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Germany

Market Development Reports

German Announces €14 Million Export Promotion Program

2008

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Report Highlights:

The German Ministry of Food, Agriculture and Consumer Protection announced an export action plan for food and agricultural products. For 2009, €14 million in funds have been announced to support the plan. The primary focus is on the export of meat products to Eastern European, China, India and other East and South Asian markets.

Includes PSD Changes: No
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German Food and Agricultural Export Offensive

Summary: In November 2008, the German Federal Ministry of Food, Agriculture and Consumer Protection (BMELV) announced the launch of an action plan for food and agricultural products. The main target regions for food export initiatives are Eastern Europe, Central Asia, China, India, and South and East Asia. The program is also to provide support to German agricultural and food interests so that they can take advantage of recent trade policy developments. For example, India recently announced that it planned on opening its market to German pork and poultry meats. In addition, Turkey agreed to provide additional market access for German breeding animals. These are on the heels of intense efforts to open the Chinese market for German pork.

Background: About 25 percent of German agricultural production is exported, making the export market one of the most important to the German farming community and the food processing industry. With limited potential to expand domestic consumption in the near term, the German food industry has begun to focus additional efforts on export markets. The impact of international demand for commodities in 2007 and early 2008, particularly in the dairy sector, made an impression on the German agriculture community that export earnings are potentially a large revenue earner. In particular, it wants to take greater advantage of new marketing opportunities that have resulted from bilateral engagement by the German Government.

While 80 percent of the German agricultural and food exports currently going to other EU markets, BMELV sees itself as the door opener for the industry in other global regions and countries. In some instances, programs will be more traditional such as coordinating information seminars with industry partners, or holding food shows in German embassies. However, more advances projects such as launching an internet portal for export promotion are also envisioned.

To date, BMELV has identified following regions and product groups as most profitable for further promotion efforts.

Eastern Europe and Central Asia

- | | |
|------------|---|
| Russia | <ul style="list-style-type: none"> - Participation in the trade show Golden Fall 2009 - Participation in the Agrofarm Show in Moscow in May 2009 - Participation in the Altajskaja Niva International Agricultural Fair and Food Exhibit in October 2009 - Installation of an animal breeding center in Woronesch - An "Action" day 'Russian Region Altai' |
| Ukraine | <ul style="list-style-type: none"> - Installation of a German demonstration farm for the Agro Show in Kiev in June 2009 - Intensify capacity exchange with Ukrainian officials on veterinary issues |
| Kazakhstan | <ul style="list-style-type: none"> - Participate in Agroprodexpo in Astana 2009 - Initiate a dialogue Kazak officials on agricultural policies |
| Azerbaijan | <ul style="list-style-type: none"> - Initiate a dialogue with Azerbaijan officials on agricultural policies - Prepare a study on Azerbaijan agricultural and food market |

South and East Asia

- | | |
|-------|---|
| China | <ul style="list-style-type: none"> - Improve market access for pork - Participate in China Ag-Trade Fair in Beijing - Participate in the International Plants Expo in Foshan - Participate in BioFach China in Shanghai - Participate in the World of Food in Shanghai |
|-------|---|

- Participate in the World Dairy Expo and Summit 2009
- Installation of a German demonstration farm for crop production
- Carry out trade delegations for forest products
- Japan
 - Re-open market to German beef
 - Conduct food and wine shows at the German embassy in Tokyo
 - Conduct a Seminar on pork for Japanese importers
- Participate in Foodex Show
- South Korea
 - Opening of the market for pork and poultry meats
 - Participate in the Seoul Food and Hotel Show
 - Promote of German foods and wines
- India
 - Cooperate on addressing outstanding veterinary issues in order to open pork and poultry markets
 - Develop a certification system for organic products
 - Participate in Agrotech Show in Chandigarh

There is special attention in the export plan on opening markets for pork, beef and poultry meat from German. For example, India recently announced that it would open its markets to German pork and poultry meats. BMELV also sees market opportunities for German pork in China, Japan, South Korea, Taiwan, India, Mexico and South Africa. BMELV also sees market opportunities for German poultry in India, South Africa and the United Arab Emirates.

For the export of nursery stock, BMELV is focus on markets in Russia, Norway, Canada, USA, Ukraine, Turkey, United Arab Emirates, China, India and Taiwan.