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Product Brief Fresh Fruits

Report Categories:
Product Brief
Fresh Fruit
Fresh Deciduous Fruit
Citrus
Stone Fruit
Strawberries

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Report Highlights:
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 certain aspects of the German fruit market and provides marketing, trade, and regulatory information for U.S. exporters.

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Abbreviations and Definitions

EU-28	Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, France, Finland, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, United Kingdom.
MT	Metric ton = 1000 kg
P.	Page
PP.	Page [number] and following pages
NGO	Non-Governmental Organization
USD	U.S. Dollars

Section I. Market Overview

Germany, with a population of 82 million (16 percent of the EU-28 total population), has the largest economy in Europe and is a leading European market for foods and beverages. In 2015, food retail sales in Germany totaled 154 billion Euro (approx. USD175 billion). In 2013, German households spend 23 Euro (approx. USD 25) per month on fruits.[1]

Germany is the 6th largest fruit producer in the EU-28 and the largest fruit consumer. In MY 2013/14, Germans consumed approximately 8.1 million MT of fruit, including frozen and canned fruits on a fresh weight basis. Germans show a preference for fresh fruits, but in MY2013/14 consumed 66,200 MT of frozen fruits and 125,000 MT of dried fruits. In addition, Germans consume more fruit juices and nectars per capita than any other European country and the United States. The top five fruits consumed in Germany are apples, bananas, oranges, grapes, and

[1] Consumer Panel 2013, German Federal Office of Statistics (issued every five years) https://www.destatis.de/DE/Publikationen/Thematisch/EinkommenKonsumLebensbedingungen/Konsumausgaben/EVS_NahrungsmittelTabakwaren2152603139004.pdf?__blob=publicationFile p. 15

clementines[2]. However, Germans are also quite familiar with exotic fruits such as mangos, passion fruit, avocados, and lychees.

Germany's position as the largest EU-28 consumer of fruits results from the size of its population rather than high per capita consumption. Per capita consumption of fruits has been declining since 2005, aggravated by stiff competition from sweets and other snacks.

Other factors within the German socio-economic makeup, in particular its aging and increasingly foreign-born population, could favor an increase in per capita fruit consumption. At the end of 2015, 21 percent of the population was 65 years and older while only 13 percent were younger than 15 years[3]. Moreover, Germany has a high number of immigrants from Turkey and other Mediterranean countries whose diets include a higher percentage of fruits than the traditional German diet. Immigrants in Germany also tend to spend a higher percentage of their income on food. At the end of 2015, more than 8.7 million citizens of other countries lived in Germany, and 8 million German residents had a migrant background (i.e. either they or their parents were born with a citizenship other than German)[4].

Advantages	Challenges
Germany's 82 million inhabitants make up the biggest market in Europe.	Germany is a very price sensitive market, and both, consumers and retailers are looking for top quality at a discount price.
Germany's ageing population is increasingly health conscious.	German (EU) import tariffs on certain products are high. EU member states benefit from preferential market access with no tariffs.
Consumers in Germany have one of the highest income levels in the world.	Retailers rarely import products into Germany on their own.
Germany has many well-established importers. The distribution system is well developed.	Retailers often charge high listing fees for products.
The United States has a good reputation for quality.	It can be a challenge for U.S. companies to promote a particular brand, since private label products are popular.
Large non-German population and German's inclination to travel abroad help fuel demand for foreign products.	Margins on food at retail level are very thin.

[2] Source: AMI Marktbilanz Obst 2015 tables 7.3, 7.4, and 7.6
[3] Source: German Federal Office of Statistics https://www.destatis.de/DE/ZahlenFakten/GesellschaftStaat/Bevoelkerung/Bevoelkerungsstand/Tabellen/AltersgruppenFamilienstandZensus.html
[4] Source: German Federal Office of Statistics (Destatis) https://www.destatis.de/DE/ZahlenFakten/GesellschaftStaat/Bevoelkerung/Bevoelkerungsstand/Bevoelkerungsstand.html

Section II. Market Sector Opportunities and Threats

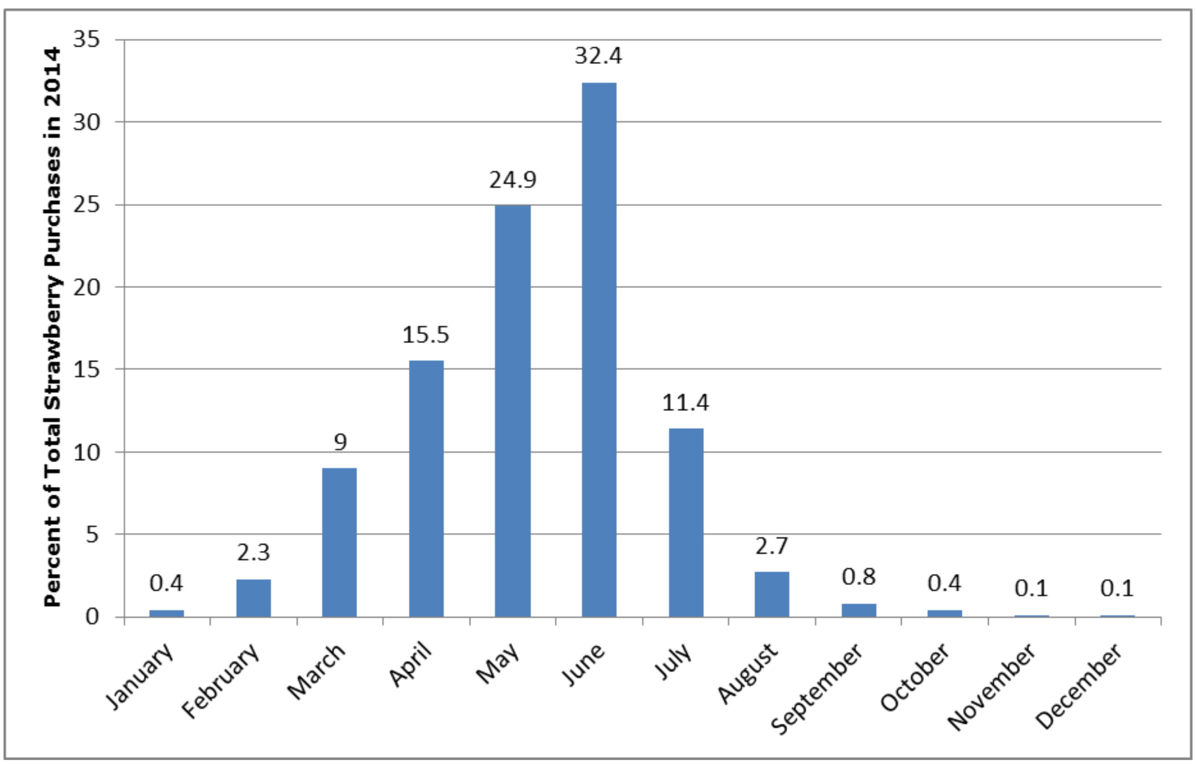
Market Entry Strategy

German wholesale companies import most of the fruit and then distribute it to wholesale markets and retail chains. Small greengrocers, including the popular Turkish greengrocers, buy their produce from wholesale markets. With the exception of EDEKA, retails chains very rarely participate in the importation process. We highly recommend working with an importer, as these companies have valuable experience in fulfilling certification, labeling, and other import requirements.

Germany is a very price-sensitive market. Exports to Germany will thus be difficult during the peak of the local season when prices are low, and in some cases, tariffs are high. Nevertheless, significant off-peak export opportunities exist.

German consumers typically prefer to buy produce that is in season. In addition, the trend to buy locally grown produce gained some traction in recent year, aided by several “regional” seals. On the other hand many consumers enjoy the variety of fruits and want their favorite fruit at any time of the year. As a result, some retail markets proudly advertise seasonal produce stocked year-round, but prices are higher off-season. Consequently, out-of-season strawberries or cherries can fetch high premiums, but only for small volumes. For example, the local German strawberry season lasts from mid-Mai until the beginning of August, while small volumes are being sold year round (see graph below).

Chart 1: Seasonal Distribution of Strawberry Purchases of German Households in 2014, by Month and Percent



Source: FAS Berlin based on data from AMI Marktbilanz Obst 2015, table 7.15

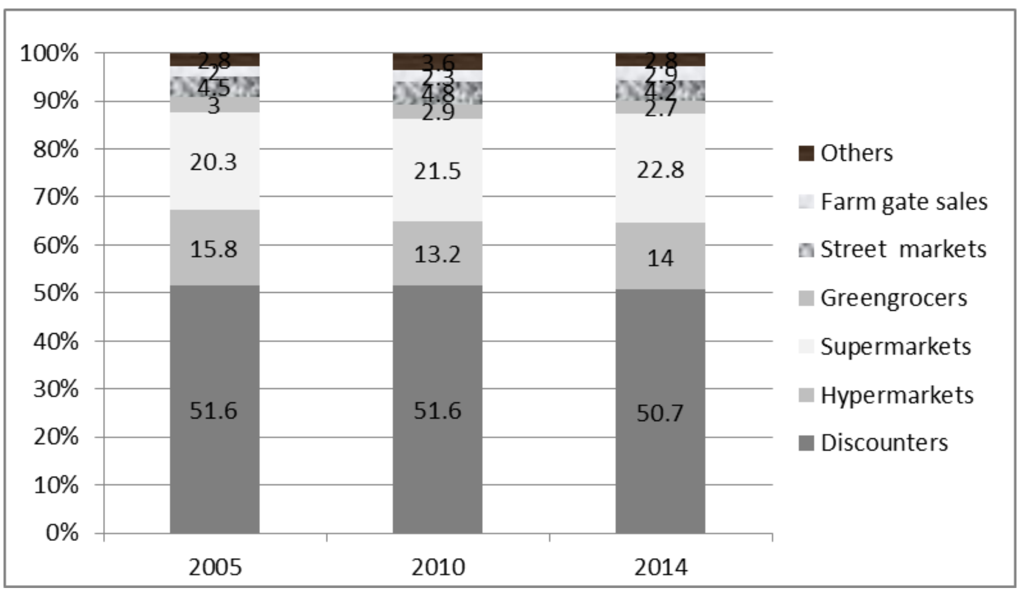
The United States has a good reputation for quality. In some cases it would also be advantageous to include the state of origin in addition to the U.S. origin on packaging. For example, produce from California and Florida is particularly well-received because consumers associate these states with sunshine.

Food safety and environmental concerns are major issues in Germany. The public reacts strongly to food scandals that involve high levels of pesticide residues or contaminants and stops buying products associated with the scandal. This can be an advantage for U.S. products because of the United States' high food safety standards.

German consumers frequently choose environmentally-friendly foods and packaging over others. Accordingly, consumption of organic products is rising steadily in Germany. Conventional products that convey a natural image are also viewed positively. For example, many consumers prefer to buy individual or bulk fruits rather than those in what is considered to be extraneous plastic packaging. Some consumers even avoid fruits labeled with a plastic PLU code sticker. However, the proportion of prepackaged fruits on the market is increasing, especially in the convenience and the discount sectors.

On a volume basis, roughly 50 percent of fresh fruits sold in Germany are being sold at no-frills discount grocers ("discounters"). Traditional food retailers (super and hypermarkets) have a market share of 37 percent; street markets, greengrocers and farm gate sales together only account for 10 percent of fresh fruit sales.

Chart 2: Percent of Fresh Fruit Purchases by Retail Outlet Type and Year



Source: FAS Berlin based on data from AMI Marktbilanz Obst 2010 and 2015

Discounters	=	no-frills stores with a limited selection of items, also characterized by generally lower prices than at traditional supermarkets
Hypermarkets	=	retail stores with more than 5000 square meters or about 53,820 square feet
Supermarkets	=	retail stores with less than 5000 square meters.

Imports
Although Germany produces a number of fresh fruits, self-sufficiency rates vary from zero for bananas to well over 60 percent for strawberries[5]. The top five fruits produced in Germany are apples, strawberries, plums, pears, cherries (sweet and sour), and plums[6]. For climatic reasons, Germany does not produce tropical fruits. Instead, these are imported from all over the world.

The majority of imports, excluding bananas, originate in other EU countries, with Spain, Netherlands, and Italy being the top EU suppliers. In 2015, Germany imported fresh fruits worth USD 6 billion. Imports from the United States amounted to USD 2.2 million. On a value basis, Ecuador, Costa Rica and Turkey were the top non-EU suppliers in 2015. Ecuador and Costa Rica mainly ship bananas; Turkey's top exports to Germany consisted of figs and sweet cherries.

Table 1: German Imports of Fresh Fruits by Value, Volume and Year

Commodity CN/HS code	Description	2013		2014		2015	
		Million USD	1000 MT	Million USD	1000 MT	Million USD	1000 MT
	Total	6,606	5,258	6,355	5,097	5,969	5,359
080390	Bananas, Fresh or Dried, Nesoi	1,125	1,363	1,127	1,396	979	1,399
080610	Grapes, Fresh	702	319	722	314	680	338
080810	Apples, Fresh	709	705	600	638	506	683
080520	Mandarins (Inc Tanger Etc) & Citrus Hybr Fresh or Dried	462	373	454	388	424	400
080510	Oranges, Fresh	482	575	350	420	370	487
080930	Peaches, Incl. Nectarines, Fresh	457	292	362	288	355	305
080550	Lemons & Limes, Fresh or Dried	252	155	259	153	255	172
081010	Strawberries, Fresh	293	113	255	105	229	101
080830	Pears, Fresh	242	155	241	173	216	171
080711	Watermelons, Fresh	201	318	200	318	205	368
081050	Kiwi Fruit, Fresh	185	102	209	99	194	112
080450	Guavas, Mangoes And Mangosteens, Fresh or Dried	131	56	162	66	174	73
081020	Raspberries/Blckberries / Mulberries/Loganberrs Frsh	108	20	139	24	163	28

[5] Ami Marktbilanz Obst 2015, table 7.12
[6] http://www.bmel-statistik.de/landwirtschaft/statistischer-monatsbericht-des-bmel-kapitel-a-landwirtschaft/ table MBT-0112430-0000

080440	Avocados, Fresh or Dried	91	31	111	38	148	48
080430	Pineapples, Fresh or Dried	167	157	172	168	141	144
080719	Melons(Except Watermelons) and Papayas, Fresh	147	122	150	115	132	127
081040	Cranberries, Blueberries, etc, Fresh	90	12	110	15	127	19
081090	Fruit Nesoi, Fresh	119	51	130	56	114	57
080929	Cherries, Fresh, Nesoi	138	35	128	34	113	37
080910	Apricots, Fresh	134	57	126	61	110	60
080540	Grapefruit, Fresh Or Dried	77	69	68	64	63	63
080420	Figs, Fresh Or Dried	57	16	63	17	59	16
080940	Plums, Prune Plums, Fresh	70	54	57	47	56	47
081070	Persimmons, Fresh	51	31	55	37	49	39
080410	Dates, Fresh Or Dried	33	12	41	13	46	17
080720	Papayas (Papaws), Fresh	23	8	28	11	29	13
080921	Sour Cherries, Fresh	36	35	16	26	16	24
081030	Currants, Black, White Or Red & Gooseberries Fresh	13	14	11	8	7	5
	Other	12	9	10	7	9	7

Source: Global Trade Atlas

Table 2: German Imports of Fresh Fruits From the United States by Value, Volume and Year

Commodity CN/HS code	Description	2013		2014		2015	
		USD	MT	USD	MT	USD	MT
	Total	2,847,608	1,753	2,283,042	1,446	2,187,523	1,605
080540	Grapefruit, Fresh Or Dried	1,520,593	1,555	1,489,495	1,270	1,718,947	1,512
080410	Dates, Fresh Or Dried	139,753	16	281,241	51	168,722	17
081020	Raspberries/Blck berries/ Mulberries/Logan berrs Frsh	725,817	93	248,440	48	48,167	7
081010	Strawberries, Fresh	160,417	38	78,673	30	46,735	16

080720	Papayas (Papaws), Fresh	52,517	7	64,007	9	37,064	7
081090	Fruit Nesoi, Fresh	37,826	8	53,833	13	33,867	10
080550	Lemons And Limes, Fresh Or Dried	6,836	2	18,273	14	29,942	18
081040	Cranberries, Blueberries, etc, Fresh	125,369	13	120	-	29,229	6
080450	Guavas, Mangoes And Mangosteens, Fresh Or Dried	8,949	3	8,660	3	27,342	2
080430	Pineapples, Fresh Or Dried	29,385	8	7,227	2	19,973	4
080440	Avocados, Fresh Or Dried	31,986	6	13,160	3	16,115	3
080940	Plums, Prune Plums And Sloes, Fresh	-	-	-	-	4,054	1
080420	Figs, Fresh Or Dried	41	-	9,369	2	2,602	-
080610	Grapes, Fresh	320	-	198	-	2,520	1
080390	Bananas, Fresh Or Dried, Nesoi	-	-	550	-	1,478	-
	other	7,799	4	9,796	1	766	1

Source: Global Trade Atlas

Food safety

A number of food scandals in Europe in recent years involving various commodities – including fresh produce – and pressure from NGOs have prompted the food industry to come up with various programs to ensure the safety of the traded food. For fruits and vegetables, two main programs evolved in Germany: the *Q+S* and *GLOBALG.A.P*. While *Q+S* is a 3-tier system that involves every participant along the production chain from the farmer to wholesalers and logistics, *GLOBALG.A.P* mainly focuses on the producer level and is often supplemented by the IFS (International Food Standard) on the wholesale level. A major component of both systems is the extensive documentation requirement for all stages of the production process.

Both systems are not restricted to German producers but also open to international producers. Also a combined certification for both Q+S and *GLOBALG.A.P* at the same time is possible at the producer level.

Non-certified produce is still accepted. However, U.S. exporters should monitor the issue closely because some European retailers are requiring certification.

For detailed information on both systems please view the following websites:

http://www.q-s.de/en
www.globalgap.org

Packaging and Waste Avoidance Law / "Green dot"

The German Packaging and Waste Avoidance Law (*Verordnung über die Vermeidung und Verwertung von Verpackungsabfällen,* or *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 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, it must have a valid licensing contract with the Duales System Deutschland GmbH (DSD) or another of the registered recycling businesses below.

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
- Reclay VFW GmbH & Co. KG, Köln – www.reclay-group.com
- Veolia Umweltservice GmbH, Hamburg - www.veolia-umweltservice.de
- Zentek GmbH & Co. KG, Köln - www.zentek.de

Section III. Market Access
Tariffs

Tariffs for fruits and vegetables very much depend on the season. During local (EU) peak season the tariffs tend to be higher than off-season. Tariff levels for 2017 are published in Commission Implementing Regulation 2016/1821: http://publications.europa.eu/resource/cellar/867b8add-9cd1-11e6-868c-01aa75ed71a1.0006.01/DOC_1
For tariffs on edible fruits see Chapter 8, pp. 97.

Certain fruits and vegetables are subject to a special tariff system called "Entry Price System". In this system fruits and vegetables imported at or over an established entry price are charged an ad valorem duty only. Produce valued below the entry price are charged a tariff equivalent in addition to the ad valorem duty. The tariff equivalent is graduated for products valued between 92 and 100 percent of the entry price. The ad valorem duty and the full tariff equivalent are levied on imports valued at less than 92 percent of the entry price. The United States tends to sell high quality products at higher prices which typically do not face additional duties. Commission Delegated Regulation (EU) No 499/2014 has introduced provisions on the entry price system, which align the clearance of goods that are subject to the entry price to the Custom Code. These provisions, applicable since October 1, 2014, introduced a flat rate, which is the standard import value, to clear customs when products are sold on consignment.

The following products are subject to the entry price system:
Tomatoes, cucumbers, gherkins, globe artichokes, courgettes, oranges, mandarins, clementines and similar citrus hybrids, lemons, grapes, apples, pears, quinces, apricots, cherries, peaches, nectarines, plums, sloes, fruit juices and wine. For tariffs on products to which an entry price applies see Annex 2, pp. 703.

Labeling Requirements

All fruits that are subject to the EU marketing standards have to be labeled with
- the nature of produce
- the country of origin
- standard/class
- the variety, if stated so in the standard.

If sold in packages the following additional information has to be stated on the label:
- name and address of packer
- weight or number of items in the package
- lot number
- the size, if stated so in the standard.

We recommend contacting your importer about details of those requirements prior to shipping.

For information on marketing standards please consult the following websites:
http://www.usda-eu.org/trade-with-the-eu/eu-import-rules/marketing-standards/
http://ec.europa.eu/agriculture/fruit-and-vegetables/marketing-standards/index_en.htm

Maximum Residue Levels for Fruits

Maximum Residue Levels (MRLs) for pesticides, including import tolerances, have been harmonized throughout the EU since September 2008. As a marketing tool, some retail chains in the EU adopt private standards that exceed EU regulations by requiring their suppliers to adhere to stricter company policies that limit the maximum residues to 30, 50, or 70 percent of the respective EU MRL or restrict the total number of residues.

For detailed up-to-date information on EU MRLs please refer to the EU database at http://ec.europa.eu/food/plant/pesticides/eu-pesticides-database/public/?event=homepage&language=EN.

Phytosanitary Requirements

European Council Directive 2000/29/EC (http://eur-lex.europa.eu/legal-content/EN/ALL/?uri=CELEX:32000L0029) contains provisions concerning compulsory plant health checks for products entering the EU. The checks consist of documentary, identity and physical plant health checks to verify compliance with EU import requirements. More information can be accessed on DG Health & Food Safety's website:
http://ec.europa.eu/food/plant/plant_health_biosecurity/non_eu_trade_en

An overview of EU mandatory and voluntary certificates can be found on pages 21-25 of the USEU FAIRS certificate report at: Food and Agricultural Import Regulations and Standards - Certification_Brussels USEU_EU-28_12-24-2015

Section IV. Post Contact and Further Information

For more information please contact:
Embassy of the United States of America
Office of Agricultural Affairs
Clayallee 170
14195 Berlin
Germany
Tel: +49-30-8305-1150
E-mail: agberlin(at)fas.usda.gov

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 Berlin, Germany (Interval: yearly) Target Market: Europe. Good venue for exhibiting fresh and dried fruit, nuts and related products. http://www.fruitlogistica.de	Next Fair: February 8-10, 2017 9am – 6pm	U.S. Pavilion Organizer: B*FOR International Tel: +1 (540) 373-9935 E-mail: Info@b-for.com

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

Bio Fach Nuremberg, Germany (Interval: yearly) Target Market: Germany/Europe. The leading European trade show for organic food and non-food products. http://www.biofach.de	Next Fair: February 15-18, 2017 9am – 6pm (Wed, Thu) 9am – 5pm (Fri)	U.S. Pavilion Organizer: Nuernberg Messe North America, Inc. Tel: +1 (770) 618-5845 E-mail: cameron.hames@nuernbergmesse-north-america.com

Related GAIN Reports

Title
EU-28 Fresh Deciduous Fruit Annual **Apples, Fresh, Pears, Fresh, Grapes, Table, Fresh Fresh Deciduous Fruit Annual 2016|Fresh Deciduous Fruit|Vienna|EU-28|11/3/2016**

EU-28 commercial apple production in MY 2016/17 is estimated at 11.3 MMT, a 2 percent decrease compared to the previous year, as weather related dramatic losses in Central-East EU are not compensated by record production in Poland. EU commercial pear production is estimated at almost 2.4 MMT, down by 8 percent while EU-28 table grape production is forecast to slightly decline by 3.5 percent and reach approximately 1.7 MMT. In response to the Russian import ban for European fruit and vegetables...
Fresh Deciduous Fruit Annual_Vienna_EU-28_10-27-2016

Stone Fruit Report 2016|Stone Fruit|Berlin|Germany|7/27/2016

German total cherry production for CY 2016 is estimated at 48,088 MT. This is a decrease of 1 percent compared to CY 2015, and a 9 percent decrease compared to the average of the preceding ten years. Germany is the third-largest importer of cherries in the world, after Russia and China. The majority of imports originate in other EU-28 member states. Largest non-EU suppliers are Turkey for sweet cherries and Serbia for tart cherries.
Stone Fruit Report 2016_Berlin_Germany_7-21-2016

Product Brief - Dried Fruits and Nuts|Dried Fruit Snack Foods Tree Nuts Product Brief|Berlin|Germany|1/6/2016

With 81.3 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.
Product Brief - Dried Fruits and Nuts_Berlin_Germany_12-9-2015

FAIRS Country Report|Food and Agricultural Import Regulations and Standards - Narrative|Brussels USEU|EU-28|12/22/2015

This report provides an overview of EU food and feed legislation currently in force. All sections of the report were updated but special attention should be given to EU's new novel food rules (Section VI) which will become applicable on January 1, 2018. For updates on developments in EU food and feed legislation check the FAS/USEU website www.usda-eu.org.
Food and Agricultural Import Regulations and Standards - Narrative_Brussels USEU_EU-28_12-14-2015

FAIRS Country Report 2016|Food and Agricultural Import Regulations and Standards - Narrative|Berlin|Germany|2/19/2016

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-28 are summarized in the EU 28 FAIRS report. Disclaimer This report was prepared by the USDA/Foreign Agricultural Service in Berlin, Germany, for U.S. exporters of domestic food...
Food and Agricultural Import Regulations and Standards - Narrative_Berlin_Germany_1-25-2016

2016|Retail Foods|Berlin|Germany|12/5/2016

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 high market saturation. Although discounters remained the largest channel in 2015, they recorded a decline in value sales for the first time in five years. This development underlines the trend towards shopping at supermarkets in convenient city locations. Food mark...
Retail Foods_Berlin_Germany_11-22-2016

2015|Exporter Guide|Berlin|Germany|11/4/2015

Germany has 81 million of the world's wealthiest consumers and is by far the biggest market in the European Union. The German market offers good opportunities for U.S. exporters of consumer-oriented agricultural products. In 2014, U.S. exports of agricultural products to Germany totaled US$ 2.5 billion. Largest segments were soybeans, tree nuts, Alaska Pollock, wine, beef, and other consumer oriented products. This report provides U.S. food and agriculture exporters with background information ...
Exporter Guide_Berlin_Germany_8-10-2015

Organic Food Retail 2016|Agricultural Situation Market Development Reports|Berlin|Germany|1/26/2016

Germany is the 2nd biggest organic market of the world with good prospects for U.S. organic products like salmon, tree nuts, fruits and vegetables, processed food products and others. The German organic market is heavenly depending on imports to meet consumer demands. The EU-U.S. Organic Equivalence arrangement has created new export opportunities for some U.S. companies. BioFach, the world's largest strictly organic trade fair, is held annually in Germany.
Organic Food Retail 2016_Berlin_Germany_1-6-2016

Germany

Results of German Fruit Tree Census

This report summarizes the results of the 2012 German fruit tree census and developments in the variety mix of apples and pears. While 14 percent of the German deciduous fruit farms have stopped operating since the previous census in 2007, total planted area only decreased by 3 percent. However, there was a shift towards apples whose area was expanded by 1 percent at the expense of tart cherries, plums, and pears, whose area decreased by 33, 11, and 4 percent, respectively.
Results of German Fruit Tree Census_Berlin_Germany_2-22-2013

- End of Report -