USDA Foreign Agricultural Service
GAIN Report
Global Agriculture Information Network

Template Version 2.09

Required Report - public distribution

Date: 9/28/2004

GAIN Report Number: AU4025

Austria

Exporter Guide

Annual

2004

Approved by:
Sarah Hanson
U.S. Embassy

Prepared by:
Dr. Roswitha Krautgartner

Report Highlights:
Economic indicators signal that a recovery has started in Austria with economic growth projected to reach 2.5% in 2005. Retail food sales are expected to increase by 2% annually over the next few years. Organic food consumption amounted to 4% of total food sales in 2004 and continues to increase. The trend towards convenience food and ready-to-eat meals will continue. Seafood, dried fruits, nuts, organics, wine, and gourmet foods offer the best U.S. export opportunities.

Includes PSD Changes: No
Includes Trade Matrix: No
Unscheduled Report
Vienna [AU1]
[AU]

I. Market Overview

Economic situation and how it affects consumer spending and sales of U.S. products

Austria, with its well-developed market economy and high standard of living, is closely tied to other EU economies, especially Germany's. Membership in the EU has drawn an influx of foreign investors attracted by Austria's access to the single European market and proximity to EU aspirant economies. Slow growth in Germany and elsewhere in the world held the Austrian economy to 0.7% growth in 2001, 1.4% in 2002, and less than 1% in 2003. However, recent data signal that a recovery has started. The government estimates economic growth of 1.7-2.1% in 2004 and 2.5% in 2005, driven mainly by higher exports. In spite of brisk expansion rates achieved for Central and Eastern European markets, Austrian exports continue to be focused on Western Europe.

Austrian manufacturing, due to its close supply ties, is benefiting from the swift recovery in the German export-oriented sector. Investment is tentatively heading up, with spending on machinery and equipment boosted by rising sales expectations of firms and construction activity.

Private household consumption remains subdued, because of sluggish income growth, although cuts in direct taxes next year should provide some forward momentum. The substantial increase in raw material prices, notably for crude oil, is pushing up inflation by some ¼ percentage point to an annual rate of 1.9 percent this year. Employment is set to gain 0.6 percent this year, assuming the usual reaction pattern to stronger activity. The sizeable inflow of foreign workers will nevertheless keep unemployment at its present level.

The tax reform 2004-05 includes tax cuts for income taxation (-2.2 billion Euro) and corporate taxation (-1.1 billion Euro), as well as increases of several excise taxes (232 million Euro). A positive effect of the tax reform on GDP and employment is expected.

The strong Euro exchange rate is dampening inflation; the inflation of 1.4% in 2003 confirms that a high degree of price stability will be maintained.

Food Expenditures

In 2003 (latest available statistics), total household expenditures for food and non-alcoholic beverages amounted to 16.1 billion Euro (US$ 18.18 billion). This was up 1.90% compared to 2002. In the same period, total expenditures for alcoholic beverages and tobacco rose by 2.78% to 3.7 billion Euro (US$ 4.18 billion).

Annual household expenditures for food and non-alcoholic beverages rose to 3,875 Euro (US$ 3,914) in 2002. Annual alcoholic beverages and tobacco products expenditures amounted to Euro 797 (US$ 805) per household, which corresponded to 2.7% of total household expenditures.

Key demographic developments and their impact on consumer buying habits

The number of single households and childless double working partnerships is rising. While at the beginning of the sixties there were not even a half million single households in Austria, today there are nearly one million which corresponds to almost one third of all households. The number of larger households has not risen as strongly.

The rise in single households boosts demand for convenience products and for food eaten outside the home. Singles are not only young urban working people but also retired persons. The rising number of elderly people, many of whom have significant disposable income, creates additional demand for health and dietetic foods.

When responding to polls, consumers usually express a preference for high quality foods; however, when it comes to actually buying, price appears to be the major purchasing factor for a majority of the population. However, for special events most people, even those on a low income, are willing to spend more for “exclusive” products. In addition, the higher income and gourmet market segments (which regular buy high priced foods) is growing.

The traditional Austrian diet is based on pork, flour, and vegetables. Cakes and bakery products are also important parts of the diet. Austrian dishes are rich in cholesterol and fat and the most important ingredient is meat, either pork or beef. The increasing interest in wellness, especially among younger people, who are more concerned about their health makes low-fat food more and more popular.

Because of environmental concerns, increasing health awareness, a very negative perspective of Austrian consumers towards biotech products, organically produced food is expected to grow steadily. Within the last two years the market share of 3% could be increased to 4% in 2004. Austria is within the EU the country with the highest percentage of organic farms.

Due to the increasing number of single households and the rising number of older people seeking companionship, the number of pets should continue its upward trend. This should stimulate demand for pet food in the coming years.

Size and growth rate for the consumer foods and edible fishery product markets

General

The food sector grew by 7.9% in the 1999 to 2003 period to Euro million 10,568.3 (US$ million 11,936.2), mainly due to the expansion of discounters like Hofer, Mondo and Lidl (Table 1). The grocery sector is the biggest outlet type in the retail sector and is expected to show a revenue growth of 10.3% in the 2003 to 2008 period. In 2003, total retail sales of food outlets (including non food products) accounted for Euro million 15,202.5 (US$ million 17,170.21).

Table 1: Retail Sales Food 1999-2003

EUR million	1999	2000	2001	2002	2003
Food	9,798.6	9,701.9	9,952.5	10,274.5	10,568.3
% growth		-1.0	2.6	3.2	2.9
Index 1999 = 100	100.0	99.0	101.6	104.8	107.7

Source: Euromonitor IMIS/SA/Wirtschaftskammer

Consumer expenditures on food and beverages increased by 11.95 in the period from 1999 to 2003 (Table 2). Fresh food is still regarded as a necessity by Austrian consumers, however, growth was also seen in pre-cooked food and convenience food due to the rising number of single-person households and "time-poor" parents.

Table 2: Consumer Expenditure on Food/Beverages/Tobacco/Groceries 1999-2003

EUR million, current prices	1999	2000	2001	2002	2003
Food/Non-alcoholic beverages	14.5	14.9	15.4	15.8	16.1
Alcoholic beverages/Tobacco	3.2	3.4	3.5	3.6	3.7
TOTAL	17.7	18.3	18.9	19.4	19.8

Source: 1999-2002 SA, 2003 Euromonitor estimates
Note: Totals may not sum due to rounding

Organic Food

History, consumer acceptance, and government support have worked together to transform organic foods in Austria from a niche market to a market segment of considerable importance. Production, imports and exports are still growing and the Austrian government is supporting programs designed to increase organic consumption. The Austrian market for organic products is dominated by supermarket chains, all of which have their own organic labels. In 1994, the REWE Group Austria started with the organic brand name "ja natuerlich". Several supermarket chains followed this example. Perhaps unique to Austria, food retailers focus their marketing resources on organic foods in an effort to shape the overall image of the store. Organic foods are promoted in an effort to build consumer confidence in all of the food products sold by the chain.

The importance of organic food continued to increase in 2002. Sales of organic food experienced a boost in 2002 as discounter Hofer launched “Natur Aktiv”. “Natur Aktiv” continues a trend of private label ranges being the main movers of the organic market in Austria. According to “Bio Ernte Austria”, which is by far the largest association representing organic farmers, some 60% of its production is sold via private label ranges, some 20% is sold directly at the farm and 20% is exported. In 2002, total sales of organic food in Austria were estimated at some 350 million Euro (US$ million 357.3), which corresponds to about 4% of total food sales.

There are especially good market opportunities for U.S. organic dried fruits and nuts.

Packaged Food

In 2003, sales of packaged food in Austria are expected to increase by 3% in current value terms, just slightly ahead of inflation. Packaged food accounts for about one third of total Austrian food expenditures. Current value sales will be up in all sectors except meal replacement products. In volume terms the only declining sectors will be meal replacement products, canned food and oils and fats, with baby food stagnating. In percentage terms, the only sector with double-digit growth in both value and volume terms will be noodles, albeit from a very low base. Ready meals will be the only other sector with close to a double-digit increase in volume terms, but intense price competition in this sector will mean slower growth in value sales.

Variety, convenience and wellness are the main trends. Consumer tastes are becoming increasingly varied and less fixated on particular product types and flavors. Furthermore, eating habits are changing, with greater demand for snack-sized and light products with low calorie content. While demanding greater variety, consumers want to reduce the time they spend shopping and preparing meals. An increasing degree of health consciousness underpins growth for products marketed under the wellness aspect. At the same time, increased focus on variety has also led again to greater emphasis on the concepts of indulgence and enjoyment.

Ready Meals

In 2003, sales of ready meals are expected to increase by 4.7% in constant value terms to reach 169.3 million Euro. Volume sales are expected to reach 34,225MT in 2003, up by 8.6% on 2002. This is compared to average annual growth in volume over the review period of 8.8%. See Table 3.

There is clear polarization between premium and mass products. Volume sales of ready meals are growing stronger than value due to competition from private labels, which places downwards pressure on prices.

Frozen ready meals are expected to register a good performance in 2003, with 7.9% growth in constant value terms and a 13% volume increase, to reach Euro million 67.9 and 15,645MT respectively. This is compared to average annual growth in constant value terms of 8%. Chilled ready meals are expected to grow by 7.6% in constant value terms to reach Euro million 37.8.

Chilled pizza is the fastest growing niche, with growth of 8.2% in constant value terms expected in 2003 to reach Euro million 1.7 million. Chilled pizza is also seen as a premium product, which explains the stronger growth in value compared to volume. Chilled pizza offers freshness, convenience and a growing variety of tastes. Furthermore, chilled pizza requires a significantly shorter preparation time than frozen pizza. Although chilled pizza is becoming increasingly popular, 2003 is also expected to be a comparatively good year for frozen pizza.

Table 3: Retail Sales of Ready Meals: Value 1998-2003

Euro million	1998	1999	2000	2001	2002	2003
Canned ready meals	12.1	11.5	10.9	10.4	10.0	9.8
Frozen ready meals	42.2	48.0	49.4	55.0	61.9	67.9
Dried ready meals	1.8	1.8	1.8	1.8	1.8	1.8
Chilled ready meals	22.8	25.1	27.9	31.2	34.6	37.8
Dinner mixes	-	-	-	-	-	0.3
Frozen pizza	53.0	51.8	49.2	48.5	49.2	50.0
Chilled pizza	1.0	1.0	1.2	1.4	1.5	1.7
Ready meals	132.9	139.2	140.4	148.3	159.1	169.3

Source: Official statistics, trade press, company research, trade interviews, Euromonitor estimates
Note: 2003 provisional data

Sweet and Savory Snacks

Sweet and savory snacks look set to experience growth of 2.2% in current value terms in 2003 to reach Euro million 119.1. See Table 4.

The reason for the good performance of sweet and savory snacks is the fact that companies are concentrating on stronger advertising activities aimed especially at younger generations and on strengthening the brand awareness of their products. Companies affirmed that greater attention is being put on innovative products.

Petrol/gas/service stations, in particular, is one of the most important convenience retailers. Products in sweet and savory snacks are often bought on impulse and are offered in smaller packaging through petrol/gas/service stations.

Chips/crisps looks set to grow by 5.1% in current value terms in 2003 to reach Euro million 36.5.

Table 4: Retail Sales of Sweet and Savory Snacks: Value 1998-2003

Euro million	1998	1999	2000	2001	2002	2003
Fruit snacks	-	-	-	-	-	-
Chips/crisps	29.5	30.6	31.7	33.1	34.7	36.5
Extruded snacks	31.3	30.1	28.9	28.5	28.2	28.4
Tortilla/corn chips	-	-	-	-	-	-
Popcorn	9.4	9.6	9.7	9.8	9.8	10.0
Pretzels	22.3	22.0	21.6	21.3	21.2	21.0
Nuts	19.9	20.7	21.2	21.8	22.5	23.2
Other sweet and savory snacks	-	-	-	-	-	-
Sweet and savory snacks	112.3	113.0	113.2	114.5	116.5	119.1

Source: Official statistics, trade associations, trade press, company research, store checks, trade interviews, Euromonitor estimates
Note: 2003 provisional data

Beverages

The heat wave of summer 2003 has had a positive effect on total soft drinks sales, which are expected to be up by 7.8% in volume terms on 2002. All product types benefited from the heat. Even carbonates, which have seen years of stagnation or decline, saw a recovery and participated in the overall demand growth. Off-trade volume sales are expected to be up 8.3% in 2003, whilst on-trade sales are likely to increase by 6.4%.

Bottled water remains the largest soft drinks sector in volume terms through the off-trade channel in 2003, with carbonates the largest in value terms. Boundaries between sectors or different product types are becoming increasingly blurred as manufacturers take the positive features of one product and try to incorporate them into another in attempts to add value. Thus, a fast growing niche within bottled water has been "functional" flavored water, positioned as a wellness product due to the nature of the flavors. See Table 5.

Table 5: Off-Trade versus On-Trade Sales of Soft Drinks (as sold) by Sector: Volume 2003

Million litres	Off-trade	On-trade	TOTAL
Carbonates	473.9	240.6	714.5
Fruit/vegetable juice	222.1	79.8	301.9
Bottled water	664.8	128.8	793.6
Functional drinks	27.6	10.8	38.4
Concentrates	22.8	1.1	23.9
RTD tea	113.5	15.6	129.1
RTD coffee	3.1	0.1	3.1
Soft drinks	1,527.7	476.9	2,004.7

Source: Trade press (Cash, LK Handelszeitung), trade interviews, Euromonitor estimates
Note: Volume totals exclude powder concentrates

In 2003, volume sales of alcoholic drinks are expected to see a small increase on 2002, driven by a positive performance from all products. Flavored alcoholic beverages were the most dynamic, with an increase of just over 5% in volume terms. Beer saw the slowest growth, but contrary to a long-term trend, sales still were up slightly, which follows the surprise growth of beer in 2002. Meanwhile, wine sales saw an increase in the low single digits, driven by healthy off-trade growth. See Table 6.

With total per capita consumption of just over 106 liters expected in 2003, beer is clearly the most popular alcoholic drink in Austria. Consumption has been on a long-term decline, but recovered slightly in 2002, when it saw an increase, stagnating again in 2003.

Wine is the second most popular drink, with expected per capita consumption of more than 35 liters in 2002, (including vermouth and fortified wine as well as sparkling wine). Still wine sales saw a shift from direct sales towards more purchases made in supermarkets, as retailers improved their wine ranges. White wine still accounts for the majority of still wine sales, but red wine has seen faster growth. There is a strong market for imported wines – in 2003 some 24% of wine sales were comprised of imported wines – of which 20% were red, and only 4% white. Foreign red wines have a particularly high share in many restaurants, but also in the retail channel. Austrian consumers are willing to spend more money on high quality wine for special occasions and are willing to try out new products.

Table 6: Sales of Alcoholic Drinks by Sector: Total Value 1998-2003

EUR million	1998	1999	2000	2001	2002	2003
Beer	2,290.0	2,343.8	2,337.2	2,349.4	2,381.4	2,422.2
Cider/perry	-	-	-	-	-	-
FABs (flavoured alcoholic beverages)	35.7	46.9	60.4	72.6	160.4	179.2
Wine	2,405.9	2,571.2	2,576.8	2,674.1	2,770.6	2,843.9
Spirits	609.6	620.6	622.5	648.2	653.2	656.6
Alcoholic drinks	5,341.2	5,582.5	5,596.9	5,744.3	5,965.6	6,101.9

Source: Trade press, trade interviews, Euromonitor estimates

Pet Food

Overall the pet population increased by 9% in the period 1998 to 2003. The dog population increased by 10%, which is linked to the larger number of retired people. In 2002, 15% of all households owned a dog, while 19% of all households owned a cat. Most of the dog owning households own just one dog, while it is estimated that some 60% of the cat owning households have more than one cat.

Dog and cat food lost the momentum it showed in the first half of the review period, despite a trend towards higher value products, especially in wet pet food. Greater convenience and more freshness were important trends underpinning a shift from cans towards products packaged in bowls and single-portion bags. Single-portion bags where the main trend in 2002 and 2003, especially in cat food, but in 2003 they were also extended into dog food with the launch of Pedigree pouches. See Table 7.

Dry dog and cat food is still under-represented, as Austria has a long tradition of using wet dog and cat food. In the first half of the review period, there were some signs of a catch-up with fast growth of dry products.

Treats continued to be the most dynamic area in 2003 and 2002; both cat treats and dog treats, although growth seems much higher for cats than dogs (15% current value 2003). This is due to the fact that consumer's treat their pets like humans and enjoy rewarding them with little treats. Growth in treats was driven both by an increase in the number of consumers, as well as by existing consumers feeding treats to their pets more often.

Table 7: Retail Sales of Pet Food and Pet Care Products by Sector: Value 1998-2003

EUR million	1998	1999	2000	2001	2002	2003
Dog and cat food	212.3	218.3	227.9	235.2	236.3	237.9
Other pet food	17.3	17.9	18.3	18.8	19.1	19.3
Pet care products	37.3	38.9	40.1	41.0	41.5	41.7
Pet food and pet care products	266.9	275.1	286.4	294.9	296.8	298.9

Source: Trade press, trade interviews, Euromonitor estimates

Seafood

Seafood consumption (including fresh and salt water fish and invertebrates; fresh frozen and canned) is low but rising. Most Austrian families spend about 1% of their total food budget on purchases of fish and fish products. Per capita consumption, which was 6.0 kg in 2002, increased to around 6.2 kg in 2003. Freshwater fish consumption accounts for roughly 10% of total seafood consumption. Imports of seafood rose in the period 2002 to 2003 by 3.6% to 48,574MT. Frozen fish/seafood sales are expected to experience growth of 2.8% in constant value terms, also canned seafood is expected to grow by 2.7%.

It is expected that seafood consumption will continue its overall upward trend in the coming years. The reason for this trend is the rising standard of living, health awareness, the rising number of restaurants serving seafood, and the fact that tourism to coastal countries has acquainted the population with seafood. Most fresh/frozen whole fish is consumed in restaurants, whereas housewives still prefer natural or breaded frozen filets or sticks of cod, hake and flatfish. Among canned fish, tuna and sardines lead.

Consumption of seafood includes fish (fresh, chilled, frozen 2kg/capita; dried and/or salted, smoked etc. 0.4kg/capita), crustaceans (fresh, chilled, frozen 0.1 kg/capita), and mollusks (fresh, chilled, frozen, dried 0.1 kg/capita). Consumption of canned and marinated seafood products is around 24,400 MT of which 23,000 MT account for by fish and 1,400 MT for by crustaceans and mollusks. Among saltwater fish, most in demand are cod (chilled or frozen), cod filets (breaded and frozen), canned fish (sardines, anchovy, tuna, herring), pickled fish (mainly herring), and smoked fish (various types). There has been a definite upward trend in the popularity of salmon (mostly from Norway and Scotland) and luxury products such as lobster and shrimp.

Advantages and Challenges for U.S. Suppliers on the Austrian Market

Advantages	Challenges
An aging population	Reservation towards foods containing or made from biotech products
Urban population growing	Reservations towards products with chemical food additives
High quality of U.S. products	Average tariff levels are high
Good reputation of certain U.S. products	Large distance to this market keeps shipping costs high
Promotion can possibly be carried out in cooperation with Embassy marketing efforts of U.S. products	High promotion costs to increase consumer awareness
Interest in organic U.S. products by traders	Highly concentrated food retail market
Good infrastructure, efficient distribution system, most importers speak English	Difficult to acquire shelf space in large supermarket chains
Interest in new food articles	Usually relatively small quantities are imported.
Marginal domestic seafood production	Unawareness of high U.S. quality by consumers
Certain fruits, vegetables not produced by domestic agriculture	
Undeveloped niche market for certain game meats	
Growing interest in ethnic foods and sea foods due to rising vacations in distant and costal areas	
Growing pet food market	

II. Exporter Business Tips

Local business Customs

In general, food retailers buy domestic and imported products from Austrian and/or German wholesalers. The large supermarket chains have their own purchasing sections, which buy and store foodstuffs centrally for their own retail stores. The central purchasing sections also carry out imports. However, some items are purchased through wholesale importers (e.g. almonds). Due to the strong concentration of the food retail sector, the supermarket chains are very powerful vis-a vis producers and slotting fees for retail space are the norm.

General consumer tastes and preferences

Austrians have conservative tastes that are reflected in the local cuisine and in local production methods and marketing. In recent years, attention has been drawn to food additives. Austrians prefer foods without artificial flavors, stabilizers, emulsifiers, and preservatives. In addition, most consumers reject foods containing biotech products. For this reason, the leading supermarket chains banned such products from their shelves. Similarly, there is significant consumer interest in organic products. Sales of these products are still low but are steadily rising. Economists believe that organic products may someday reach 10% of the total food market. Light products are also in; however, consumers do not seem to tolerate a loss in flavor as compared to 'normal' products.

As in other western countries, beef consumption has been declining, whereas pork, poultry, and lamb have been increasing. The latter is mainly a result of immigration from Islamic countries. Cheese consumption, which is already high, will continue rising. This is particularly true for semi-hard and fresh cheeses.

With fruit juices, certain acidity is preferred. This applies also to white wines. Jams and marmalade are more appealing to Austrians if fruit pieces are included and if they are not too sweet. Cereals sell better if they are crunchy.

Food standards and regulations

With regards to foods: See Food and Agricultural Import Regulations and Standards report AU4021 (this may be found at: http://www.fas.usda.gov/scriptsw/attacherep/default.asp)

Regarding pet food: Registration is not required; however, the products have to comply with EU regulations.

General import and inspection procedures

Incoming goods go either to the customs storage (small) or to a freight forwarder's facility at transport terminals or airports. Storage and removal from storage is carried out under the supervision of a customs officer who compares the documents with the commodities. Later, the invoice for import duty is issued. Food inspectors at the port of entry storage do not routinely check packaged foods. However, the customs officer may take samples to double check for ingredients (sugar, milk powder, alcohol) and that customs duties are paid for these ingredients according to their proportion.

Veterinary and customs import documents must be in German. However, if a customs officer or border veterinarian can read another language, he may accept it. Veterinary certificates are usually bi-lingual. There is no appeal of decisions by the customs office or the veterinary service.

If an importer objects to the quality of the product, the case can be brought to the arbitration center.

Complete information on EU import rules for food products may be found at: http://www.useu.be/AGRI/usda.html

III. Market Sector Structure and Trends

Trends toward industry concentration and strategic implications for U.S. suppliers

Since EU accession, concentration in the food industry and food retail sector has accelerated. Many food-processing companies are too small to survive alone in a large market and therefore merge with larger national or foreign firms. U.S. companies may be interested in acquiring Austrian food factories or retail shops. So far, Master Foods appears to be the only U.S. enterprise in Austria involved in food processing.

Domestic industry capacity versus availability of foreign-supplied products

More than three quarters of all agricultural supplies, including raw material for the food industry comes from other EU countries. Regarding imports of processed foods, 90% come from other EU countries.

The strongest branch of Austria’s food industry is the beverage sector, particularly the brewing industry and the fruit juice industry. The latter imports concentrated citrus juices, particularly orange juice. The hard alcohol drinks industry is suffering from heavy competition.

Trends in promotional/marketing strategies and tactics

The most efficient advertising is television, which nonetheless tends to be more expensive in Austria than in the U.S. The industry uses this medium for promoting food and pet food brands, and the two largest supermarket chains have regular TV spots. Supermarket and hypermarket chains have their own weekly or bi-weekly flyers where products available in their stores are advertised. These fliers reach a wide range of interested purchasers and thus are regarded as efficient. In-store promotions are also very successful. There are several U.S. products which have probably good chances on the Austrian market, dried fruits and nuts, seafood, wine, etc.

Trends in tourism sales, holiday gift sales, and Internet sales

Tourism contributed 9 billion Euro (4.2%) to Austria’s GDP in 2002 and plays an important economic role. Each year around 80 million overnight stays by foreigners are logged. The major share of tourists comes from Germany (about 50 million), followed by Netherlands (8 million). The main tourist areas are the western and southern alpine regions (provinces Tyrol 39 million, Salzburg 20 million, Carinthia 13 million).

In general, tourists, particularly those from Germany, favor the local Austrian cuisine during their vacation. However, in recent years ethnic foods have become more popular (in part because of immigration and Austrians traveling abroad) and the demand for seafood has increased.

IV. Best High-Value Product Prospects

The 15 consumer food/edible fishery products, which offer the best U.S. export opportunities, are as follows:

Alaska Salmon
Catfish
Lobster
Shrimp
Pecans (conventional and organic)
Walnuts (conventional and organic)
Pistachios (conventional and organic)
Almonds (conventional and organic)
Dried cranberries (conventional and organic)
Other dried fruits (conventional and organic)
Cranberry juice
Wine
Tobacco
Pet food (conventional and organic)
Beef, non-hormone treated

V. Key Contacts and Further Information

American Embassy
Office of Agricultural Affairs
Dr. Roswitha Krautgartner, Agricultural Specialist
Boltzmanngasse 16
A-1090 Wien
Phone: + 43 (1) 31 339/ext 2249
Fax: + 43 (1) 310 8208
e mail: agvienna@usda.gov
Website: http://www.usembassy.at/en/usda/

Bundesministerium fuer Wirtschaft und Arbeit
(Federal Ministry for Economic Affairs)
Abteilung II/11
(Division II/11)
Stubenring 1
A-1011 Wien
Phone: + 43 (1) 71100/ext. 5774
Fax: + 43 (1) 715 96 51
Website:http//.www.bmwa.gv.at/

Bundesministerium fuer Land- und Forstwirschaft, Umwelt und Wasserwirtschaft
(Federal Ministry for Agriculture and Forestry, Environment and Water Management)
Abteilung III A 2
(Division III A 2)
Stubenring 1
A-1011 Wien
Phone: + 43 (1) 71100/ext. 2878
Fax: + 43 (1)71100 2937
Website:http://www.lebensministerium.at

Agrarmarkt Austria (AMA)
(Agricultural Market Austria)
Dresdnerstr. 70
A-1200 Wien
Phone: + 43 (1) 33 151 0
Fax: + 43 (1) 33 151 399
Website: http://www.ama.at

Austrian Economic Chamber
Wiedner Hauptstr. 63
A-1045 Wien
Phone: + 43 (1) 501 050
Fax: + 43 (1) 502 06 250
Website: http://portal.wko.at/

Bundesanstalt fuer Lebensmitteluntersuchung und -Forschung
Kinderspitalg. 15
A-1090 Wien, Austria
Phone: + 43 (1) 404 90/ext 27801
Fax: + 43 (1) 404 90 9278
Website: http://www.luvie.ages.at/

Bundesanstalt fuer Lebensmitteluntersuchung
Burgerstr. 47
A-4020 Linz, Austria
Phone: + 43 (732) 77 90 71
Fax: + 43 (732) 77 90 71 15

Bundesanstalt fuer Lebensmitteluntersuchung
Zweigstelle Salzburg
Innsbrucker Bundesstraße 47
A-5020 Salzburg, Austria
Phone: + 43 (662) 833357 - 0
Fax: + 43 (662) 833357 - 100

Bundesanstalt fuer Lebensmitteluntersuchung
Beethovenstr. 8
A-8010 Graz, Austria
Phone: + 43 (316) 32 75 88
Fax: +43 (316) 32 75 88 396

Bundesanstalt fuer Lebensmitteluntersuchung
Technikerstr. 70
A-6020 Innsbruck, Austria
Phone: + 43 (512) 22 440
Fax: + 43 (512) 22 440 15

Lebensmitteluntersuchungsanstalt der Stadt Wien
Hennebergg. 3
A-1030 Wien, Austria
Phone: + 43 (1) 795 14 97955
Fax: + 43 (1) 79514 99 97955

Oesterreichische Agentur fuer Ernaehrungssicherheit
Spargelfeldstrasse 191
Postfach 400
A-1226 Wien
Phone: + 43 (1) 73216 – 0
Website: http://www.ages.at/

Appendix I

Table A. Key Trade and Demographic Information

AUSTRIA

TABLE A: KEY TRADE & DEMOGRAPHIC INFORMATION	YEAR	VALUE
Agricultural Imports From All Countries ($Mil)/U.S. Market Share (%)	2002	4,821 / 1%
Consumer Food Imports From All Countries ($Mil)/U.S. Market Share (%)	2002	3,421 / 0.74%
Edible Fishery Imports From All Countries ($Mil)/U.S. Market Share (%)	2002	180 / 0.11%
Total Population (Millions)*/Annual Growth Rate (%)*	2002	8.2 / 0.2%
Urban Population (Millions)*/Annual Growth Rate (%)*	1999	5.12 / 0.27%
Number of Major Metropolitan Areas	2002	1
Size of the Middle Class (Millions)/Growth Rate (%)	n/a	n/a
Per Capita Gross Domestic Product (U.S. Dollars)*	2002	$27,700
Unemployment Rate (%)*	2002	4.8%
Per Capita Food Expenditures (U.S. Dollars)**	2000	$1,598.4
Percent of Female Population Employed**	2001	48.9%
Exchange Rate (US$1 = X.X local currency)	8/26/03	0.92

*denotes information collected from www.odci.gov/cia/publications/factbook/
** denotes information collected from www.statistik.at

Table B. Consumer Food & Edible Fishery Product Imports

Austria Imports of Agriculture, Fish & Forestry Products (In Millions of Dollars)	Imports from the World			Imports from the U.S.			U.S. Market Share		
	2000	2001	2002	2000	2001	2002	2000	2001	2002
BULK AGRICULTURAL TOTAL	384	413	446	32	31	33	8%	7%	7%
Wheat	11	16	22	0	1	1	0%	0.03%	0.17%
Coarse Grains	27	25	35	1	1	1	0.26%	0.91%	0.44%
Rice	19	21	21	1	1	1	3%	7%	7%
Soybeans	3	7	6	0	1	1	0%	4%	0.02%
Other Oilseeds	51	54	75	1	1	1	2%	2%	2%
Cotton	41	46	41	3	4	4	6%	8%	9%
Tobacco	56	66	81	22	22	26	39%	34%	32%
Rubber & Allied Gums	30	28	22	1	1	0	0.04%	0.01%	0%
Raw Coffee	96	91	69	5	1	1	5%	0.91%	0.00%
Cocoa Beans	20	27	43	0	0	0	0%	0%	0%
Tea (Incl. Herb Tea)	7	8	9	1	1	1	0.13%	0.58%	0.07%
Raw Beet & Cane Sugar	3	3	4	0	0	1	0%	0%	0.18%
Pulses	4	5	4	1	1	1	0.72%	0.65%	0.90%
Peanuts	2	2	2	1	1	1	31%	38%	22%
Other Bulk Commodities	14	14	13	1	1	1	0.20%	0.07%	0.25%
INTERMEDIATE AGRICULTURAL TOTAL	751	878	954	9	10	9	1%	1%	0.94%
Wheat Flour	4	6	6	1	1	1	0.02%	0.05%	0.02%
Soybean Meal	98	114	124	1	1	0	0.04%	0.28%	0%
Soybean Oil	7	14	24	0	1	0	0%	0.01%	0%
Vegetable Oils (Excl. Soybean Oil)	83	70	80	1	1	1	0.09%	0.09%	0.09%
Feeds & Fodders (Excl. Pet Foods)	41	60	60	1	1	1	3%	2%	2%
Live Animals	68	60	82	1	1	1	0.02%	0.01%	0.03%
Hides & Skins	105	145	124	1	1	1	0.05%	0.02%	0.07%
Animal Fats	7	10	12	0	1	0	0%	0.02%	0%
Planting Seeds	31	37	38	1	1	1	2%	1%	1%
Sugars, Sweeteners, & Beverage Bases	74	113	131	1	1	1	0.77%	0.47%	0.49%
Essential Oils	78	80	91	1	1	1	2%	1%	1%
Other Intermediate Products	156	170	183	5	6	5	3%	4%	3%
CONSUMER-ORIENTED AGRICULTURAL TOTAL	2,943	3,177	3,421	24	25	25	0.82%	0.78%	0.74%
Snack Foods (Excl. Nuts)	311	328	345	1	1	1	0.22%	0.22%	0.31%
Breakfast Cereals & Pancake Mix	20	20	24	1	1	1	0.22%	0.26%	0.07%
Red Meats, Fresh/Chilled/Frozen	211	200	197	1	1	1	0.10%	0.03%	0.00%
Red Meats, Prepared/Preserved	86	93	109	1	1	0	0.05%	0.06%	0%
Poultry Meat	77	96	92	0	0	0	0%	0%	0%
Dairy Products (Excl. Cheese)	147	162	179	1	1	1	0.00%	0.23%	0.00%
Cheese	178	188	215	1	0	0	0.00%	0%	0%
Eggs & Products	30	36	37	1	1	1	2%	1%	3%
Fresh Fruit	315	338	339	1	1	1	0.10%	0.11%	0.10%
Fresh Vegetables	198	227	230	1	1	1	0.14%	0.15%	0.07%
Processed Fruit & Vegetables	232	241	272	4	5	4	2%	2%	1%
Fruit & Vegetable Juices	122	131	125	1	1	1	1%	0.41%	0.52%
Tree Nuts	34	33	39	4	5	5	11%	14%	13%
Wine & Beer	135	159	164	5	6	5	4%	4%	3%
Nursery Products & Cut Flowers	214	231	254	1	1	1	0.22%	0.14%	0.07%
Pet Foods (Dog & Cat Food)	71	71	83	1	1	1	2%	0.14%	0.53%
Other Consumer-Oriented Products	562	624	717	6	6	8	1%	0.96%	1%

Austria Imports of Agriculture, Fish & Forestry Products										
(In Millions of Dollars)										
	Imports from the World				Imports from the U.S.				U.S. Market Share		
	2000	2001	2002		2000	2001	2002		2000	2001	2002
FOREST PRODUCTS (EXCL. PULP & PAPER)	1,314	1,220	1,249		10	8	7		0.79%	0.66%	0.57%
Logs & Chips	454	395	424		1	1	1		0.24%	0.30%	0.31%
Hardwood Lumber	83	75	80		5	3	2		6%	4%	2%
Softwood and Treated Lumber	168	155	170		1	1	1		0.42%	0.15%	0.32%
Panel Products (Incl. Plywood)	229	227	229		3	3	3		1%	1%	1%
Other Value-Added Wood Products	379	368	345		1	1	1		0.17%	0.27%	0.23%
FISH & SEAFOOD PRODUCTS	148	172	180		1	1	1		0.10%	0.12%	0.11%
Salmon	16	20	17		1	1	1		0.33%	0.30%	0.32%
Surimi	2	2	2		0	0	1		0%	0%	0.24%
Crustaceans	22	23	22		1	1	1		0.16%	0.04%	0.07%
Groundfish & Flatfish	37	45	44		1	1	1		0.04%	0.13%	0.15%
Molluscs	4	5	4		1	0	1		0.05%	0%	0.17%
Other Fishery Products	67	77	90		1	1	1		0.06%	0.11%	0.06%
AGRICULTURAL PRODUCTS TOTAL	4,079	4,468	4,821		65	65	67		2%	1%	1%
AGRICULTURAL, FISH & FORESTRY TOTAL	5,540	5,860	6,249		76	74	74		1%	1%	1%

NA - Data not available (not reported) *Data: Harmonized Tariff Schedule (HS 6 Digit)*

Source: FAS' Global Agricultural Trade System using data from the United Nations Statistical Office

Table C. Top 15 Suppliers of Consumer Foods & Edible Fishery Products

Table C 1

AGRICULTURAL, FISH & FORESTRY TOTAL - 900

Reporting Country: Austria Top 15 Ranking	Import		
	2000	2001	2002
	1000$	1000$	1000$
Germany	2,187,656	2,318,065	2,472,615
Italy	530,602	603,342	636,184
Netherlands	414,997	425,281	495,502
Czech Republic	228,699	232,914	258,232
France	222,191	265,800	251,285
Hungary	197,280	201,138	244,383
Spain	147,676	161,703	183,199
Switzerland	185,498	179,282	161,909
Belgium	102,158	114,108	143,012
Slovakia	88,860	91,646	91,019
Poland	70,684	80,315	89,381
Turkey	73,191	86,025	77,952
United States	75,605	73,674	74,051
Denmark	65,791	67,378	70,920
Brazil	59,888	68,284	68,015
Other	889,225	890,927	931,213
World	5,540,218	5,860,062	6,249,071

Table C 2
BULK AGRICULTURAL TOTAL - 10

Reporting Country: Austria Top 15 Ranking	Import		
	2000	2001	2002
	1000$	1000$	1000$
Hungary	30,318	25,156	57,856
Germany	52,967	57,852	56,110
Brazil	37,623	44,191	35,369
United States	31,854	30,670	32,501
Cote d'Ivoire	18,016	23,990	31,842
Italy	16,076	21,635	24,086
Greece	7,034	11,310	13,038
Colombia	10,662	13,364	12,112
Belgium	12,874	12,976	11,920
Slovakia	5,335	8,348	10,303
Zimbabwe	3,890	7,092	8,585
Indonesia	5,509	6,308	8,059
Uzbekistan, Republic of	13,194	14,200	7,819
China (Peoples Republic of)	4,404	5,516	7,162
Turkey	5,927	6,501	6,958
Other	128,701	123,884	122,030
World	384,415	413,007	445,771

Table C 3
INTERMEDIATE AGRICULTURAL TOTAL - 200

Reporting Country: Austria Top 15 Ranking	Import		
	2000	2001	2002
	1000$	1000$	1000$
Germany	364,143	390,945	419,496
Netherlands	93,199	88,532	116,466
Italy	72,621	99,625	98,933
France	53,136	81,882	65,309
Belgium	12,155	26,185	44,901
Ireland	29,735	33,583	36,341
Czech Republic	11,950	16,122	15,073
Hungary	13,028	16,920	14,009
Slovakia	6,554	9,280	11,174
Spain	3,616	3,999	11,025
Thailand	13,695	10,120	10,891
Switzerland	7,463	9,588	10,252
United States	9,041	9,900	8,992
Denmark	7,998	8,855	8,833
Yugoslavia	1,771	1,843	8,603
Other	51,169	70,155	73,445
World	751,297	877,553	953,779

Table C 4
CONSUMER-ORIENTED AGRICULTURAL TOTAL - 400

Reporting Country: Austria Top 15 Ranking	Import		
	2000	2001	2002
	1000$	1000$	1000$
Germany	1,205,825	1,301,256	1,401,254
Italy	392,251	433,915	463,008
Netherlands	292,799	308,473	352,976
Spain	139,843	152,741	167,482
France	138,645	154,400	158,608
Switzerland	80,951	95,994	110,038
Hungary	93,114	102,152	108,123
Belgium	71,567	68,735	79,594
Turkey	63,033	76,919	67,213
Poland	38,524	45,444	38,391
Ecuador	33,367	34,464	30,756
Denmark	25,205	27,437	30,060
Czech Republic	22,604	23,440	29,091
Brazil	18,527	20,233	28,516
United Kingdom	31,710	27,908	27,518
Other	294,962	303,720	328,234
World	2,943,047	3,177,352	3,420,979

Table C 5
FOREST PRODUCTS (EXCL. PULP & PAPER) - 600

Reporting Country: Austria Top 15 Ranking	Import		
	2000	2001	2002
	1000$	1000$	1000$
Germany	496,446	485,604	508,120
Czech Republic	187,491	186,621	206,077
Slovakia	71,975	68,845	64,289
Hungary	60,562	56,705	64,098
Poland	27,099	25,112	41,709
Switzerland	96,852	73,495	41,316
Italy	41,765	38,182	39,495
Finland	45,695	41,948	37,426
Slovenia	29,130	26,644	29,565
Ukraine	25,472	26,933	27,637
Russian Federation	32,126	31,421	26,302
Romania	36,349	18,043	21,914
Croatia	20,024	16,972	18,382
France	20,215	16,398	17,394
Bosnia-Hercegovina	12,656	13,918	14,338
Other	109,998	93,066	90,503
World	1,313,866	1,219,920	1,248,577

Table C 6
FISH & SEAFOOD PRODUCTS - 700

Reporting Country: Austria Top 15 Ranking	Import		
	2000	2001	2002
	1000$	1000$	1000$
Germany	68,275	82,408	87,635
Denmark	19,758	21,026	19,066
Netherlands	13,847	14,947	14,290
Italy	7,889	9,985	10,662
Thailand	5,906	5,497	5,185
France	4,452	5,427	4,960
Portugal	823	1,534	3,074
Belgium	1,884	2,515	2,861
Poland	1,326	3,771	2,859
Slovenia	1,636	1,707	2,678
Norway	2,001	2,410	2,229
United Kingdom	1,632	1,583	1,804
Russian Federation	560	939	1,778
Czech Republic	1,303	1,278	1,553
Seychelles	1,098	1,457	1,483
Other	15,171	15,733	17,835
World	147,593	172,230	179,965