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## Poland

#### Post: Warsaw

# **Product Brief - Dried Fruits and Nuts**

Report Categories: Dried Fruit Tree Nuts Product Brief Approved By: Michael Henney - Agricultural Attaché Prepared By: Brian D. Healy - International Agricultural Intern Jolanta Figurska - Senior Agricultural Marketing Specialist

### **Report Highlights:**

The dried fruits and nuts sector shows continued expansion in the Polish food market overall. This report provides marketing, trade, and regulatory information for US exporters.

#### General Information: Section I. Market Overview

Sweet and savory snacks show continued expansion in the Polish food market. Nuts demonstrated the highest levels of growth in sales at 20.9 percent and volume at 21.8 percent, out of all sweet and savory snack foods in the Polish market over the period 2007-2012. Polish consumers are increasingly aware of the healthy benefits provided by dried fruit and nuts and value their convenience as a healthy form of food "on the go." Dried fruit and nuts are also widely used as traditional baking ingredients. While growth is expected to continue over the next five years, it will do so at a diminished rate with an expected 12.7 percent increase in volume from 2012-2017.

Among the nuts available on the Polish market, in 2012 the following were most popular: almonds (44.9 percent), pistachios (27.2 percent), hazelnuts (19 percent) walnuts (3.9 percent), and macadamia nuts (3.3 percent). U.S. nut commodities hold the largest individual market share for nuts in Poland, nearly one third, and dominate the almond, pistachio, and walnut markets, the first, second, and fourth largest nut markets in Poland, respectively. However, U.S. commodities remain largely absent from the hazelnut and macadamia nut markets, the third and fifth largest nut markets in Poland. While technically not nuts, peanuts and sunflower seeds are typically grouped with this category, and combined, have higher total volume and sales than other nuts combined. As with hazelnuts and macadamia nuts, U.S. product offerings for these commodities are severely limited.

The most popular dried fruits in the market are: raisins, prunes, dates, apricots, figs, apples, and pears. Dried cranberries continue to gain interest in the market due to their perceived health benefit and exposure through FAS organized promotions. Marketing events, including the "Taste of America" event hosted at the Ambassador's residence in September 2013 promoting US cranberries, almonds, and peanuts, help drive consumer demand by showcasing quality of US products, health related benefits of these commodities, and reduce market access barriers for exporters.

| Advantages   | Challenges  |
|--|---|
| Polish consumption of dried fruit and nuts is on the rise.                             | Increased competition with other products in the sweet and savory<br>snack food industry, especially popcorn and corn chips, as<br>increasingly health conscious Poles substitute away from<br>confectionary goods. |
| Increasingly health conscious consumers.   | Competition from fresh products as year round high quality fruits<br>and vegetables are widely available.   |
| The US is the leading supplier<br>of almonds, pistachios, and<br>walnuts in Poland.    | Limited to no US market presence for peanuts, sunflower seeds, hazelnuts, and raisins; major markets that are non-EU sourced.   |
| Polish consumers perceive<br>U.S. agricultural commodities<br>to be of higher quality. | EU member states face lower transportation costs due to geographical proximity and lower tariffs on commodities due to EU membership.   |

The removal of the tariff for raw shelled and unshelled peanuts and decreased tariffs for walnuts, pistachios, raisins, dried prunes, and mixed nuts due to Poland's EU accession continues to offer U.S. suppliers more competitive entry into the Polish dried fruit and nut market.

# Section II. Market Sector Opportunities and Threats -Entry Strategy:

Larger firms have traditionally distributed products in this sector through wholesalers; however, more dried fruit and nut importers are increasingly using direct distribution to the retail market. Direct distribution reduces overall cost and increases product freshness. Larger firms have also introduced sales representatives in the field to process orders and to collect market information for the firm. Smaller firms, with less access to capital, rely on wholesalers to link them to the market. These firms do not have the capital necessary to distribute their product internally.

Exporters of U.S. dried fruit and nuts may obtain a list of current Polish importers by contacting the Office of Agricultural Affairs at the U.S. Embassy in Warsaw (see Section V).

#### -Market Size, Structure, Trends:

Retail centers for dried fruit and nut sales are broken into several segments. They include hypermarkets, supermarkets, discount stores, independent small grocers, and convenience stores. Distribution through supermarkets and hypermarkets has rapidly expanded over the past five years, and these formats offer the largest variety of and provide the most shelf space for dried fruit and nuts. While independent small grocer distribution channels have greatly diminished over the past five years, due to the growing trend toward supermarkets and hypermarkets, they remain the largest distribution format for dried fruits and nuts in Poland. Convenience stores represent a new and growing distribution channel located in railway, bus, and gas stations throughout Poland. The number of these stores is expected to increase as the Polish highway system rapidly improves and expands, increasing the number of gas stations with food stores, demonstrating great potential for market growth in dried fruit and nut product distribution.

The increased market share of supermarkets and hypermarkets has increased the demand for bulk packaging of products as customers want to make fewer trips to the store and receive more value for their money. Similar to major grocery chains in the U.S., international food retail stores such as Auchan, Tesco, and E. Leclerc, require distributors to pay stocking fees, entry fees, and other obligatory fees (grand opening, birthday, and other promotional fees) for placing products on their shelves.

The majority of dried fruit and nut products that enter Poland are finished products, meaning they are dried, shelled, or somehow processed before entry. U.S. suppliers prefer to make bulk shipments to reduce transportation costs, however, most Polish distributors and retailers can't afford such shipments outright, and do not have the sales volume, or distribution infrastructure to support such shipments. As a result, many US dried fruits and nuts enter Poland through a western EU intermediary.

Other products in the sweet and savory snacks category compete heavily with dried fruits and nuts. Firms in this industry advertise heavily through TV, radio and billboards. The increasing availability of year round high quality fresh fruit and vegetables also directly competes with dried fruits and nuts. The following tables show a breakdown of dried fruit and nuts imported to Poland.

-Dried Fruit & Nuts Import Tables:

| Commodity: 080211, Almonds, Fresh Or Dried, In Shell |                            |  |  |  |  |  |
|--|----------------------------|--|--|--|--|--|
|  | Year Ending: December 2012 |  |  |  |  |  |
| Partner Country Unit 2011 2012                       |                            |  |  |  |  |  |

|                |    | USD    | Quantity | USD    | Quantity |
|----------------|----|--------|----------|--------|----------|
| World          | kg | 60,201 | 5,950    | 94,913 | 14,070   |
| United States  | kg | 3,865  | 816      | 30,578 | 5,167    |
| Germany        | kg | 37,342 | 2,679    | 28,278 | 3,595    |
| United Kingdom | kg | 68     | 8        | 18,637 | 3,601    |
| Czech Republic | kg | 0      | 0        | 6,751  | 990      |
| Spain          | kg | 10,692 | 1,233    | 6,419  | 570      |
| Austria        | kg | 0      | 0        | 4,130  | 135      |
| Thailand       | kg | 0      | 0        | 73     | 7        |
| Italy          | kg | 0      | 0        | 46     | 5        |
| Netherlands    | kg | 6,168  | 940      | 0      | 0        |
| Slovakia       | kg | 2,066  | 274      | 0      | 0        |

| Commo                      | Commodity: 080212, Almonds, Fresh Or Dried, Shelled |            |           |            |           |  |  |  |
|----------------------------|---|------------|-----------|------------|-----------|--|--|--|
| Year Ending: December 2012 |   |            |           |            |           |  |  |  |
| Doutnon Country            | Unit  | 201        | 1         | 201        | 2         |  |  |  |
| Partner Country            | Omt   | USD        | Quantity  | USD        | Quantity  |  |  |  |
| World                      | kg  | 27,844,262 | 5,770,099 | 30,632,498 | 5,146,162 |  |  |  |
| United States              | kg  | 11,745,522 | 2,288,084 | 13,379,924 | 2,357,193 |  |  |  |
| Spain                      | kg  | 8,631,218  | 1,314,512 | 7,261,633  | 1,131,392 |  |  |  |
| Germany                    | kg  | 3,323,374  | 1,317,380 | 4,732,740  | 730,489   |  |  |  |
| Australia                  | kg  | 1,610,460  | 319,004   | 2,179,490  | 354,160   |  |  |  |
| Italy                      | kg  | 1,374,877  | 198,325   | 1,224,476  | 144,901   |  |  |  |
| Czech Republic             | kg  | 44,874     | 7,319     | 936,187    | 142,318   |  |  |  |
| Netherlands                | kg  | 71,469     | 36,389    | 258,602    | 137,465   |  |  |  |
| Greece                     | kg  | 187,527    | 35,082    | 184,427    | 32,335    |  |  |  |
| Belgium                    | kg  | 169,090    | 20,706    | 165,043    | 24,450    |  |  |  |
| Luxembourg                 | kg  | 0          | 0         | 145,136    | 22,050    |  |  |  |
| Indonesia                  | kg  | 118,931    | 36,324    | 94,019     | 32,640    |  |  |  |
| Sweden                     | kg  | 25,636     | 3,264     | 18,688     | 2,064     |  |  |  |
| Lithuania                  | kg  | 6,378      | 1,200     | 18,671     | 29,715    |  |  |  |
| Slovakia                   | kg  | 82,356     | 12,706    | 14,430     | 2,042     |  |  |  |
| United Kingdom             | kg  | 3,437      | 500       | 11,171     | 1,488     |  |  |  |
| Argentina                  | kg  | 0          | 0         | 4,318      | 750       |  |  |  |
| Turkey                     | kg  | 3,920      | 376       | 2,683      | 645       |  |  |  |
| France                     | kg  | 143,456    | 92,400    | 827        | 15        |  |  |  |
| Denmark                    | kg  | 76,183     | 48,165    | 32         | 50        |  |  |  |
| Austria                    | kg  | 538        | 40        | 0          | 0         |  |  |  |
| Canada                     | kg  | 135,904    | 20,790    | 0          | 0         |  |  |  |
| Chile                      | kg  | 89,065     | 17,530    | 0          | 0         |  |  |  |
| Israel                     | kg  | 48         | 3         | 0          | 0         |  |  |  |

| Commodity: 080250, Pistachios, Fresh Or Dried, Whether Or Not Shelled |          |               |           |     |          |  |
|---|----------|---------------|-----------|-----|----------|--|
| Year  | r Ending | : December 20 | )12       |     |          |  |
| Bowtman Country   | I In:t   | 201           | 1         |     | 2012     |  |
| Partner Country   | Unit     | USD           | Quantity  | USD | Quantity |  |
| World   | kg       | 13,287,812    | 1,482,372 | n/a | n/a      |  |
| United States   | kg       | 7,887,544     | 828,011   | n/a | n/a      |  |
| Iran  | kg       | 4,371,544     | 543,175   | n/a | n/a      |  |
| Slovakia  | kg       | 880,289       | 102,633   | n/a | n/a      |  |
| Belgium   | kg       | 67,692        | 5,931     | n/a | n/a      |  |
| Germany   | kg       | 61,952        | 2,183     | n/a | n/a      |  |
| Italy   | kg       | 12,546        | 259       | n/a | n/a      |  |
| Not Determined Intra EU Trade   | kg       | 4,300         | 150       | n/a | n/a      |  |
| Thailand  | kg       | 1,864         | 26        | n/a | n/a      |  |
| France  | kg       | 81            | 4         | n/a | n/a      |  |

| Commodity: 080222, Hazelnuts Or Filberts (Corylus Spp.) Fresh Or Dried, Shelled |      |            |           |            |           |  |  |
|---|------|------------|-----------|------------|-----------|--|--|
| Year Ending: December 2012  |      |            |           |            |           |  |  |
| Doute on Country  | TI:4 | 201        | 1         | 201        | 2         |  |  |
| Partner Country   | Unit | USD        | Quantity  | USD        | Quantity  |  |  |
| World   | kg   | 16,115,728 | 2,153,856 | 12,668,176 | 1,765,421 |  |  |
| Georgia   | kg   | 3,761,333  | 559,175   | 2,697,228  | 402,480   |  |  |
| Turkey  | kg   | 3,591,081  | 491,274   | 2,358,952  | 370,286   |  |  |
| Germany   | kg   | 2,167,328  | 243,240   | 1,825,216  | 207,855   |  |  |
| Spain   | kg   | 1,994,869  | 265,765   | 1,548,432  | 219,048   |  |  |
| Azerbaijan  | kg   | 1,881,713  | 261,500   | 1,478,848  | 216,000   |  |  |
| United Kingdom  | kg   | 1,950,636  | 208,650   | 1,408,412  | 136,330   |  |  |
| Italy   | kg   | 580,444    | 86,723    | 566,288    | 93,920    |  |  |
| Czech Republic  | kg   | 5,639      | 2,262     | 456,673    | 73,496    |  |  |
| Slovakia  | kg   | 129,437    | 19,734    | 170,200    | 24,020    |  |  |
| France  | kg   | 17,919     | 2,400     | 123,672    | 11,400    |  |  |
| Netherlands   | kg   | 4,883      | 535       | 25,037     | 3,105     |  |  |
| Argentina   | kg   | 0          | 0         | 7,313      | 4,575     |  |  |
| Denmark   | kg   | 6,828      | 8,678     | 1,903      | 2,906     |  |  |
| Lithuania   | kg   | 22,168     | 2,610     | 0          | 0         |  |  |
| Greece  | kg   | 1,450      | 1,310     | 0          | 0         |  |  |

| Commodity: 080231, Walnuts, Fresh Or Dried, In Shell |      |         |          |         |          |  |  |
|--|------|---------|----------|---------|----------|--|--|
| Year Ending: December 2012                           |      |         |          |         |          |  |  |
| Dontron Country                                      | Unit | 20      | 11       | 2012    |          |  |  |
| Partner Country                                      | Omt  | USD     | Quantity | USD     | Quantity |  |  |
| World  | kg   | 632,160 | 134,683  | 435,734 | 94,215   |  |  |

| United States | kg | 339,049 | 69,700 | 235,677 | 46,050 |
|---------------|----|---------|--------|---------|--------|
| Slovakia      | kg | 81,357  | 17,800 | 105,902 | 21,000 |
| Germany       | kg | 150,550 | 31,680 | 76,945  | 15,134 |
| Italy         | kg | 3,368   | 593    | 15,052  | 11,586 |
| Chile         | kg | 7,971   | 810    | 798     | 200    |
| France        | kg | 0       | 0      | 726     | 115    |
| Spain         | kg | 0       | 0      | 633     | 130    |
| China         | kg | 4,334   | 1,207  | 0       | 0      |
| Cote d'Ivoire | kg | 240     | 30     | 0       | 0      |
| Greece        | kg | 602     | 38     | 0       | 0      |
| Morocco       | kg | 6,274   | 4,950  | 0       | 0      |
| Netherlands   | kg | 38,414  | 7,875  | 0       | 0      |

| Commodity: 080261, Macadamia Nuts, In Shell, Fresh Or Dried |                            |     |          |         |          |  |  |  |  |
|---|----------------------------|-----|----------|---------|----------|--|--|--|--|
|   | Year Ending: December 2012 |     |          |         |          |  |  |  |  |
| Doutnon Country   | Unit                       | ,   | 2011     | 20      | 12       |  |  |  |  |
| Partner Country   | Omt                        | USD | Quantity | USD     | Quantity |  |  |  |  |
| World   | kg                         | 0   | 0        | 108,280 | 11,400   |  |  |  |  |
| Netherlands   | kg                         | 0   | 0        | 62,054  | 5,074    |  |  |  |  |
| South Africa  | kg                         | 0   | 0        | 35,530  | 2,144    |  |  |  |  |
| United States   | kg                         | 0   | 0        | 5,662   | 3,880    |  |  |  |  |
| Germany   | kg                         | 0   | 0        | 4,453   | 170      |  |  |  |  |
| Australia   | kg                         | 0   | 0        | 557     | 97       |  |  |  |  |
| United Kingdom  | kg                         | 0   | 0        | 23      | 35       |  |  |  |  |

| Commodity: 120210, Peanuts (Ground-Nuts), Not Roasted Or Otherwise Cooked, In Shell |      |           |           |      |          |  |
|---|------|-----------|-----------|------|----------|--|
| Year Ending: December 2012  |      |           |           |      |          |  |
| Partner Country   | Unit | 201       | 1         | 2012 |          |  |
|   | Unit | USD       | Quantity  | USD  | Quantity |  |
| World   | kg   | 3,577,404 | 2,296,860 | n/a  | n/a      |  |
| China   | kg   | 2,290,406 | 1,489,979 | n/a  | n/a      |  |

| Argentina     | kg | 1,000,062 | 610,507 | n/a | n/a |
|---------------|----|-----------|---------|-----|-----|
| Netherlands   | kg | 155,307   | 119,320 | n/a | n/a |
| Brazil        | kg | 53,974    | 25,000  | n/a | n/a |
| United States | kg | 40,027    | 25,080  | n/a | n/a |
| South Africa  | kg | 33,885    | 23,919  | n/a | n/a |
| Slovakia      | kg | 1,975     | 2,415   | n/a | n/a |
| Belgium       | kg | 1,083     | 475     | n/a | n/a |
| Germany       | kg | 588       | 128     | n/a | n/a |
| Egypt         | kg | 42        | 7       | n/a | n/a |
| Vietnam       | kg | 34        | 29      | n/a | n/a |
| Austria       | kg | 21        | 1       | n/a | n/a |

| Commodity: 120220     | ), Peanuts (( | Ground-Nuts), Not I<br>Whether Or Not I |            | wise Cook | ed, Shelled, |
|-----------------------|---------------|---|------------|-----------|--------------|
|                       | ٦             | Year Ending: Decem                      | ber 2012   |           |              |
| De ester est Constant | T             | 201                                     | 1          |           | 2012         |
| Partner Country       | Unit          | USD                                     | Quantity   | USD       | Quantity     |
| World                 | kg            | 53,840,353                              | 34,816,392 | n/a       | n/a          |
| Argentina             | kg            | 43,416,062                              | 28,752,762 | n/a       | n/a          |
| Brazil                | kg            | 5,823,855                               | 3,588,999  | n/a       | n/a          |
| Netherlands           | kg            | 2,273,341                               | 1,353,408  | n/a       | n/a          |
| China                 | kg            | 1,008,993                               | 560,466    | n/a       | n/a          |
| Nicaragua             | kg            | 442,869                                 | 288,954    | n/a       | n/a          |
| Italy                 | kg            | 275,995                                 | 40,000     | n/a       | n/a          |
| United Kingdom        | kg            | 150,296                                 | 20,000     | n/a       | n/a          |
| Slovakia              | kg            | 142,901                                 | 72,188     | n/a       | n/a          |
| India                 | kg            | 133,236                                 | 78,013     | n/a       | n/a          |
| Germany               | kg            | 99,730                                  | 26,638     | n/a       | n/a          |
| Paraguay              | kg            | 47,953                                  | 24,360     | n/a       | n/a          |
| Vietnam               | kg            | 13,873                                  | 5,018      | n/a       | n/a          |
| Belgium               | kg            | 10,719                                  | 5,356      | n/a       | n/a          |
| Hungary               | kg            | 528                                     | 230        | n/a       | n/a          |

| Commodity: 120600, Sunflower Seeds, Whether Or Not Broken |                |            |            |            |            |
|---|----------------|------------|------------|------------|------------|
| Year Ending: December 2012                                |                |            |            |            |            |
| Partner Country   | T I <b>*</b> 4 | 2011       |            | 2012       |            |
|   | Unit           | USD        | Quantity   | USD        | Quantity   |
| World   | kg             | 32,766,220 | 35,800,744 | 39,800,784 | 44,307,155 |
| Hungary   | kg             | 7,116,421  | 8,843,290  | 7,890,808  | 9,574,757  |

| kg | 7,849,019  | 7,411,511   | 6,751,200   | 6,521,797   |
|----|--|---|---|---|
| kg | 5,141,141  | 4,070,882   | 6,724,847   | 5,041,213   |
| kg | 1,869,568  | 3,948,390   | 3,600,024   | 5,794,873   |
| kg | 3,595,975  | 3,010,261   | 3,405,098   | 2,833,670   |
| kg | 1,897,296  | 1,483,246   | 2,384,145   | 2,086,519   |
| kg | 1,337,264  | 2,739,605   | 1,798,882   | 2,436,010   |
| kg | 672,585  | 367,928   | 1,532,328   | 886,200   |
| kg | 48,065   | 99,000  | 1,422,989   | 2,688,321   |
| kg | 657,802  | 2,022,701   | 1,067,649   | 3,998,770   |
|    | 1,116,523  | 756,469   | 1,064,413   | 811,096   |
| kg | 31,102   | 22,500  | 490,750   | 349,447   |
| kg | 527,383  | 452,457   | 386,124   | 371,112   |
| kg | 319,144  | 171,555   | 378,805   | 236,420   |
| kg | 366,652  | 299,683   | 352,790   | 255,695   |
| kg | 10,513   | 2,695   | 146,151   | 190,790   |
| kg | 39,677   | 38,300  | 137,632   | 112,500   |
| kg | 28,292   | 4,510   | 130,158   | 13,395  |
| kg | 47,438   | 124   | 44,610  | 130   |
| kg | 0  | 0   | 31,164  | 41,000  |
| kg | 6,768  | 5,100   | 27,846  | 24,600  |
| kg | 16,118   | 24,000  | 12,478  | 10,625  |
| kg | 42,672   | 3,443   | 10,331  | 9,901   |
| kg | 0  | 0   | 9,271   | 18,136  |
| kg | 1,296  | 939   | 271   | 153   |
| kg | 26,787   | 21,810  | 19  | 25  |
| kg | 690  | 300   | 0   | 0   |
| kg | 30   | 45  | 0   | 0   |
|    | kg | kg 5,141,141   kg 1,869,568   kg 3,595,975   kg 1,897,296   kg 1,337,264   kg 672,585   kg 48,065   kg 1,116,523   kg 31,102   kg 527,383   kg 306,652   kg 10,513   kg 28,292   kg 6,768   kg 16,118   kg 16,118   kg 0   kg 1,296   kg 1,296   kg 690 | kg 5,141,141 4,070,882   kg 1,869,568 3,948,390   kg 3,595,975 3,010,261   kg 1,897,296 1,483,246   kg 1,337,264 2,739,605   kg 672,585 367,928   kg 657,802 2,022,701   kg 1,116,523 756,469   kg 31,102 22,500   kg 527,383 452,457   kg 319,144 171,555   kg 306,652 299,683   kg 10,513 2,695   kg 39,677 38,300   kg 28,292 4,510   kg 0 0   kg 6,768 5,100   kg 16,118 24,000   kg 1,296 939   kg 0 0   kg 0 0   kg 1,296 939   kg 26,787 21,810   kg <t< td=""><td>kg5,141,1414,070,8826,724,847kg1,869,5683,948,3903,600,024kg3,595,9753,010,2613,405,098kg1,897,2961,483,2462,384,145kg1,337,2642,739,6051,798,882kg672,585367,9281,532,328kg48,06599,0001,422,989kg657,8022,022,7011,067,649kg1,116,523756,4691,064,413kg31,10222,500490,750kg527,383452,457386,124kg319,144171,555378,805kg366,652299,683352,790kg10,5132,695146,151kg39,67738,300137,632kg0031,164kg6,7685,10027,846kg16,11824,00012,478kg1,296939271kg1,296939271kg6903000</td></t<> | kg5,141,1414,070,8826,724,847kg1,869,5683,948,3903,600,024kg3,595,9753,010,2613,405,098kg1,897,2961,483,2462,384,145kg1,337,2642,739,6051,798,882kg672,585367,9281,532,328kg48,06599,0001,422,989kg657,8022,022,7011,067,649kg1,116,523756,4691,064,413kg31,10222,500490,750kg527,383452,457386,124kg319,144171,555378,805kg366,652299,683352,790kg10,5132,695146,151kg39,67738,300137,632kg0031,164kg6,7685,10027,846kg16,11824,00012,478kg1,296939271kg1,296939271kg6903000 |

| Commodity: 080620, Grapes, Dried (Including Raisins) |      |            |            |            |            |
|--|------|------------|------------|------------|------------|
| Year Ending: December 2012                           |      |            |            |            |            |
| Partner Country                                      | Unit | 2011       |            | 2012       |            |
|  |      | USD        | Quantity   | USD        | Quantity   |
| World  | kg   | 31,368,999 | 15,549,725 | 27,593,517 | 12,732,443 |
| Iran   | kg   | 7,829,293  | 4,183,256  | 7,967,106  | 4,200,793  |

| Turkey         | kg | 3,854,887 | 1,591,942 | 4,779,018 | 1,988,439 |
|----------------|----|-----------|-----------|-----------|-----------|
| China          | kg | 6,017,826 | 3,297,255 | 2,408,800 | 1,306,687 |
| Chile          | kg | 4,243,187 | 1,702,690 | 2,740,553 | 1,075,119 |
| Germany        | kg | 1,984,168 | 692,563   | 2,545,495 | 951,323   |
| India          | kg | 1,010,887 | 676,600   | 1,135,724 | 740,069   |
| United States  | kg | 1,797,147 | 640,630   | 1,869,266 | 637,698   |
| Afghanistan    | kg | 1,176,985 | 653,500   | 1,062,798 | 581,750   |
| Uzbekistan     | kg | 522,467   | 313,229   | 868,792   | 475,461   |
| United Kingdom | kg | 289,188   | 105,361   | 561,693   | 174,149   |
| South Africa   | kg | 379,378   | 203,815   | 362,385   | 169,216   |
| Greece         | kg | 673,362   | 251,178   | 429,537   | 145,122   |
| Netherlands    | kg | 147,101   | 46,062    | 273,442   | 94,832    |
| Denmark        | kg | 97,410    | 30,838    | 136,357   | 43,489    |
| Egypt          | kg | 0         | 0         | 61,201    | 40,000    |
| Latvia         | kg | 152,581   | 83,000    | 42,207    | 22,000    |
| Czech Republic | kg | 86,879    | 17,640    | 141,966   | 21,840    |
| Argentina      | kg | 225,426   | 99,378    | 39,080    | 20,412    |
| Austria        | kg | 41,260    | 13,407    | 63,142    | 15,071    |
| Pakistan       | kg | 661,530   | 419,879   | 17,395    | 12,000    |
| Italy          | kg | 26,220    | 14,582    | 28,018    | 7,264     |
| Sweden         | kg | 15,320    | 3,748     | 20,845    | 4,940     |
| France         | kg | 39,434    | 2,062     | 27,817    | 2,124     |
| Lithuania      | kg | 24        | 13        | 3,068     | 2,095     |
| Switzerland    | kg | 0         | 0         | 7,315     | 400       |
| Belgium        | kg | 0         | 0         | 302       | 100       |
| Spain          | kg | 54,251    | 498,460   | 196       | 50        |
| Ireland        | kg | 14,523    | 5,000     | 0         | 0         |
| Philippines    | kg | 8,624     | 1,100     | 0         | 0         |
| Slovakia       | kg | 9         | 2         | 0         | 0         |
| Thailand       | kg | 19,631    | 2,535     | 0         | 0         |

#### -Market Preferences:

Flavored peanuts, almonds, and hazelnuts have recently become popular among Polish consumers. Spicy flavors, as well as chocolate coatings tend to be the most appealing. Coated peanuts, referred to as double crunch peanuts, are also popular, and are available in salted or flavored varieties. Energy bars produced from grains, nuts, and dried fruits are becoming more visible on the market as society becomes more health conscious. Products from foreign companies that produce products in Poland, dominate the energy bar market; however, Polish companies are starting to produce these bars themselves. Chocolate manufacturers are also starting to look for high quality ingredients to ensure longer shelf life for their products. This has led to an increased demand for high quality nuts as raw materials. Due to increased local demand, Polish importers have become more interested in larger orders, increasing the demand for direct shipments from the United States.

#### Section IV. Market Access

The Polish government works to ensure the safety and quality of food for Polish consumers through a number of regulatory means. Information specifically pertaining to Poland may be obtained from FAS's Food and Agricultural Import Regulations and Standards (FAIRS) report for Poland. Most measures are the same as those observed in the European Union. The most important EU regulations can be found in FAS's FAIRS report for the European Union, which can be found at the following address <a href="http://www.useu.be/agri/usda.html">http://www.useu.be/agri/usda.html</a>.

#### - Registration of a new imported product:

All imported products must be approved for sale or use on the Polish market. Registration and approval of imported products is much simpler if the product has already received approval for sale in another EU country. In order to test or register a new product or start procedures for receiving approval of a new additive (not specified on the approved additives list) the following procedure should be followed:

Appropriate Voivod Sanitary Station should be contacted. In Warsaw - the Wojewodzka Stacja Sanitarna (SANEPID) is the appropriate contact. Please note that only firms registered in Poland (e.g. the potential importer) can order product testing. Additionally, each region has its own sanitary station (a list is available from Warsaw SANEPID) and only firms registered in Warsaw or neighboring areas can conduct product testing in the Warsaw Sanitary Station.

A local sanitary station must be supplied with a product sample for testing. The tests can take between two weeks and two months. The cost is difficult to estimate but may amount to US\$250 per product. An estimate of the cost can be obtained from the SANEPID station when it is presented with product details. The lab tests for product ingredients to determine whether they are permitted on the Polish market.

If it is determined that all the ingredients are allowed on the Polish market, SANEPID test results are sufficient for the product to be sold in Poland. However, should some ingredients be questioned, additional requests must be submitted to State Hygiene Office (Panstwowy Zaklad Higieny). -Labeling Requirements:

All packaged/canned food products are required to have Polish language labels. Multi-language labels are acceptable as long as they include Polish. The label must contain:

- The name of the product,
- The name and address of the producer,

- The date to be consumed before the Polish phrase "nalezy spozyc do XXX" is commonly used,
- The net content (weight/capacity), and
- The content of the product (ingredients, chemical additives, etc.).

Labeling must be applied in the form of a whole label or a permanent sticker before the product can enter Poland. Products arriving in Poland without appropriate labels will be detained at the border until appropriate labels are applied.

General provisions on the labeling, presentation and advertising of pre-packaged foodstuffs marketed in the EU are laid down in <u>European Parliament and Council Directive 2000/13/EC</u>. It applies not only to foodstuffs intended for sale to the ultimate consumer but also for supply to restaurants, hospitals and other mass caterers.

Directive 2000/13/EC will be repealed by <u>European Parliament and Council Regulation 1169/2011</u>. This new EU Regulation, adopted in November 2011, establishes new horizontal food labeling requirements which will apply from December 13, 2014, except for the new mandatory nutrition declaration requirement which will apply from December 13, 2016, and Part B of Annex VI (specific requirements concerning the designation of minced meat) which will apply from January 1, 2014.

Detailed information on the EU's new food labeling requirements is available in <u>GAIN Report E70002</u> "New EU Food Labeling Rules Published."

In addition, EU labeling law requires dried fruits that were preserved with sulfur in excess of 10 mg SO2 /kg to indicate it on the label. We recommend contacting your importer about details of those requirements prior to shipping.

#### -Tariffs:

The EU import tariffs for the main dried fruits and nuts are summarized in the below table. Additional information pertaining to other dried fruits and nuts is available in the <u>EU official Journal</u> pages 94 through 100, 157, and 165.

| Product                 | CN Code/HS | Rate of Duty (%) | Tariff Rate Quota |
|-------------------------|------------|------------------|-------------------|
| Almonds in shell bitter | 0802 1110  | free             |                   |
| Almonds shelled bitter  | 0802 1210  | free             |                   |
| Almonds in shell other  | 0802 1190  | 5.6              | 90,000 MT at 2 %  |
| Almonds shelled other   | 0802 1290  | 3.5              | 90,000 MT at 2 %  |

#### EU Tariffs for Dried Fruits and Nuts

| Pistachios                | 0802 5100 & 5200 | 1.6  |  |
|---------------------------|------------------|------|--|
| Hazelnuts                 | 0802 21 & 22     | 3.2  |  |
| Brazil nuts               | 0801 21 & 22     | free |  |
| Cashew nuts in shell      | 0801 31 & 32     | free |  |
| Walnuts in shell          | 0802 3100        | 4.0  |  |
| Walnuts shelled           | 0802 3200        | 5.1  |  |
| Macadamia                 | 0802 6100 & 6200 | 2.0  |  |
| Dates                     | 0804 1000        | 7.7  |  |
| Dried prunes              | 0813 2000        | 9.6  |  |
| Cranberries               | 2008 9949        | 17.6 |  |
| 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  |  |

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

#### -Phytosanitary requirements:

The phytosanitary requirements are regulated by <u>EU Council Directive 2000/29/EC</u>. The directive lists all requirements and products that need a phytosanitary certificate for imports into the EU. 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 which must be accompanied by a VASP certificate on entry (explained below). Importers have to apply for these checks at certain customs locations, and goods are kept by authorities until results are available.

#### -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 <u>Regulation 1152/2009</u>, 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 percent). 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 one working day prior to the arrival of the goods, using the CED. The CED was published as Annex II to <u>Regulation 669/2009</u>. Provisions for methods of sampling and analysis for the official control of mycotoxins including aflatoxins are laid down in <u>Commission</u> <u>Regulation 401/2006</u>.

More information is available in the <u>European Commission's Guidance Document</u> and on the <u>Almond</u> <u>Board of California</u> website.

#### -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 the entire EU, including Poland, are laid down in Commission <u>Regulation 1881/2006</u>. 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 <u>EU Regulation 401/2006</u>.

#### EU Maximum Level for Aflatoxin in Dried Fruits and Nuts

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

|   | 1            | 1                |
|---|--------------|------------------|
| crude vegetable oils destined for refining;                     |              |                  |
| - refine vegetable oils   |              |                  |
| Hazelnuts and brazil nuts, intended for direct human            | 5,0          | 10,0             |
| consumption or use as an ingredient in foodstuffs               | microgram/kg | 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       | microgram/kg | microgram/kg     |
| ingredient in foodstuffs  |              |                  |
| Tree nuts, other than hazelnuts, brazil nuts, Almonds,          | 5,0          | 10,0             |
| pistachios, to be subjected to sorting, or other physical       | microgram/kg | microgram/kg     |
| treatment, before human consumption or use as an ingredient     |              |                  |
| in foodstuffs   |              |                  |
| Dried fruit and tree nuts, other than almonds, pistachios,      | 2,0          | 4,0 microgram/kg |
| hazelnuts, brazil nuts and processed products thereof,          | microgram/kg |                  |
| intended for direct human consumption or use as an              |              |                  |
| ingredient in foodstuffs  |              |                  |

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

Poland's Ministry of Health and Social Welfare published a regulation (Journal of Law no. 87 dated May 19, 2003) on food additives in June 2003. Poland uses a positive-additives list, which identifies additives that are permitted for use in foodstuffs. This particular regulation has been one of the most difficult obstacles facing imported products. As each EU member state has a different list of allowable food additives it is vital for all U.S. exporters to check with the potential Polish importers about whether the product intended for the Polish market meets all the ingredient requirements.

#### V. Key Contacts and Further Information

Embassy of the United States of America Office of Agricultural Affairs Aleje Ujazdowskie 29/31 00-540 Warsaw, Poland e-mail: <u>agwarsaw@usda.gov</u> tel: +48-22/504-2336, fax: +48-22/504-2320