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**Latvia**

**Retail Food Sector**

**Report**

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**Report Highlights:**

**Prospects for increased demand for processed food products are viewed as favorable, in line with growing tourism and increasing purchase power of Latvia's population. Only the higher income segments of about one million active buyers are regular consumers of high-value food imports. So far, several constraints have contributed to the small market presence of American products. American exporters must be more aggressive as European countries have already established distribution networks and consumers are more familiar with grocery products of Scandinavian and German origin. The fast developing consolidation of retail outlets through investment by large Scandinavian chains may provide new opportunities for exporters who can successfully connect with these companies.**

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## I. MARKET SUMMARY

The Latvian food retailing sector includes multiple retail and wholesale operations, chains of supermarkets and groceries, independent convenience stores, small corner shops, and outdoor markets to better service the food market requirements.

Retail food sales totaled \$US 1.057 billion in 1999, the largest since 1995. Growth in 2000 is placed at between 10-12%. In 1999, food was sold in 6,595 retail stores, 97 outdoor markets, and 8,600 kiosks and stands. The total number of stores selling food has decreased by 14% since 1995, in line with the restructuring and concentration process in the retail food sector. In terms of turnover, independent groceries and markets are the major retail trade sector, followed by supermarkets.

**Table: Value of overall retail food sales by sub sectors (\$US Mil)**

| Sub-sector                           | 1995 | 1996 | 1997 | 1998 | 1999  |
|--------------------------------------|------|------|------|------|-------|
| Supermarkets                         | 113  | 114  | 141  | 188  | 168   |
| Convenience Stores/Gas Marts/ Kiosks | 186  | 181  | 199  | 237  | 158   |
| Independent Stores/Farmers Markets   | 610  | 499  | 476  | 517  | 731   |
| Total                                | 909  | 794  | 816  | 942  | 1,057 |

In 1999, the Latvian economy recovered from the slow-down in trade volumes and input of the food processing sector crisis caused by the Russian market collapse. GDP growth was almost flat (1.2%). In the year 2000, economic growth gave rise to a positive outlook. Economic growth registered 5.9 % in third quarter of the year 2000.

Prospects for increased demand for processed food products are viewed as favorable. Purchasing power of the population is on the rise and inflation has declined. Consumer prices rose by 1.8% in the year 2000, compared to 3.2% in previous year. Consumption patterns of high-value processed goods are concentrated within a small percentage of the population. A preference for new products is strong among the younger population, but a significant number of consumers remain "tasting level" buyers. For most products, domestic production capabilities meet between 70-90% of demand.

Consumption of imported processed food items has been enhanced by a growing expatriate community, and fast growing tourism. Imports are viewed as a means of adding to the variety of products. Of total value of the Latvian food retail market, imports accounted for nearly 30%, according to expert estimates. On average, about 60% of the selection at supermarkets are imported products, making up 40% of sales.

**Table: Value of retail food turnover: imported foods vs. domestic products (\$US Mil)**

| Year                             | 1995 | 1996 | 1997 | 1998 | 1999  |
|----------------------------------|------|------|------|------|-------|
| Domestic products                | 805  | 650  | 608  | 677  | 750   |
| Imported Products                | 104  | 144  | 207  | 265  | 306   |
| Retail Turnover of Food Products | 909  | 794  | 815  | 942  | 1,057 |

The development of a broader food market is currently hampered by an uncontrolled wholesale sector where

many wholesalers also operate as retailers and sell smuggled products at substantially cheaper prices. Estimates are that about one third of imported food products are smuggled into the country from Europe in an attempt to avoid duties and other import charges.

### **Customer profile**

- On average, consumer demand remains very price sensitive. A negative effect of fast economic reform has been an uneven income distribution. Polarization of material well-being is occurring, with segments of the population sliding into poverty. As a result, consumer preferences differ significantly among various income, age and ethnic groups.
- Of about one million active buyers in Latvia, only the higher income segments (10-12%) are regular consumers of high value processed food products. These customers buy food at supermarkets 2-4 times per week, and are more concerned with variety and brand names than price.
- Another 10-15% of population makes up the second income group, categorized as occasional buyers. With the increase of purchasing power, this group provides the base for future demand and can be targeted for promotional activities.
- The total population is decreasing, due to the negative birth rate and emigration. The average gross monthly wage in the public sector totaled US\$241 in 1999, up by 5.8%, and the average income per household member was US\$110, close to minimum subsistence level. On average, Latvians spend approximately 48% of income for food, and 13% of their total food dollar on eating out.
- Of 1.04 million people employed, women account for 48%. Nearly 85% of working age women go to work outside the home. The interest in ready-made goods is growing with increased numbers of employed women. The official unemployment rate as of January 1, 2001, was 7.4. %.
- Of the 2.38 million total population, 26% are retired. In October 2000, the average size of pensions allotted to unemployed pensioners under the social welfare system was US\$99.5 per month. This amount does not allow any variety in food/diet purchases. Nearly 30% of the population lives in rural areas. In many households, home-grown products provide the staple, mainly due to limited income.

### **Advantages and Challenges Facing U.S. Products in Latvia**

| Advantages   | Challenges   |
|--|--|
| The general image of U.S. products is positive. The overall business environment is open to US companies   | Low awareness of U.S. food products. Latvia is considered a small target market for US products and US suppliers   |
| U.S. products are considered safe and good quality   | Long established consumer preference for domestic fresh products with short shelf life and without additives   |
| Latvia joined the WTO in 1999, enabling easier market access   | High competition on the local market between domestic producers and increasing imports from EU and Baltic neighbors. A significant share of food products is being smuggled from European countries into Latvia                    |
| Increase of purchase power allows customer choice  | Consumer demand remains very price sensitive   |
| Viewed strategically, Latvia is attractive as a gateway to larger regional markets, including St. Petersburg and Northwestern Russia, Belarus, CIS. The Baltic Free Trade Agreement enables suppliers to view the Baltics as a single market | With the Europe Agreement in force since July 1, 2000, exports from European countries face lower duties compared to the MFN rates applied to imports from the U.S. Latvia officially opened EU membership talks in March of 2000. |

## II. ROAD MAP FOR MARKET ENTRY

### A. Supermarket sector

The growing supermarkets sector accounts for 15% of retail turnover of high-value food products, according to expert estimates. This sector welcomes new products and market entrants, as it anticipates a further growth by 20% .

#### Entry Strategy

New- to-market entrants will have to be aggressive, as suppliers from European countries have already established distribution networks for consumer-oriented food products. Companies should be focused primarily on large wholesalers and distributors. Personal contacts are advisable to discuss marketing. Marketing strategies must include funding offers for advertising, slotting allowances, in-store promotions and tastings, consideration of trade fair participation to raise product awareness.

The best pattern for entering the market should include:

Market research in order to estimate product opportunities.

Finding an experienced distributor or independent reliable agent with strategic distribution channels, to advise on import duties, sanitary regulations, and labeling requirements.

Cost calculations of a landed product and knowledge of the competing products. The level of sales will depend on price competitiveness.

Additionally, it may be fruitful to connect with parent companies - particularly those in Scandinavia.

In Latvia, the following conformity assurances are recognized from EU member states and EFTA countries: testing and calibration report, product certificates, and quality system certificates. Conformity assurances issued by U.S. authorities are recognized in Latvia by the following procedure:

- 1) The importer applies to the certification body the Product Conformity Assessment Center (PCAC), and presents product conformity documentation, certificates, producer's declaration, product samples, etc. Information on recognition procedures available from PCAC, at the address noted in section V of this report.
- 2) PCAC evaluates the conformity of the product or processing.
- 3) A certificate of conformity allowing for sales is issued by PCAC.

### **Distribution**

Imported processed food products are moving through about 10 of the largest importers/distributors. Some wholesalers have cash and carry type wholesale operations, but others operate chains consisting of supermarkets, retail grocery stores, or mixed chains. In addition to cash and carry operations, companies offer direct sales services. A number of importers have specialized by specific type of product, like frozen food, fish, ice cream, fruits and vegetables. Some companies operate as local distributors themselves, or may employ a distributing company. Distribution companies tend to import products according to pre-assigned orders/agreements with a wholesaler or retailer customer.

The choice of a foreign supplier often depends on the company's ownership, because part of the stock of some the largest processing plants belong to foreign investor companies who may base their decisions on factors other than quality or price. Small and medium companies mostly purchase through importers and wholesalers which have direct relationships with foreign suppliers.

In the event US exporters cannot sell their goods on credit terms, the best option might be the use of bonded warehouses, of which there are increasing numbers in the region. The status of a bonded warehouse guarantees full maintenance of title to the foreign exporter and makes it possible to sell goods in small lots directly to local importers and receive payments on the transaction day.

At present, there are no laws that regulate the relationship between a foreign company and its distributors or agents in Latvia. A distributor relationship can be determined based on a specific distributor agreement. No laws regulate franchises yet, and therefore, franchise agreements might be difficult to enforce.

### **Profiles of Retail Companies**

The process of food market concentration and the recent inflow of big European retailers has increased

competition and contributed to the fast growth. However, according to market experts, there is still space for new products and new market entrants.

In late 1999, two Scandinavian concerns, ICA Group and AHOLD, strengthened their presence in the Baltics by obtaining Rimi supermarket chain a few months later the new Rimi owners purchased what was then the largest Latvian food retailer, Interpegro, and became established as major players in the Latvian food retail market. Now ICA/AHOLD runs the joint Rimi/Interpegro chain of 22 groceries and supermarkets, targeting the Latvian middle class buyer.

Baltic Foods LV owns six stores of the Norwegian chain Rema 1000. Recently Baltic Foods acquired rights to manage the Spar International stores, and in fall of 2000, opened the first Spar store in Latvia. The company plans to develop a chain of 80 Spar stores in the Baltics by the end of 2001. Spar stores are expected to provide tough competition to the Rimi/Interpegro chain.

There are 14 Mego supermarkets in Riga. Five more stores are to be opened in the metropolitan area, after which the company will move to the largest cities in Latvia.

The first SKY supermarket was opened a year ago, based on franchise agreement from the German concern Schleswig-Holstein. Another SKY market followed in December 2000, and five more are expected to be opened over the next 2-3 years. SKY addresses the higher income level buyers of Riga and the nearest city Jurmala. Some 20% of inventory is supplied directly from Germany. The company strategy is to attract customers through providing a bigger choice.

Vilnius Prekybos, the largest Lithuanian operator of supermarkets and trade centers (turnover in 1999 was \$327 million), entered Latvia in 2000. The company has announced plans to open MAXIMA and MINIMA stores. By the end of 2000, three MINIMA stores opened, and construction of a MAXIMA trade center is already underway.

Bumberi a successful retail chain of nine stores, already operates in regional cities, and five more stores will open in the near future.

The NELDA chain has significantly grown over the past five years, and now includes 15 groceries, 13 fast food outlets, bakeries and food pre-processing lines in the metropolitan area. It is partly owned U.S. investors.

The company, East West Riga, runs the OKEY chain of 6 stores and plans to open 10 more in the near future.

The British company, *Tesco*, has announced opening of its first store in May 2001. This 12 thousand square meter outlet is expected to become the first hypermarket in Latvia.

The Finnish company, Kesko, has developed a regional strategy with the goal of capturing up to 25% of the total Baltic food market. Plans in Latvia include construction of four 6,000 sq meter centers over the next two years.

**Table: Company profiles**

| <b>Retailer Name, and Market Type</b>      | <b>Ownership (country)</b>                    | <b>1999 Sales (\$US Mil)</b> | <b>Number of Outlets as of the end 2000</b> | <b>Location City/Region</b> | <b>Purchasing Agent Type</b>   |
|--|---|------------------------------|---|-----------------------------|--------------------------------|
| RIMI Baltija Supermarket (ICA Group/AHOLD) | Swedish/<br>Norwegian/<br>Dutch               | 37                           | 11  | Riga, suburbs               | Direct Importer                |
| Interpegro Supermarket                     | Swedish/<br>Norwegian/<br>Dutch               | 39                           | 11  | Riga                        | Wholesaler                     |
| Turiba Supermarket                         | Latvian<br>Consumers<br>Cooperative           | 17                           | 20  | Regional                    | Direct Importer,<br>Wholesaler |
| Nelda Supermarket                          | Latvian                                       | 16                           | 4   | Riga                        | Wholesaler,<br>Direct Importer |
| REMA 1000/SPAR Supermarket                 | Latvian/<br>Norwegian/<br>Swedish/<br>Finnish | 4.8                          | 7   | Riga/Regional               | Direct Importer,<br>Agent      |
| Mego                                       | Latvian/<br>Russian                           | 9.4 (in 2000)                | 14  | Riga                        | Direct Importer,<br>Wholesaler |
| Sky  | German  | 8.5(in 2000)                 | 2   | Riga                        | Direct Importer                |
| Bumbieri                                   | Latvian                                       | 6.5 (7.7 in 2000)            | 9   | Regional                    | Direct Importer,<br>Wholesaler |
| Globus                                     | Latvian                                       | 3.8                          | 3   | Riga, regional              | Wholesaler,<br>Direct Importer |

Large supermarkets tend to provide different additional services to consumers, offering ready-to-cook prepared foods, cafeterias, home-meals replacement and party trays. In more and more stores small businesses, like gift and parcel wrapping, flower shops, and currency exchange can be found. In addition, large supermarkets offer dry-cleaning, shoe repair and cleaning, banking, insurance, film developing, and video rental. Internet sales are becoming popular among the young population.

Warehouse outlets, hypermarkets, and wholesale clubs have not yet appeared in the Latvian market.



## **B. Convenience Stores, Gas Marts, Kiosks**

### **Entry Strategy**

The total grocery product turnover at convenience stores, gas marts and kiosks of grocery products is about US\$ 158 million divided 60/16/24 percent, respectively. This sector is expected to grow by roughly 15% per year. The stores of this sector operate in chains. Usually imported products are sourced by local wholesalers. The foreign-owned international gas-mart chains in Latvia belong to the specialized supplies system.

For new-to-market exporters, this sector should be targeted in the same manner as described above regarding supermarkets:

- offer products to the wholesaler in a letter or fax;
- provide samples and calculate landed costs;
- personally visit the company if possible;
- appoint an agent and negotiate product positioning, sales strategy and promotion activities.

### **Market Structure**

Convenience stores have become increasingly popular and offer a large selection of imported food products. The largest sales by convenience stores belong to the Interpegro and Turiba chains as well as the OKAY chain. They are mostly situated in the metropolitan areas of the largest cities. Foreign companies/investors are increasing the total number of convenience stores by acquiring and upgrading the traditional independent stores through purchase or franchise agreements.

On average, food retail generates up to 18% of total sales by gas stations. This sector has a stable demand from customers who are willing to pay an extra 10-15% for additional convenience and improved service, high quality, but limited choice. Norwegian Statoil leads the sector with 30% of the market. The attractiveness of gas marts may decrease with the fast development of supermarkets with easy parking and increased product varieties.

Kiosks, which were popular in the early nineties, now stagnate with the lowest share of total retail food turnover. Some within the sector have been undertaking upgrading of their outlets. Recent market entrants with foreign capital, Narvesen and Plus Punkt, are expected to push development through upgrading and consolidation.

**Table: Company Profiles**

| <b>Retailer Name and Market Type</b> | <b>Ownership</b>              | <b>1999 Sales (\$US Mil)</b> | <b>Number of Outlets</b> | <b>Location City/Region</b> | <b>Purchasing Agent Type</b> |
|--------------------------------------|-------------------------------|------------------------------|--------------------------|-----------------------------|------------------------------|
| Statoil, Gas Marts                   | Norwegian                     | 8.57                         | 31                       | Riga and Largest Cities     | Agents, Direct Imports       |
| “Select” Shell, Gas Marts            | Dutch                         | 5                            | 16                       | Riga and Largest Cities     | Agents, Wholesale            |
| OKAY, Convenience Stores             | Latvian private/<br>Norwegian | 6                            | 7                        | Cities                      | Foreign Import Agents        |
| Konsum, Convenience Stores           | Latvian Consumer Cooperative  | 7                            | 12                       | Country-wide                | Wholesale, Direct Imports    |
| Neste, Gas Marts                     | Finnish                       | 2.2                          | 15                       | Riga and Regional           | Agents                       |
| Narvesen                             | Norwegian                     | 4.9 (6.5 in 2000)            | 15                       | Riga                        | Foreign Import Agents        |
| ESSO                                 | Latvian                       | 4.1                          | 5                        | Riga                        | Agents, Wholesale            |

### C. Independent Grocery Stores and Wet Markets

With the increase of convenience stores and supermarkets, the numbers of traditional independent groceries have declined. Independent food stores and markets hold the largest share of total retail food turnover totaling US\$ 731 million. The growth of the sector was slow in 1998 and 1999, of reflecting the consolidation process. The share of imported products in traditional groceries is small and declining. About 20% of total outlets belong to the Turiba Consumers Cooperative Association. Product lines differ greatly by location. In general, a wide range of products are offered at prices attractive to low income customers with no special preferences.

Open markets mostly belong to municipalities and can be widely found as serious competitors to retail stores in suburbs, regional centers and small towns. The average customer of open markets is extremely price conscious and prefers domestic products.

In Riga, the capital, open markets and independent stores together have about 75% market share in retail purchases of food. During the past 5 years, the number of markets in Riga has increased from 14 to 24, despite the opening of supermarkets nearby. Although supermarkets are considered to be the most convenient way to distribute merchandise, many customers can't afford supermarket prices and prefer shopping at farmers markets.

During the summer, almost all segments of the population prefer shopping at open air markets for fresh domestic produce sold largely by farmers. To add variety, produce, fresh vegetables and fruits are imported by a few large importers and distributed by smaller distributors/wholesalers. Processed vegetables and fruits, confectionary, bread products, dairy products, fish, meat, and poultry are sold at kiosk-type outlets in the traditional markets.

This sector offers extremely limited opportunity for sales of food products imported from the U.S. We do not recommend a marketing strategy aimed at these outlets.

### III. COMPETITION

European food companies have captured significant market shares with a strong market presence over the last five-six years as a result of proximity, historical ties, good quality products at competitive prices, marketing support, and logistical advantages. These companies have also benefitted from their government's financial and marketing assistance. Russia's financial crises which hit in August 1998, resulted in a serious squeeze of this traditional export market of many countries. As a result competition increased in the Latvian food market between domestic producers, Baltic Free Trade Agreement member countries, and EU exporters. Due to a preferential tariff schedule effected by the signing of the agreement with the European Union July, 2000, duties for EU imports are gradually declining compared to MFN rates applied to imports from the U.S. Additionally, consumers in Latvia are more familiar with grocery products of Scandinavian and German origin.

The planned accession to the EU is considered the main priority of Latvia. Latvia officially opened EU membership talks in March, 2000. It obliges the country to undertake a set of measures in order to harmonize Latvian legislation, a number of standards and regulations with those of the European union.

In addition, a number of constraints have contributed to the relatively small market presence of U.S. foods:

- trade terms from U.S. companies are unattractive to Latvian traders (advance payment requirement up to two-months, assumption of the exchange rate risk, and container purchases viewed as too large for the small Latvian market);
- a perception among Latvian importers that landed costs of U.S. products will be higher compared to European products due to added transportation costs;
- a perception that U.S. exporters are simply too far away to service the Latvian market;
- Latvian importers, and customers simply lack information on and awareness of U.S. processed food products.

In 1999, Latvian imports of agricultural products totaled US\$ 377.8 million, while the value of exports was much lower – US\$ 108 million (without wood products), a sharp decrease from US\$ 239 in 1997. The U.S. share in Latvian agricultural trade was US\$ 7.9 million (2.0 %), reflecting both the inability of U.S. products to compete effectively with other suppliers and lack of U.S. supplier interest. U.S. agricultural exports were led by poultry products (30% of total), coffee extracts and essences (12.5%), frozen fish (11.5%), tobacco products (7.4%), dried fruits and nuts (7%). Other major products include rice (4.5%), alcoholic beverages (3.2%), fats and oils (3%), pet food (2.3%), and wines (2.1). %. U.S. suppliers dominated in Latvian imports of poultry products (55% share).

The table below reflects the domestic market value for several products as well as the share of imports to balance domestic consumption.

**Table: Domestic market value (year 1999) and import share**

| Product                       | Value of Domestic Market, US\$ Mil | Share of import, percent |
|-------------------------------|------------------------------------|--------------------------|
| Vegetables                    | 90                                 | 65                       |
| Of which: Cucumbers           | 25                                 | 16                       |
| Tomatoes                      | 28                                 | 44                       |
| Onions                        | 17                                 | 40                       |
| Pork                          | 53                                 | 13                       |
| Poultry                       | 51                                 | 68                       |
| Beef                          | 30                                 | 27                       |
| Pet Foods                     | 8                                  | 85                       |
| Non-alcohol beverages         | 67                                 | 45                       |
| Sugar and Sugar Confectionary | 5                                  | 54                       |
| Chocolate confectionary       | 27                                 | 36                       |
| Apples                        | 25                                 | 53                       |
| Meat and meat products        | 108                                | 57                       |
| Of which: poultry meat        | 48                                 | 68                       |
| Fish and fish products        | 20                                 | N/A                      |
| Dairy products                | 83                                 | 20                       |
| Of which: cheese              | 33                                 | 13                       |
| Soft drinks                   | 63                                 | 45                       |

Production of food stuffs decreased by almost 17% in 1999, of which the largest drops were registered for the fish processing industry (30%), bakeries (22%), fruit/vegetable producers (18.6%), and dairies (13%). Exports of Latvian processed food products sharply dropped by 46.8% to U.S.\$ 64 million in 1999, caused by difficulties in exporting to traditional markets. The figures showed that food and agriculture products accounted for 13.6% of total Latvian exports to the EU in 1999. Over 80% of trade occurs with countries with which Latvia participates in Free Trade Agreements.

With reduced exports, shrinking domestic food production, and increased imports, competition in retail food sector is becoming more aggressive. The main U.S. competitors for supplies of sauces, dressings, ketchup and mayonnaise to Latvia are Eastern European and Scandinavian suppliers, as well as domestic producers. For coffee and products, the increased demand is being satisfied by imports from Denmark, Switzerland, and Lithuania.

Due to insufficient domestic supplies and the lack of European competition, U.S. companies have gained high shares in poultry supplies. A good opportunity lies in the wine market currently dominated by exports from Southern Europe. Consumption of whiskey is growing and customers prefer well known brands. There is a growing demand for draft beer. The growing market for pet foods could be attractive to American suppliers due

to the absence of serious domestic production. Main competitors to U.S. suppliers would be Austrian and Polish traders.

## **IV. BEST PRODUCT PROSPECTS**

### **A. Products Present on Market With Good Sales Potential**

A few U.S. produced products are available in retail stores and have good market potential: including frozen poultry products, rice, pet foods, dried fruits and nuts, wine and fresh fruits. Some U.S. food products manufactured in other European Countries can be found, including: chips, soft drinks, packed snacks, confectionary and liqueurs.

### **B. Products Not Present in Significant Quantities but Have Good Sales Potential**

There is an opportunity to establish a market for dry, chilled and frozen processed foods. However, concerns exist about the presence of GMO (biotechnology) ingredients, and consumers have started to show interest in organic foods. The product mix should exclude short shelf life products. Rather unfamiliar to Latvian consumers are low fat, low salt, sugar free, and cholesterol free products, as well as brown sugar, cake mixes, marshmallows, corn meal, graham crackers and baking chocolate/chips.

### **C. Products Not Present Because They Face Significant Barriers**

The following products, with otherwise good potential opportunity, are currently disadvantaged by the preferential tariff treatment of Latvia's free trade area agreement partners (mainly the EU): snack foods with extended shelf life such as raisins, dried foods, nuts, peanut butter, jams, jellies, dairy preparations such as frozen yogurt, ice cream mixes, sherbets, soft drinks, powdered drink mixes and frozen juice, wine, frozen foods, pizzas, meat, pasta preparations, frozen and tinned seafood, frozen and canned vegetables and fruits, maple syrup, as well as assorted convenience goods such as cheese, sauces, salad dressings and breakfast cereals.

## **V. POST CONTACT AND FURTHER INFORMATION**

The National Food Products Certification Center is in charge of testing of samples for the issuance of a retail sales permit and certificate of conformity. It is common that the importer or agent undertakes product clearance and approval procedures.

Product Conformity Assessment Center (PCAC)  
Klijanu Street 7  
Riga LV 1012  
Latvia  
Tel: +371 737 9231, 371 737 5464  
Fax: +371 733 90 06  
latsert@latnet.lv

Latvian Traders Association

Gertrudes Street 36,  
Riga  
LV1011  
Latvia  
T: 371 7217372  
F: 371 7821010

Latvian State Veterinary Service  
Republic Sq 2  
Riga  
LV 1981  
T: 371 7027 463  
F: 371 7322727  
Email: [vvd@vvd.vita.gov.lv](mailto:vvd@vvd.vita.gov.lv)

Latvian Food Center  
Valdemara Street 38  
Riga LV1013  
T: 371 7021575, 371 7027 713  
F: 371 7021 755  
Email: [Orlova@lpc.gov.lv](mailto:Orlova@lpc.gov.lv)

For including your products in a regional Baltics "virtual trade fair", please check site <http://baltic.trade-fair.com>

The business center of the Latvian Development Agency has established a website <http://lda.gov.lv/eksports/bizness> to help matching of trade interests. Your Cooperation and investment proposals can be sent to [invest@lda.gov.lv](mailto:invest@lda.gov.lv), or to fax: 371 782 0458.

For general questions about product import into Latvia, please contact:

Foreign Agricultural Service, USDA  
American Embassy  
Raina Blvd. 7  
Riga LV1510  
Latvia  
Tel: +371 7036212  
Fax: +371 7227390  
E mail: [jolika@apollo.lv](mailto:jolika@apollo.lv)

For more information on exporting U.S. agricultural products to other countries, please visit the Foreign Agricultural Service home page: [www.fas.usda.gov](http://www.fas.usda.gov) and the FAS/Stockholm regional headquarter office at [www.usemb.se/Agriculture](http://www.usemb.se/Agriculture).