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Germany

Citrus

Trade Data

2006

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Report Highlights:

This report provides trade data and background information on the German grapefruit market.

Includes PSD Changes: No
Includes Trade Matrix: Yes
Annual Report
Berlin [GM1]
[GM]

For climatic reasons there is **no citrus production in Germany**. Demand for fresh citrus is met solely by imports. Over 90 percent of German citrus imports originate from Mediterranean countries. Consequently, the volume of German citrus imports depends on the size of the citrus crop and the export availability in Mediterranean countries, rather than on consumer demand. Only grapefruit and lemons are sourced in substantial amounts from countries outside the Mediterranean Sea area.

In general, **U.S. exports of fresh citrus to Germany are marginal**. They ranged between 10,000 and 21,000 MT in recent marketing years and represent between one to two percent of German citrus imports. **Grapefruits make up 97 percent of U.S. fresh citrus exports to Germany**.

Consumption

In Germany, grapefruits are not as popular as other citrus fruits such as oranges, tangerines, or lemons. Oranges are a popular source for vitamin C and thus are consumed as a snack or included in fruit salads. In addition, freshly squeezed orange juice enjoys some popularity at brunches, hotel breakfasts, and at home. However, its consumption is much lower than the consumption of prepackaged orange juice. Fresh tangerines are largely associated with the Christmas season in Germany. Canned tangerines are popular ingredients in desserts and certain types of cakes. Lemons are primarily squeezed for their juice and in turn used in salad dressings, desserts, and baking. In addition, lemon juice is also used in "hot lemon"¹ as a cold remedy. To a smaller extent, lemons are used as garnish for fish dishes, black tea, and cocktails.

Grapefruits are used in fruit salads, desserts, and juices. However, fewer people buy grapefruits compared to other citrus products. In 2004, only 32 percent of German households bought grapefruits versus 80 percent of households that bought oranges and 82 percent that bought tangerines. Consumption of grapefruits does not have the same tradition as other citrus in Germany. Also, oranges and tangerines are often sold in nets or small boxes and priced per kilogram. They are among the cheapest fruits on the German market. The average consumer price² in 2005 for tangerines was 1.09 Euro per kg (US\$ 1.35) and 0.90 Euro per kg (US\$ 1.11) for oranges. Grapefruits, in contrast, are primarily sold and priced by piece with an average price translating into 1.77 Euro per kg (US\$ 2.19). With Germany being a very price conscious market, this adds to the higher popularity of the cheaper priced oranges and tangerines.

In MY 2004/05 (latest available data) per capita consumption totaled 0.7 kg per year for grapefruits compared to 6.8 kg for oranges, and 4.3 kg for tangerines. In MY 2005/2006 grapefruit's share of Germany's imported citrus market was only six percent.

Trade

In MY 2005/06 total grapefruit imports decreased by 10 percent compared to the previous MY, while imports from the U.S. declined by seven percent. However, despite the lower U.S. exports, it reclaimed its position as the number one supplier of grapefruits to the German market (by volume). This was because imports from its main competitor, Turkey, decreased by 25 percent (for details see table 1). Other major competitors included South Africa, Israel, and Spain, with market shares of 16, 15, and 10 percent, respectively.

¹ "Hot lemon" consists of lemon juice, honey or sugar, and hot water.

² To convert Euro into U.S.\$ the average 2005 exchange rate of 1 Euro = \$1.2379 was applied.

While U.S. grapefruits are available on the German market year round, 85 percent arrive in Germany from December through May. The main varieties imported from the U.S. are "ruby red" and "flame ruby", with some imports of *dark red*, *ruby star*, *flame star*, and *star ruby*.

Import Tariffs

EU import tariffs for grapefruits depend on the season. They range between 2.4 percent from May 1 through October 31, and 1.5 percent during the rest of the year. For a detailed list please refer to table 6 in this report or to page 87 of the EU Common Customs Tariff, which can be accessed at the following website:

http://eur-lex.europa.eu/LexUriServ/site/en/oj/2006/l_301/l_30120061031en00010880.pdf

Note: In recent years the U.S. dollar/Euro exchange rate has been as follows:

2001:	US\$ 1	= Euro 1.1165
2002:	US\$ 1	= Euro 1.0575
2003:	US\$ 1	= Euro 0.8840
2004:	US\$ 1	= Euro 0.8051
2005:	US\$ 1	= Euro 0.8078

The current exchange rates (as of December 6, 2006, Handelsblatt) are for:

U.S. dollar/ Euro	US\$ 1	= Euro	0.7504
Euro/U.S. dollar	Euro 1	= U.S. dollar	1.3326

Abbreviations:

CY = Calendar year

Kg = Kilograms, 1kg = 2.2046 pounds

MT = Metric tons = 1000 kg

MY = Marketing year

ZMP = Central German Market and Price Reporting Agency

Statistical Tables

Table 1: German Imports and Exports of Grapefruit

German Imports of Fresh Grapefruit, in MT				
	MY 2004/2005		MY 2005/2006	Import share (percent)
	(Oct/Sep)		(Oct/Sep)	MY 2005/06
USA	10,324	USA	9,601	19.2
TURKEY	11,542	TURKEY	8,637	17.3
ISRAEL	9,875	SOUTH AFRICA	7,740	15.5
SOUTH AFRICA	7,257	ISRAEL	7,499	15.0
SPAIN	4,984	SPAIN	5,200	10.4
ARGENTINA	4,631	HONDURAS	3,360	6.7
HONDURAS	2,104	ARGENTINA	2,963	5.9
CUBA	1,530	CHINA	1,386	2.8
MEXICO	1,252	MEXICO	1,181	2.4
CYPRUS	571	ITALY	518	1.0
SWAZILAND	313	CYPRUS	469	0.9
OTHER	1,367	OTHER	1,348	2.7
TOTAL	55,750	TOTAL	49,903	100.0

German Exports of Fresh Grapefruit, in MT				
	MY 2004/2005		MY 2005/2006	Export share (Percent)
	(Oct/Sep)		(Oct/Sep)	MY 2005/06
USA	0	USA	0	0.0
NETHERLANDS	1,014	NETHERLANDS	998	18.3
ITALY	918	POLAND	834	15.3
FRANCE	748	FRANCE	815	14.9
POLAND	662	AUSTRIA	670	12.3
AUSTRIA	495	ITALY	385	7.0
BELGIUM	368	BELGIUM	346	6.3
CZECH REPUBLIC	203	CZECH REPUBLIC	332	6.1
HUNGARY	128	SWEDEN	275	5.0
ROMANIA	127	SLOVAKIA	234	4.3
SWEDEN	80	UNITED KINGDOM	124	2.3
OTHER	288	OTHER	444	8.1
TOTAL	5,030	TOTAL	5,457	100.0

Source: Data from the German Federal Office of Statistics, Wiesbaden

Table 2: Import prices for grapefruits in Germany by month, in U.S.\$ per kg

	U.S. origin		Percent change	Total average		Percent change
	MY 2004/05	MY 2005/06		MY 2004/05	MY 2005/06	
OCTOBER	1.01	1.06	4.95%	0.84	0.71	-15.48%
NOVEMBER	1.14	1.04	-8.77%	0.95	0.77	-18.95%
DECEMBER	1.13	0.98	-13.27%	1.03	0.91	-11.65%
JANUARY	1.06	1.04	-1.89%	1.02	0.94	-7.84%
FEBRUARY	1.06	1.07	0.94%	1.04	0.83	-20.19%
MARCH	1.12	1.00	-10.71%	0.98	0.85	-13.27%
APRIL	1.12	0.97	-13.39%	1.10	0.86	-21.82%
MAY	1.15	1.03	-10.43%	1.09	0.90	-17.43%
JUNE	1.13	0.95	-15.93%	1.05	0.89	-15.24%
JULY	1.05	1.09	3.81%	0.97	0.98	1.03%
AUGUST	0.98	1.13	15.31%	0.89	1.03	15.73%
SEPTEMBER	0.99	1.31	32.32%	0.80	1.11	38.75%

Source: Data from the German Federal Office of Statistics, Wiesbaden

Table 3: Percentage of households that bought certain citrus at least once a year

	2004	2005
Tangerines	82 percent	83 percent
Oranges	77 percent	74 percent
Lemons	64 percent	63 percent
Grapefruits	32 percent	30 percent

Source: ZMP based on GfK consumer panel

Table 4: Per capita consumption of fruits³ in Germany in kg per person per year

	2000/01	2001/02	2002/03	2003/04 r	2004/05 p
Apples (market)	19.1	17.5	17.7	18.0	17.2
Bananas	12.1	11.1	11.1	11.0	10.4
Oranges	7.0	6.0	6.5	7.0	6.8
Tangerines	4.2	3.6	4.2	3.7	4.3
Grapes	4.0	3.8	3.4	3.6	3.5
Pears	2.6	2.3	2.6	2.4	2.6
Strawberries	2.4	2.7	2.3	2.2	2.4
Lemons	1.6	1.7	1.6	1.6	1.5
Cherries	1.4	1.2	1.0	1.2	1.3
Plums	1.1	1.0	1.0	1.1	1.2
Grapefruits	0.9	0.8	0.7	0.6	0.7
other	29.6	28.3	28.0	29.0	27.8
Total Fresh Fruit	66.9	62.5	62.4	63.4	62.5

R= revised

P = provisional

Source: ZMP Bilanz Obst table 13

³ Commercially grown fruits including imports, excluding backyard production

Table 5: Grapefruit Exports of Mediterranean Countries, in 1,000 metric tons

ranked by volume of 2006/2007

	2001/02	2002/03	2003/04	2004/05	2005/06	2006/07*	Percent change
Total	236	233	246	238	296	277	+ 9
Turkey	112	100	114	87	151	135	- 11
Israel	69	64	70	88	75	77	+ 3
Spain	27	34	29	33	34	37	+ 9
Cyprus	25	28	28	26	25	23	- 8
Other	3	7	5	4	11	5	- 55

Source: Central Market and Price reporting Agency (ZMP) based on figures from Liaison Committee for Mediterranean Citrus Fruit Culture (CLAM)

Table 6: EU import tariff for grapefruits (CN/HS code 0805 4000)

Period	Duty in percent
January 1 – April 30	1.5
May 1 – October 31	2.4
November 1 – December 31	1.5