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# Germany

**Post:** Berlin

# Product Brief - Dried Fruits and Nuts

**Report Categories:**
Dried Fruit
Tree Nuts
Product Brief

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**Report Highlights:**
With 82 million of the world's richest customers, Germany is the largest market for dried fruits and nuts in Europe and a very important destination for U.S. almonds, walnuts, prunes, and other products. This report provides marketing, trade, and regulatory information for U.S. exporters.

**General Information:**

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**List of Abbreviations:**

| | |
|---|---|
| Destatis | = German Federal Office of Statistics (Statistisches Bundesamt) www.destatis.de |
| Eurozone | = 17 European Union (EU) member states that have adopted the euro (€) as their common currency and sole legal tender. The Eurozone currently consists of Austria, Belgium, Cyprus, Estonia, Finland, France, Germany, Greece, Ireland, Italy, Luxembourg, Malta, the Netherlands, Portugal, Slovakia, Slovenia, and Spain. |
| EU | = European Union |
| MT | = Metric ton = 1000 kg |
| VASP | = Voluntary Aflatoxin Sampling Plan |

## 1. Market Overview

Germany, with its 81.8 million people, is the largest economy in the European Union (EU) and the fourth-largest economy in the world. Germany has been less affected by the financial crisis of 2008 and Eurozone debt crisis than other EU member states.

Furthermore, Germany is a leading European market for foods and beverages. Germany's main trading partners in the food and beverage sector are other EU countries, the United States, and Russia. Even though German consumers tend to prefer domestically produced goods, in recent years, food imports have steadily increased because of rising demand for foreign and exotic foods including nuts and dried fruits.

Even though Germany does not produce significant amounts of dried fruits or nuts, it has the second largest overall consumption. Moreover, Germany has a high number of immigrants and ethnic groups from Mediterranean countries whose diet includes a higher percentage of dried fruits and nuts than the traditional German diet and who spend a higher percentage of their income on food. In addition, according to the German statistical office (Statistisches Bundesamt, Destatis), in 2011, for the first time in eight years, the population of Germany increased. The main reason is immigration, mostly from other EU member countries.

At the same time it is important to consider that consumers in Germany are generally quite price sensitive and many shop at discount supermarkets, such as Aldi and Lidl, and that private brands are quite popular in the dried fruit and nut sector.

**Figure 1. Advantages and Challenges**

| Advantages | Challenges |
|---|---|
| Germany is the largest economy in Europe and the largest market for many food and drink products. | Germany is a very price sensitive market, and both, consumers and retailers, are looking for top quality at a discount price. |
| The economy of Germany remains strong and continues to lead the economy in Europe. | Discount operators have a leading market share in food sector. |
| Consumers in Germany have one of the highest income levels in the world. | A significant group of consumers prefers private label products. This can be a challenge for U.S. companies to promote a particular brand since private label products are popular. |
| The food and beverage sector is well established, offering a modern retailing and distribution possibilities throughout the country. | German (i.e. EU) import tariffs on certain products are high. EU-27 member states benefit from preferential market access with no tariffs. |
| German consumers are willing to pay for high-quality goods like for instance organic products and for health and wellness food. | Retailers rarely import products into Germany on their own. |
| The United States has a good reputation for quality. | Retailers often charge high listing fees for products. |

Source: FAS Berlin

## 2. Market Sector Opportunities and Threats

### 2.1. Market entry strategy

While discount stores usually stock some dried fruits and nuts, the selection is mostly limited to a small number of products and usually just one brand or private label per products. The basic selection usually includes peanuts, walnuts, almonds, cashews, pistachios, macadamia nuts, prunes, raisins, cranberries and a combination of these as part of a trail mix. The price sensitivity of German consumers has led to the very strong market share (on a turnover basis) of discount stores at the expense of all other store types (Figure 2). Discount stores are predicted to continue to dominate in the coming years.

**Figure 2. Sales at discount stores, supermarkets, hypermarkets, and convenience stores in Germany 2009-2011 (billions of Euro)**

| | 2009 | 2010 | 2011 |
|---|---|---|---|
| **Discount stores**(stores with a limited selection of items, distinguished by lower prices than at supermarkets and hypermarkets) | **61.3** | **61.7** | **62.1** |
| **Supermarkets** (stores with less than 16,146 square feet) | 47.1 | 48.9 | 49.2 |
| **Hypermarkets** (stores with more than 16,146 square feet) | 34.6 | 34.6 | 33.9 |
| **Convenience stores** (includes kiosks, gas stations, small grocery shops, etc.) | 9.3 | 9.3 | 9.4 |

**Source: FAS Berlin Retail Report 2012 based on numbers from Euromonitor International**

In contrast to discount stores, supermarket/ hypermarkets may feature other dried fruits (e.g. dates, apricots, figs, pineapples, ginger, banana chips), brazil nuts, and pecans. In larger supermarkets these products may be found in the fresh produce aisle (sometimes loose, in bulk), in the baking aisle, and a wide variety in the snacks aisle. In addition, mueslis and muesli bars with nuts and dried fruits are becoming increasingly perceived as a healthy and quick breakfast or snack alternative. Evidence of this is the growing aisle space devoted to these products.

Germany also has a number of green grocers. Some of these are devoted to delicatessen items and only carry exotic and high-quality products while the majority are Turkish green grocers specializing in fresh fruits and vegetables. In both types of stores, large Medjool dates, dried apricots and other dried fruits may be purchased. In some of the larger stores tree nuts are also sold.

Country of origin labeling is mandatory only for fruits and vegetable products that are subject to EU marketing standards. In the dried fruits and nuts segment this pertains to walnuts in shell and hazelnuts in shell. However, voluntary declaration of origin is allowed for all products and is usually done whenever a given origin is associated with premium quality and might enable the seller to fetch premium prices. The United States has a good reputation for quality. Especially products from California and Florida are well received since consumers associate these states with warmth and sunshine. For these states, it might be useful to stress the state of origin in addition to the U.S. origin. Other U.S. states are less well known and labeling those states may bring few immediate benefits over the general U.S. origin designation.

Most dried fruits, tree nuts, and peanuts are imported in bulk for packaging or processing.  Most imports are handled by specialized German import companies, who distribute to German food processors or deliver to retail chains.  Retails chains and food processors very rarely import themselves.  We highly recommend working with an importer, as these companies have a lot of experience with import certificates, labeling, and other import requirements.  Although most products are imported in bulk, there are some U.S. companies with branded, consumer-packaged dried fruits and nuts which are successful on the German market.

Germany is a very price sensitive market, and both, consumers and retailers are looking for top quality at a discount price.  However, German consumers are also very concerned with quality and safety of the foods they consume.  Therefore, food safety and environmental concerns are major issues in Germany.  The public reacts strongly to food scandals that involve high levels of pesticides or contaminants such as mycotoxins and stops buying products associated with such scandals.  This can be an advantage for U.S. products as U.S. products have a very good reputation with regard to quality and safety.

Many Germans also attempt to safeguard the environment through the types of consumer choices they make.  As a result, consumption of organic products is rising slowly but steadily in Germany and this trade is supported by the U.S.-EU organic equivalency arrangement, which went into force in 2012. But also conventional products that convey a natural image are viewed positively. Some products may also benefit from a marketing tie in to ‘sustainability’ certification, which is also a widely used food marketing tool in Germany.

## 2.2. Imports

Imported fruits, vegetables and nuts are commonly found in all German supermarkets and other major retail channels.  Countries like Spain, Italy, and France account for the supply of many fruits. Most nuts are imported from the United States, China, and Turkey.

### 2.2.1. Imports of dried fruits

In 2011, Germany imported 137,312 MT of dried fruits worth U.S.$ 433 million.  Imports from the United States amounted to 22,067 MT at a value of U.S.$ 69 million.  On a quantity basis, Turkey, the United States, Chile, Tunisia, and China were the top suppliers.  In 2011, the United States was the main supplier of dried prunes to the German markets (6,548 MT) (Figure 3).  At the same time Turkey was the main supplier of raisins (40,706 MT) followed by the United States with11,634 MT.  Even though the volume of raisins from the United States is four times smaller than those supplied from Turkey, increased demand for raisins is expected to increase US imports.

**Figure 3. German imports of dried fruits from the United States by value, volume, and year**

| Product | 2009 | 2010 | 2011 | 2012 January to |
|---|---|---|---|---|

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | August | |
| | | 1000 USD | MT | 1000 USD | MT | 1000 USD | MT | 1000 USD | MT |
| **Grand total** | | 52,746 | 18,089 | 51,767 | 20,415 | 68,537 | 22,067 | 30,801 | 10,964 |
| 0806 20 | Raisins | 19,218 | 11,008 | 24,589 | 12,763 | 29,172 | 11,634 | 16,072 | 6,045 |
| 0813 20 | Dried Prunes | 23,648 | 5,799 | 21,413 | 6,669 | 21,299 | 6,548 | 13,864 | 4,811 |
| 2008 9949 | Cranberries | 957 | 189 | 3,786 | 688 | 16,418 | 3,680 | 125 | 38 |
| 0804 1000 | Dates | 191 | 33 | 99 | 11 | 247 | 29 | 50 | 7 |
| | other dried fruits combined | 8,733 | 1,060 | 1,880 | 284 | 1,400 | 177 | 690 | 63 |

**Source: Global Trade Atlas**

### 2.2.2. Imports of nuts

In 2011, Germany imported 198,430 MT of nuts and peanuts worth U.S.$ 708 million. Imports from the United States amounted to 82,314 MT at a value of U.S.$ 393 million. The United States was the number one supplier of nuts and peanuts to Germany followed by Turkey, Spain, France, and Chile.

Nuts (especially peanuts and walnuts) are the most important product category sourced from the United States. In 2011, the United States was number one supplier of shelled almonds (48,366 MT) and shelled walnuts (10.990 MT) and number two supplier after France of walnuts in shell (4,933 MT) and hazelnuts in shell (858 MT) (Figure 4). As not many other countries produce sizeable amounts of almonds, the United States expects little competition in the near future.

**Figure 4. German imports of nuts and peanuts from the United States by value, volume, and year**

| Product | | 2009 | | 2010 | | 2011 | | 2012 January to August | |
|---|---|---|---|---|---|---|---|---|---|
| | | 1000 USD | MT | 1000 USD | MT | 1000 USD | MT | 1000 USD | MT |
| **Grand total** | | **265,787** | **74,090** | **311,288** | **78,234** | **393,165** | **82,314** | **276,177** | **50,104** |
| | **Almonds total** | **161,562** | **46,666** | **187,282** | **46,865** | **218,435** | **48,427** | **170,211** | **36,279** |

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| 0802 11 | Almonds, In Shell | 493 | 142 | 1,162 | 246 | 281 | 61 | 170 | 42 |
| 0802 12 | Almonds, Shelled | 161,068 | 46,524 | 186,120 | 46,619 | 218,154 | 48,366 | 170,040 | 36,237 |
| | **Walnuts, total** | **58,948** | **13,727** | **72,931** | **15,994** | **113,932** | **15,923** | **70,250** | **6,763** |
| 0802 31 | Walnuts, , In Shell | 17,587 | 6,365 | 23,282 | 8,273 | 18,999 | 4,933 | 889 | 219 |
| 0802 32 | Walnuts, , Shelled | 41,361 | 7,362 | 49,649 | 7,721 | 94,932 | 10,990 | 69,361 | 6,544 |
| | **Pistachios, total** | **30,241** | **4,171** | **30,781** | **3,832** | **34,564** | **4,143** | **27,321** | **3,396** |
| 0802 50 | Pistachios, Shelled Or Not | 30,241 | 4,171 | 30,781 | 3,832 | 34,564 | 4,143 | - | - |
| 0802 5100 | Pistachios, In Shell | - | | - | | - | | 18,128 | 2,387 |
| 0802 5200 | Pistachios, shelled | - | | - | | - | | 9,193 | 1,009 |
| | **Peanuts, total** | **10,785** | **8,274** | **15,321** | **10,339** | **21,934** | **12,812** | **6,459** | **3,303** |
| 1202 1090 | Peanuts In Shell (Excl. Roasted ) | 10,682 | 8,210 | 14,974 | 10,050 | 21,498 | 12,480 | - | - |
| 1202 2000 | Shelled Peanuts, (Excl. Roasted ) | 80 | 61 | 329 | 286 | 425 | 331 | - | - |
| 1202 4100 | Peanuts, In The Shell, | - | | - | | - | | 6,317 | 3,204 |

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| 1202 4200 | Shelled Peanuts | - | | - | | - | | 136 | 97 |
| 2008 1196 | Peanuts, Roasted, < 1kg | 10 | 1 | 8 | 2 | 4 | 1 | 1 | - |
| 2008 1198 | Peanuts, not roasted, <1kg | 13 | 2 | 10 | 1 | 7 | - | 5 | 2 |
| **0802 9010** | **Pecans** | **-** | | **-** | | **-** | | **974** | **130** |
| | **Hazelnuts total** | **3,442** | **1,130** | **4,184** | **1,045** | **3,433** | **876** | **718** | **195** |
| 0802 21 | Hazelnuts, In Shell | 3,089 | 1,050 | 3,341 | 888 | 3,321 | 858 | 718 | 195 |
| 0802 22 | Hazelnuts, Shelled | 353 | 80 | 843 | 157 | 112 | 18 | - | - |
| | **Macadamia, total** | **154** | **20** | **4** | **-** | **2** | **-** | **1** | **-** |
| 0802 60 | Macadamia Nuts | 154 | 20 | 4 | - | 2 | - | - | - |
| 0802 6100 | Macadamia Nuts, In Shell | - | | - | | - | | 0 | - |
| 0802 6200 | Shelled Macadamia Nuts | - | | - | | - | | 0 | - |
| | **Nuts And Other Seeds, Incl. Mixtures, total** | **186** | **41** | **237** | **68** | **258** | **82** | **102** | **26** |
| 2008 | Nuts And Other Seeds, | 77 | 7 | 68 | 7 | 58 | 23 | 13 | 1 |

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| 199 9 | Incl. Mixtures, <1kg | | | | | | | | |
| 200 8 191 9 | Nuts And Other Seeds, Incl. Mixtures, > 1kg | 109 | 34 | 169 | 61 | 200 | 59 | 89 | 25 |
| | **Almonds/Pistachio mix, total** | **456** | **60** | **536** | **88** | **593** | **50** | **76** | **10** |
| 200 8 191 3 | Roasted Almonds And Pistachios, > 1kg | 6 | 1 | 366 | 64 | 7 | 1 | 3 | - |
| 200 8 199 3 | Roasted Almonds And Pistachios, < 1kg | 450 | 59 | 170 | 24 | 587 | 49 | 72 | 10 |
| | **other nuts combined** | **14** | **1** | **13** | **3** | **15** | **1** | **68** | **2** |

Source: Global Trade Atlas

### 2.3. Packaging Waste Recycling - Green Dot System

The German Packaging and Waste Avoidance Law (Verordnung über die Vermeidung und Verwertung von Verpackungsabfällen, VerpackV) requires producers, importers, and distributors of consumer products, including food stuffs, to enter into a contract for recycling of packaging material with one of the licensed national recycling companies. Traditionally, the German industry has been using the "Green Dot" symbol to assure that packaging material will be recycled in a controlled system. The "Green Dot" is found on the packaging material of virtually all products retailed in Germany. Since January 1, 2009, the recycling law no longer requires the "Green Dot" to be printed on product packaging to prove that the material will be recycled in a proper manner. However, if the manufacturer or the importer chooses to continue using the Green Dot symbol, a licensing contract needs to be signed with the Duales System Deutschland GmbH (DSD).
For further information on the Green Dot packaging material disposal and recycling program contact your potential German importer and/or one of the following companies, which are registered as Green Dot recycling enterprises.

Der Grüne Punkt – Duales System Deutschland GmbH, Köln - www.gruener-punkt.de
BellandVision GmbH, Pegnitz - www.bellandvision.de
EKO-PUNKT GmbH, Mönchengladbach - www.eko-punkt.de
INTERSEROH Dienstleistungs-GmbH, Köln - www.interseroh.de
Landbell AG, Mainz - www.landbell.de
Redual GmbH & Co. KG, Köln - www.redual.de

Vfw GmbH, Köln - www.vfw-gmbh.eu
Veolia Umweltservice GmbH, Hamburg - http://www.veolia-umweltservice.de
Zentek GmbH & Co. KG, Köln - www.zentek.de

## 3. Market Access

### 3.1. Regulatory environment, marketing standards and labeling requirements

Germany is part of the EU, which is a common market and customs union. Therefore, German imports and exports are subject to EU regulations formed in Brussels. The authority to monitor compliance with those regulations rests with the 16 Federal German States.

In the dried fruits and nuts segment walnuts in shell and hazelnuts in shell are subject to the EU general marketing standard The general marketing standard defines minimum quality and maturity requirements, introduces a maximum tolerance and requires products to be labeled with full name of their country of origin. For further details please visit http://www.usda-eu.org/trade-with-the-eu/eu-import-rules/marketing-standards/. Imports also have to comply with the standard. However, operators can opt to use an applicable UNECE standard instead.

In addition, EU labeling law requires dried fruits that were preserved with sulfur in access of 10 mg SO2 /kg to be labeled "geschwefelt" (meaning: preserved with sulfur). We recommend to contact your importer about details of those requirements prior to shipping.

### 3.2. EU tariffs for dried fruits and nuts

According to EU customs, regulations and tariffs, there are varying quotas or direct import taxes for dried fruits and nuts depending on country of origin. The EU import tariffs for the main dried fruits and nuts are summarized in Figure 6. For other dried fruits and nuts please consult the EU official Journal at the following hyperlink: http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2012:304:0001:0915:EN:PDF pages 94 through 100, 157 and 165.

**Figure 5. EU Tariffs for Dried Fruits and Nuts**

| Product | HS/CN Code | Tariff in percent | Tariff Rate Quota |
|---|---|---|---|
| Almonds in shell bitter | 0802 1110 | free | |
| Almonds shelled bitter | 0802 1210 | free | |
| Almonds in shell sweet | 0802 1190 | 5.6 | 90,000 MT at 2 % |
| Almonds shelled sweet | 0802 1290 | 3.5 | |
| Brazil nuts | 0801 21 +22 | free | |

| | | | |
|---|---|---|---|
| Cashew nuts in shell | 0801 31 +31 | free | |
| Cranberries | 2008 9949 | 17.6 | |
| Dates | 0804 1000 | 7.7 | |
| Dried prunes | 0813 2000 | 9.6 | |
| Hazelnuts | 0802 21 +22 | 3.2 | |
| Other dried fruits | 0813 4095 | 2.4 | |
| Peanuts in packages > 1kg | 2008 1191 | 11.2 | |
| Peanuts < 1kg roasted | 2008 1196 | 12.0 | |
| Peanuts < 1kg not roasted | 2008 1198 | 12.8 | |
| Raisins | 0806 20 | 2.4 | |
| Walnuts in shell | 0802 3100 | 4.0 | |
| Walnuts shelled | 0802 3200 | 5.1 | |

Source: The Official Journal of the European Union. Commission Implementing Regulation (EU) No 927/2012 of October 9, 2012, amending Annex I to Council Regulation (EEC) No 2658/87 on the tariff and statistical nomenclature and on the Common Customs Tariff

### 3.3. Phytosanitary requirements

EU Council Directive 2000/29/EC lists all requirements and products that need a phytosanitary certificate for imports into the EU. A consolidated version from January 2010 is at available at: http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=CONSLEG:2000L0029:20100113:EN:PDF . Pistachios, almonds, and peanuts are also subject to toxin checks at customs when imported from certain countries. For imports from the United States, this applies to almonds. Importers have to apply for these checks at certain customs locations, and goods are kept by authorities until results are available.

#### 3.3.1. Import Conditions for U.S. Almonds

In September 2007, the EU implemented special import conditions which called for mandatory testing of U.S. almonds imported into the EU. USDA and The California almond industry have developed a “Voluntary Aflatoxin Sampling Plan” (VASP) comparable to the EU sampling procedures so that almonds can be uniformly tested before they are shipped to the EU. Per Commission Regulation 1152/2009, these procedures are considered to provide sufficient assurances which means that almonds shipped under VASP are subject to random controls. The Regulation covers almonds in shell or shelled, roasted almonds and mixtures of nuts or dried fruits containing almonds, and foodstuffs containing a significant amount of almonds (at least 20%). While almonds shipped without a VASP certificate used to be subject to 100 percent border controls in the original Commission Regulation 1152/2009, the regulation has been amended in March 2012 to no longer authorize imports without a VASP (Commission Regulation 274/2012).

Regulation 1152/2009 also introduced the use of a Common Entry Document (CED). Importers have to provide prior notification to the competent authorities at the designated port of entry for the goods covered by the regulation at least 1 working day prior to the arrival of the goods, using the CED. The

CED was published as Annex II to Regulation 669/2009. Provisions for methods of sampling and analysis for the official control of mycotoxins including aflatoxins are laid down in Commission Regulation 401/2006.
More information is available in the European Commission's Guidance Document and on the Almond Board of California's website.

### 3.3.2. Maximum levels for Aflatoxin

Aflatoxin is a group of fungal toxins that are produced by *Aspergillus flavus* and *Aspergillus parasiticus*, which grow easily on peanuts, nuts and dried fruits when they are inappropriately stored in warm, humid conditions. Aflatoxin is a powerful liver carcinogen and therefore receives a lot of attention to ensure food safety. Maximum aflatoxin levels for all of the EU, including Germany, are laid down in Commission Regulation 1881/2006. A consolidated version from September 2012 is available at: http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=CONSLEG:2006R1881:20120901:EN:PDF). These are also applied to imported products. In order to ensure comparable results, the EU requires that tests are carried out using sampling methods according to EU regulation 401/2006.

**Figure 6. EU Maximum Level for Aflatoxin in Dried Fruits and Nuts**

| **Maximum Levels for Aflatoxins** | | |
|---|---|---|
| | **B1** | **B1, B2, G1 and G2 combined** |
| Almonds, pistachios and apricot kernels, intended for direct human consumption or use as an ingredient in foodstuffs | 8,0 microgram/kg | 10,0 microgram/kg |
| Almonds, pistachios and apricot kernels to be subjected to sorting, or other physical treatment, before human consumption or use an ingredient in foodstuffs | 12,0 microgram/kg | 15,0 microgram/kg |
| Groundnuts (peanuts) and other oilseeds, to be subjected to sorting, or other physical treatment, before human consumption or use and ingredient in foodstuffs, with the exception of: -groundnuts (peanuts) and other oilseeds for crushing for refined vegetable oil production | 8,0 microgram/kg | 15,0 microgram/kg |
| Groundnuts (peanuts) and other oilseeds and processed products thereof, intended for direct human consumption or use as an ingredient in foodstuffs, with the exception of: - crude vegetable oils destined for refining; - refine vegetable oils | 2,0 microgram/kg | 4,0 microgram/kg |
| Hazelnuts and Brazil nuts, intended for direct human consumption or use as an ingredient in foodstuffs | 5,0 microgram/kg | 10,0 microgram/kg |
| Hazelnuts and Brazil nuts, to be subjected to sorting, or other | 8,0 | 15,0 |

| | | |
|---|---|---|
| physical treatment, before human consumption or use as an ingredient in foodstuffs | microgram/kg | microgram/kg |
| Tree nuts, other than Hazelnuts, Brazil nuts, Almonds, pistachios, to be subjected to sorting, or other physical treatment, before human consumption or use as an ingredient in foodstuffs | 5,0 microgram/kg | 10,0 microgram/kg |
| Dried fruit and tree nuts, other than almonds, pistachios, hazelnuts, Brazil nuts and processed products thereof, intended for direct human consumption or use as an ingredient in foodstuffs | 2,0 microgram/kg | 4,0 microgram/kg |

**Source: The Official Journal of the European Union. Commission Regulation (EC) No 1881/2006 of December 19, 2006, setting maximum levels for certain contaminants in foodstuffs.**

## 4. Post Contact and Further Information

For more information concerning market entry and a current importer list contact:

Embassy of the United States of America
Office of Agricultural Affairs
Clayallee 170
14191 Berlin
Germany
Tel: +49-30-8305-1150
Fax: +49-30-84 31 19 35
e-mail: agberlin@usda.gov

### 4.1. Trade fairs

In Germany, trade fairs play a key role in presenting new products to the trade or in finding additional buyers and importers. The major international trade fair for the fruit and vegetable trade is held each February in Berlin:

| | | |
|---|---|---|
| **FRUIT LOGISTICA**<br>Berlin, Germany<br><br>Target Market: Germany/EU/Central & Eastern Europe<br>Good venue for exhibiting fresh and dried fruit, nuts and related products. | February 6-8, 2013<br>February 5-7, 2014<br>(Interval: yearly) | U.S. Pavilion Organizer:<br>B*FOR International<br>Tel: (540) 373-9935<br>Fax: (540) 372-1414<br>http://www.fruitlogistica.de |

For organic products there is a special trade fair held annually in Nuremberg:

| | | |
|---|---|---|
| **Bio Fach**<br>Nuremberg, Germany | February 13-16, 2013 | U.S. Pavilion Organizer: |

| | | |
|---|---|---|
| Target Market: Germany/Europe<br>The leading European trade show for organic food and non-food products. | (Interval: yearly) | B*FOR International<br>Tel: (540) 373-9935<br>Fax: (540) 372-1411<br>http://www.biofach.de |

For the food retail trade and the food service there is the world's leading food fair in Cologne

| | | |
|---|---|---|
| **ANUGA**<br>Cologne, Germany<br><br>Target Market: Germany/EU/Central & Eastern Europe<br>The world´s leading food fair for the retail trade and the food service and catering market. | October 5-9, 2013<br>(Interval: every two years) | U.S. Pavilion Organizer:<br>B*FOR International<br>Tel: (540) 373-9935<br>Fax: (540) 372-1411<br>http://www.anuga.com |

**5. Related Reports:**

| Report Number | Date | Title |
|---|---|---|
| E70048 | 12/27/2012 | **FAIRS Country Report**<br>**Food and Agricultural Import Regulations and Standards - Narrative\|Brussels USEU\|EU-27\|1/1/2013**<br><br>This report updates each of the nine sections and provides an overview of food laws currently in force in the EU-27. Developments in EU food legislation and initiatives that may have an impact on U.S. exports of food and agricultural products are highlighted on a blue background. Information provided in this report is also available on the new USEU/FAS website http://www.usda-eu.org.<br>Food and Agricultural Import Regulations and Standards - Narrative_Brussels USEU_EU-27_12-27-2012 |
| GM12006 | 2/24/2012 | **FAIRS Country Report\|**<br>**Food and Agricultural Import Regulations and Standards - Berlin\|Germany\|2/29/2012**<br><br>Germany is a member of the European Union (EU) and generally follows EU directives and regulations, including those relating to the importation of food products. This report provides an overview of food laws in force in Germany that cover areas which are not yet harmonized. Food laws currently in force in the EU-27 are |

| | | |
|---|---|---|
| | | summarized in the EU-27 FAIRS report. Disclaimer This report was prepared by the USDA/Foreign Agricultural Service in Berlin, Germany, for U.S. exporters of domestic food and...<br>Food and Agricultural Import Regulations and Standards - Narrative_Berlin_Germany_2-7-2012 |
| AU12008 | 11/02/2012 | **Using ‘Sustainability’ to Market U.S. Foods In Europe\| Vienna\|EU-27\|11/7/2012**<br><br>This report provides information and analysis for U.S. food and agricultural exporters on the topic of ‘sustainability’.<br>Using ‘Sustainability’ to Market U.S. Foods In Europe_Vienna_EU-27_11-2-2012 |
| GM12021 | 8/15/2012 | **The German Food Retail MarketBerlin\|Germany\|8/20/2012**<br><br>Germany is by far the biggest market in the European Union with good prospects for U.S. food products like tree nuts, wine, processed fruits and vegetables, fruit juices and others. The food retail market is fairly consolidated with discounters dominating the market. Food marketing trends in Germany show an increase in private labels and in demand for convenience, health, sustainable, wellness, and new innovative as well as luxury products.<br>Retail Foods_Berlin_Germany_7-31-2012 |
| | | Fruit Logistica 2012 Again Highly Successful Showcase for U.S. Exhibitors<br>**http://www.usda-mideurope.com/detail.php?iid=28&id=19** |
| GM1019 | 8/31/2011 | **Road Map to the German Market\|**<br>**Exporter Guide\|**<br>**Berlin\|Germany\|9/5/2011**<br><br>Germany has 82 million of the world’s wealthiest consumers and is by far the most populous and economically powerful of the European Union’s 27 member-states. The German market offers good opportunities for U.S. exporters of consumer-oriented agricultural products. In 2010, U.S. exports of consumer oriented products to Germany totaled $662 million. Largest segments were tree nuts, fish & seafood products, and wine & beer.<br>Exporter Guide_Berlin_Germany_8-31-2011 |
| GM1006 | 02/08/2011 | **Product Brief Fresh Deciduous Fruit**<br>**Berlin\|Germany\|2/18/2011**<br><br>Germany is one of the largest markets for fruit in Europe. The relative affluence of its population of 82 million people makes it an attractive outlet for exporters from many countries. This product brief highlights |

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| | | certain aspects of the German fruit market for U.S. exporters to utilize existing market opportunities and properly market their product in Germany.<br>Product Brief Fresh Fruits_Berlin_Germany_02-08-2011 |
| GM9037 | 12/2/2009 | **Carbon Footprint Labeling For Food No Priority for German Industry Berlin\|Germany\|12/7/2009**<br><br>In Germany, product carbon footprint (PCF) labeling for food is embedded in the overall discussion about climate change and sustainable production.   Germany's food processors, retailers, and manufacturing industry do not see any need for a mandatory PCF labeling system.  Although these groups understand the need to reduce greenhouse gas emissions, their research indicate that supplying PCF information about a product in a business to consumer basis does not provide any benefits to the consumer...<br>Carbon Footprint Labeling For Food No Priority for German Industry_Berlin_Germany_10-9-2009 |

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