service (MNS)**

ITC publishes wholesale prices of various fresh fruit and vegetables (including exotics) on a weekly basis.

① **ZMP**

This German organisation publishes an annual balance of the German and European market for fresh fruit and vegetables, including producer and import prices. In addition, information about the consumer prices is collected.

① **Netherlands' Commodity Board for Horticulture**

This Board publishes auction and wholesale prices on a weekly basis.

① **INTERFEL**

The French association publishes an annual balance of the French fruit and vegetables trade. This publication includes an extensive section giving prices

① **Individual importers and other trade parties**

Trading companies can give you information on the price level of individual products.

① **Internet sites**

There are also several Internet sites, which publish very up-to-date prices for fruit and vegetables. These sites provide agricultural market information as received from the USDA Agricultural Marketing Service (AMS), and are directly linked to price terminals at various European auctions (Hamburg, London, Paris and Rotterdam):

Information source	Internet sites
Today's Market Prices	http://www.todaymarket.com
USDA International Wholesale Market Price Reports	http://www.ams.usda.gov/fv/mncs
SNM (Services des Nouvelles des Marchés)	http://www.snm.agriculture.gouv.fr
Agribusiness Online	http://www.agribusinessonline.com/prices
FAO (International banana prices)	http://apps2.fao.org/ciwpsystem/ciwp_q-e.htm
ZMP (retail prices in Germany)	http://www.zmp.de
Infoagro.com	http://www.infoagro.com

9 EU MARKET ACCESS REQUIREMENTS

Since CBI's AccessGuide is an important instrument providing the greater part of the information described below, this chapter will only deal briefly with the relevant issues within this subject. References to relevant information sources will be made.

AccessGuide

AccessGuide is CBI's database dedicated to European non-tariff trade barriers, specially developed for companies and business support organisations in developing countries. Registered companies and organisations have unlimited access to AccessGuide information.

Exporters in developing countries wishing to penetrate the European Union should be aware of the many requirements of their trading partners and EU governments. Standards that are being developed through legislation, codes, markings, labels and certificates with respect to environment, safety, health, labour conditions and business ethics are gaining importance. Exporters need to comply with legislation in the EU and also have to be aware of the many market requirements. AccessGuide provides clear information on these standards and their implications.

For more information please refer to www.cbi.nl/accessguide

Information on the Norwegian legislation can be obtained from the Norwegian Food Safety Authority at http://www.mattilsynet.no/pls/portal92/url/page/internett/information_in_english

9.1 Non-tariff trade barriers

9.1.1 Quality and grading standards

The quality of the product is the key to successful penetration of the European Union market. Following the harmonisation of rules and regulations in the EU since January 1993, uniform quality regulations apply EU-wide. Generally, one can say that the European market sets high demands on quality. Please refer to www.europa.eu.int/eur-lex/en/index.html for the complete text of the directives and regulations mentioned in the sections below.

EU Quality Standards

The marketing standards for quality and labelling of fruit and vegetables are laid down in basic regulation EC 2200/96 (of 28 October 1996), in the framework of the Common Agricultural Policy (CAP). Products that do not comply with these standards are barred from the market. The box given below presents an overview of the fresh fruit and vegetable products, which are subject to the quality standards as laid down in the above-mentioned regulation.

With the aid of colour cards, measuring instruments and precise descriptions, the grower is able to grade and group his products very effectively. One such instrument, for example, measures the firmness of a tomato. For a detailed description of the standards for products subject to Regulation EC 2200/96, please refer to www.defra.gov.uk/hort/hmi/common/standard.htm

Fresh fruit and vegetables subject to EC Marketing Standards as laid down in regulation EC 2200/96

Fresh fruit	→ apples, apricots, avocados, cherries, clementines, grapes, kiwi fruits, lemons, mandarins, melons, nectarines, oranges, peaches, pears, plums, satsumas, strawberries, watermelons
Fresh vegetables	→ artichokes, asparagus, beans, brussels sprouts, cabbage, carrots, cauliflower, garlic, celery, courgettes, cucumbers, eggplants, iceberg lettuce, leeks, lettuce / endives, mushrooms (cultivated), peas, spinach, sweet peppers, tomatoes, onions, witloof chicory

Source: DEFRA Internet site, 2004

Besides EU regulations, importers of fresh fruit and vegetables have their own quality standards. The EU requirements must therefore be seen as indicative for the quality that is demanded by the European importers. The care and handling between harvest and delivery to the country of import is often one of the weakest points in the relationship between producer and importer. The UN standards apply in the case of a product, which is not covered by the EU quality standards.

Please refer to Appendix 3 of this market survey for contact details of the standards organisations. These organisations are able to inform you of the quality standards that apply to the various products.

Certificate of origin

In June 2001, the EU Commission adopted Commission Regulation (EC) 1148/2001. Under this regulation, all import consignments of fresh fruit and vegetables from countries outside the EU and subject to the EC Marketing Standards will require a recognised Certificate of Conformity before they are allowed to enter the EU market. For more information about the Certificate of Conformity, please refer to www.defra.gov.uk/hort/hmi.htm

9.1.2 Trade-related environmental, social and health & safety issues

Environmental aspects of products have become a major issue in Europe in recent periods. Depending on the product group in question, environmental aspects may play a vital role in preparing for exports to the European market. Exporters of fresh fruit and vegetables to the EU must be aware of the health and environmental considerations of European customers and try to satisfy these customer needs by offering products which comply with both legislative and market requirements.

Environmental issues

MRLs

Imports of fresh fruit and vegetables to the EU have to comply with the regulations for Maximum Residue Levels (MRLs) of a large number of pesticides. The maximum levels for pesticide residues in and on certain products of plant origin, including fruit and vegetables, are laid down in Council Directive 90/642/EEC. For a comprehensive overview of the approved levels of pesticides, please refer to the box with useful Internet links.

Useful Internet sites

CBI's AccessGuide	www.cbi.nl/accessguide
EU pesticide residues legislation	http://europa.eu.int/comm/food/plant/protection/pesticides/index_en.htm
European Plant Protection Organisation (EPPO)	www.eppo.org
Pesticides Initiative Programme	www.coleacp.org/fo_internet/en/pesticides/index.html

Financial instruments in the EU

Besides legislation, one of the instruments of the EU to promote environmentally sound products is the awarding of (tariff) preferences or the levying of so-called 'environmental taxes' on products. An example of preferential systems is the General System of Preferences (GSP) encouragement regime (see Section 9.2). On the other hand, various financial instruments are being used in the EU to discourage the entrance of polluting products to the market. This happens through the establishment of specific taxes, like the so-called 'ecotax'.

Sustainable development for businesses

Issues such as (environmental) Life Cycle Assessment (LCA) of products, Cleaner Production (CP) and Ecodesign have all become important tools for companies to improve on the environmental performance of their products and production processes.

Organic production and Ecolabels

The hallmarks for environmentally sound products are normally referred to as Ecolabels. Such a hallmark indicates that the product (including its full production process) has a reduced impact on the environment, compared to similar products. Examples are the EU Ecolabel, the Netherlands Milieukeur, the German Blue Angel and the Scandinavian White Swan.

Labels referring to the organic production of fruit and vegetables could also be considered ecolabels. The EKO quality label is the label in The Netherlands that guarantees the organic origin and quality of agricultural products. EU standards for organic food production and labelling are laid down in Council Regulation (EEC) 2092/91. This regulation and subsequent amendments establish the main principles for organic production at farm level and the rules that must be followed for the processing, sale and import of organic products from third (non-EU) countries. Through Norway's membership in the EEA (an economic agreement between the EFTA countries Norway, Liechtenstein and Iceland and the EU), Norwegian legislation on organic farming is subject to Council Regulation (EEC) 2092/91 and accompanying regulations on organic farming. For more information on organic production, please refer to the CBI EU Market Survey "Organic Food Products" or to www.cbi.nl/accessguide

Besides the product-oriented labels, there are also so-called fair trade labels, like the labels of the Max Havelaar Foundation and TransFair International.

Environmental standards

The Ecolabelling procedures are purely aimed at the products and indicate that the product with a label has a reduced impact on the environment. If a manufacturer wants to indicate to external parties that he is manufacturing in an environmentally sound way, then he can comply voluntarily with the following standards:

- ISO 14001
- EMAS.

Social issues

With a growing social awareness in the EU, social issues are becoming increasingly important in international trade. But, occupational health and safety should not only be important with regard to demands on the EU market. The issue is also essential to attract better-motivated personnel with respect to productivity, product quality, and therefore, a better position on the trade market.

Social Accountability 8000 (SA8000) is a universal management system for companies seeking to guarantee the basic rights of their workers. The standard is applicable to all industries and is based on the international accepted ILO Conventions.

Health and safety issues

Not only has the European Commission acknowledged the growing importance of health and safety issues, as can be discerned from several developments initiated by the demand side of the supply chain. With respect to the fresh fruit and vegetable sector, EurepGap is considered one of the most important of these initiatives. Other health and safety issues are Phytosanitary regulations and plant protection, HACCP and ISO 9000.

Phytosanitary regulations and plant protection

In general terms, the international standard for phytosanitary measures was set up by the International Plant Protection Committee (FAO) in order to protect the import of agricultural goods which might have or carry with them plant diseases or insects. In the EU these rules are laid down in the consolidated EU Directive 2002/89. With respect to fresh fruits and vegetables, the main object of this Directive is to prevent the EU crops from contact with phytosanitary harmful organisms from imported consignments.

Article 13 is the crux of the Directive and authorises the Plant Protection Service to inspect a large number of fruit and vegetables upon arrival in the EU. The annex specifies these plant products, while excluding the following products from inspection: strawberry, grape, melon, kiwi, onion, garlic and avocado. The inspection consists of a physical examination of the consignment on phytosanitary risk, identification and validity of the covering phytosanitary certificate. The phytosanitary certificate is an official document that certifies that the products described have been inspected according to appropriate procedures, are considered to be free from quarantine pests and conform to the current regulations of the importing country. If the imports of fresh fruit and vegetables do not comply with the requirements, these consignments may not enter the EU market.

Requirements of the phytosanitary certificates:

- shall bear the official text in conformity with the FAO model (see Annex VI A and VI B);
- shall be drawn up in one of the official languages of the European Community;
- shall be filled in completely, and either entirely in capital letters or entirely in typescript; if an annex is used, the phytosanitary certificate shall bear the words: "see annex" and the annex shall bear the words: "annex to phytosanitary certificate number ... " and the annex must be authorised by stamp of the organisation and signature;
- shall be stamped and signed by an authorised officer of the Plant Protection Service;
- shall be issued not more than 14 days before leaving the country;
- shall indicate the origin and the destination of the plants or plant products;
- shall indicate, besides the name of the produce, the botanical names of the plants
- number and description of packages;
- net weight;
- authenticated copies or duplicates of the phytosanitary certificate shall only be issued with the indication of "COPY" or "DUPLICATE". (Annex VI A VI B). A photocopy or fax copy or e-mail copy is not acceptable.

EurepGap

A code for fresh fruit and vegetables which is gaining ground in Europe is EurepGap (see also Section 3.3). The Euro-Retailer Produce Working Group (EUREP) has developed the Good Agricultural Practice standards. The Working Group has responded to increasing consumer interest in food safety and environmental issues. The framework of EurepGap requires companies to have a good management system in place to deal with quality, hygiene and environmental matters. Please refer to CBI's AccessGuide for additional information on EurepGap. Although EurepGap standards are yet not common practice in all the EU member states, it is expected that they will be increasingly accepted and applied in the future, particularly by the large supermarket chains.

HACCP and ISO 9000

The need for good quality management takes on increasing importance. Two systems to demonstrate reliability of your quality control system are:

- HACCP
- ISO 9000.

Although not directly an obligatory standard for producers of fresh fruit and vegetables, exporters must be aware of the fact that in the field of processed fruit and vegetables, HACCP and ISO 9000 are strongly increasing in importance in Europe. Please refer to CBI's AccessGuide at www.cbi.nl/accessguide and to ISO's Internet site www.iso.ch for detailed and up-to-date information.

The Hazard Analysis Critical Control Point (HACCP) system is applicable to companies that process, treat, pack, transport, distribute or trade foodstuffs. Although exporters to the EU are not obliged to have an HACCP system and their system will not be subject to control by the food inspection service in the importing country, the fact that they have an approved HACCP system, or work following a similar principle of quality control, will be a very positive argument in export business. Importers sometimes even require exporters to work with HACCP.

The ISO 9000 standards provide a framework for standardising procedures and working methods, not only with regard to quality control but also to the entire organisation. This means that quality, health, safety and environmental management programmes become strongly interwoven with the overall ISO management plan. ISO 9000 does not specifically address product safety and quality, but it is a guarantee that you always do things the same way. One has to bear in mind that the decision to become ISO 9000 certified means a firm commitment, which will draw on the company's human and financial resources and which unavoidably will continuously add procedures and paper work. Nevertheless, manufacturers, which have obtained an ISO 9000 series certificate, possess an important asset. The certification may be a vital factor in the selection process applied by trade partners in Europe.

For detailed information about the above-mentioned issues, please refer to CBI's AccessGuide or to other relevant organisations.

Useful Internet sites	
AccessGuide	www.cbi.nl/accessguide
EUR-LEX (<i>official documents and legislation</i>)	www.europa.int/eur-lex
Environment Directorate General	www.europe.eu.int/comm/environment
SKAL	www.skal.com
Max Havelaar Foundation	www.maxhavelaar.nl
TransFair International	www.transfair.org

9.1.3 Packaging, marking and labelling

Requirement in terms of packaging and labelling are subject to the marketing standards established by the European Union. For detailed information concerning packaging, marking and labelling for various fruit and vegetable species, please refer to www.defra.gov.uk/hort/hmi/common/standard.htm

Packaging

Packaging is used to protect the produce against mechanical damage and to create a more favourable microclimate. It is another essential factor in determining the product's quality, since it both represents the product and protects it. Special transport packaging is necessary to ensure that fresh fruit and vegetables arrive in perfect condition at their destination. Packaging plays an important role in the retail presentation of the product, but in trading circles packaging has a technical function as well. The box or crate should

not only be strong and easy to handle, but also of an eye-catching and attractive design, providing useful information about the contents.

It is possible to distinguish three packaging methods for fresh fruit and vegetable products:

unpacked	→	In self-service stores selling loose goods, the consumer selects, packs, weighs and labels the product. This method of presentation is suitable for products that do not damage easily, like apples and citrus.
partly packaged	→	Products sold either in open trays, open bags or nets, open carrier bags or in open baskets, boxes or crates.
finished packages	→	Sealed nets or bags, sealed carrier bags, trays or baskets sealed in plastic foil, and in closed boxes and crates.

There are no important statutory obligations at European Union level for the packaging of fresh fruit and vegetables. Nevertheless, it is recommended to comply with the wishes of the importer, who knows the demands of his buyers. This goes for the packaging material, as well as for the sizes of the packaging.

Size

Where the sizes of the packaging are concerned, the general standards, which are common in practice, should be taken into account. One should adapt to the generally accepted sizes of the cartons:

- 60 by 40 cm; and
- 40 by 30 cm

The preference for these sizes has to do with the size of pallets and roll containers, which are used for the distribution of the multifarious vegetable and fruit assortment to the supermarkets.

Packaging waste

The European Commission presented the Export Packaging Note in October 1992, in line with the effort of the European Union to harmonise national measures concerning the management of packaging and packaging waste. The packaging note was followed by a Directive in December 1994 (94/62/EC). The directive emphasises the recycling of packaging material. No later than 30 June 2001, the member states (excluding Ireland, Portugal and Greece) were required to reprocess between 50 and 65 percent of the packaging waste. Member states are allowed to set higher percentages as objectives, as long as intra-EU trade is not hampered.

Exporters in developing countries targeting the European market have to be aware of these agreements and take appropriate measures in order to become or remain interesting trade partners for European businesses. The environmental requirements will be transposed to the exporter. That means that packaging (transport packaging, surrounding packaging and sales packaging) materials should be limited and be re-usable or recyclable. Otherwise, the importer will be confronted with additional costs, thus reducing the competitiveness of the exporter.

Since changes in the environmental policy follow each other at a rapid pace, exporters are advised to ask the importer about the latest regulations or requirements related to packaging. For more information about environmental regulations concerning packaging, please also refer to CBI's AccessGuide and ITC.

Mixed packaging

In order to stimulate the consumption of exotic fruit, experiments have been made with mix-packing of exotics. Different exotic products are packed in one carton as saleable units, from which the consumer can make a choice in the shop. Practice teaches that the importer or wholesaler can best make the composition of these exotic-mix cartons. It is only in the final distribution link that the mix cartons show advantages. The assembling and shipment of these mixed exotics in the exporting country must be dissuaded, because some fruits do not go together very well. The discharge of ethylene from one fruit accelerates the ripening of the other, while there are also fruits, which can influence one another as to taste or smell. An additional disadvantage is formed by the aspect of extra packaging costs, which makes the already relatively expensive exotic product even more expensive.

Labelling

As a result of several food scares (BSE / mad cow disease, dioxine) consumers increasingly pose questions on the production process and demand open, honest, and informative labelling. This has resulted in a discussion in the fruit and vegetable industry about "tracking and tracing". With good chain management and control within the chain, distributors are able to supervise all kinds of aspects of fresh fruit and vegetables such as plant material, growth, harvest, storage, distribution and processing. The fruit and vegetable industry is increasingly paying attention to chain management and labelling systems with which products can be traced back to the producer.

Labels for fresh fruit and vegetables should at least contain the country of origin, date of packaging and the name of the producer, so as to ensure full traceability back to the grower. In the case of citrus fruit, for example, the following information has to be included in the label on the packaging:

- Name, address (code) of the packer/exporter
- Name of the product, variety and type (e.g. seedless clementines)
- Country of origin (optional production area)
- Class
- Sorting
- Group number
- Number of fruits per row or layer (in case of closed pack)
- Preservation method

For more information about regulations concerning packaging methods and labelling, please also refer to CBI's AccessGuide at www.cbi.nl/accessguide

9.2 Tariffs and quota

Access for fruit and vegetables to the European market is regulated through the EU basic regulation EC 2200/96, this regulation covers amongst other things:

- a list of products to which quality standards apply;
- the entry-price system;
- duties.

An overview of EU legislation on fruit and vegetables is available at www.europa.eu.int/eur-lex/en/lif/reg/en_register_036054.html

Customs duties

In general, all goods, including fresh fruit and vegetables, entering the EU are subject to import duties. External trade conditions in the European Union are mostly determined by EU regulations. In the case of fresh fruit and vegetables, the level of the tariffs depends on:

- the country of origin
- the product.

The GSP grants developing countries tariff preferences. In June 2001, the European Commission adopted a proposal for revision to the Generalised Scheme of Tariff Preferences (GSP) for the years 2002 to 2004. The regulation is designed to simplify the GSP regime and target the benefits more effectively. It also intends to improve the effectiveness of special incentives to promote core labour and environmental standards. The new Regulation complements and fully incorporates the recent "Everything But Arms" (EBA) initiative in favour of Least Developed Countries. In order to benefit from GSP treatment, exporters have to provide a 'Form A' certificate or EUR 1 certificate (ACP countries), which is issued by the appropriate authorities in the respective country.

Useful Internet Sites

GSP	http://europa.eu.int/comm/trade/miti/devel/ngsp_reg.htm
Netherlands Custom Services	www.douane.nl/taric-nl
TARIC Database	http://europa.eu.int/comm/taxation_customs/dds/en/tarhome.htm
Norwegian Customs Tariffs	http://www.toll.no/tariff

Please also refer to Appendix 1 for a detailed overview of Customs duties per product. The Customs duties for products imported into Norway can be found at www.toll.no/tariff

For more information about Customs duties and GSP, please contact the European Commission or Customs in the country of destination. For contact details, please refer to www.wcoomd.org

In the case of Norway, the publication 'Norway - Generalized System of Preferences for Import of Goods from Developing Countries' which is published in the English language, can be downloaded at <http://www.toll.no/engelsk/GSP/GSP-2002-engelsk.pdf>

Banana market regulation

On 1 July 1993, the controversial banana market regulation came into force. As from that moment, importers of traditional '**dollar bananas**' (a term referring to bananas originating in Latin America and produced by multinationals like Dole, Chiquita and Del Monte) were only entitled to import up to a limited amount of bananas into the EU. Since then, the regulation has been revised on several points.

The new banana import regime in the EU, as agreed upon in May 2001, is a two-step process towards a tariff-only system that should enter into force no later than 1 January 2006. During the transitional period 2001-2005, bananas will continue to be imported into the EU under a tariff-rate quota system.

As from 1 January 2002, the following tariff quotas apply:

- A bound quota A of 2,200,000 tonnes at € 75 duty per tonne
- An autonomous quota B of 453,000 tonnes at € 75 duty per tonne
- An additional quota C of 750,000 tonnes

Non-traditional ACP bananas will have access within these quotas at zero duty. Traditional ACP states are those listed in the Annex to Regulation 404/93.

For more information on the new banana import regime, please refer to Commission Regulation (EC) n° 896/2001, Council Regulation (EC) n° 2587/2001, and Commission Regulation (EC) n° 349/2002, which can be obtained from <http://europa.eu.int/eur-lex/en/index.html>

Entry-price system

In principle, the price setting of products in a free market is established on the basis of demand and supply. However, in the EU the price setting for imported fruit and vegetables is regulated following the so-called entry-price system, which became operational as from 1995. The entry-price system establishes an EU entry (i.e. minimum)

price. If a product's import price lies under this entry price, a duty is imposed (depending on the difference between the two prices). It is possible for an importer to clear a shipment through Customs using either the invoice value or a set value. The entry-price system applies to tomatoes, cucumbers, courgettes, apples and lemons the entire year and to other products (artichokes, other citrus fruit, table grapes, pears, apricots, cherries, peaches, nectarines and plums) during certain periods.

Following the entry-price system, the value of every imported 'party' (the terminology used in the official documents) must in principle conform to the entry price. If a 'party' is imported at a price under the entry price, an extra agricultural duty will be applied in addition to the Customs duty. With this agricultural duty the price ranges between 100 and 102 percent of the entry price. The agricultural duty is applied as follows:

- When the value of the imported party is between 92 and 94 percent of the entry price, 8 percent of the entry price will be added to the normal Customs duty;
- When the value of the imported party is between 94 and 96 percent of the entry price, 6 percent of the entry price will be added to the normal Customs duty;
- When the value of the imported party is between 96 and 98 percent of the entry price, 4 percent of the entry price will be added to the normal Customs duty;
- When the value of the imported party is between 98 and 100 percent of the entry price, 2 percent of the entry price will be added to the normal Customs duty.

Parties, which are imported at less than 92 percent of the entry-price, will be penalised by an extra levy, known as the maximum tariff equivalent. For apples and pears the limit is set at 86 percent and for lemons at 84 percent of the entry price.

The full details of the entry-price system can be found in Commission Regulation (EC) n° 3223/94, available at http://europa.eu.int/eur-lex/en/lif/reg/en_register_036054.html

Value Added Tax (VAT)

Although fiscal borders between EU countries were, in theory, eliminated from 1 January 1993 onwards, in practice, harmonisation of VAT (tax levied at consumer sales' level) rates has not yet been achieved. Table 9.1 summarises the VAT rates applied in the different EU member states for foodstuffs in general. Current VAT rates can also be checked at http://europa.eu.int/comm/taxation_customs/publications/info_doc/info_doc.htm

Table 9.1 VAT rates (in %) applied to foodstuffs in the EU and in Norway as per 30 October 2003

	Super Reduced Rate	Reduced Rate	Standard Rate		Super Reduced Rate	Reduced Rate	Standard Rate
Belgium	-	6	21	Cyprus	-	5	15
Denmark	-	-	25	Czech Rep.	-	5	-
Germany	-	7	16	Estonia	-	-	18
Greece	-	8	-	Hungary	-	-	-
Spain	4	7	-	Latvia	-	9	18
France	-	5.5	19.6	Lithuania	-	5	18
Ireland	4.2	13.5	21	Malta	-	-	-
Italy	4	10	-	Poland	-	-	-
Luxembourg	3	-	-	Slovakia	-	-	19
The Netherlands	-	6	-	Slovenia	-	8.5	-
Austria	-	10	-				
Portugal	-	5	12	Norway	-	12	24
Finland	-	17	-				
Sweden	-	12	25				
United Kingdom	-	-	17.5				

Source: European Commission (2004)

Please refer to the Ministry of Finance of the respective country for specific information on the relevant rate applied to fresh fruit and vegetables.

Thus far, the previous part of this market survey – Part A – provided market information on the EU market for fresh fruit and vegetables and on the requirements for market access. The next part – Part B – aims at assisting (potential) exporters in developing countries in their decision-making process as to whether to export or not.

PART B:
EXPORT MARKETING GUIDELINES:
ANALYSIS AND STRATEGY

How do you get involved in the international marketplace? How much time and money will it take? Should you make exporting part of your business plan? These are common concerns of producers who realise the importance of international trade, but are not sure if exporting is for them. That is what Part B is all about: to help you to evaluate whether to get involved in international business, and learn how to go about exporting.

The first Chapters 10, 11 and 12 aim at assisting potential exporters in the **decision-making process** whether or not to export. By matching external opportunities and internal capabilities, the exporter will be able to identify suitable export products, target countries, market segments, and possible trade channels.

Subsequently, Chapter 13 provides sector specific knowledge and sources to enable the exporter to further investigate what to export, to which markets, through which channels, and at what prices. In other words, which **marketing tools** can be used to build a successful business relationship?

Keep in mind that the export marketing process is integrated; each individual part is inter-linked.

The information provided in the previous parts of this survey is an essential ingredient in conducting the analysis and formulating a clearly targeted export strategy. Where applicable, reference will be made to the concerning sections in Parts A and B.

For general information on export marketing and how to conduct market research, please refer to CBI's *'Export Planner'* and CBI's manual on market research *'Your Guide to Market Research'*.

10 EXTERNAL ANALYSIS: MARKET AUDIT

The external analysis or market audit assists the exporter to identify market opportunities, suitable sales channels and much more relevant information on the market and the external environment.

10.1 Market developments and opportunities

As a first step towards the identification of the most suitable export markets, the exporter needs to research the importance of potential markets and understand the ongoing developments that shape the European fresh fruit and vegetable market structure. This should be done by means of systematic market research, involving a preliminary screening of potential markets followed by a more detailed assessment of the targeted markets.

Markets can be researched using primary as well as secondary data sources. Primary market research consists of a company collecting data directly from the foreign marketplace through interviews, surveys, and other direct contact with market participants. In general, European fresh fruit and vegetable importers are quite willing to give information on market developments. Primary research has the advantage of being tailor-made to meet your company's needs and provide answers to specific questions, but this data collection can be very time-consuming and expensive.

For a global scan of the market, most companies make use of secondary data sources such as trade statistics, to focus their marketing efforts. This type of research is a valuable and relatively easy first step for a company to take. Specific market developments as described in Chapters 3, 4, 5, 8 and 9 of this market survey for instance should be used as a starting point for your export market research.

Keep in mind that, already in the early stages of market research, it is important to focus on your product group. For instance, the market for bulk and storable products, like apples, differs completely from the market characteristics of ethnic tropical fruits. There is no use putting effort into the analysis of the European market for all products if you are specialised in a certain product.

Section 3.3 identifies a number of general consumption patterns and trends. It is important to assess the implications and opportunities of important general trends like health food, convenience, and exotics for your products and situation.

Off-season products

An off-season range offers particular opportunities for exporting to the EU. This means that you export certain kinds of fruits and vegetables to the EU during seasons in which they are not (or only in small quantities) available due to the local climate (see box on the next page). There is an all-year round demand for most products which domestic producers can only satisfy in part or not at all.

Results of the research inform the company of the largest markets for its product, niche markets, the fastest growing markets, market trends and outlook, market conditions and practices, and competitive firms and products. Based on all the information, a company must decide which markets are the most promising.

During the market assessment you should not only focus on large markets, but also try to find out whether there are interesting niche markets. Niche markets, like ethnic fruits and vegetables, might present interesting export opportunities, particularly for starting exporters from developing countries.

When are products off-season in the European Union?				
product	March - April	May - July	August - October	November - February
Avocado	x			x
Carambola	x		x	x
Citron	x			x
Guava and mango	x			x
Melon	x			x
Orange			x	
Papaya	x			x
Passion fruits	x			x
Pepino	x		x	x
Pineapple	x	x		x
Pitahaya	x		x	x
Tamarind	x		x	x

Questions that need to be answered:

- Market size: What is the (estimated) market size for your potential export products? Try first to focus on your product group, then on your specific products.
- Market development: How has the total market volume developed during the past 3-5 years? If there is no information on your specific products or varieties, then try to obtain information on the development of markets for related products.
- Imports: How have imports developed during the past 3-5 years? Again, there probably is no information on all specific products available.
- Are importers and potential business partners in the EU interested in new suppliers of your particular products?

Where to find information?

- ① The market information described in **Part A of this market survey** can be very useful as a starting point for your export market research. Where applicable, the sources for this market information are also mentioned in the specific chapters.
 - ① For more general information and a list of the European **national trade statistics bureaus**, you can use the EU statistics bureau **Eurostat**:
<http://europa.eu.int/comm/eurostat>
 - ① In some cases, **trade associations and commodity boards** are able to assist you with more specific information on product trends. For a list of trade associations, please refer to Appendix 3.3.
 - ① **Trade press**
 - ① Useful sources of information on market developments are (international) **trade magazines** which can be relevant for exporters who want to develop a better insight into the EU markets. Some of the most interesting magazines for exporters of fresh fruit and vegetables are:
 - L'Echo (French)
 - Eurofruit (English, sections in other languages)
 - FLD (French)
 - Foodnews (English)
 - Fresh Produce Journal (English)
 - Fruchthandel (German)
 - Fruitrop (French, English)
 - International Fruit World (English)
 - Primeur (Dutch, French)
 - Valencia Fruits (Spanish)
 - Vakblad AGF (Dutch)
- Appendix 3.5 presents a more extensive list of names and addresses of publishers.

Market access requirements

Quality: non-tariff barriers and standards

As Section 9.1 of this survey already showed, the European market sets high demands on quality. In most cases, European retail outlets (supermarkets, specialised shops, weekly markets) sell only first quality products. However, not every sales outlet demands first quality goods. An exception is the processing industry, which also uses second quality fruit for products, such as jams, fruit juices and fruit pulps.

A wide array of non-tariff barriers which could be applicable to exporters of fresh fruit and vegetables were described in that same section. It is important to determine which standards and regulations apply to your particular situation.

Compulsory standards like the regulations on Maximum Residue Levels (MRLs) should of course always be met. In the case of non-compliance, your products will be taken out of the market and in some cases even a fine could be imposed. However, not all standards are compulsory or widely recognised by your potential customers. For instance, there is a lot of talk about EurepGap, which is an initiative of mainly (UK-based) supermarket chains. These standards, however, are not (yet) common practice in all channels.

The so-called shelf ripeness (ripeness at the retail outlet) is a major quality issue for many products. Shelf ripeness is of course primarily influenced by the moment products are picked and by the way they ripen during shipment (product characteristics, duration, climatic conditions). The ideal shelf ripeness can vary per product and per trade channel. While some channels (in many cases supermarkets) prefer fairly raw products, other channels like those supplying ethnic markets prefer riper products. It is important for you, together with your importer, to determine the ideal ripeness.

Keep in mind that regulations and standards are continuously changing. Therefore, we recommend that you check the up-to-date situations with importers or the relevant organisations.

Questions that an exporter should answer are:

- What standards are set on the quality of products (EC Marketing standards, (informal) trade standards)?
- What standards are required on the quality of your company's management and production process (ISO, HACCP, EurepGap)?
- To what degree do phytosanitary regulations and plant protection regulations (EPPO) apply to the products?
- What is the importance of environmentally sound production methods (Organic production and Ecolabelling)?

Where to find information?

- ① Sections 9.1 of this survey gives information on quality standards; trade-related environmental, social and health and safety issues; and packaging, marking and labelling. This section also provides Internet sites like CBI's AccessGuide that can be of assistance to obtaining product specific information.
- ① For information on trade-related environmental issues, please refer to Section 9.1.3.
- ① Other potentially useful information sources are colleague exporters and European importers.

Tariff barriers

Two different parties are involved in the payment of Customs duties: the party that is charged with the duties (i.e. the one that bears the financial burden) and the party which actually makes the payment.

In the EU, importers must bear the financial burden of Customs duties. However, they settle the duties with their supplier, the exporter(s) in the case that the goods were

shipped on consignment conditions. The forwarding agents mostly handle all the import formalities, i.e. they collect the goods from the seaport or the airport, deal with the Customs formalities and pay the respective Customs duties on behalf, and for account of, the importer.

Questions that an exporter should answer are:

- Are there import restrictions which limit sales opportunities?
- Does the entry-price system apply to your products?
- Which import tariffs apply to your export products? Do these tariffs apply all year or only in certain periods of the year?
- Which import tariffs apply to those countries which produce the same products you are planning to export?

Where to find information?

- ① Refer to Section 9.2, for information on applied import tariffs. This section also provides Internet sites that are helpful for finding product specific information.
- ① Another important source of information on the level of import tariffs is your importer or forwarding agent.

10.2 Competitive analysis

Competitors and their pricing will have a direct effect on the potential success of your trade opportunities. It is therefore important to learn more about your competitive environment.

As an initial step towards understanding your competition, you should prepare a list of all the competition and then pinpoint who your main competitors are. To learn more about competition you can do secondary research study by asking customers and suppliers for their opinions. You can also prepare a list of your main competitors' strengths and weaknesses.

The fresh fruit and vegetables industry is open to new entrants and you should expect more competition. Constantly check with customers and suppliers to see if they have heard of any new businesses. These sources may also give you some insight into where and how the competition is selling its products. Which trade channels are used by your competitors, and why?

Useful information can also be found in this survey: Chapter 4 gives you insight into production of fresh fruits and vegetables in the EU; Chapter 5 describes the major suppliers from outside the EU.

Trade shows can of course be helpful for gaining contact with new customers and learning about market developments. It can however also be used to find out more about competition. Take the time to attend industry trade shows to see what your competition is like.

Producers of horticultural products in developing countries benefit from their geographic location, which offers them good climatic conditions or the possibility to supply off-season. These are often the most important factors that positively distinguish your company from competitors in other countries, particularly from competitors in Europe. Other positive factors are for example labour costs, costs of land, etc.

Needless to say, there are also factors that weaken your competitive position. European companies for instance have the advantage of being close to their customers, which in general facilitates marketing of products and communication. Another important difference is the fact that cultivation technology and inputs is readily available to European companies (see Chapter 4 in Part A).

Thanks to the development of new techniques and varieties, the storage capabilities are increasing for many fruits and vegetables. As a result, European growers are able to expand their supply period and are therefore increasingly becoming strong competitors for exporters of off-season products from the Southern Hemisphere.

Important questions to be answered are:

- How many suppliers are currently active in the market?
- Who are your main competitors? What are their strengths and weaknesses compared to your company?
- To what degree is the sector in the target market supported by the local government?

10.3 Sales channel assessment

Having assessed the prospective markets and market segments, it is now important to understand the trade structure and supply chains supplying these market segments. After the assessment of the exporter's capabilities (next chapter), this will enable the exporter to determine the most suitable sales channel. The information provided in Chapter 7 of Part A should be used as a starting point.

To successfully market your products in the EU, detailed knowledge of the various sales channels and the market participants is necessary. In the case of the international fresh fruit and vegetables trade, there are roughly three distinct sales channels through which exporting to the EU market is possible:

Direct exporting	Indirect exporting	
1. European importer	2. Fruit combine	3. Export organisation
Selling directly to a European importer (with or without the assistance of an agent).	Supplying a fruit combine that exports your products to the European market.	Exporting by means of a private or co-operative export organisation (including marketing boards)
<pre> graph TD P[Producer] -- solid --> I[Importer] P -.-> A[Agent] A -.-> I I -.-> Out1[] </pre>	<pre> graph TD P[Producer] -- solid --> FC[Fruit combine] FC -- solid --> FCI[Fruit combines' contract importer] FCI -.-> Out2[] </pre>	<pre> graph TD P[Producer] -- solid --> EO[Export organisation] EO -- solid --> A[Agent] EO -- solid --> I[Importer] A -- solid --> I I -.-> Out3[] </pre>

In some countries, different sales channels are more or less specialised in supplying different types of retail outlets. For instance, large fruit combines have their own marketing organisations, making it possible to organise special promotions together with large retail chains.

Each supply chain has its own specific conditions, which should be met by the exporter. For instance, when delivering products to importers who supply the supermarket chain, food safety and, consequently, tracking and tracing have become major issues (see also Sections 3.3 and 10.4).

Nevertheless, it is not always possible to make a clear distinction between importers supplying supermarket chains, specialised shops, or the out-of-home market. Many European importers serve several retail types as their customers.

To give you an understanding of some of the potential business partners in your own country, an overview of their scope of work is given in the table below:

Market parties in the EXPORTING country	
Market party	Scope of work
Private and co-operative export organisations	<ul style="list-style-type: none"> • Goods treatment (washing, sorting, etc.). • Packaging of goods for export, often in customer's packaging (pricing tags, bar coding). • Sales and marketing in their own name or on behalf of their members. • Collective agreements with freight forwarders, making it possible to negotiate better services and prices.
Marketing boards	<ul style="list-style-type: none"> • Goods treatment (washing, sorting, etc.) and packaging. • Marketing goods under their own name. • Sales and distribution of the complete national production. • Responsibility for all marketing activities for the (compulsory) members. • Sale to a restricted number of selected importers (so-called 'panel lists').
Fruit combines (plantations)	<ul style="list-style-type: none"> • Production, in some cases buying from other producers. • Quality control. • Packaging goods for the exporter. • Sale of goods under their own label to contract importers.

It is also important to understand the role of the parties, active in the destination country:

Market parties in the IMPORTING country	
Market party	Scope of work
Agent	<ul style="list-style-type: none"> • Agents establish contacts between producers / export organisations and buyers in the importing country. • Agents actively offer products on behalf of third parties. • Most agents are specialised either in products or sales channels. • Usually take 2-3% commission on sales.
Importer	<ul style="list-style-type: none"> • In contrast to agents, importers buy and sell on their own account. They take the full risk unless it was shipped on consignment terms. • Clearing goods from Customs. • In some cases, treatment of goods or packaging. • Processing for sale. • Quality check. • Distribution of the goods. • Importer's margins are usually somewhere between 5 and 10%.
Fruit combines' contract importers	<ul style="list-style-type: none"> • These companies market the products of fruit combines. • Clearing goods from Customs. • In some cases, treatment of goods or packaging. • Branch offices carry out marketing and advertising for their own goods.

As a rule, exporters in developing countries and EU wholesale grocers, which deliver directly to retail shops, do not deal directly with one another. The main reason is the fact that exporters do not have the necessary infrastructure (sales offices, storage capacity, logistics). Exceptions are, for example, contacts with the retail trade's buying groups (of large supermarket chains).

Long-term contracts or co-operation agreements between importers in Europe and producers or exporters in developing countries are not widespread. However, the importance of standards like EurepGap, traceability and year-round availability of goods is increasing. As a result, it is expected that suppliers of large European retail chains will seek to plan and secure their supply of imported produce in the future.

E-commerce

E-commerce is a relatively new method of transacting business using information technology, which allows physical processes to be replaced by electronic ones. In many cases, it is an open system, usable by all enterprises anywhere, provided an appropriate infrastructure is present, and has low barriers to entry, unlike earlier forms of electronic data interchange. In the coming years, it will therefore also have a significant impact on exporters in developing countries.

With the aim to create a broader marketplace for fresh fruit and vegetables, business-to-business (B2B) companies have proliferated. Although the number and range of e-commerce sites has grown over the last years, E-commerce has not yet become of major importance in the international fruit and vegetable trade. The development of these B2B sites can be explained by three main targets: to cut transaction costs, improve efficiency, and expand the trading horizon. Some of these sites sell any type of fresh food, seafood, meat, dairy, fruit and vegetables, this is the case of sites like www.agribuys.com, www.foodstrading.com, and www.foodtrader.com.

Important questions to be answered are:

- Which potential sales channels exist for your products in the target market?
- Which products do the different sales channels trade? What product assortment does this sales channel demand?
- What are the most important requirements of the identified sales channels? What are the conditions for an exporter to function in a specific supply chain?
 - What quality standards do the sales channels demand?
 - What kind of packaging is used in the various sales channels?
 - What are the requirements concerning production process (environmental, ISO, EurepGap, traceability etc.)?
- What sales support material is necessary for business contact with this sales channel (price lists, quality certificates, campaign folders, sales statistics, sales brochures)?

① Refer to Chapter 7, and Section 7.2 in particular, for information on potential sales channels.

① Section 13.2 of these marketing guidelines gives information on how to identify suitable business partners and how to further develop a business relationship.

10.4 Logistics

When transporting perishable products overseas, the exporter ideally looks for the fastest and most efficient mode(s) of transportation that will deliver the product in perfect condition at the lowest possible costs. The actual selection will be a compromise among these factors.

In the case of exports of fresh fruit and vegetables from developing countries to the EU, two types of transportation methods are used: ocean cargo and air cargo:

- *Ocean cargo*

Ocean transportation takes longer than air freight, but the cost of transportation is usually lower.

Conditions for sea transportation have considerably improved over the last few years. The range of vessels has developed and diversified: there are reefer vessels, refrigerated containers to be found in the hold of these vessels or loaded onto container ships, which are equipped with refrigeration supply points.

The market share of refrigerated containers tends to increase. The main reasons for the growth in the use of refrigerated containers are the developing supply, the improved services, and the decreasing prices. Another advantage of container shipment is the fact that quality is easier to control. In the hold of a boat, products can affect each other's quality, because diseases and smells can spread more easily between products.

Freight rates vary, depending on the product being shipped, its value, level of service provided, destination, weight, and seasonal variations in demand for cargo space.

In some developing countries, the existence of large banana exports enables regular maritime routes to be set up on which other less voluminous or seasonal products can be transported. Usually, these goods need to be transported at a lower temperature than bananas (12-14°C): 8°C for mangoes, pineapples and papayas, 7°C for green beans and 4-7°C for melons.

The costs of a shipment are primarily calculated on the basis of the volume (length x width x height) of the shipment. Calculations on the basis of actual weight or positional weight are only rarely used.

- *Air cargo*

Due to the fast in-transit time, air freight is mostly used for highly perishable and low volume products. However, the costs for moving products by air tend to be higher than the cost of ocean transportation. Examples of products shipped by air are green beans from Kenya and papayas from Brazil.

Products are loaded either onto passenger planes or onto cargo planes on regular routes. These can be planes operated by airline companies as well as charter planes belonging to specialised companies. On scheduled flights, exporters are dependent on the freight space offered to them per stopover.

Freight forwarders

It is a good idea to use a freight forwarder to arrange transportation services on your behalf. They can simplify the shipping process because they are familiar with import and export regulations. It is important to use a forwarder that is experienced in handling fresh fruit and vegetables or other perishables, as well as one who is experienced in the destination country. Freight forwarders can also assist you in handling all the documents.

Freight forwarders are cost effective to use, because they can negotiate the best rates with shipping and airlines. They usually operate on a fee basis paid by the exporter, and these are part of the cost price.

Cold chain

In handling perishable products, maintaining a cold chain is a major logistical issue. It determines for a large part the quality of the product as it arrives at the European retail shop. The saying is "one hour lost in departure to being refrigerated will be one day less for the sale in the destination". Check whether you and your freight forwarders are able to manage the cold chain. Make use of temperature recorders to check whether your products travel in optimal climatic conditions during their entire voyage.

Removal of field heat by the process of pre-cooling to a recommended storage temperature and relative humidity is absolutely necessary in order to maintain the quality of fruits and vegetables. The quality of most products will deteriorate rapidly if field heat is not removed before loading into the means of transport. The rate of respiration and ripening increases two to three times for every 10°C above the recommended storage temperature.

Tracking & tracing

Consumer safety has become one of the most critical, priority issues for the fresh fruit and vegetables supply chain. Current food safety requirements have made the tracing of goods increasingly important in case of product recalls along the supply chain, but also in case of product liability aspects.

'Tracking' is about the location of products, and 'tracing' is about where the products come from. Traceability systems are used for accurate and timely identification of products, their origin, location within the supply chain and efficient recall. Furthermore, they help determine the origin of a food safety problem, comply with legal requirements and meet consumers' expectations for the safety and quality of purchased products.

Traceability is becoming a major issue for exporters when supplying European importers serving (UK-based) supermarket chains as their clients (see also EurepGap, Section 9.1.1). As a consequence, growers and exporters in developing countries delivering to this type of customers, have to participate in their controlled supply chain. This means that the grower/exporter has to put extra effort into communicating information for example on product specifications with the rest of the supply chain. Furthermore, when developing a traceability system, it is important to meet internationally accepted business standards, as this is the key to designing cost-effective and efficient traceability systems. This way, different customers and legal requirements can be satisfied. Nevertheless, in practice, the exporter should always discuss this with his importer.

Packaging

Special transport packaging is necessary to ensure that the produce travels safely from the producer to the consumer. Packaging is used to protect against mechanical damage and to create a more favourable microclimate. It is an essential factor in determining the product's quality. However, according to the way in which packaging sometimes is applied in developing countries, it can also be a risk to quality, due to bruising and less than optimum conditions of temperature and humidity.

The packaging has to satisfy conditions in the field of handling. The transportation volume must be as efficient as possible and a high level of uniformity of packaging is desirable. In order to optimise transportation, EU growers and traders generally use boxes of which the measurements are in accordance with pallet sizes.

Packaging design should take the following into account:

- ⇒ Proper storage and transport;
- ⇒ Standard packaging sizes;
- ⇒ Recyclable materials or two-way systems; and
- ⇒ Attractive and sales-promoting design.

Where the sizes of the packaging are concerned, the general standards, which are common in practice, should be taken into account. One should adapt to the generally accepted sizes:

- Boxes: 600 x 400 mm (ISO module), or 300 x 400 mm (half ISO module)
- Pallets: 1,000 x 1,200 mm (industrial pallets), or 800 x 1,200 mm (Europallets)

The exporter should always discuss the preferred type of packaging with their customer.

Important questions to be answered are:

- How often does the sales channel require delivery? What cycles of delivery does this channel require?
- What lot sizes does this sales channel demand?
- What formalities does the sales channel require the exporter to perform?
- What packaging methods are required?

① Freight forwarders and carriers are the best sources for obtaining freight rates. There are also companies that specialise in publishing (notably air) cargo tariffs. These publishing companies charge a fee for their services.

① International Federation of Freight Forwarders Association (FIATA):

<http://www.fiata.com>

① Directory of Freight Forwarding Services: <http://www.forwarders.com>

① International Air Transport Association (IATA): <http://www.iata.org>

① Holland International Distribution Council (information on various aspects of using The Netherlands as a distribution centre for Europe; setting up a representative office, warehouse facilities and transport facilities, etc.): <http://www.hidc.nl>

① Extensive lists of freight forwarders can be found at: <http://www.cargoweb.nl> and <http://www.shipguide.com>

① For more information, refer to the Internet site of Euro Retailer Produce Working Group (EUREP): <http://www.eurep.org>

This Internet site gives information on the “Fresh Produce Traceability Guidelines” (FPT Guidelines). The guidelines provide fresh produce supply chain actors with a global traceability system. They provide a guide for fresh produce growers, packers, logistic providers, exporters/importers, and distributors as well as their customers and suppliers, seeking to introduce EAN-UCC standards to efficiently implement an internationally agreed upon traceability system.

10.5 Value chain

The value chain covers the full range of activities required to bring a product from its conception to its end use and beyond, such as research and development, raw material supply and all activities of production, marketing and sales to international buyers, and beyond that to disposal and recycling. Activities that comprise a value chain can be contained within a single company or divided over different companies, and can cover a single geographical location or be spread over wider areas.

The value-chain approach is a systematic approach for designing strategy with respect to buyer requirements and market conditions (market access regulations, standards and consumer preferences) with which a company has to conform in order to gain access to a market and be competitive.

The value-chain approach builds upon sustainable supply chain management, by providing a framework to:

- Improve efficiencies within the existing supply chain (thereby enhancing sector competitiveness);
- Capture and retain a higher proportion of the product's final market value within the existing value chain;
- Increase the sector's added value by establishing new value chains within the sector;
- Improve the sector's contribution to development objectives.

From a company perspective, the value-chain approach offers more than a theoretical concept. It is a very practical tool for analysing linkages in the supply chain and assessing potential for capturing, retaining and adding value to the company's product, keeping in mind its final user.

Guiding value chain analysis at company level

- a. Try to note all the steps required to get from raw materials to end-users.
- b. Make this list as detailed as possible, since one of the objectives of value chain analysis is to understand where, when and how to simplify or adjust the chain.
- c. Determine the value each step adds to the final product from the point of view of the end user.
- d. Once this chain is clear, you can explore avenues to increase your profitability as well as increase the benefits to the end user; for example:
 - Identify which steps can be combined to add value more efficiently;
 - Determine which steps are not adding any value but just adding costs;
 - Determine better communication flows in both directions to assist rapid adjustment to market factors;
 - Determine your own "value niche" along this chain.

It is important to understand where you, as a producer of fresh fruit and/or vegetables, fit into the supply chain, so as to ensure that the value you add continues to be important for your direct customers, as well as your customers' customers. The value chain can be a useful tool to help in this process.

As an example of a value chain analysis, Figure 10.1 shows the cost structure of African exports to the United Kingdom of two types of bean. One type of bean (mangetout) is exported from Zimbabwe, and the other from Kenya.

Figure 10.1 Value chain/cost structure African fresh vegetable exports to the United Kingdom

Stage	One tonne export lot of mangetout from Zimbabwe		Export of fresh vegetables from Kenya
	Price per tonne (£)	% of final price	% of final price
Producer	630	11.9	14.1
Exporter	291	5.5	
Packaging	274	5.2	13.1
Air freight and handling ^(a)	1036	19.6	21.2
TOTAL CIF from Africa	2230	42.2	48.4
Importer charges and commission	624 ^(b)	11.8	6.1
Supermarket			
Stockout ^(c)	714	13.5	
Other costs	285	5.4	45.5
Mark-up	1427	27.0	
Total price	5281	100.0	100

Notes:

- (a) While the air freight charges might appear high, they match those for the Gambia in the early 1990s calculated by Little and Dolan (1993). In this case, air freight costs came to 45% of total CIF exports' cost.
- (b) Includes airport handling, transport and storage in UK, as well as importer's (i.e. category manager) commission. In the Kenyan example, the UK airport costs may be included in the 'air freight and handling' category.
- (c) Includes losses from unsold produce, etc.

Source: Dolan, Humphrey and Harris-Pascal (1999)

Critical factors for building a competitive advantage

The presentation of success stories by entrepreneurs in developing countries highlighted the following as **critical factors** for building a competitive advantage:

- Increasing the range of products and identifying market demands.
- Cost and price calculation based on a business plan.
- Putting the emphasis on the quality of the product, and exercising strong control on the tracking and tracing of products.
- Introducing the use of new technologies.
- Promoting involvement and loyalty of staff, as well as integration into the life of the local community.
- Co-operating with buyers, in order to obtain necessary pre-financing, technologies or packaging.
- Reducing the number of middlemen.

☞ Factors that contribute to **success** are: niche products for niche markets, moving up the value chain through R&D and processing, responding to the ever-rising demand from consumers for higher quality standards, or shortening the distribution chain to capture a greater market share.

Please also refer to Chapter 8 and Section 13.3 for information on developments of prices and price setting.

10.6 Product profiles

In this section, we give two examples of product profiles: mangoes and asparagus. These stand model for the product profiles the exporter should develop for his own (prospective) export products. By constructing an overview of their most important products, exporters are better able to determine which products to export to the EU.

PRODUCT PROFILE: MANGO

1. Product information:	<p>mango (<i>Mangifera indica</i> L., of the Anacardiaceae family)</p> <p>CN/HS number: 0804 50 00</p> <p><u>Main varieties:</u></p> <ul style="list-style-type: none"> • Varieties important to mango trade in the world are Haden, Tommy Atkins, Kent and Keitt. • Asian varieties: Alphonso, Kesar, Sindhri, Langra, Toyapuri, Chausa, Desmeri, Caraball, Pico, Arumani • African varieties: Amelie, N'gowe, Apple, Ruby, Heidi, Boribo • Caribbean varieties: Julie, Gaham, Palwie • Other: Mabrouka, Bocado, Rosa, Ataulfa
2. Market requirements:	<p><u>European quality standards:</u> Non-existing, except for the general minimum criteria for imported fruit and vegetables into the EU (EC 2200/96).</p> <p><u>International standards:</u> There are two references for mango:</p> <ul style="list-style-type: none"> • World standard of Codex Alimentarius (Stan 184-1993) • UN/ECE standard FFV-45 <p>The OECD (1993) has published explanatory leaflets facilitating the common interpretation of standards from UN/ECE.</p> <p>The mainstream trade requires fruits weighing 350 to 500 grams, brightly coloured (yellow/red/orange), with a good flesh/wastage ratio, fibreless, without turpentine smell, but juicy and aromatic. The ethnic markets, especially in UK, prefer smaller fruits, highly coloured, often with superior taste and flavour.</p> <p><u>Packaging:</u> Mangoes are packaged in a single layer in fruit crates and cartons. Due to their great sensitivity to pressure, the fruit are sometimes wrapped in paper or padded with wood wool, bast, straw or hay.</p> <p>No real packaging standard exists, although a 4 kg net box (30 x 40 x 10 cm) is common. Cartons are telescopic or single piece folding. Some African suppliers use 5kg boxes.</p> <p><u>Minimum labelling:</u></p> <ul style="list-style-type: none"> - Identification (name and address) of the exporter, packer and/or dispatcher - Nature of the produce if the contents are not visible from outside - Name of variety - Origin of produce - Class - Size expressed as the minimum and maximum weight - Number of fruit <p><u>Documentation required:</u></p> <ul style="list-style-type: none"> - Air-way Bill or Bill of Loading - Phytosanitary certificate from the country of origin - EUR 1 for ACP countries for Customs tax exemption, Form A for the other countries - Commercial invoice in case of fixed price terms
3. Market development:	<p>Mango is one of the tropical fruits which have experienced a tremendous development in recent years. One of the main reasons is the shift from air to sea freight with bulk deliveries at competitive prices.</p> <p>The mainstream demand is for fruits of count 8 and 10 or smaller size (12) per 4 kg carton. Coloured mangoes (floridian types) are preferred to the green varieties (Amelie type). Other varieties from India, Caribbean or Kenya are more in demand by the ethnic markets in the UK and in other European countries (e.g. Netherlands).</p> <p><u>Consumption calendar:</u> Mangoes are supplied all year round. During the late summer (August/September) and in February, supplies are smaller than during the</p>

	<p>winter season (November/December) and May. The heaviest supply period is from May to June.</p> <p>The main importing European countries are: The Netherlands, the United Kingdom, Belgium, Germany, Portugal and Spain. Portugal is one of the biggest consumer markets for mangoes in Europe. On the other hand the leading import country, The Netherlands, re-exports most of the imports to other European countries (Germany or Scandinavia).</p>
4. Main suppliers:	<p><u>Local production:</u> Orchards exist in Spain covering about 800 ha with an estimated production of 1,000 to 1,500 tonnes a year. Main varieties: Sensation (main export), Keitt, Tommy Atkins and Manzanilla.</p> <p>Europe: Spain Africa: South Africa, Côte d'Ivoire, United Arab Emirates, Kenya, Gambia Asia: India, Pakistan, China America: USA, Mexico, Brazil, Cuba, Venezuela</p>
5. Quality improvement:	<p>Mangoes are harvested when unripe (at the pre-climacteric); they must still be green and firm-fleshed. Harvesting is done by hand or using special fruit picking poles. The greatest possible care must be taken with harvesting as even the smallest of cracks results in rapid spoilage by rotting. The stalk-cutting operation also has to be done carefully. The sap must not touch the fruit because sap-stain develops easily.</p> <p>At the time of harvest, the mangoes must be capable of post-ripening, as they will otherwise not reach optimum quality. Post-ripening may be accelerated by temperatures of 25 - 30°C and treatment with ethylene.</p> <p>Once harvested, any exuding latex is cleaned off and the mango is treated with hot water and fungicides in order to extend the relatively short storage life.</p> <p>Where Anthracnose disease is likely to be a problem, a well-managed pre-harvest fungal spray programme is necessary and a post-harvest hot-water fungal dip may also be desirable. Fruit fly infestation can be controlled by an integrated pest control programme and a hot water bath at harvest.</p> <p>It is important for exporters to note that chemicals used post harvest should comply with EU Maximum Residue Level (MRL) regulation.</p> <p>Recommended storage temperature is between +10 and +12°C with a relative humidity of 90% to 95%. The temperature during the transport must be between +8 and +10°C.</p>

PRODUCT PROFILE: ASPARAGUS

1. Product information:	<p>asparagus (<i>Asparagus officinalis</i>)</p> <p><u>Other varieties:</u> Mac Lean, Tai So</p> <p>Differing cultivation and harvesting methods result in the following three colour variants:</p> <ul style="list-style-type: none"> • Blanched or white asparagus: Blanched asparagus is grown in raised mounds. As soon as the tip peeks through the soil of the mound, the asparagus is harvested (cut). Immediate harvesting prevents the asparagus from changing colour. • Purple asparagus: If asparagus is not cut immediately after its tip emerges from the soil, the part of the plant above ground turns purple to blue, as the pigment anthocyanin is formed by exposure to sunlight. • Green asparagus: Green asparagus is grown in level beds where it is exposed to sunlight. Firstly, the pigment anthocyanin forms, resulting in purple colouring and then the asparagus turns green due to chlorophyll formation.
2. Market requirements:	<p><u>European quality standards:</u> non-existing, except for the general minimum criteria for imported fruit and vegetables into the EU (EC 2200/96).</p> <p><u>Quality requirements:</u> Shoots must be whole, fresh in appearance and fresh smelling, sound, free from damage by rodents or insects, practically unbruised, clean (practically free from each soil or any other dirt), free from any undue external moisture (adequately 'dried' if they have been washed), and free from foreign smell or taste.</p> <p><u>Minimum labelling:</u></p> <ul style="list-style-type: none"> - Identification of the exporter and/or packer - Nature of the produce (asparagus followed by the indication white, green etc. and where appropriate, the indication short) - Origin - Class: Shoots in 'class I' must be well formed, they may be slightly curved. With regard to the normal characteristics of the group to which they belong, their tips must be compact. For the 'white' asparagus group, the tips may be slightly coloured before cutting and a faint pink tint appearing on the shoot after cutting is allowed, provided these colorations disappear after cooking. No woody shoots are allowed in the white asparagus group. - Size: Shoots are sized by length and diameter. By length: above 17 cm for long asparagus, between 12 ad 17 cm for short asparagus, under 12 cm for asparagus tips By diameter: the diameter of shoots shall be measured at the mid-point of their length. The minimum diameter and the sizing of class I shoots (in one bundle) shall be: White asparagus: length 22 cm max. diameter 10-16 mm, > 16 mm (+10 mm) e.g. 16-26 mm, or 17-27 mm. Green asparagus: length 27 cm max., diameter 6-12 cm, > 12 cm (+8 cm) e.g. 12-20 mm, or 13-21 mm. - Packaging: In bundles (firmly bound) of 500 g, 1 kg or 2 kg. Shoots on the outside of each bundle must correspond in appearance and size with the average of the whole bundle. Shoots must be of uniform length, each bundle may be protected by paper.
2. Market development:	<p>Asparagus is becoming a year-round product. Increasing popularity amongst consumers (retailers) and restaurants. Germany is the main market for asparagus in the EU.</p>
3. Main suppliers:	<p><u>Supply calendar:</u></p> <p>Jan-April: imports from outside Europe i.e. Peru, Mexico May-July: European production Nov-Dec: imports from outside Europe i.e. Peru, Mexico</p>

	<p>The main European suppliers are Germany, France, Netherlands, Belgium, Spain, Hungary, Greece, Poland.</p> <p>The leading supplying countries outside Europe are Peru, Thailand and Mexico.</p>
<p>4. Quality:</p>	<p>The quality of asparagus cannot be determined from its colour, as this mainly depends on the cultivation and harvesting methods adopted. Signs of perfect quality are an undamaged, tight head (it must not be open) and straight growth. In addition, asparagus must not be woody or exhibit any shrivelled or discoloured cut ends.</p> <p><u>Harvesting:</u> Asparagus should be harvested before the shoots can emerge, using a special asparagus knife. This approach yields shoots at least 25 cm long. Care must be taken not to injure other, still buried shoots. In order to harvest asparagus shoots with a compact tip and white or slightly purple in colour, they should be cut twice a day. If cutting is only performed once a day, some tips of the remaining shoots may open and change colour very quickly. Green asparagus is cut before the scale-like leaves of the tips separate, since a closed -non-flowering- tip is regarded as a sign of high quality.</p> <p>After harvesting, asparagus should be immediately deposited at collection sites in the shade, and as soon as possible placed in cold, clean water.</p> <p><u>Post-harvesting handling:</u> Washing and treatment with cold water. Hydro-cooling should be employed.</p> <ul style="list-style-type: none"> • Packaging: Asparagus is packaged loose or in bundles in cartons, fruit crates, crates, trays and baskets made of wood or plastic. The content varies, depending on the type of packaging, from 500 g (trays, bundles) to 10 kg (boxes, fruit crates). During transport, the product should be covered with perforated film, to prevent drying-out and quality impairment. The possible deposition of moisture on the inside of the film does not impair quality, but rather assists in keeping the product fresh. • Storage: It is essential to keep the asparagus cool at all logistic stages. There should also be a high relative humidity in the cooling-room (95% or above). The asparagus should be protected by covering it with moist cloths or bags of perforated plastic sheets to keep it from drying out. The storage temperature should be kept between 0° and 2° C. Temperatures below 0°C should be avoided. Asparagus already begins to freeze at –0,8°C. • Transport: Air transport is preferred. Transport to the airport in refrigerated trucks. The interruption of cooling will cause irreversible damage. In the case of sea transport, the use of refrigerated containers with controlled atmosphere is essential.

11 INTERNAL ANALYSIS: COMPANY AUDIT

The internal analysis or company audit is a review of the company's strength and weaknesses in terms of all company resources such as export marketing capabilities, finance, personnel, internal organisation, management, infrastructure, etc. As a result of this internal analysis, you will be able to assess to which extent your company is able to take advantage of the opportunities identified in the former chapter. Furthermore, with a thorough understanding of your company's unique capabilities, you will be able to invest in opportunities that exploit your strengths.

11.1 Product range

By reviewing the company's product range and product characteristics, the exporter will be able to match market opportunities with the company's products on offer. A product range can consist of several product groups (range width), each with several different products (range depth). Again, one product can consist of several varieties (see example).

A supplier can only select a suitable business partner when supplied with correct information about the range that he or she is able to offer. A careful review of the product range, therefore, aims at matching products offered with market opportunities. Keep in mind that varieties are sometimes known under different trade names overseas.

Example of a company's product range		
Product range (range width)	Products (range depth)	Varieties
tropical products	kiwi fruits	<ul style="list-style-type: none"> • 'Hayward' • 'Abbot'
subtropical products	melons	<ul style="list-style-type: none"> • Honey Dew 'Gold Rind' • Honey Dew 'Green Flesh' • Honey Dew 'Orange Flesh'
etc.		

The next step is to review product characteristics of the products and varieties on offer.

Example of product characteristics					
Product	Variety	Size	Supply period	Packaging	Availability
kiwi fruits	'Hayward'	extra large	all year	300x400 mm one-way cardboard box (single layers with plastic inserts)	500 kg weekly
melons	Honey Dew 'Gold Rind'	2 kg	November to February	600x400 mm two-way plastic box	5 tonnes per season
etc.					

Questions an exporter needs to answer:

- Which products are you currently producing? How comprehensive is your product range?
- Which products do you consider to be the main products you are specialised in?
- What new products would you be able to produce?

11.2 Product standards, quality, and production capacity

USP

In understanding your own company, it could be very helpful to develop a *Unique Selling Proposition*, or USP. Your USP is what differentiates your product or service from your competitors. Your chances in the market may greatly increase when you have a USP.

There are two major benefits in developing the USP. Firstly, it clearly differentiates your business in the eyes of your current and potential customers or clients. Secondly, it focuses your staff on delivering the promise of the USP, thus helping to improve your internal performance.

What a USP could look like:

- One sentence.
- Clearly written, so that anyone can understand it.
- It should be believable.
- Composed of one benefit that is unique solely to your company or product.

How to develop your USP? Sit down with a notebook and:

- Brainstorm.
 - List all the benefits your company or product can offer.
 - Prioritise those benefits in order of what is the strongest, and most unique to your business.
 - Write one sentence that conveys the first benefit on the list.
- ☞ Thinking about what happens with your export product, after the importer has received it, can help you bring to new ideas.

A USP usually does not refer to one single subject, but is a mix of different subjects to set the exporter apart from his competitors. Examples of USPs for the fresh fruit and vegetable sector could be based on the following aspects:

- ⇒ Good price-quality ratio
- ⇒ Product specifications exceeding the requirements of trade partners
- ⇒ Consistent and high quality of products guaranteed by the exporter
- ⇒ Providing good service, for example
 - Replying within 24 hours to any question or request
 - Open communication
 - On-time delivery
 - Honouring agreements to the letter, even when they have financial implications.

Quality

Together with your prices, quality is probably the main competitive factor on which you will compete in the fresh fruit and vegetables trade. It is important to consider to which extent your company is able to deliver the quality that is required in the identified markets and sales channels.

Note that quality not only means product quality. Management quality is just as important. Delivery reliability and the ability to learn and adapt are important selection criteria for European companies looking for new (long-term) suppliers. Furthermore, keeping to the agreed quality is indispensable for building up a long-term business relationship.

Check your current quality standards with the voluntary and compulsory standards described in Chapter 9. Also refer to Chapters 8, 9 and 10 for information on the importance of the various quality standards for your product-market combinations.

Questions an exporter needs to answer:

- What management quality standards does your company fulfil (ISO)?
- What is the general level of your product quality compared to other products in the identified market? Does your product have any official quality standards?
- In case environmental labelling could significantly improve the competitiveness of your export product, which one is the most interesting for your product-markets combination?

Production capacity

Although some foreign buyers are looking for a 'spot' purchase, most importers are searching for suppliers that produce a quality product at a fair price with continued availability. If you are merely looking to market your sporadic surplus capacity, then entry into the European market will probably be a disappointment.

On the other hand, if the company is willing to devote even 10 percent of its production capacity to foreign markets and the servicing of these accounts, then it can reasonably expect to build substantial and permanent trade in those markets suited to its products. However, keep in mind that, the volume of the product marketed is often not as important as the consistent and reliable supply of the product.

Questions that need to be answered:

- What quantities do you produce?
- How is the present capacity being used?
- Will new export activity hurt domestic sales?
- What will be the cost of setting up additional production capacity and is that possible at all?
- What cycles of production apply to your products? Is there a seasonal emphasis and how does this match up to the demand in the target market?
- Are there fluctuations in the annual workload for staff at the farm, packaging station or the management? When? Why?

11.3 Logistics

Availability of low-cost and high-quality freight services between your country and the destination country is a major criterion for a successful export business. Depending on your product's characteristics and trade channel's requirements, you will have to decide whether air freight or sea freight is the best way of moving your goods to the European market.

For example, in the case of papayas, the ripening process is very hard to predict and control. For that reason, it is problematical to ship papayas by ship. Usually, airfreight is used to get the papayas in the required ripeness stage at their destination. On the other hand, (bulk) products with good storage capability are typically transported by ship, as this is more cost efficient.

Clustering

In many developing countries, exporters of fresh produce can organise themselves in exporter's associations or shipping boards to be able to negotiate time and volume rates with ocean carriers. In Côte d'Ivoire, for example, OCAB, an organisation of exporters of fresh fruit and vegetables, has been chartering boats on spot prices since 2000. It could be interesting for you to determine whether your company could hook up with other exporters in your country. Port authorities and trade publications of origin and destination countries are the best sources of current information on services provided by competing air and ocean carriers.

Questions that need to be answered:

- How often are you able to deliver?
- What lot sizes do you generally produce or are you able to produce?
- What is the preferred transportation method for your products?
- Are there cold room facilities at your production base? Are you able to maintain a cold chain during the transportation of the products (air-conditioned domestic transport, cold room facilities at the (air)port)?
- What are the typical costs of logistics? (Check with freight forwarders)
- Does your company have experience with tracking and tracing?

Points of interest when choosing the right packaging:

Have your importers ever complained about the quality of your products? Have they ever received rotten, spoiled or blemished products?

Look for possible causes:

- Unsuitable packaging material
- Insufficient ventilation during transport
- Wrong climatic conditions during transport
- Problems with the products itself (diseases for examples)
- other causes

Do you use different packaging methods for different products?

- Different products require different climatic conditions (temperature, ventilation) during transport.
- Some products need more space than others (bruising, ventilation).

In case of marine transport, different kinds of products shipped together in one container should be compatible:

- Temperature needs
- Ethylene sensitivity
- Relative humidity needs
- Airflow characteristics

Does your importer use special transport packaging?

- Perhaps you could use this special transport packaging as well? Using the wrong packaging size can have a negative effect on your business.
- Maybe you could make use of the importer's packaging know-how.
- Are the cardboard boxes including the products directly forwarded to the wholesalers?

Fully recyclable packages must be used when trading with certain business partners.

- In the case of one-way systems, use cardboard and avoid plastic foil if possible.
- Colouring materials, used for printing, should not be harmful to the environment.
- Use glue that does not harm the environment or no glue at all.
- Do not use metal clips for the cartons.
- Avoid waxed boxes or any composite packaging materials

Useful information on packaging for marine container transport can be found at:

① (MNS)

11.4 Marketing and sales

How do you sell to current export markets? What works in one European market is likely to work in another, subject to refinement based on market intelligence and knowledge about specific trade channel requirements.

What existing contacts does the company have in the target markets - relatives, friends, suppliers, etc? It is an advantage to have some local presence in the target market that can gather information, monitor progress and follow up leads.

A serious export marketing campaign requires substantial management time to undertake it properly. Therefore, the company needs to be realistic as to how much time can be devoted to export marketing.

More information on how to make use of your marketing tools to foster your export activities will be described in Chapter 13.

Questions that need to be answered:

- Does your company have people specifically assigned to marketing and sales activities?
- Which persons do you know in the target markets?
- What sales support material is available?

11.5 Financing

Export marketing is expensive. If financial resources are limited, then marketing plans will have to be modest. It is not sound developing five new markets if the company only has the money to develop one.

Local banking systems in developing countries are sometimes insufficient to handle exporting. It is therefore recommended to use an international bank, which is also located in the importing country. Moreover, this will also simplify the payments between you and your business partner. Each country has a list of their local banks with their corresponding banks in other countries or special relationships with financial institutes outside their country. Choosing the right bank can facilitate and speed up money transfers considerably.

Questions that need to be answered:

- What amount of money can be allocated to setting up new export activities?
- What level of export operating costs can be supported?
- How are the initial expenses of export effort to be allocated?
- What other new development plans are in the works that may compete with export plans?
- Is outside capital necessary to support efforts?

☞ A proper marketing strategy for fresh fruit and vegetables takes into account current issues in the trade such as EurepGap and organic production.

☞ Although it helps to look at the European market, developing country exporters should draw up a marketing strategy aiming at markets at national, regional, and international level. While adopting this approach, developing country exporters will not be solely dependent on one market sector. In this way, fluctuations in the international market can be buffered by demand in the national and regional market.

11.6 Capabilities

Apart from the subjects mentioned-above, the following capabilities should be assessed as part of the internal analysis

Commitment to export

It is important to consider whether the company has people who are able to sell and develop an international business. The company should be able to generate the physical and administrative infrastructure to deal with increased activities from exporting - not

only in dealing with orders but also with processing Customs and shipping documentation. If this type of infrastructure is limited, then it is a weakness in developing sustained export activities.

Questions that should be answered are:

- What kind of commitment is the top-level management willing to make to an export effort? How much senior management time should be allocated? How much could be allocated?
- What organisational structure is required to ensure that export sales are adequately serviced? Who will be responsible for the export activities (export department's organisation and staff)?
- What are the management's expectations of the effort?

Export experiences

It is important to learn from past experiences. If the company has tried and failed to penetrate and export market previously, this can be analysed to determine where things went wrong.

Questions that should be answered are:

- In which countries has business already been conducted and what were your experiences?
- From which countries have inquiries already been received and what did you do with them?
- What general and specific lessons have been learned from past export experiences?

Language skills

When dealing with European trade partners in the fresh fruit and vegetables business, English is the most frequently used language. Although most European trade partners will not be native speakers themselves, the vast majority speaks English fluently. In almost all cases, foreign language skills, particularly English, are essential when entering the European market. When dealing with France, knowledge of the French language is a distinct advantage. If you can communicate in Spanish, you have a competitive advantage if you target the Spanish market.

On the few occasions when correspondence and documents in English will not suffice, exporters can usually find sources of translation capabilities for the more widely-used European languages. Language capability can be advantageous since it facilitates cultural and social relationships.

Questions that should be answered are:

- Which language skills are necessary when dealing in your selected markets?
- Which language capabilities are available within the export company?

12 DECISION MAKING

12.1 SWOT and situation analysis

Answers to the questions mentioned in Chapters 10 and 11 can help an exporter not only to decide whether or not to export but also determine what methods of exporting should be initially used.

A SWOT analysis can be used as a tool to analyse the identified opportunities and threats and the company's identified relative strengths and weaknesses. Carrying out an analysis using the SWOT framework helps an exporter to focus his activities into areas where he is strong and where the greatest opportunities lie. A SWOT analysis is just one of many good techniques that can help an exporter to build a strong competitive position for his organisation.

Questions that should be answered:

Strengths:

- What are your advantages?
- What do you do well?
- What relevant resources do you have?
- What do other people see as your strengths?

☞ Consider this from your own point of view and from the point of view of the people you deal with. Do not be modest, but be realistic. If you are having any difficulty with this, try writing down a list of your characteristics. Some of these will hopefully be strengths.

☞ In looking at your strengths, think about them in relation to your competitors. For example, if all your competitors provide high quality products, then a high quality production process is not a strength in the market, it is a necessity.

Weaknesses:

- What could you improve?
- What do you do poorly?
- What should you avoid?

☞ Again, consider this from an internal and external basis: do other people seem to perceive weaknesses that you do not see? Are your competitors doing any better than you? It is best to be realistic now, and face any unpleasant truths as soon as possible.

Opportunities:

- Where are the good opportunities awaiting you?
- What are the interesting trends you are aware of?
- Useful opportunities can come from such things as: changes in technology and markets on both a broad and narrow scale, changes in government policy related to your field, changes in social patterns, population profiles, lifestyle changes, etc.

☞ A useful approach to looking at opportunities is to look at your strengths and ask yourself whether these open up any opportunities. Alternatively, look at your weaknesses and ask yourself whether you could open up opportunities by eliminating the weaknesses.

Threats:

- What obstacles do you face?
- What is your competition doing?
- Are the required specifications for your job, products or services changing?

- Is changing technology threatening your position?
 - Do you have bad debt or cash-flow problems?
 - Could any of your weaknesses seriously threaten your business?
- ☞ Carrying out this analysis will often be illuminating - both in terms of pointing out what needs to be done, and in putting problems into perspective.
- ☞ You can also apply SWOT analysis to your competitors. This may produce some interesting insights.

- ☞ **Simple rules for successful SWOT analysis**
- Be realistic about the strengths and weaknesses of your organisation.
 - Analysis should distinguish between where your organisation is today, and where it could be in the futures.
 - Be specific. Avoid grey areas.
 - Always analyse in context to your competition i.e. better than or worse than your competition.
 - Keep your SWOT short and simple.

An example of a SWOT analysis for an exporter of fresh fruit and vegetables in developing country is provided Table 12.1. It should be noted that this matrix should be treated as an example and that it should be adapted to the exporter's own situation.

Table 12.1 Example of a SWOT analysis for exporters of fresh fruit and vegetables in developing countries

INTERNAL FACTORS	
<u>Strengths</u>	<u>Weaknesses</u>
<ul style="list-style-type: none"> • Access to natural resources • Low raw material prices • Low labour costs • Tropical climate and tropical products • Low or zero import duty in target markets • Diverse agricultural base • Human resources • Important contribution to the supply of national and regional consumer products 	<ul style="list-style-type: none"> • Entrepreneurial capacity • Negotiation skills • Language and communication • Certification • Lack of marketing knowledge • Lack of knowledge of supply • Inadequate hygiene conditions in processing plants • Difficult export distribution channels • Lack of information on regulations, prices etc • Low level of organisation in the industry • Access to finance / banking systems
EXTERNAL FACTORS	
<u>Opportunities</u>	<u>Threats</u>
<ul style="list-style-type: none"> • Growing demand on the EU market for convenience and health food • Increasing familiarity with exotic and tropical fruits • Enlargement of EU • Organic production and certification • Growing demand for value-added products 	<ul style="list-style-type: none"> • The EU Market for fresh fruit and vegetables is saturated • Entrance of East European countries to the EU • Tariff barriers • Technical trade barriers, especially for agricultural products into the EU • Concentration and consolidation of buying power • High investments in required • Sustainable use of the raw materials (biodiversity).

Within the SWOT figure, a distinction can be made in the SWOT figure between internal factors (strengths and weaknesses) and external factors (opportunities and threats). Nevertheless, factors of sectoral and of company level are both found under the internal factors in this figure. For example, “lack of marketing knowledge” and “low level of organisation of the industry” are both internal factors, although the first is at company level and the latter at sectoral level.

Such an analysis should be adapted to your personal circumstances since the factors differ for each exporter in the world. While for one exporter of fresh produce ‘negotiation skills’ are a weakness, for another exporter this problem may not even be an issue.

Please note that also within a company a threat or weakness can change into an opportunity or strength. A good example concerning this matter is ‘technical trade barriers and new regulations imposed by the EU.’ The regulations can be a threshold for exporting to the EU. However, when an exporter has adapted the export product to EU standards, he will have access to the EU market. In this way, the factor of technical trade barriers can be seen as an opportunity instead of a threat.

Be aware that success in export is by no means guaranteed by taking into account all the factors mentioned so far. Your environment consists of other critical conditions and success factors, that are often more difficult to influence as an individual company, than changing for example internal factors. Some of the critical conditions such as low level of organisation in the industry and financing have already been included in the figure above. However, other factors (sector-specific) should also be included in the SWOT analysis, such as:

- Sector policies;
- Availability of sector/branch organisations;
- Clustering/co-operation within the sector, organisation of supply and production, value chain management (please also refer to Section 10.5);
- Know-how and technical assistance;
- Foreign trade assistance;
- Financing.

☞ Inquiring of local business support organisations or colleague exporters can be a good starting point in being aware of other critical conditions for successful exporting.

12.2 Strategic options and objectives

By conducting the external analysis (market audit) and internal analysis (company audit) (Chapters 10 and 11), you will be able to come to a decision whether or not to export.

- You have identified products suitable for export development. Also, you know what modifications, if any, must be made to adapt them to overseas markets.
- You know what countries and market segments you are going to target for sales development and/or co-operation agreements.
- You have identified the best sales channel (direct exporting or co-operation agreements).
- You know what special challenges pertain to the selected markets (competition, import controls etc.) and what strategies you will use to address them.

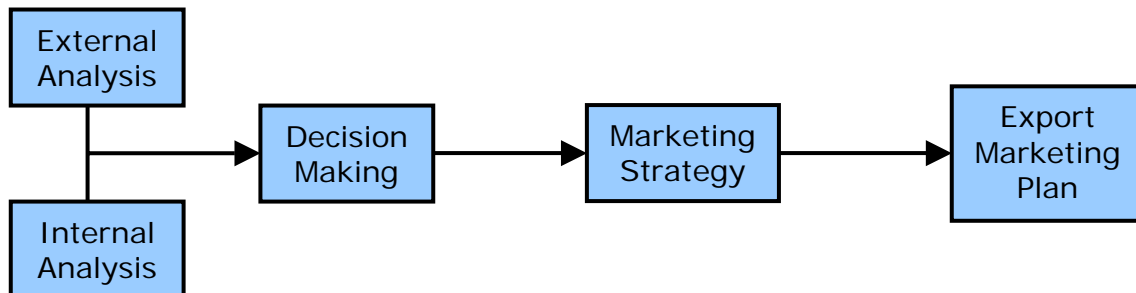
Once a company has determined that it has exportable products, it must still consider whether the development of an export business adheres to the company objectives. In order to arrive at this conclusion, the management should ask itself the following questions:

- What does the company want to gain from exporting?
- Is the goal of exporting consistent with other company goals?

- Are the benefits worth the costs or would company resources be better spent developing new domestic business?

Advantages and disadvantages of exporting	
Advantages:	Disadvantages
<ul style="list-style-type: none"> • enhance domestic competitiveness • increase sales and profits • gain global market share • reduce dependence on existing markets • exploit corporate technology and know-how • extend the sales potential of existing products • stabilise seasonal market fluctuations • enhance potential for corporate expansion • sell excess production capacity • gain information on foreign competition 	<ul style="list-style-type: none"> • develop new promotional material • subordinate short-term profits to long-term gains • incur added administrative costs • allocate personnel for travel • wait longer for payments • modify your product or packaging • apply for additional financing • obtain special export licenses

Companies can waste a lot of time and money attempting to enter markets which do not have potential or for which their product is not suitable. The market for fresh fruit and vegetables is diverse: each market segment requires different product standards and a different approach. To be successful in export marketing, exporters need to focus on specific products and markets and be prepared to deal with all foreseeable situations. Therefore, several possible strategies have to be considered.



The above figure could be summarised in the following strategic steps:

- External analysis (market audit, Chapter 10) and internal analysis (company audit, Chapter 11)
- SWOT (Chapter 12)
- Decision making and formulation objectives (Chapter 12)
- Elements, which can be used as inputs for the Market Entry Strategy and Export Marketing Plan (Chapter 13).

An international business plan should define your company's:
<ul style="list-style-type: none"> • Readiness to export • Export pricing strategy • Reason for exporting • Potential export markets and customers • Methods of foreign market entry • Exporting costs and projected revenues • Export financing alternatives • Legal requirements • Transportation method • Overseas partnership and foreign investment capabilities • Corporate commitment to the exporting process

If you have come to the decision to export, the next phase of the export marketing process is to draw up an Export Marketing Plan (EMP), which defines a marketing strategy stating how the company is going to penetrate the identified market. The marketing strategy is designed around the information collected in the internal and external analysis and the marketing tools will be described in the following chapter.

Formulating an export marketing strategy based upon sound information and its proper assessment increases the chances that the best options will be selected, resources will be utilised effectively, and efforts will consequently be carried through to completion.

For assistance in writing an EMP and formulate answer on the questions asked in this chapter, please refer to CBI's "*Export Planner*" or the interactive tool on the CBI website "*Export Marketing Plan*." For general information on conducting market research, please refer CBI's "*Your Guide to Market Research*."

13 EXPORT MARKETING

Which marketing tools can you use to successfully build your export business? This chapter will provide you with insight and give tips on how to make use of your marketing tools to promote the sales of your products and to build a favourable trade relationship.

13.1 Matching products and the product range

In the company audit (see Section 11.1), the exporter already has reviewed the company's product range and product characteristics. The aim of this review was to enable the exporter to match market opportunities with the company's products on offer. This review is also the starting point for considering possibilities to improve the exporter's product range.

In some cases, exporters may find out that the current product range does not match the identified market segment and sales channel's demand. A possible cause of this mismatch can be that there is no demand in the European market for such varieties, even if the products are successfully sold in your own country or other export markets.

Grading your export products

Importers and consumers of fruits and vegetables demand high quality fresh products in return for the high prices they pay. Growers and shippers should use the buyer's specifications for grading to monitor quality, condition, size, and maturity. While not all products have official grading standards, common sense techniques can be used to ensure the packing and transportation of only high quality items.

Sort and package produce by size and level of maturity:

- Use voluntary grading standards or buyer's specifications.
- Place only uniform sizes or amounts in each shipping container.
- Place only products with a uniform level of maturity in each container.
- Clearly mark the grade, size, weight, or count on the container.

13.2 Building up a relationship with a suitable trade partner

One of the most ominous obstacles for exporters can be to search, attract and secure a good importer or trade partner. Many avenues are available for locating trade partners. You should employ any and all, which seem appropriate for your sales channel.

How to find a potential trading partner

The best ways for exporters in developing countries to approach potential trading partners in the European fresh fruit and vegetable market are:

- Direct mail: You can write a letter, e-mail or fax directly to a European company. Most companies will probably respond that they are not interested or that they already carry a competitive line. However, only a few positive replies are needed to continue your search and evaluation and narrowing down of prospective distributors.
- Personal visits: Once you have received a number of "interested" replies, plan a trip to that market. Additionally while travelling, stop in other potential markets to assess the situation as well as attempt to make contacts. Many times a personal visit will pay for itself in terms of the benefits gained.
- Invite EU importers or potential business partners to visit your company.
- Build a network in order to extend your contacts.
- Visit international trade fairs.

How to identify the most suitable trade partner?

Evaluate the potential trade partners about which you have obtained information by using the following criteria:

- Is the information complete (full address, telephone / fax number, e-mail address, contact person)?
- Is the importer active in the country you selected?
- Could the importer be interested in your products?
- What kind of trade relation is the potential trade partner interested in (arms-length, co-operative agreement, contract basis)? Does this correspond to your preferred type of relationship?
- What is the position of the potential trade partner in the market?
- What is the financial status and credibility of the company?

Using these criteria, draw up a priority list of the contact addresses you have received.

You must use the priority list to identify the trade partners that match best your own company profile, product range and export strategy. Particularly in the case of future long-term close co-operation, it is important to get a clear picture of the company you are dealing with and understand their business activities.

For more information on how to build a business relationship, please also refer to the recently published CBI manual "*Your image builder*".

13.3 Drawing up an offer

There are two different kinds of offers:

1. general offer or company introduction; and
2. specific offers.

(a) Drawing a general offer

- The purpose of a general offer is to make the first contact with potential trading partners not yet personally known to the supplier.
- A general offer consists of sending a short profile of your own company and a summary of your product range.
- In a personal letter, briefly introduce your company and what you have to offer.

(b) Drawing up a specific offer

A specific offer is legally binding for a certain period of time. You must therefore be capable of fulfilling the terms of contract. You should make up a specific offer only when you know the business partner personally or after you have made the initial contact.

When sending a specific offer, it should include:

- Name of the person responsible in your company;
- Exact description of the products offered;
- Price of the products offered in accordance with the Incoterms 2000 (if applicable, split up by delivery quantities or quality); and
- Possible delivery date.

In case a sample of the product is required:

- Product samples must correspond to the goods available for delivery (if they do not, this can have a lasting negative effect on business relations).
- State the treatment methods used. If possible, provide quality certificates from an internationally recognised inspection company.

Some more tips to increase the effectiveness of your offer:

- A telephone call to ask whether the offer (and the samples, if applicable) has arrived.
- An invitation to visit your company.
- Possibly propose a visit to the country of destination.
In that case:
 - If necessary, hire an interpreter.

- Ask your own consulate, business support organisation, or other intermediary for assistance in planning your visit.
- First-time exporters should start with small samples, rather than large high-value commercial shipments. An exporter should be testing whether his products meet the phytosanitary requirements, transportation routing, handling and packing methods.

Price setting

To establish an overseas price, you need to consider many of the same factors involved in pricing for the domestic market. These factors include competition; costs such as production, packaging, transportation and handling, promotion and selling expenses; and most important in the fruit and vegetable market: the demand for your product and the maximum price which the market is willing to pay.

In most cases, an exporter will have to follow market prices. However, in case of some products, like speciality products, you will be able to set your own export price. There are two common methods of calculating your price for exports:

- **Domestic Pricing** is a common but not necessarily accurate method of pricing exports. This type of pricing uses the domestic price of the product as a base and adds export costs, such as packaging, shipping and insurance. Because the domestic price already includes an allocation of domestic marketing costs, prices determined using the method might be too high to be competitive.
- **Incremental Cost Pricing** determines a basic unit cost that takes into account the costs of producing and selling products for export, and then adds a mark-up to arrive at the desired profit margin. To determine a price using this method, first, establish the 'export-base cost' by stripping away profit mark-up and the cost of domestic selling. In addition to the base cost, include genuine export expenses (export overheads, special packing, shipping, port charges, insurance, overseas commissions, and allowance for sales promotion and advertising) and the unit price necessary to yield the desired profit margin.

How you price your product is worth considerable thought and effort since it directly affects your ability to make a profit. Take some time to research the following management questions:

Questions to ask when setting your price

How much does it cost to grow your product?

- Production costs not only include costs for growing, but also for packaging, distribution and promoting your products.
- The costs of unsold products should also be included.

How will you market your product?

- Do you sell your products directly to customers in Europe?
- Are you producing on a contract basis for a European buyer?

What price do competitors charge?

- Take an industry focus on your pricing when researching what competitors are pricing.
- By walking through the steps indicated in Section 10.2 you will know the prices competitors charge. Use the competitive analysis to develop the upper limit of your price range. Be sure you compare your products to competitors.
- Competition is intense in the fruit and vegetable trade. You should therefore try to price at the lower end of the price range unless you can distinguish your product through quality or a unique selling feature.

What is the customer demand for my product?

- How unique is your product or assortment?

- To price according to demand, you have to know more about the size and nature of your customer base and their feelings about pricing.
- You will need to keep an eye on general market trends. See also Chapter 3.

Understanding how to price your product is an essential step in developing your business. You must continually monitor your price including your costs of production, your competition and your customers and be prepared to make adjustments. In competitive businesses like the fresh fruit and vegetables trade, the successful company is the one that can adapt and continue to operate profitably.

Below, you find an overview of the way you can calculate the price of your export product (for information on Incoterms see the next Section).

Export price calculation
Total costs per unit
+ Profit
+ Commissions
+ Domestic banking fees
+ Palletisation / export packing
+ Freight forwarding and documentation fees
+ USDA inspection and phytosanitary certificate fees
+ Other direct expenses related to special shipping requirements such as temperature recorder charges
= EXW price (Ex Works)
+ Inland transportation
= FAS price (Free Alongside Ship)
+ Terminal handling charges
= FOB price (Free On Board)
+ Ocean freight charges
+ Ancillary charges
= CFR price (Cost & Freight)
+ Insurance
= CIF price (Cost, Insurance, Freight)

13.4 Handling the contract

In the fresh fruit and vegetables trade, the use of written contracts is not a widespread practice. Most importers prefer to work on a trust base without written contracts. They argue that it is not efficient to put a contract together each time a deal is made. An exporter should keep in mind, however, that in case of a conflict with your importer, communication via e-mail, fax or even by a telephone, also functions as a contract, although an e-mail and a phone call is not legal tender.

In the case contracts are used, the following terms should be considered:

(a) Contract terms:

- Conclude the delivery conditions according to Incoterms 2000.
- When delivering for the first time, it is common to deliver the goods free on commission and freight-paid.

(b) Contract fulfilment:

- Procure the delivery documents in good time.
- If there is a supply agreement, comply strictly with all parts.
- If you cannot comply with any part of the agreement (e.g. delivery delays or quality problems), inform the customer clearly and in good time.

- Co-operate on a partnership basis and seek a common solution if conflicts arise.
- Fulfilling the contract should have a high priority, particularly when delivering for the first time.

Trade relations between exporter and importer are based on trust and can only be built up by meeting the high expectations of the importer. If an importer finds that the product does not meet his expectations, this will immediately backfire on the business relationship with the exporter.

Consignment basis

Arrangements on consignment basis or 'at risk' are often used in the trade of fresh fruit and vegetables. In actual fact, consignment arrangements are not sales at all, in that title to the goods never passes to the importer. Goods are consigned to the importer until sold to a third party, whereupon title is transferred.

Under consignment sale, the exporter bears the risk that prices may turn out to be less than expected, possibly resulting in a loss after transport costs are paid. Alternatively, prices and, hence, profits might be higher than expected.

Terms of payment

The determination of payment conditions for a regular export transaction is part of the package of negotiations between seller and buyer, who actually have more or less opposing interests. The seller wants to have the least possible payment guarantee. The buyer wants to be sure about quantity and quality of the goods he is buying, before he pays the agreed price.

A Letter of Credit (LC) is seldom used. It is often considered cumbersome and prevents the option of retaining the money if the consignment does not prove to be as good as expected. When relations are established, Cash Against Documents (CAD) is also a method used. However, open account is most commonly used in the fresh fruit and vegetables sector. Importers or agents generally transfer payment within 30 days.

The importer determines the import duty with the Customs, and pays a deposit. Another possibility for the importer is to pay the current levy at Customs' clearance.

- **Open account**

The process is fast and reliable, depending on the credit worthiness of the importer. The bank carries out the transactions through swift electronic data system and the transfer costs are not very high.

- **Cash Against Documents (CAD)**

Also known as Documents against Payment (D/P). The buyer takes possession of the goods only after payment. Although this method is not often used, it is very safe and the costs amount to one pro mille.

- **Letter of Credit (LC)**

In other sectors, the irrevocable LC is very often used in the beginning of a business relationship when the importer and exporter do not know each other very well yet. The LC is irrevocable and will always be paid. The costs are higher when compared to the D/P method.

Terms of sale

Export terms of sale determine which costs are covered in the price of the cargo. They also indicate at what point ownership transfers to the buyer and at what point responsibility for the cargo is transferred. International commercial terms (Incoterms 2000) provide "the international rules for the interpretation of trade terms."

The most commonly used trade terms are:

- **CIF (Cost, Insurance, Freight)**

Under this condition, for shipments to designated overseas port of import, the seller quotes a price for the goods, including insurance costs and all transportation charges, to the point of debarkation from the vessel or aircraft. The seller pays for the cost of unloading cargo at the port of destination, to the extent that this is included in the freight charges. If the charges are separate, they fall to the account of the buyer.

- **FOB (Free on Board)**

Under this term, the seller quotes a price for goods that includes the cost of loading at the port of departure. The buyer arranges for transportation and insurance.

Other trade terms less frequently encountered are:

- **CFR (Cost and Freight)**

For shipments to designated overseas port of import, the seller quotes a price for the goods that includes the cost of transportation to the named point of debarkation. The buyer is responsible for the cost of insurance. This is referred to as C&F in the old Incoterms. The seller pays for the cost of unloading cargo at the port of destination, to the extent that it is included in the freight charges. If the charges are separate, they fall to the account of the buyer.

It is recommended that quotations to new European customers should be made on a CIF basis. However, supplier and importer are free to negotiate any other condition.

13.5 Sales promotion

One of the major critical success factors for exporters of fresh fruit and vegetables to the European Union is attention to customer requirements and the ability to maintain good relationships with their European business partners. Sales promotion revolves around developing and expanding these customer relations and thereby maintaining and increasing sales volume.

Some tips in developing customer relations:

- Take good care of existing contacts. This includes for example expressions of thanks to business partners, regular information on the company developments like product range, quality improvements, etc.
- Always reply to a letter of inquiry. If you cannot supply this contact, say so, explaining that you will get in touch with him for the next campaign.

Communication

It is advisable to commence with communication measures, which only require a small amount of planning and co-ordinating, such as revising the company's standard printed matter:

- Standardise all printed paper used outside the company (letterheads, visiting cards, fax form, etc.)
- A brochure of your company (including photos of production sites and produce) can be useful for promoting new contacts and sales.

Constant, prompt and reliable communication is a vital prerequisite for maintaining a long-term business relationship with your customers. Smaller firms should also be reachable by (mobile) phone, fax and e-mail at office hours.

Sales organisation

The term 'sales organisation' refers to the organisational system that carries out the sales of the company's products. A sales organisation usually consists of a back office and sales force, even if the sales force consists of one person.

As most sales are conducted by telephone, fax or e-mail, well-functioning sales people are an absolute precondition for successful market participation. This also applies to smaller companies where one person has to fulfil different (sales) functions.

An essential tool used in sales is a detailed and up-to-date customer database. This database can vary from a simple collection of customer data sheets to an advanced customer relation management system. However, the customer database should at least contain the following information:

- Basic information on the customer: name, address, telephone numbers, etc.
- Changing data on the customer: data resulting from business activities with the customer, such as telephone calls, offers, sales information, etc.

The customer database should give the sales person a quick review of the most important customer information when making or answering a telephone call or planning a visit.

If possible, the database should be computerised, because this simplifies changes, updating, sorting and selection procedures, etc. If computerisation is not possible, the customer database should be on file cards (see example).

Example customer data sheet	
General information	
Company name:	Customer no.:
Postal address:	First contact date: __ / __ / ____
Street address	Customer class*: <input type="checkbox"/> A <input type="checkbox"/> B <input type="checkbox"/> C <input type="checkbox"/> D
Country:	Customer type: (<i>importer, agent, retailer</i>)
Telephone:	Other info:
Fax:	
E-mail:	
Contact name:	
Sales information	
Sales realised: (<i>last year</i>)	
Sales planned: (<i>this year</i>)	
etc.	
Contact record	
No. 1	Contact date: __ / __ / __ Contact type: (<i>telephone, visit, fax, etc.</i>) Information:
No. 2	Contact date: __ / __ / __ Contact type: (<i>telephone, visit, fax, etc.</i>) Information:
No. 3	Contact date: __ / __ / __ Contact type: (<i>telephone, visit, fax, etc.</i>) Information:

* Classify your customers by importance to your company (*sales, quality of relation, etc.*)

Internet

As a means of communication, Internet is generally considered to have many opportunities for companies in developing countries. The main advantages of the Internet are:

- Low cost of communication;
- Fast delivery of information;
- Independence of distance and timeline;
- Hardly any limits in size; and
- Multimedia possibilities.

Besides one-to-one communication, Internet offers opportunities for presentation, (market) research, distribution, sales and logistical improvements. If your target group consists of importers/growers in overseas countries, you can advertise for (new) customers on your Internet site, showing your company, product range and indicating the production circumstances.

More information on this subject can be found in CBI's Export Manual '*Your Image Builder*'.

Trade fairs

Visiting and participating in a trade fair abroad can be an efficient tool for communicating with prospective customers. It provides more facilities for bringing across the message than any other trade promotional tool. It can also be an important source of information on market development, production techniques and interesting varieties.

Important motives for companies visiting European trade fairs are:

- Establishing contacts with potential customers;
- Orientation on the European market;
- Gathering information on specific subjects;

Although significant costs are involved, actually participating in a trade fair could be an interesting way to give export activities an extra boost. One of the major advantages of participating in a trade fair is the ability to present your company and products in a more extensive way (3-D presentation, company video, and product displays). Furthermore you will meet people, whom you otherwise would not have met.

Fruit and vegetables trade fairs are organised in many European Union countries. The most relevant fairs for exporters in developing countries are listed in the box below. The contact addresses of these and other trade fairs are listed in Appendix 3.4.

Main European trade fairs			
Trade fair	Where?	When?	What?
ANUGA	Cologne, Germany	biennial, 8-12 October 2005	One of the leading trade fairs for the food and beverage industry worldwide
Fruit Logistica	Berlin, Germany	annual, 10-12 February 2005	Show for international fruit trade; exotics are a special target groups
Salon International de L'Alimentation (SIAL)	Paris, France	biennial, 2006	Trade exhibition for the food industry
AGF-Totaal	Rotterdam, The Netherlands	biennial 12-14 September 2005	Platform for international trade in fruit and vegetables
Alimentaria	Barcelona, Spain	biennial, 2006	International food and beverages exhibition
IFE	London, United Kingdom	biennial, 13-16 March 2005	International food and drink exhibition

For additional information on trade fair participation, please refer to CBI's Handbook "*Your show master - a guide for selection, preparation and participation in trade fairs.*" and the recently published CBI manual "*Your image builder*".

Assistance with market entry

Local business support organisations

Before approaching organisations abroad, an exporter should first contact local business support organisations (trade promotion organisations, Chambers of Commerce, etc.) and foreign representatives in his or her country in order to find out what support can be obtained locally.

Import Promotion Organisations

In most EU countries, there are organisations that promote imports from developing countries through specific export promotion programmes:

- Supplying information on: statistics and other information on national markets, regular news bulletins, importer databases, and market opportunities;
- Individual assistance: management training, testing products by display and adaptation services; and
- Establishing contacts: collective trade fair participation and selling missions.

Branch organisations

In most European countries, producers, wholesalers and often also retailers are organised in so-called branch organisations. These organisations can be of use to new exporters to the EU. An example is the Fresh Produce Consortium (UK), which can give you information on the UK wholesale markets.

Information how to reach these organisations can be found in Appendix 3.3.

APPENDIX 1 DETAILED HS CODES

HS code		Description	Rate of duty Conventional	Rate of duty GSP	
07		FRESH VEGETABLES		Group 1	Group 2
0702		Tomatoes *	-	-	-
0703		Onions, shallots, garlic, leeks and other alliaceous vegetables			
	10	Onions and shallots			
	11	Onions sets	9.6	0	6.1
	19	Other onions	9.6	0	6.1
	90	Shallots	9.6	0	6.1
	20	00 Garlic	9.6 + € 120/100 kg	0	-
	90	00 Leeks and other alliaceous vegetables	10.4	0	6.9
0704		Cabbages, cauliflowers, kohlrabi, kale and other similar edible brassicas			
	10	Cauliflowers & headed broccoli	13.6 min € 1.6/100kg	0	10.1
	20	00 Brussels sprouts	12	0	8.5
	90	Other:			
	90	10 White cabbages and red cabbages	12 min € 0.4/100kg	0	8.5
	90	Other	12	0	8.5
0705		Lettuce and chicory			
	11	Cabbage lettuce	12 min € 2/100kg	0	8.5
	19	00 Other lettuce	10.4	0	6.9
	21	00 Witloof chicory	10.4	0	6.9
	29	00 Other	10.4	0	6.9
0706		Carrots, turnips, salad beetroot, salsify, celeriac, radishes and similar edible roots			
	10	00 Carrots and turnips	13.6	0	10.1
	90	Other:			
	10	Celeriac "rooted celery or German celery"	10.4	0	6.9
	30	Horseradish	12	0	0
	90	Other	13.6	0	10.1
0707		Cucumbers and gherkins			
	00	05 Cucumbers *	-	0	-
	90	Gherkins	12.8	0	-
0708		Leguminous vegetables			
	10	Peas	8	0	0
	20	Beans	13.6 min € 1.6/100kg	0	0
	90	00 Other leguminous vegetables	11.2	0	0
0709		Other vegetables			
	10	00 Globe artichokes *	10.4	0	6.9
	20	00 Asparagus	10.2	0	6.7
	30	00 Aubergines (eggplants)	12.8	0	0

	40	00	Celery other than celeriac	12.8	0	0
			Mushrooms:			
	51	00	- agaricus	12.8	0	9.3
	59	10	- chantarelles	3.2	0	0
		30	- flap mushrooms	5.6	0	2.1
		90	- other	6.4	0	2.9
	52	00	Truffles	6.4	0	-
	60		Capsicum and Pimenta			
		10	Sweet peppers	7.2	0	0
			Other:			
		91	- for manufacture of capsicin or capsicum oleoresin dyes *	0	-	-
		95	- for manufacture of essential oils or resinoids *	0	-	-
		99	- other	6.4	0	0
	70	00	Spinach	10.4	0	6.9
	90		Other:			
		10	Salad vegetables, other than lettuce and chicory	10.4	0	6.9
		20	Chard 'white beet' and cardoons	10.4	0	6.9
		31	Olives (excluding for oil production)	4.5	0	-
		39	Olives for oil production	€ 13.1/100kg	0	-
		40	Capers	5.6	0	2.1
		50	Fennel	8	0	4.5
		60	Sweet maize	€ 9.4/100kg	0	-
		70	Courgettes *	-	0	-
		90	Other	12.8	0	0
08			FRESH FRUIT			
0803			Bananas:			
	00	11	- plantains	16	0	12.5
	00	19	- other	€ 680/1000kg	€ 272/1000kg	-
0804			Dates, figs, pineapples, avocados, guavas, mangoes and mangosteens:			
	10	00	Dates	7.7	0	0
	20	10	Figs, fresh	5.6	0	2.1
	30	00	Pineapples	5.8	0	0
	40		Avocados	5.1	0	0
	50	00	Guavas, mangoes and mangosteens	0	-	-
0805			Citrus fruit			
	10		Oranges *	3.2 - 12	0	-
	20		Mandarins, clementin., wilkings and similar citrus hybrids *	16	-	-
	40		Grapefruit	2.4	0	0
	50	10	Lemons *	-	0	-
		90	Limes	12.8	0	0
	90	00	Other	12.8	0	0
0806			Grapes			
	10		Fresh *	0 - 17.6	0	14.1
0807			Melons and papayas:			
	11		Melons	8.8	0	0

	19						
	20	00	Papayas		0	0	-
0808			Apples, pears and quinces				
	10		Apples				
	10		Cider apples 16/9 - 15/12 *		-	0	-
	20		Golden delicious *		-	0	-
	50		Granny Smith *		-	0	-
	90		Other *		-	0	-
	20		Pears and quinces				
			Pears				
	10		Perry pears 1/8 – 31/12 *	7.2 min € 0.36/100kg		0	3.7
	50		Other*		-	0	-
	90		Quinces		7.2	0	3.7
0809			Apricots, cherries, peaches, plums and sloes				
	10	00	Apricots*		20	0	16.5
	20		Cherries*		12	0	0 - 8.5
	30		Peaches and nectarines*		-	0	-
	40	05	Plums*		-	0	-
	90		Sloes		12	0	0
0810			Other fruit				
	10		Strawberries		11.2	0	7.7
	20		Raspberries, blackberries, mulberries and loganberries		8.8-9.6	0	0
	30		Black, white or red currants and gooseberries		8.8-9.6	0	0
	40		Cranberries, billberries, other				
			<i>Vaccinium:</i>				
	10		- cowberries, foxberries or mountain cranberries		0	-	-
	30		- fruit of the <i>Vaccinium myrtillus</i>		3.2	0	0
	50		- fruit of the <i>Vaccinium macrocarpon</i> and <i>Vaccinium corymbosum</i>		3.2	0	0
	90		- other		9.6	0	0
	50		Kiwi fruits		8	0	0
	60		Durian		8.8	0	0
	90		Other:				
	30		- tamarinds, cashew apples, lychees, jackfruit, sapodillo plums		0	-	-
	40		- passion fruit, carambola and pitahaya		0	-	-
	95		- other		8.8	0	0

* Entry price is applicable. Please refer to Section 9.2 for more details on entry prices.

Group 1: Least developed countries R98/2820, annex IV

Group 2: Andean Group (CO Colombia, VE Venezuela, EC Ecuador, PE Peru, BO Bolivia) plus Central American Common Market (GT Guatemala, HN Honduras, SV El Salvador, NI Nicaragua, CR Costa Rica, PA Panama)

APPENDIX 2 DETAILED IMPORT/EXPORT STATISTICS

The source of the data presented below is Eurostat COMEXT 2003.

Table 1 Imports of FRESH FRUIT by EU member countries, by country of origin, 2000-2002, € million / 1,000 tonnes

	2000		2001		2002	
	value	volume	value	volume	value	volume
Total fresh fruit	13,512	18,959	14,791	18,923	14,783	18,914
Intra-EU	8,184	11,471	8,749	11,071	8,637	10,948
Extra-EU	5,328	7,488	6,043	7,852	6,146	7,966
Developing countries	4,456	6,407	5,112	6,793	5,245	6,876
Spain	2,882	4,251	2,983	3,937	3,137	4,304
Italy	1,411	2,034	1,479	2,088	1,355	1,669
The Netherlands	1,058	1,269	1,173	1,254	1,106	1,226
France	1,069	1,565	1,142	1,409	1,074	1,347
Belgium	1,023	1,341	1,075	1,266	1,070	1,259
South Africa	666	834	833	904	837	925
Costa Rica	506	826	558	823	660	881
Ecuador	370	700	421	728	513	858
Chile	302	280	383	342	401	370
Germany	292	403	352	445	390	542
Colombia	351	640	373	666	373	685
New Zealand	282	303	339	332	363	348
Argentina	269	361	373	491	357	492
Brazil	207	271	267	363	311	363
Côte d'Ivoire	222	370	253	402	234	383
Morocco	197	311	211	281	222	255
Turkey	177	220	253	270	220	250
Panama	239	394	223	358	196	324

Table 2 Imports of FRESH VEGETABLES by EU member countries, by country of origin, 2000-2002, € million / 1,000 tonnes

	2000		2001		2002	
	value	volume	value	volume	value	volume
Total fresh vegetables	7,567	8,479	8,117	9,138	8,376	9,000
Intra-EU	6,621	7,605	7,021	8,110	7,149	7,878
Extra-EU	946	874	1,095	1,028	1,228	1,122
Developing countries	633	495	704	622	842	696
Spain	2,543	2,790	2,677	3,028	2,850	3,043
The Netherlands	2,184	2,470	2,161	2,466	2,179	2,361
France	520	733	592	809	568	742
Italy	507	614	593	701	527	566
Belgium	373	480	411	514	398	496
Morocco	181	193	198	250	273	263
Germany	166	260	203	300	239	335
Ireland	134	51	146	57	149	60
Kenya	128	46	124	44	137	46
Israel	82	51	99	58	90	52
Greece	70	41	99	53	90	57
Poland	51	90	83	112	89	106
Turkey	60	67	70	92	81	100
United Kingdom	53	70	56	62	61	75

Hungary	54	53	66	60	59	54
New Zealand	34	121	39	106	51	130
Egypt	28	33	33	41	39	59
Peru	25	7	29	8	36	10

Table 3 Imports of BANANAS by EU member countries, by country of origin, 2000-2002, value in € 1,000 / volume in tonnes

	2000		2001		2002	
	value	volume	value	volume	value	volume
Total	3,019,936	5,035,923	3,110,384	4,815,640	3,069,717	4,910,519
Intra-EU	1,123,874	1,710,740	1,178,434	1,581,065	1,087,099	1,587,784
Extra-EU	1,896,062	3,325,183	1,931,950	3,234,576	1,982,618	3,322,735
Developing countries	1,895,902	3,324,933	1,931,453	3,233,855	1,982,487	3,322,504
<i>Top 3 suppliers</i>						
Ecuador	363,866	694,133	409,389	715,321	499,221	844,746
Costa Rica	370,147	658,402	394,014	638,075	451,799	689,799
Belgium	467,124	688,006	463,470	641,224	432,434	606,422
<i>Developing countries</i>						
Colombia	334,917	636,356	355,290	661,843	356,693	680,988
Panama	236,422	389,222	215,005	348,390	180,929	307,021
Cameroon	129,778	204,978	145,756	215,461	139,464	229,731
Côte d'Ivoire	103,340	200,200	129,807	216,730	117,150	210,802
Dominican Rep.	32,994	59,828	50,520	85,907	61,131	97,334
St. Lucia	51,596	72,566	24,136	34,727	35,031	49,313
Jamaica	33,623	40,961	33,303	42,985	29,770	40,600
St. Vincent	30,226	42,923	21,438	30,829	23,114	32,522
Belize	41,144	68,558	29,970	51,609	22,823	38,178

Table 4 Imports of APPLES by EU member countries, by country of origin, 2000-2002, value in € 1,000 / volume in tonnes

	2000		2001		2002	
	value	volume	value	volume	value	volume
Total	1,428,276	2,548,056	1,689,183	2,505,882	1,805,981	2,589,003
Intra-EU	963,142	1,876,630	1,090,163	1,775,940	1,141,940	1,787,459
Extra-EU	465,134	671,425	599,020	729,943	664,041	801,544
Developing countries	266,527	319,639	368,776	428,709	395,980	456,358
<i>Top 3 suppliers</i>						
France	366,125	707,526	401,932	608,817	378,411	550,779
Italy	216,974	435,172	235,210	431,219	299,559	445,372
New Zealand	146,651	167,070	178,899	175,819	215,393	206,039
<i>Developing countries</i>						
Chile	78,634	91,159	122,515	143,362	136,807	158,027
South Africa	102,541	121,631	135,059	152,725	133,164	148,016
Argentina	34,427	41,329	71,572	87,427	59,474	73,373
Brazil	44,603	57,052	27,028	31,662	46,765	57,487
China	3,046	4,010	8,273	7,949	16,313	14,904

Table 5 Imports of GRAPES by EU member countries, by country of origin, 2000-2002, value in € 1,000 / volume in tonnes

	2000		2001		2002	
	value	volume	value	volume	value	volume
Total	1,342,721	1,167,809	1,494,901	1,143,465	1,427,794	1,035,015
Intra-EU	868,802	826,821	953,916	812,215	822,232	668,237
Extra-EU	473,920	340,988	540,985	331,250	605,562	366,777
Developing countries	417,079	310,794	487,924	306,986	557,717	344,983
<i>Top 3 suppliers</i>						
Italy	380,530	450,081	406,024	442,016	317,285	320,117
South Africa	194,824	125,846	228,333	130,879	262,586	149,422
The Netherlands	143,849	98,203	159,914	90,260	137,828	83,068
<i>Developing countries</i>						
Chile	112,569	82,765	128,436	76,427	122,582	79,618
Brazil	9,774	7,640	23,565	13,049	43,679	20,999
Argentina	30,177	20,995	30,379	19,974	36,025	23,933
Turkey	38,160	51,377	32,742	44,507	26,583	36,135
India	11,650	9,447	10,066	6,462	17,232	11,318
Egypt	5,421	3,568	9,521	5,183	16,641	9,307
Namibia	3,561	1,809	6,372	1,958	12,864	4,806
Mexico	6,470	4,112	10,267	5,194	9,360	5,054

Table 6 Imports of ORANGES by EU member countries, by country of origin, 2000-2002, value in € 1,000 / volume in tonnes

	2000		2001		2002	
	value	volume	value	volume	value	volume
Total	1,114,372	2,429,671	1,365,667	2,440,735	1,239,400	2,335,622
Intra-EU	813,976	1,691,075	876,712	1,504,651	914,060	1,615,460
Extra-EU	300,396	738,596	488,955	936,084	325,340	720,162
Developing countries	266,575	673,854	450,314	868,189	297,094	677,117
<i>Top 3 suppliers</i>						
Spain	596,687	1,231,314	593,025	1,006,775	697,139	1,224,419
South Africa	108,308	272,092	174,641	312,701	119,312	280,941
The Netherlands	71,633	140,980	99,098	157,544	67,241	115,725
<i>Developing countries</i>						
Morocco	65,764	164,533	81,650	166,703	65,381	131,882
Argentina	13,306	31,454	46,073	81,157	23,278	59,613
Uruguay	11,037	25,518	27,012	48,520	16,227	38,664
Zimbabwe	11,100	28,039	26,364	39,576	14,686	32,034
Turkey	4,333	8,546	11,035	17,087	11,853	21,306
Egypt	4,579	10,740	6,969	15,034	11,374	26,899
Tunisia	10,631	24,359	10,156	21,365	10,260	21,539
Brazil	19,465	63,325	42,424	116,608	7,276	23,377

Table 7 Imports of MANDARINS, CLEMENTINES by EU member countries, by country of origin, 2000-2002, value in € 1,000 / volume in tonnes

	2000		2001		2002	
	value	volume	value	volume	value	volume
Total	996,320	1,385,901	1,012,678	1,280,546	1,070,180	1,375,809
Intra-EU	812,995	1,112,613	791,604	980,199	851,531	1,084,760
Extra-EU	183,325	273,287	221,074	300,347	218,649	291,049
Developing countries	154,452	231,671	191,241	263,799	188,663	256,453
<i>Top 3 suppliers</i>						
Spain	710,380	972,306	687,785	852,796	746,222	956,436
Morocco	70,168	103,962	61,982	75,290	61,465	77,549
Turkey	32,757	49,301	44,396	69,623	42,868	64,885
<i>Developing countries</i>						
South Africa	20,974	35,142	40,893	58,256	36,074	46,427
Argentina	11,831	16,408	15,362	20,618	18,126	27,432
Uruguay	11,130	15,203	18,508	24,594	13,778	18,562
Peru	592	752	3,694	4,743	7,484	8,639
Chile	3,160	4,305	3,147	5,102	5,452	7,389

Table 8 Imports of BERRIES by EU member countries, by country of origin, 2000-2002, value in € 1,000 / volume in tonnes

	2000		2001		2002	
	value	volume	value	volume	value	volume
Total	704,217	444,238	711,168	452,884	800,933	432,210
Intra-EU	565,628	350,202	574,612	352,743	637,472	329,395
Extra-EU	138,590	94,036	136,556	100,142	163,461	102,814
Developing countries	50,854	23,332	62,487	20,441	97,287	36,658
<i>Top 3 suppliers</i>						
Spain	296,850	216,758	315,383	228,269	359,914	211,191
The Netherlands	76,384	27,708	68,189	23,567	89,426	25,830
Belgium	66,281	30,795	63,032	27,682	67,325	25,764
<i>Developing countries</i>						
Morocco	34,801	20,190	39,852	14,670	62,153	17,836
Serbia & Montenegro	572	663	1,523	1,696	13,435	14,243
Egypt	3,898	1,074	7,778	2,283	8,304	2,507
Chile	7,050	673	6,503	634	5,319	562

Table 9 Imports of PEARS by EU member countries, by country of origin, 2000-2002, value in € 1,000 / volume in tonnes

	2000		2001		2002	
	value	volume	value	volume	value	Volume
Total	633,767	835,004	649,983	871,304	682,805	843,274
Intra-EU	431,823	569,674	446,071	604,001	440,219	541,850
Extra-EU	201,944	265,330	203,912	267,303	242,587	301,424
Developing countries	190,952	251,780	193,433	254,285	227,877	284,343
<i>Top 3 suppliers</i>						
The Netherlands	144,458	173,015	122,873	152,838	120,164	131,823
Italy	103,243	125,536	98,449	114,866	110,345	129,594
Argentina	89,600	117,098	94,757	126,348	103,049	131,740

Developing countries						
South Africa	58,282	75,964	55,088	71,032	76,065	89,014
Chile	34,891	48,598	32,088	42,541	32,679	43,531
Turkey	4,754	5,474	6,847	8,078	8,573	9,885
China	2,151	2,914	3,652	4,986	6,681	8,993

Table 10 Imports of MELONS by EU member countries, by country of origin, 2000-2002, value in € 1,000 / volume in tonnes

	2000		2001		2002	
	value	volume	value	volume	value	Volume
Total	621,255	1,103,657	683,429	1,160,349	666,081	1,106,934
Intra-EU	456,495	887,619	511,264	923,255	456,578	841,452
Extra-EU	164,760	216,038	172,165	237,094	209,503	265,482
Developing countries	135,232	179,049	148,057	202,179	191,161	231,670
Top 3 suppliers						
Spain	286,116	596,072	330,780	626,102	293,659	562,995
Brazil	40,414	64,427	50,694	90,709	73,855	116,580
The Netherlands	54,642	69,443	59,723	73,431	58,824	70,214
Developing countries						
Costa Rica	43,506	51,138	47,672	47,623	57,876	49,865
Morocco	19,264	18,704	20,788	19,826	25,704	23,228
Panama	2,640	4,359	7,817	9,360	15,358	17,316
Honduras	9,550	13,196	5,239	5,881	4,627	5,323
Turkey	3,967	11,433	4,981	13,635	4,556	10,955

Table 11 Imports of PEACHES, NECTARINES by EU member countries, by country of origin, 2000-2002, value in € 1,000 / volume in tonnes

	2000		2001		2002	
	value	volume	value	volume	value	Volume
Total	641,687	738,943	727,757	790,451	638,825	752,705
Intra-EU	614,807	723,624	693,536	768,561	606,875	733,141
Extra-EU	26,880	15,320	34,221	21,890	31,949	19,564
Developing countries	23,146	13,034	31,265	19,691	29,803	17,968
Top 3 suppliers						
Spain	248,737	265,107	278,102	244,817	281,653	325,802
Italy	242,694	336,329	272,366	394,367	211,510	288,464
France	72,697	65,020	81,719	65,342	72,519	74,307
Developing countries						
South Africa	8,730	4,127	9,746	4,859	10,151	4,811
Chile	8,230	4,565	10,585	6,915	8,275	5,369
Argentina	737	290	3,321	1,654	4,541	2,314
Turkey	1,990	2,105	3,874	3,784	3,430	3,484
Morocco	3,205	1,854	3,584	2,408	3,138	1,856

Table 12 Imports of KIWI FRUITS by EU member countries, by country of origin, 2000-2002, value in € 1,000 / volume in tonnes

	2000		2001		2002	
	value	volume	value	volume	value	Volume
Total	460,335	472,827	518,761	507,406	559,824	463,789
Intra-EU	292,984	303,167	315,238	308,433	356,634	269,551
Extra-EU	167,351	169,660	203,523	198,973	203,190	194,237
Developing countries	36,599	36,750	45,538	44,247	61,285	57,719
<i>Top 3 suppliers</i>						
Italy	130,825	175,783	132,282	169,675	160,161	135,516
New Zealand	130,706	132,804	157,811	154,539	141,888	136,503
Belgium	78,082	51,635	91,127	58,405	93,479	56,209
<i>Developing countries</i>						
Chile	36,338	36,439	45,349	44,028	60,162	56,701
Argentina	140	176	189	219	617	563

Table 13 Imports of PINEAPPLES by EU member countries, by country of origin, 2000-2002, value in € 1,000 / volume in tonnes

	2000		2001		2002	
	value	volume	value	volume	value	Volume
Total	369,919	478,527	441,029	549,755	542,579	593,707
Intra-EU	136,522	160,238	165,487	182,738	211,826	223,796
Extra-EU	233,397	318,289	275,542	367,017	330,753	369,911
Developing countries	233,348	318,254	275,442	366,962	330,638	369,883
<i>Top 3 suppliers</i>						
Costa Rica	87,762	112,740	113,110	135,024	147,382	139,154
Côte d'Ivoire	105,922	158,163	108,959	174,505	104,104	160,537
France	60,977	78,639	65,369	86,178	74,632	101,460
<i>Developing countries</i>						
Ghana	23,331	29,321	30,163	32,590	41,717	36,198
Honduras	4,263	5,176	7,233	9,111	13,453	13,385
Ecuador	306	348	2,583	3,564	8,409	7,823
South Africa	3,809	4,641	4,106	5,030	5,532	5,325
Thailand	1,298	1,154	1,391	844	2,234	1,625

Table 14 Imports of LEMONS, LIMES by EU member countries, by country of origin, 2000-2002, value in € 1,000 / volume in tonnes

	2000		2001		2002	
	value	volume	value	volume	value	Volume
Total	414,198	618,872	436,018	646,717	441,002	688,054
Intra-EU	295,999	443,622	293,848	438,257	293,552	459,006
Extra-EU	118,200	175,250	142,170	208,459	147,450	229,047
Developing countries	113,380	168,277	137,740	201,311	143,335	223,285
<i>Top 3 suppliers</i>						
Spain	211,390	328,679	196,184	307,257	212,353	349,275
Argentina	72,579	115,646	84,552	129,133	83,406	145,222
The Netherlands	43,230	52,417	48,090	58,721	38,708	50,357
<i>Developing countries</i>						
Brazil	7,588	6,083	11,645	9,730	18,581	18,680

South Africa	11,349	18,569	15,050	22,856	13,322	22,542
Turkey	9,766	14,974	15,686	25,175	11,264	18,798
Mexico	4,209	2,966	1,362	1,118	11,063	10,580
Uruguay	4,241	6,473	7,476	11,382	3,365	5,362
Zimbabwe	546	861	411	620	926	779

Table 15 Imports of GRAPEFRUIT by EU member countries, by country of origin, 2000-2002, value in € 1,000 / volume in tonnes

	2000		2001		2002	
	value	volume	value	volume	value	Volume
Total	305,432	558,847	338,109	494,140	300,260	572,817
Intra-EU	95,062	175,342	105,081	146,185	84,479	134,507
Extra-EU	210,370	383,505	233,028	347,955	215,781	438,310
Developing countries	106,103	197,448	118,096	166,339	106,798	184,451
<i>Top 3 suppliers</i>						
USA	61,709	105,929	70,391	109,813	74,111	114,565
South Africa	49,564	92,183	44,647	64,330	49,178	84,139
The Netherlands	44,489	79,455	47,517	62,647	34,292	53,979
<i>Developing countries</i>						
Turkey	27,724	49,773	24,786	40,276	27,169	47,794
Argentina	8,562	14,456	14,258	19,084	10,879	18,882
Honduras	5,584	11,934	8,568	10,643	5,641	8,912
Swaziland	5,686	10,928	6,047	8,605	4,844	9,144
Cuba	4,869	10,291	10,060	11,284	3,387	5,848

Table 16 Imports of AVOCADOS by EU member countries, by country of origin, 2000-2002, value in € 1,000 / volume in tonnes

	2000		2001		2002	
	value	volume	value	volume	value	Volume
Total	241,490	197,050	275,907	189,280	265,703	201,952
Intra-EU	102,235	84,374	116,745	85,099	117,148	86,938
Extra-EU	139,256	112,676	159,161	104,181	148,554	115,015
Developing countries	84,874	69,249	107,492	66,325	94,169	72,144
<i>Top 3 suppliers</i>						
Israel	53,603	42,948	51,424	37,718	54,228	42,780
Spain	49,467	39,453	54,191	40,614	53,735	39,958
South Africa	47,392	42,098	55,409	32,302	51,541	41,038
<i>Developing countries</i>						
Mexico	19,326	12,613	22,030	13,179	17,387	10,447
Kenya	13,772	11,421	21,249	15,775	12,333	11,793
Peru	2,713	2,013	4,747	2,437	6,468	4,713
Chile	98	43	753	508	3,448	1,899
Brazil	294	190	1,053	577	1,003	696

Table 17 Imports of PLUMS, SLOES by EU member countries, by country of origin, 2000-2002, value in € 1,000 / volume in tonnes

	2000		2001		2002	
	value	volume	value	volume	value	Volume
Total	191,555	218,755	242,044	339,415	225,258	301,322
Intra-EU	124,404	163,852	144,972	251,190	131,509	229,367
Extra-EU	67,152	54,903	97,072	88,225	93,749	71,955
Developing countries	54,578	39,137	77,923	59,260	80,153	54,869
<i>Top 3 suppliers</i>						
Spain	46,037	53,310	53,777	78,770	54,488	135,556
South Africa	33,223	24,625	41,854	30,482	46,812	30,088
Chile	15,553	10,161	26,131	19,903	19,936	14,904
<i>Developing countries</i>						
Argentina	3,839	2,801	5,796	4,058	10,387	7,377
Turkey	1,677	1,297	3,472	3,727	2,502	1,944
Serbia & Montenegro	73	104	268	685	270	365

Table 18 Imports of CHERRIES by EU member countries, by country of origin, 2000-2002, value in € 1,000 / volume in tonnes

	2000		2001		2002	
	value	volume	value	volume	value	Volume
Total	213,747	125,413	246,850	127,479	223,365	108,042
Intra-EU	120,315	68,231	106,680	53,181	116,995	52,416
Extra-EU	93,432	57,181	140,170	74,298	106,370	55,626
Developing countries	41,702	17,377	93,801	30,758	71,539	23,176
<i>Top 3 suppliers</i>						
Turkey	32,728	12,434	82,960	27,176	60,659	18,643
Spain	34,295	18,214	31,643	15,560	38,253	19,192
France	18,577	8,656	13,085	5,123	17,910	7,398
<i>Developing countries</i>						
Argentina	2,798	505	4,363	740	4,575	1,054
Chile	3,934	702	5,134	787	4,504	851
Serbia & Montenegro	1,516	2,775	993	1,936	1,304	2,429

Table 19 Imports of GUAVAS, MANGOES by EU member countries, by country of origin, 2000-2002, value in € 1,000 / volume in tonnes

	2000		2001		2002	
	value	volume	value	volume	value	Volume
Total	220,166	184,787	238,092	192,960	221,258	199,245
Intra-EU	72,719	65,422	71,360	57,367	67,561	64,241
Extra-EU	147,447	119,364	166,732	135,593	153,697	135,004
Developing countries	123,415	100,471	143,733	121,955	140,143	123,581
<i>Top 3 suppliers</i>						
Brazil	45,623	39,636	64,209	60,338	64,340	63,804
The Netherlands	40,668	37,171	37,345	34,312	38,154	36,384
South Africa	11,185	9,291	10,735	10,595	15,540	14,439
<i>Developing countries</i>						
Peru	10,843	9,304	8,929	7,749	13,728	10,760
Côte d'Ivoire	11,505	10,306	13,685	10,842	11,739	11,147

Pakistan	8,673	7,094	11,095	8,750	8,812	6,263
Mexico	4,649	3,648	3,015	2,117	4,072	2,569
Senegal	1,039	618	1,524	822	2,593	1,650
Ecuador	3,015	3,258	5,995	6,217	2,436	2,602
Thailand	1,617	420	2,545	693	2,022	511
Costa Rica	3,707	3,092	2,168	1,734	2,006	1,852

Table 20 Imports of APRICOTS by EU member countries, by country of origin, 2000-2002, value in € 1,000 / volume in tonnes

	2000		2001		2002	
	value	volume	value	volume	value	Volume
Total	131,366	126,414	135,025	109,815	124,973	117,047
Intra-EU	115,957	116,849	117,420	98,057	111,300	109,041
Extra-EU	15,409	9,565	17,605	11,758	13,673	8,006
Developing countries	13,159	7,858	13,847	8,300	12,018	6,989
<i>Top 3 suppliers</i>						
France	42,538	35,235	35,321	20,795	51,025	46,039
Spain	45,577	50,941	55,147	54,503	37,061	42,043
Italy	8,893	9,730	8,315	6,395	9,452	9,999
<i>Developing countries</i>						
South Africa	5,611	3,510	5,671	3,247	6,205	3,568
Turkey	4,743	3,207	7,674	4,746	5,133	3,141
Chile	390	128	244	69	514	170

Table 21 Imports of DATES by EU member countries, by country of origin, 2000-2002, value in € 1,000 / volume in tonnes

	2000		2001		2002	
	value	volume	value	volume	value	Volume
Total	116,519	61,488	108,848	61,597	124,206	65,657
Intra-EU	21,487	9,443	18,890	9,535	20,834	8,346
Extra-EU	95,032	52,045	89,958	52,063	103,373	57,311
Developing countries	74,696	46,742	67,269	46,313	77,299	51,182
<i>Top 3 suppliers</i>						
Tunisia	50,755	25,946	47,119	27,053	50,857	27,833
Israel	13,825	3,909	17,366	4,278	21,125	4,975
Algeria	15,593	9,936	10,433	6,946	14,064	9,653
<i>Developing countries</i>						
Iran	5,172	7,821	6,928	10,141	7,926	10,326
South Africa	435	96	709	103	713	142
Turkey	409	237	421	323	706	573

Table 22 Imports of TAMARINDS, LYCHEES by EU member countries, by country of origin, 2000-2002, value in € 1,000 / volume in tonnes

	2000		2001		2002	
	value	volume	value	volume	value	Volume
Total	84,403	32,805	70,928	31,658	74,530	35,454
Intra-EU	16,187	10,182	18,468	9,977	19,502	10,190
Extra-EU	68,216	22,623	52,459	21,681	55,029	25,264
Developing countries	66,136	22,034	50,139	21,027	52,937	24,598
<i>Top 3 suppliers</i>						
Madagascar	55,972	18,677	37,482	16,622	38,067	18,144
France	8,800	4,927	10,522	6,226	9,996	5,548
South Africa	5,925	2,002	7,233	3,032	6,971	2,970
<i>Developing countries</i>						
Thailand	3,227	1,049	3,590	876	3,700	1,178
Pakistan	8	10	5	4	1,683	1,432
Mauritius	255	48	689	141	737	121
India	75	41	181	78	635	380

Table 23 Imports of PAPAYAS by EU member countries, by country of origin, 2000-2002, value in € 1,000 / volume in tonnes

	2000		2001		2002	
	value	volume	value	volume	value	Volume
Total	37,898	19,948	43,716	23,235	55,799	32,786
Intra-EU	7,327	3,198	9,597	4,458	12,155	6,143
Extra-EU	30,571	16,750	34,120	18,776	43,643	26,644
Developing countries	29,361	16,507	32,391	18,403	42,548	26,353
<i>Top 3 suppliers</i>						
Brazil	24,609	13,462	27,006	15,239	31,790	20,245
The Netherlands	4,635	2,033	6,066	2,689	8,381	4,260
India	19	13	32	23	2,283	1,288
<i>Developing countries</i>						
Thailand	786	243	1,133	362	2,013	645
Ghana	2,216	1,858	2,272	1,937	1,836	1,415
Pakistan	0	0	3	1	1,741	1,301

Table 24 Imports of PASSION FRUIT by EU member countries, by country of origin, 2000-2002, value in € 1,000 / volume in tonnes

	2000		2001		2002	
	value	volume	value	volume	value	Volume
Total	32,094	10,063	30,731	10,024	30,692	10,684
Intra-EU	12,891	3,925	12,322	3,871	12,449	4,537
Extra-EU	19,203	6,139	18,409	6,153	18,243	6,147
Developing countries	18,694	6,024	17,731	5,987	17,616	5,976
<i>Top 3 suppliers</i>						
Malaysia	10,221	3,442	9,775	3,556	9,059	3,318
The Netherlands	9,242	2,626	8,713	2,468	8,491	2,729
Kenya	1,963	669	2,183	683	2,617	790
<i>Developing countries</i>						
Zimbabwe	2,903	970	2,370	841	2,134	856

Colombia	1,940	400	1,529	318	1,838	388
Vietnam	516	124	604	157	682	186

Table 25 Imports of FIGS by EU member countries, by country of origin, 2000-2002, value in € 1,000 / volume in tonnes

	2000		2001		2002	
	value	volume	value	volume	value	Volume
Total	27,562	15,175	28,066	16,692	29,810	19,170
Intra-EU	12,992	8,246	15,255	9,860	16,499	11,056
Extra-EU	14,570	6,929	12,810	6,832	13,311	8,114
Developing countries	14,324	6,895	12,388	6,766	12,956	8,051
<i>Top 3 suppliers</i>						
Turkey	10,799	5,985	8,657	5,758	9,205	6,994
The Netherlands	3,612	1,562	4,344	1,832	4,840	2,430
Spain	2,972	1,887	3,626	2,299	3,623	2,150
<i>Developing countries</i>						
Brazil	2,850	715	2,925	789	3,145	905
Peru	430	74	536	100	441	71

Table 26 Imports of TOMATOES by EU member countries, by country of origin, 2000-2002, value in € 1,000 / volume in tonnes

	2000		2001		2002	
	value	volume	value	volume	value	Volume
Total	2,097,321	1,916,643	1,925,493	2,042,324	2,268,573	1,956,576
Intra-EU	1,938,091	1,741,962	1,778,951	1,835,420	2,052,221	1,743,192
Extra-EU	159,230	174,681	146,541	206,904	216,352	213,384
Developing countries	137,228	158,898	128,638	192,772	198,931	201,549
<i>Top 3 suppliers</i>						
Spain	852,888	832,007	790,541	920,982	932,508	846,811
The Netherlands	719,926	588,562	616,135	545,896	730,149	547,853
Morocco	117,175	140,812	112,801	175,990	169,549	171,794
<i>Developing countries</i>						
Turkey	13,076	12,265	9,079	10,340	19,459	20,742
Senegal	2,303	1,869	2,843	2,283	3,724	2,727
Tunisia	2,270	1,820	1,900	1,942	2,387	1,858
Egypt	368	343	446	457	1,012	810

Table 27 Imports of CAPSICUM by EU member countries, by country of origin, 2000-2002, value in € 1,000 / volume in tonnes

	2000		2001		2002	
	value	volume	value	volume	value	Volume
Total	1,007,662	681,051	1,068,871	724,168	1,027,706	774,116
Intra-EU	901,607	589,728	940,659	615,307	905,983	662,144
Extra-EU	106,055	91,323	128,212	108,862	121,723	111,973
Developing countries	48,104	46,893	50,618	57,336	51,854	59,405
<i>Top 3 suppliers</i>						
Spain	406,297	316,869	428,432	331,458	413,652	373,029
The Netherlands	416,127	218,697	421,429	216,910	407,300	220,992

Israel	34,764	17,681	51,773	26,952	47,067	26,685
Developing countries						
Turkey	27,577	29,597	31,925	38,896	31,062	37,932
Morocco	8,916	8,718	7,951	11,396	9,364	14,926
Dominican Republic	870	843	1,115	1,271	1,973	1,929
Thailand	1,585	304	1,587	323	1,727	341
Jordan	784	638	1,155	778	1,329	817

Table 28 Imports of LETTUCE by EU member countries, by country of origin, 2000-2002, value in € 1,000 / volume in tonnes

	2000		2001		2002	
	value	volume	value	volume	value	Volume
Total	747,241	822,796	802,516	838,243	795,436	793,283
Intra-EU	743,425	817,356	796,213	830,740	791,348	789,348
Extra-EU	3,816	5,439	6,302	7,503	4,088	3,934
Developing countries	864	901	1,110	1,122	1,591	1,426
Top 3 suppliers						
Spain	328,628	416,616	352,392	429,494	363,294	421,471
France	124,775	100,911	124,567	100,379	115,041	85,378
The Netherlands	102,322	109,348	116,700	100,436	104,561	91,637
Developing countries						
Chile	243	225	225	232	529	454
Kenya	4	2	3	1	348	97
Morocco	77	110	173	287	310	525

Table 29 Imports of ONIONS by EU member countries, by country of origin, 2000-2002, value in € 1,000 / volume in tonnes

	2000		2001		2002	
	value	volume	value	volume	value	Volume
Total	514,815	1,235,964	718,527	1,417,313	752,264	1,432,767
Intra-EU	410,265	939,800	564,800	1,077,834	564,150	1,024,065
Extra-EU	104,550	296,165	153,727	339,478	188,115	408,702
Developing countries	42,419	83,298	73,529	130,303	91,440	168,340
Top 3 suppliers						
The Netherlands	135,165	379,983	189,790	432,106	176,695	388,021
Spain	111,599	245,103	148,653	300,154	171,030	316,418
France	49,772	88,992	69,349	91,572	66,954	83,758
Developing countries						
Argentina	16,540	26,738	27,805	39,543	31,397	44,997
China	9,036	13,353	12,070	15,584	14,191	17,866
Chile	5,185	17,013	9,438	23,329	12,165	29,091
Egypt	4,580	11,895	6,125	17,236	10,195	30,912
South Africa	116	226	2,160	5,713	5,383	12,717
Turkey	1,102	3,200	4,554	12,349	4,081	13,146
Morocco	1,260	935	2,332	2,556	3,980	4,272

Table 30 Imports of CUCUMBERS by EU member countries, by country of origin, 2000-2002, value in € 1,000 / volume in tonnes

	2000		2001		2002	
	value	volume	value	volume	value	Volume
Total	605,442	714,375	604,966	767,809	599,663	714,786
Intra-EU	593,104	698,191	586,497	743,725	576,347	684,051
Extra-EU	12,338	16,184	18,468	24,084	23,316	30,735
Developing countries	6,442	7,719	11,198	12,914	14,715	16,807
<i>Top 3 suppliers</i>						
Spain	245,280	278,289	256,137	308,199	260,445	273,002
The Netherlands	293,525	346,604	268,737	344,121	246,345	320,448
Greece	14,944	13,203	17,835	20,351	27,372	20,489
<i>Developing countries</i>						
Turkey	4,572	6,067	7,924	10,579	8,449	12,406
Morocco	314	232	1,957	1,219	4,626	2,815
Jordan	1,366	1,169	1,123	872	1,241	1,043

Table 31 Imports of MUSHROOMS by EU member countries, by country of origin, 2000-2002, value in € 1,000 / volume in tonnes

	2000		2001		2002	
	value	volume	value	volume	value	Volume
Total	525,814	215,357	583,591	246,525	552,868	230,982
Intra-EU	392,813	169,327	409,463	179,090	391,493	166,873
Extra-EU	133,001	46,031	174,129	67,435	161,375	64,110
Developing countries	21,436	3,047	28,419	4,846	29,885	6,070
<i>Top 3 suppliers</i>						
The Netherlands	177,970	83,977	176,470	84,058	155,922	72,161
Ireland	122,241	44,538	131,990	47,386	130,213	45,158
Poland	32,043	14,536	60,291	29,983	65,654	34,278
<i>Developing countries</i>						
Serbia & Montenegro	7,205	928	14,150	2,326	10,937	2,436
Turkey	3,064	244	3,636	335	6,476	999
Macedonia	1,203	166	1,019	158	3,335	694
China	2,475	550	2,783	787	2,724	815
Bosnia & Herzegovina	3,360	487	3,317	571	2,134	440

Table 32 Imports of CABBAGES by EU member countries, by country of origin, 2000-2002, value in € 1,000 / volume in tonnes

	2000		2001		2002	
	value	volume	value	volume	value	Volume
Total	455,994	738,540	522,660	751,480	508,228	726,942
Intra-EU	449,483	727,587	513,867	737,778	498,041	712,040
Extra-EU	6,511	10,953	8,794	13,702	10,187	14,903
Developing countries	2,755	3,891	3,826	5,840	4,601	5,942
<i>Top 3 suppliers</i>						
Spain	181,561	231,413	218,985	241,418	215,651	247,027
France	83,257	143,054	98,573	149,751	87,030	130,963
The Netherlands	75,718	143,202	79,434	130,913	78,200	122,699
<i>Developing countries</i>						

Turkey	1,212	2,862	1,401	3,410	1,853	2,331
South Africa	40	43	646	316	863	310
China	1,322	540	1,219	534	856	430

Table 33 Imports of PEAS, BEANS by EU member countries, by country of origin, 2000-2002, value in € 1,000 / volume in tonnes

	2000		2001		2002	
	value	volume	value	volume	value	volume
Total	360,614	362,737	363,155	360,015	374,194	417,297
Intra-EU	147,613	259,538	156,924	247,778	167,162	296,585
Extra-EU	213,001	103,199	206,232	112,236	207,032	120,712
Developing countries	211,057	101,918	205,825	111,719	206,195	119,701
<i>Top 3 suppliers</i>						
Kenya	94,442	30,689	74,296	25,828	75,626	26,132
Morocco	36,415	24,910	49,215	36,753	53,810	45,964
Spain	53,623	36,273	56,507	36,038	53,389	35,912
<i>Developing countries</i>						
Egypt	20,710	18,462	23,894	20,921	23,730	23,348
Senegal	10,368	5,914	10,611	5,900	11,736	5,795
Guatemala	10,239	3,153	10,737	3,668	10,247	2,801
Zimbabwe	12,532	4,188	9,989	4,125	10,167	4,074
Zambia	7,122	3,382	9,498	4,716	4,971	2,663
Ethiopia	6,000	3,521	5,206	3,154	3,676	2,058
Burkina Faso	4,669	2,439	3,543	1,595	3,006	1,332
Gambia	1,308	761	1,277	707	1,319	779
Dominican Republic	1,294	806	1,367	912	1,281	875

Table 34 Imports of CARROTS by EU member countries, by country of origin, 2000-2002, value in € 1,000 / volume in tonnes

	2000		2001		2002	
	value	volume	value	volume	value	volume
Total	284,547	926,038	388,216	1,068,237	343,151	976,470
Intra-EU	271,602	906,123	374,898	1,043,260	331,650	957,908
Extra-EU	12,945	19,915	13,318	24,977	11,501	18,562
Developing countries	3,498	5,203	2,334	4,135	2,201	3,294
<i>Top 3 suppliers</i>						
The Netherlands	99,442	419,352	123,670	441,830	111,084	428,038
Italy	46,821	105,413	80,678	145,630	54,968	109,218
Spain	40,876	92,696	51,799	93,326	49,258	87,908
<i>Developing countries</i>						
South Africa	360	322	392	557	1,029	959
Turkey	2,653	4,287	1,426	2,978	545	1,595
Zambia	146	54	73	28	154	64

Table 35 Imports of ASPARAGUS by EU member countries, by country of origin, 2000-2002, value in € 1,000 / volume in tonnes

	2000		2001		2002	
	value	volume	value	volume	value	volume
Total	204,991	72,364	240,823	79,998	217,746	83,227
Intra-EU	163,029	58,991	191,759	65,481	158,933	65,323
Extra-EU	41,961	13,373	49,064	14,517	58,813	17,903
Developing countries	34,089	9,002	37,578	10,056	44,807	12,372
<i>Top 3 suppliers</i>						
Spain	64,346	23,787	75,321	28,608	70,871	29,445
Greece	46,540	20,222	67,100	23,055	46,756	23,095
Peru	24,600	6,505	28,425	7,544	35,171	9,397
<i>Developing countries</i>						
Thailand	2,221	369	3,307	513	4,097	630
South Africa	2,300	648	1,563	434	1,152	435
Chile	1,591	434	1,600	481	1,072	373
Morocco	1,492	506	1,216	657	1,037	758

Table 36 Imports of COURGETTES by EU member countries, by country of origin, 2000-2002, value in € 1,000 / volume in tonnes

	2000		2001		2002	
	value	volume	value	volume	value	volume
Total	164,712	200,220	200,080	214,942	211,663	209,759
Intra-EU	152,991	185,047	183,259	197,775	187,673	192,014
Extra-EU	11,721	15,172	16,822	17,167	23,990	17,745
Developing countries	11,646	15,099	16,701	17,061	23,854	17,667
<i>Top 3 suppliers</i>						
Spain	112,196	143,879	136,841	152,854	143,411	149,624
Morocco	9,687	12,545	13,952	13,719	20,142	14,017
The Netherlands	13,711	12,445	15,088	12,156	14,988	12,210
<i>Developing countries</i>						
Turkey	1,638	2,150	2,233	2,704	2,639	2,573
South Africa	34	24	75	38	387	148
Egypt	69	92	255	427	381	650

Table 37 Imports of EGGPLANTS by EU member countries, by country of origin, 2000-2002, value in € 1,000 / volume in tonnes

	2000		2001		2002	
	value	volume	value	volume	value	volume
Total	89,726	91,208	98,437	96,265	101,787	191,675
Intra-EU	85,659	86,996	93,228	89,828	97,160	186,725
Extra-EU	4,067	4,211	5,209	6,437	4,627	4,950
Developing countries	3,790	4,036	5,118	6,373	4,573	4,911
<i>Top 3 suppliers</i>						
Spain	42,340	51,065	49,969	55,253	51,005	147,753
The Netherlands	34,475	25,924	32,307	23,308	34,804	27,355
Turkey	2,827	3,526	4,237	5,906	3,308	4,274
<i>Developing countries</i>						
Thailand	357	94	416	102	447	103

Kenya	142	91	125	67	373	155
Ghana	44	39	119	97	238	130

Table 38 Imports of SWEET MAIZE by EU member countries, by country of origin, 2000-2002, value in € 1,000 / volume in tonnes

	2000		2001		2002	
	value	volume	value	volume	value	volume
Total	37,209	24,204	42,790	26,414	47,075	34,423
Intra-EU	11,854	11,561	13,073	12,450	16,838	19,726
Extra-EU	25,355	12,643	29,717	13,964	30,237	14,698
Developing countries	18,336	5,710	21,643	8,376	22,703	9,037
<i>Top 3 suppliers</i>						
Thailand	13,034	3,127	15,838	3,760	16,368	3,855
France	3,349	4,747	4,396	5,546	5,604	7,091
USA	4,320	5,055	5,449	3,702	5,431	3,900
<i>Developing countries</i>						
Morocco	748	859	2,478	3,103	2,499	3,699
Zimbabwe	2,152	617	995	363	1,363	452
Zambia	1,358	524	1,279	568	1,226	516
South Africa	511	307	237	116	654	258

Table 39 Imports of ARTICHOKEs by EU member countries, by country of origin, 2000-2002, value in € 1,000 / volume in tonnes

	2000		2001		2002	
	value	volume	value	volume	value	volume
Total	41,734	47,160	35,909	47,590	39,502	40,738
Intra-EU	39,808	45,758	35,046	46,783	36,828	39,061
Extra-EU	1,926	1,402	863	806	2,674	1,676
Developing countries	1,917	1,398	862	805	2,666	1,672
<i>Top 3 suppliers</i>						
Spain	25,107	27,461	20,700	31,271	23,397	24,418
France	7,848	7,850	7,158	6,702	6,518	5,637
Italy	4,931	8,172	4,805	6,803	5,014	7,652
<i>Developing countries</i>						
Egypt	1,748	1,302	793	758	2,537	1,585
Tunisia	73	43	47	35	122	82
Turkey	5	6	18	11	6	4

Table 40 Imports of FENNEL by EU member countries, by country of origin, 2000-2002, value in € 1,000 / volume in tonnes

	2000		2001		2002	
	value	volume	value	volume	value	volume
Total	25,705	35,207	30,206	38,351	31,042	35,201
Intra-EU	25,669	35,195	30,144	38,337	30,779	35,070
Extra-EU	36	12	62	14	263	131
Developing countries	36	12	60	13	254	123
<i>Top 3 suppliers</i>						
Italy	18,328	27,437	23,571	31,408	22,932	28,257

The Netherlands	3,269	2,816	2,861	2,572	3,423	2,957
Spain	2,698	3,916	2,279	3,234	2,742	2,801
<i>Developing countries</i>						
South Africa	21	5	58	10	154	30
Tunisia	14	7	2	3	68	78
Turkey	0	0	0	0	21	11

Table 41 Imports of SPINACH by EU member countries, by country of origin, 2000-2002, value in € 1,000 / volume in tonnes

	2000		2001		2002	
	value	volume	value	volume	value	volume
Total	23,297	41,587	29,730	39,813	27,698	40,946
Intra-EU	22,297	41,404	27,998	39,158	26,518	40,464
Extra-EU	1,000	183	1,733	654	1,181	483
Developing countries	253	71	44	38	55	32
<i>Top 3 suppliers</i>						
Italy	7,699	6,641	10,217	8,430	7,009	6,197
Spain	5,135	5,416	6,488	4,609	6,629	3,545
The Netherlands	2,444	12,663	2,808	9,928	4,294	11,791
<i>Developing countries</i>						
Thailand	5	3	8	4	23	5
Bangladesh	0	0	0	0	10	6
Turkey	2	3	10	24	8	15

Table 42 Imports of TRUFFLES by EU member countries, by country of origin, 2000-2002, value in € 1,000 / volume in tonnes

	2000		2001		2002	
	value	volume	value	volume	value	volume
Total	15,316	140	13,483	158	17,427	256
Intra-EU	14,569	108	12,117	114	16,564	217
Extra-EU	747	33	1,366	44	863	39
Developing countries	742	33	1,197	43	767	38
<i>Top 3 suppliers</i>						
Spain	6,548	36	3,977	24	8,211	33
Italy	5,176	39	4,175	38	4,516	68
France	2,592	26	3,464	47	3,070	58
<i>Developing countries</i>						
China	694	32	809	40	677	37
Croatia	34	0	323	1	84	0

Table 43 Exports of FRESH FRUIT by EU member countries, by product, 2000-2002, € million / 1,000 tonnes

	2000		2001		2002	
	value	volume	value	volume	value	volume
Total fresh fruit	9,766	14,475	10,792	14,426	10,727	13,851
Intra-EU	8,339	11,759	9,150	11,581	9,061	11,250
Extra-EU	1,427	2,716	1,642	2,845	1,666	2,600
apples	1,197	2,378	1,348	2,239	1,543	2,414
oranges	948	2,214	1,156	2,295	1,262	2,231
bananas	1,290	1,841	1,323	1,762	1,232	1,631
mandarins, clementines	1,160	1,654	1,147	1,483	1,200	1,531
grapes	1,093	1,084	1,252	1,164	982	875
peaches, nectarines	698	949	811	941	746	967
berries	590	357	635	362	659	319
pears	492	691	570	791	563	708
melons	491	1,072	564	1,134	540	1,054
kiwi fruits	292	390	333	393	379	334
lemons, limes	387	695	401	720	365	652
pineapples	151	191	215	250	286	305
apricots	134	137	142	121	144	128
plums, sloes	138	152	167	168	140	146
cherries	138	74	139	66	130	56
avocados	119	99	131	92	124	90
grapefruit	119	226	129	194	123	195
guavas, mangoes	93	78	90	77	78	69
tamarinds, lychees	18	10	33	14	38	14
dates	28	12	27	13	29	12
figs	17	9	17	9	18	11
papayas	13	6	14	8	13	6
passion fruit	11	3	12	4	12	5

Table 44 Exports of FRESH VEGETABLES by EU member countries, by product, 2000-2002, € million / 1,000 tonnes

	2000		2001		2002	
	value	volume	value	volume	value	volume
Total fresh vegetables	7,074	8,820	7,855	9,470	7,971	9,182
Intra-EU	6,267	7,580	6,931	8,175	6,879	7,782
Extra-EU	807	1,240	924	1,295	1,093	1,399
tomatoes	1,966	1,953	1,941	2,189	2,192	2,064
capsicum	1,137	745	1,169	805	1,140	842
lettuce	719	907	808	915	837	870
onions	508	1,475	665	1,522	686	1,570
cucumbers	625	816	714	885	599	801
cabbages	485	914	589	933	589	911
mushrooms	368	167	439	195	430	200
carrots	263	823	377	903	322	874
courgettes	157	224	205	228	202	215
peas, beans	152	206	166	224	175	234
asparagus	156	58	176	66	168	62
eggplants	106	102	122	115	118	116
artichokes	43	46	44	45	41	37
fennel	33	44	39	46	40	43
spinach	21	30	27	87	26	32
truffles	26	0.14	22	0.14	25	0.22
sweet maize	12	18	12	16	12	13

APPENDIX 3 USEFUL ADDRESSES

3.1 Standards organisations

INTERNATIONAL

International Standardisation Institute (ISO)

Internet: www.iso.org

UN/ECE

Trade Division - Agricultural Standards Unit

E-mail: info.ece@unece.org

Internet: www.unece.org

FAO/WHO Food Standards

E-mail: codex@fao.org

Internet: www.codexalimentarius.net

EUROPEAN UNION

Comité Européen de Normalisation (CEN)

European Normalisation Committee

E-mail: infodesk@cenorm.be

Internet: www.cenorm.be

SGS European Quality Certification Institute E.E.S.V.

E-mail: sgs.nl@sgs.com

Internet: www.sgs.com

FRANCE

Association Française de Normalisation (AFNOR)

E-mail: norminfo@afnor.fr

Internet: www.afnor.fr

GERMANY

Deutsches Institut für Normung eV (DIN)

E-mail: peter.anthony@din.de

Internet: www.din.de

ITALY

Ente Nazionale Italiano di Unificazione (UNI)

E-mail: uni@uni.com

Internet: www.uni.com/it

NORWAY

Standards Norway

E-mail: info@standard.no

Internet: www.standard.no

THE NETHERLANDS

NEN

E-mail: info@nen.nl

Internet: www.nen.nl

UNITED KINGDOM

British Standards Institution (BSI)

E-mail: info@bsi-global.com

Internet: www.bsi-global.com

3.2 Sources of price information

INTERNATIONAL

International Trade Centre (ITC)

Internet: www.intracen.org

FRANCE

Services des Nouvelles des Marchés (SNM)

E-mail: cat@snm.agriculture.gouv.fr

Internet: www.snm.agriculture.gouv.fr

Association Interprofessionnelle des Fruits et Légumes Frais (INTERFEL)

E-mail: infos@interfel.com

Internet: www.interfel.com

GERMANY

Zentrale Markt- und Preisberichtsstelle für Erzeugnisse der Land-, Forst- und Ernährungswirtschaft GmbH (ZMP)

E-mail: info@zmp.de

Internet: www.zmp.de

THE NETHERLANDS

Productschap Tuinbouw

Netherlands' Commodity Board for Horticulture

E-mail: pt@tuinbouw.nl

Internet: www.tuinbouw.nl

3.3 Trade associations

EUROPEAN UNION

Freshfel Europe

European Association for the fresh produce industry

E-mail: info@freshfel.org

Internet: www.freshfel.org

BELGIUM

National Fruit and Vegetables Importers, Exporters and Wholesalers Union

Telephone: +32 (0)2 2159050

Fax: +32 (0)2 2156863

E-mail: nufeg@sknet.be

FINLAND

Finnish Food Marketing Association (FFMA)

E-mail: sari.hokkanen@pty.fi

Internet: www.pty.fi

FRANCE

Fédération Française des Importateurs de Fruits et Légumes (FFIFL) and Chambre Syndicale des Importateurs Français (CSIF)

French Federation of Importers of Fruit and Vegetables

Telephone: +33 (0)1 45607280

Fax: +33 (0)1 46753631

E-mail: fifl@wanadoo.fr

Association Interprofessionnelle des Fruits et Légumes Frais (INTERFEL)

E-mail: infos@interfel.com

Internet: www.interfel.com

Association Nationale Interprofessionnelle du Champignon de Couche (ANICC)

French Mushrooms Federation

E-mail: anicc@wanadoo.fr

Internet: www.anicc.com

GERMANY

Naturland-Verband für naturgemäßen Landbau e.V.

Germany's Naturland association for organic agriculture

E-mail: naturland@naturland.de

Internet: www.naturland.de

Deutscher Fruchthandelsverband e.V. (DFHV)

Association of the German Fruit Trade

E-mail: bonn@dfhv.de

Internet: www.dfhv.de

IRELAND

The Wholesale Fruit, Potato and Produce Merchants' Association of Ireland Ltd.

Telephone: +353 (0)1 289 7959

Fax: +353 (0)1 288 6406

ITALY

Associazione Nazionale Esportatori Importatori Ortofrutticoli e Agrumari (ANEIOA)

National Association of Fruit and Vegetable Importers and Exporters

E-mail: aneoarm@tin.it

Internet: <http://xoomer.virgilio.it/aneioa>

Associazione Nazionale Importatori Prodotti Ortofrutticoli (ANIPO)

National Association of Importers of Horticultural Products

Telephone: +39 06 7726401

Fax: +39 06 7004428

E-mail: anipo@confcommercio.it

THE NETHERLANDS

The Greenery B.V.

Marketing and sales organisation

E-mail: info@thegreenery.com

Internet: www.thegreenery.com

Voorlichtingsbureau Groenten en Fruit

The General Promotion Office for Dutch and Imported Fruit and Vegetables

Internet: www.groentenenfruit.nl

Productschap Tuinbouw

Netherlands' Commodity Board for Horticulture

E-mail: pt@tuinbouw.nl

Internet: www.tuinbouw.nl

Frugi Venta

Netherlands Platform of Fruit and Vegetable Traders

E-mail: info@frugiventa.nl

Internet: www.frugiventa.nl

SPAIN

Federación Española de asociaciones de Productores Exportadores de Frutas, Hortalizas, Flores y Plantas Vivas (FEPEX)

E-mail: fepex@fepex.es

Internet: www.fepex.es

SWEDEN

Swedish Fruit and Vegetables Distributors

Internet: www.fruktogront.se

SWITZERLAND

Schweizerischer Obstverband

Swiss Fruit Association

E-mail: sov@swissfruit.ch

Internet: www.swissfruit.ch

UNITED KINGDOM

Fresh Produce Consortium (UK)

E-mail: info@freshproduce.org.uk

Internet: www.freshproduce.org.uk

Mushroom Growers' Association for Great Britain and Northern Ireland (MGA)

E-mail: mel@mushjournal.fsnet.co.uk

Internet: www.mushroomgrowers.org

3.4 Trade fair organisers

GERMANY

ANUGA

One of the leading trade fairs for the food and drink industry worldwide

Frequency, date: biennial, 8 – 12 October 2005

Location: Cologne, Germany

E-mail: anuga@koelnmesse.de

Internet: www.anuga.com

Fruit Logistica

International show for industries involved in fruit trading; developing countries offering exotics are a special target groups

Frequency, date: annual / 10 – 12 February 2005

Location: Berlin, Germany

E-mail: central@messe-berlin.de

Internet: www.fruitlogistica.com

FRANCE

Salon International de L'Alimentation (SIAL)

Trade exhibition for the food industry

Frequency, date: biennial, 2006

Location: Paris, France

E-mail: sial@sial.fr

Internet: www.sial.fr

THE NETHERLANDS

AGF-Totaal

Platform for international trading in fruit and vegetables

Frequency, date: biennial 12 – 14 September 2005

Location: Rotterdam, The Netherlands

E-mail: info@agftotaal.nl

Internet: www.agftotaal.nl

SPAIN

Alimentaria

International food and beverages exhibition

Frequency, date: biennial, 2006
Location: Barcelona, Spain
E-mail: alimentaria@alimentaria.com
Internet: www.alimentaria.com

UNITED KINGDOM

IFE

International food and drink exhibition

Frequency, date: biennial, 13 – 16 March 2005
Location: London, United Kingdom
E-mail: ife@freshrm.co.uk
Internet: www.ife.co.uk

3.5 Trade press

FRANCE

Fruitrop

Language: French, English
Main subjects: (tropical) fruit, vegetables, prices, regulations
Frequency: monthly publication
E-mail: odm@cirad.fr
Internet: <http://passionfruit.cirad.fr/fruitrop/fruitrop.html>

Fruits Légumes Distribution (FLD)

Language: French
Main subjects: fruit, vegetables and their distribution
Frequency: weekly publication
E-mail: omasbou@siac.fr
Internet: www.siac.fr

GERMANY

Fruchthandel

Language: German
Main subjects: fresh fruit, vegetables, nuts, dried fruit and potatoes
Frequency: weekly publication
E-mail: info@fruchthandel.de
Internet: www.fruchthandel.de

THE NETHERLANDS

Vakblad AGF

Language: Netherlands
Main subjects: wide variety of topics on the fruit and vegetable trade
Frequency: weekly publication
E-mail: vakbladagf@reedbusiness.nl
Internet: www.vakbladagf.nl

Primeur

Languages: Dutch and French, in some editions also English and German
Frequency: fortnightly publication
Main subjects: fresh fruit and vegetables trade within Europe
Telephone: +31 (0)113 230621
Fax: +31 (0)113 230865
E-mail: primeur@zeelandnet.nl

SPAIN

Horticultura & Internacional

Language: Spanish
Main subjects: international horticultural trade and techniques
Frequency: monthly publication
E-mail: horticom@ediho.es
Internet: www.horticom.com

Valencia Fruits

Language: Spanish
Main subjects: fresh fruit and vegetables in the Spanish market
Frequency: weekly publication
E-mail: info@valenciafruits.com
Internet: www.valenciafruits.com

UNITED KINGDOM

Fresh Produce Journal

Language: English
Main subjects: news and services for fresh fruit and vegetable businesses in the UK and its supplying countries
Frequency: weekly publication
E-mail: info@fpj.co.uk
Internet: www.freshinfo.com

Eurofruit

Language: English
Main subjects: international market for fresh fruit and vegetables
Frequency: monthly publication
E-mail: info@fruitnet.com
Internet: www.eurofruitmagazine.com

Fruit and Vegetable Markets

Language: English
Main subjects: fresh and processed fruit and vegetables in the European and international markets
Frequency: monthly publication
E-mail: marketing@agra-net.com
Internet: www.agra-net.com

SWITZERLAND

Fruit World International

Language: English, German, French
Main subjects: fresh fruit and vegetables worldwide
Frequency: quarterly publication
E-mail: adve@agropress.com
Internet: www.agropress.com

3.6 Other useful addresses

INTERNATIONAL

Demeter International

E-mail: info@demeter.net
Internet: www.demeter.net

IFOAM

(International Federation of Organic Agriculture Movements)

E-mail: headoffice@ifoam.org
Internet: www.ifoam.org

International Chamber of Commerce

E-mail: webmaster@iccwbo.org
Internet: www.iccwbo.org

European Food Safety Authority (EFSA)

Internet: www.efsa.eu.int

UNCTAD

(United Nations Conference on Trade and Development)

E-mail: info@unctad.org
Internet: www.unctad.org

EUROPE

Contact point EU ECO-label

(Commission of the European Communities)

E-mail: ecolabel@biois.com
Internet: www.europa.eu.int/ecolabel

EurepGap

(European retailers' organisation for the promotion of good agricultural practice)

E-mail: info@foodplus.org
Internet: www.eurep.org

GreenTrade

(Online directory of buyers and sellers of organic products)

E-mail: info@greentrade.net
Internet: www.greentrade.net

Green Trade Net

(E-commerce of organic products)

E-mail: info@green-tradenet.de
Internet: www.green-tradenet.de

TransFair International

(fair trade organisation)

E-mail: info@transfair.org
Internet: www.transfair.org

GERMANY

BCS ÖKO-GARANTIE GMBH

(contact point for organic certification)

E-mail: info@bcs-oeko.de
Internet: www.bcs-oeko.de

Ecocert

(contact point for organic certification)

E-mail: info@ecocert.de
Internet: www.ecocert.de

GTZ Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ) GmbH

(service enterprise for development cooperation)

E-mail: gtz-is-webmaster@gtz.de
Internet: www.gtz.de

Naturland Verband für naturgemäßen Landbau e.V
(Germany's Naturland association for organic agriculture)
E-mail: naturland@naturland.de
Internet: www.naturland.de

FRANCE

Ecocert
(contact point for organic certification)
E-mail: info@ecocert.fr
Internet: www.ecocert.fr

THE NETHERLANDS

CBI / AccesGuide
CBI's database on European non-tariff trade barriers
Email: accessguide@cbi.nl
Internet: www.cbi.nl/accessguide

The Ministry of Public Health, Welfare and Sports
(Netherlands food inspection service)
E-mail: ad@kvw.nl
Internet: www.keuringsdienstvanwaren.nl

SKAL

(internationally operating organisation, inspecting and certifying sustainable agricultural production methods and products)
E-mail: info@skal.nl
Internet: www.skal.nl

Stichting Max Havelaar
(Max Havelaar Foundation, fair trade organisation)
E-mail: maxhavelaar@maxhavelaar.nl
Internet: www.maxhavelaar.nl

Milieukeur Foundation
(Netherlands Ecolabel enquiry point)
E-mail: milieukeur@milieukeur.nl
Internet: www.milieukeur.nl

UNITED KINGDOM

Soil Association
(IFOAM accredited contact point for organic certification)
E-mail: info@soilassociation.org
Internet: www.soilassociation.org

APPENDIX 4 LIST OF DEVELOPING COUNTRIES

The list of developing countries as applied in this market survey, is the OECD DAC list of countries receiving Official Development Assistance (Part I). The list used is applicable as per 1/1/2003.

Afghanistan	Georgia	Pakistan
Albania	Ghana	Palau Islands
Algeria	Grenada	Palestinian Admin. Areas
Angola	Guatemala	Panama
Anguilla	Guinea	Papua New Guinea
Antigua and Barbuda	Guinea-Bissau	Paraguay
Argentina	Guyana	Peru
Armenia	Haiti	Philippines
Azerbaijan	Honduras	Rwanda
Bahrain	India	Samoa
Bangladesh	Indonesia	São Tomé & Príncipe
Barbados	Iran	Saudi Arabia
Belize	Iraq	Senegal
Benin	Jamaica	Serbia and Montenegro
Bhutan	Jordan	Seychelles
Bolivia	Kazakhstan	Sierra Leone
Bosnia & Herzegovina	Kenya	Solomon Islands
Botswana	Kiribati	Somalia
Brazil	Korea, rep of	South Africa
Burkina Faso	Kyrgyz Rep.	Sri Lanka
Burundi	Laos	St. Helena
Cambodia	Lebanon	St. Kitts-Nevis
Cameroon	Lesotho	St. Lucia
Cape Verde	Liberia	St. Vincent and Grenadines
Central African rep.	Macedonia	Sudan
Chad	Madagascar	Surinam
Chile	Malawi	Swaziland
China	Malaysia	Syria
Colombia	Maldives	Tajikistan
Comoros	Mali	Tanzania
Congo Dem. Rep.	Marshall Islands	Thailand
Congo Rep.	Mauritania	Togo
Cook Islands	Mauritius	Tokelau
Costa Rica	Mayotte	Tonga
Côte d'Ivoire	Mexico	Trinidad & Tobago
Croatia	Micronesia, Fed. States	Tunisia
Cuba	Moldova	Turkey
Djibouti	Mongolia	Turkmenistan
Dominica	Montserrat	Turks & Caicos Islands
Dominican republic	Morocco	Tuvalu
Ecuador	Mozambique	Uganda
East Timor	Myanmar	Uruguay
Egypt	Namibia	Uzbekistan
El Salvador	Nauru	Vanuatu
Equatorial Guinea	Nepal	Venezuela
Eritrea	Nicaragua	Vietnam
Ethiopia	Niger	Wallis & Futuna
Fiji	Nigeria	Yemen
Gabon	Niue	Zambia
Gambia	Oman	Zimbabwe

APPENDIX 5 USEFUL INTERNET SITES

www.thefruitpages.com

Provides practical information on the characteristics of all kinds of fruit, especially exotic and citrus fruit. You can also subscribe to a free fruit newsletter and ask questions relating to fruit. (Language: English)

www.fruitonline.com

This site is devoted to the international fruit business. It offers a diverse array of free information. As you browse through its pages, you will find fruit prices, market analyses, statistics, fruit industry news and business opportunities. (Language: English, Spanish)

www.fintrac.com

Fintrac is a market research, information technologies and technical consultancy firm, which provides specialised products and services to agribusiness, governments and associations worldwide. The web site contains market, trade, price and other information on fresh produce and also provides news and links to other sites. (Language: English, Spanish)

www.agribusinessonline.com

This Internet site, which was created through the merger of Fintrac's Global Agribusiness Information Network and MarketAg, provides market prices, market information, company directories, calendar of events, crop guides and more than one thousand links to market research, statistics, regulations, associations and many other organisations relevant to the fresh produce trade. (Language: English)

www.freshinfo.com

The web site of the magazine Fresh Produce Journal provides daily news, information on events and an archive of news and features plus global produce data. Also contains an on-line fresh produce industry marketplace. (Language: English)

<http://faostat.fao.org/faostat/collections?subset=agriculture>

This Internet site contains the statistical database of the FAO (Food and Agriculture Organization). It offers detailed information on production, imports and exports of several kinds of fruit and vegetables.

(Language: English, French, Spanish, Arabic, Chinese)

www.ifoam.org

Web site of the International Federation of Organic Agriculture Movements. Information on fairs, projects, events, regulations, reports and magazines on organic agriculture. Also provides links to other international organisations and databases including a collection of Country Reports on Organic Agriculture. (Language: English)

www.minlnv.nl

The web site of The Netherlands Ministry of Agriculture, Nature Management and Fishery provides information on policy and statistics on agriculture, nature management and fisheries. It also has links to other useful sites in Europe. For an overview of information by subject and country, please refer to www.minlnv.nl/agribusiness. (Language: English, Dutch)

www.coleacp.org

Web site of COLEACP (Europe-Africa-Caribbean-Pacific Liaison Committee), which promotes the export of fresh fruit, vegetables and flowers from the ACP countries. It provides links to the "Pesticides Initiative Programme," which aims to provide practical solutions to ACP fruit and vegetable producers' and exporters' adaptation difficulties, and to the "Harmonised Framework for Codes of Practice," which promotes safe and

responsible production in the horticultural sector in ACP countries. (Language: French, English)

europa.eu.int/comm/food/index_en.html

Web site of the European Union, with practical information on food safety and direct links to pesticide regulations, food labelling and many other food safety issues. (Language: Spanish, Danish, German, Dutch, English, French, Italian, Finnish, Swedish, Greek)

APPENDIX 6 REFERENCES

- FAO/ITC/CTA, 'World Markets for Organic Fruit and Vegetables - Opportunities for Developing Countries in the Production and Export of Organic Horticultural Products,' 2001
- United Nations Conference on Trade and Development, 'Organic Fruit and Vegetables from the Tropics,' 2003
- Catherine Dolan, John Humphrey and Carla Harris-Pascal, 'Horticulture Commodity Chains: The Impact of the UK Market on the African Fresh Vegetable Industry,' 1999
- Catherine Dolan and John Humphrey, 'Changing Governance Patterns in the Trade in Fresh Vegetables between Africa and the United Kingdom,' 2002