Voluntary - Public

Date: 2/5/2019
GAIN Report Number: GM19001

Germany

Post: Berlin

Product Brief Fresh Fruits

Report Categories:
Product Brief
Fresh Fruit
Fresh Deciduous Fruit
Stone Fruit
Strawberries
Citrus
SP1 - Expand International Marketing Opportunities

Approved By:
Kelly Stange
Prepared By:
Sabine Lieberz

Report Highlights:
Germany is one of the largest markets for fruit in Europe. The relative affluence of its population of 83 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.

General Information:

Table of Contents

Abbreviations and definitions

< 1	Less than one
Et seq.	And following pages
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
NESOI	Not elsewhere specified or indicated
NGO	Non-Governmental Organization
USD	U.S. Dollars
US	United States (noun)
U.S.	United States (adjective)

Section I. Market Overview

Germany, with a population of 82.8 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 2017, food retail sales in Germany totaled 243 billion Euro (approx. USD274 billion)[1]. In 2013, German households spend 23 Euro (approx. USD 25) per month on fruits.[2]

Germany is the 6th largest fruit producer in the EU-28 and the largest fruit consumer. In MY 2016/174, 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 MY2016/17 consumed 73,515 MT of frozen fruits and 122,000 MT of dried fruits. In addition, Germans consume more fruit juices and nectars per capita than any other European country and the United States[3]. The top five fruits consumed in Germany are apples, bananas, oranges, grapes, and clementines[4]. 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 2016, 21 percent of the population was 65 years and older while only 13.5 percent were younger than 15 years[5]. 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 2017, more than 10.6 million citizens of other countries lived in Germany, and 8.7 million German residents had a migrant background (i.e. either they or their parents were born with a citizenship other than German)[6].

---

[1] BVE annual report 2017-18, p. 32
[2] Consumer Panel, German Federal Office of Statistics (issued every five years) https://www.destatis.de/DE/Publikationen/Thematisch/EinkommenKonsumLebensbedingungen/Konsumausgaben/EVS_NahrungsmittelTabakwaren2152603139004.pdf?__blob=publicationFile p15
[3] Source: German Fruit Juice Industry Association, Annual Report 2017, table 21
[4] Source: AMI Marktbilanz Obst 2018 tables 7.1, 7.3, 7.4, 7.5, and 7.6
[5] Source: German Federal Office of Statistics, Statistical Yearbook 2018 p 31
https://www.destatis.de/DE/Publikationen/StatistischesJahrbuch/Bevoelkerung.pdf?__blob=publicationFile
https://www.destatis.de/DE/ZahlenFakten/GesellschaftStaat/Bevoelkerung/Bevoelkerungsstand/Tabellen/AltersgruppenFamilienstandZensus.html
[6] Source: German Federal Office of Statistics (Destatis)
https://www.destatis.de/DE/ZahlenFakten/GesellschaftStaat/Bevoelkerung/Bevoelkerungsstand/Bevoelkerungsstand.html

Advantages	Challenges
Germany’s 83 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.

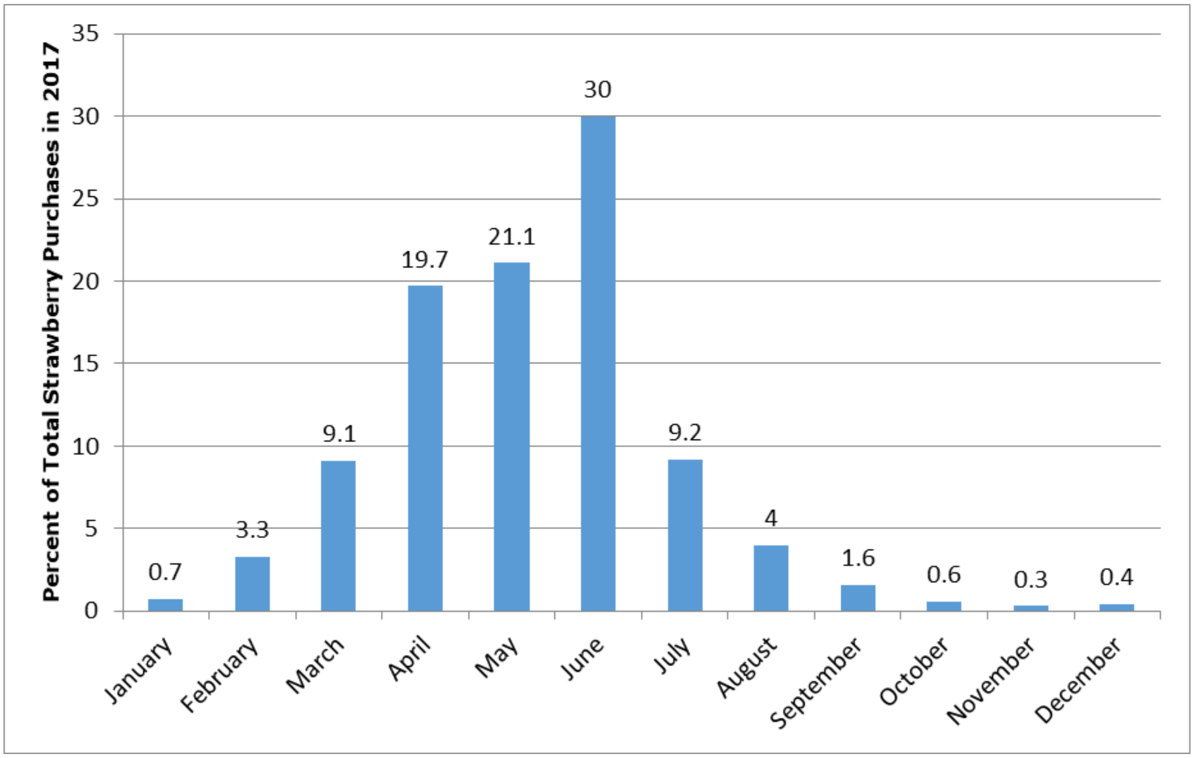
Section II. Market Sector Opportunities and Threats

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-May 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 2017, by month and percent



Source: FAS Berlin based on data from AMI Marktbilanz Obst 2018, table 7.16

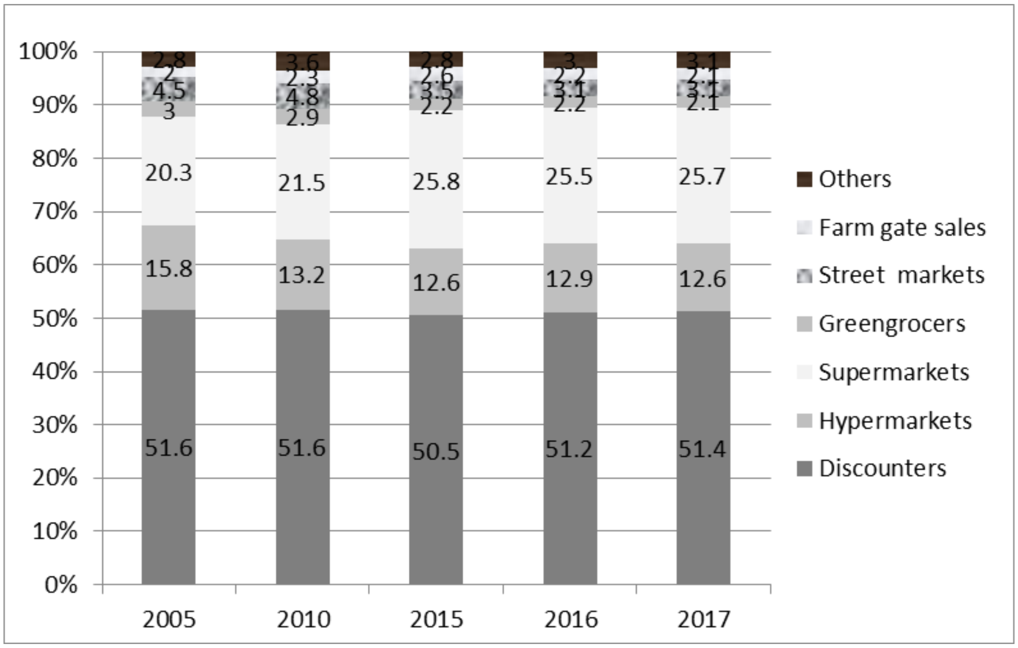
The United States has a good reputation for quality. In some cases, it would also be advantageous to include the state of origin in addition to the U.S. origin on packaging. For example, produce from California and Florida is particularly well-received because consumers associate these states with sunshine.

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 39 percent; street markets, greengrocers and farm gate sales together only account for 7 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, 2015, and 2018

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 65 percent for apples[7]. The top five fruits produced in Germany are apples, strawberries, plums, cherries (sweet and sour), and pears[8]. 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 2017, Germany imported fresh fruits worth USD 6.8 billion. Imports from the United States amounted to USD 1 million. On a value basis, Ecuador, Costa Rica and Turkey were the top non-EU suppliers in 2017. Ecuador and Costa Rica mainly ship bananas; while Turkey's top export to Germany consisted of sweet cherries.

---

[7] Ami Marktbilanz Obst 2018, table 7.9

[8] http://www.bmel-statistik.de/landwirtschaft/statistischer-monatsbericht-des-bmel-kapitel-a-landwirtschaft/ table MBT-0112430-0000

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

Commodity CN/HS code	Description	2015		2016		2017	
		Million USD	1000 MT	Million USD	1000 MT	Million USD	1000 MT
	Fresh Fruit Total	5,864	5,326	6,296	5,381	6,825	5,582
080390	Bananas, Fresh/Dried	979	1,399	1,016	1,402	1,014	1,418
080610	Grapes, Fresh	680	338	687	330	729	338
080810	Apples, Fresh	506	683	514	616	690	790
080510	Oranges, Fresh	370	487	395	490	395	462
080930	Peaches/Nectarines, Fresh	355	305	366	294	376	321
080550	Lemons&Limes, Frsh/Drd	255	172	326	180	314	193
080522	Clementines, Fresh/Dried	-	-	-	-	303	285
080440	Avocados, Fresh/Dried	148	48	207	59	276	73
081010	Strawberries, Fresh	229	101	274	116	269	108
080830	Pears, Fresh	216	171	223	172	238	175
080711	Watermelons, Fresh	205	368	215	401	231	412
081050	Kiwi Fruit (Chinese Gooseberries) Fresh	194	112	191	124	229	102
081020	Raspberries/Blckberries/ Mul/Loganberrs Frsh	163	28	195	32	223	34
081040	Cranberries, Blueberries, Etc, Fresh	127	19	168	23	215	32
080450	Guavas, Mangoes And Mangosteens, Fresh/Dried	174	73	177	75	202	87
080929	Cherries, Fresh, Nesoi	113	37	163	45	195	51
080430	Pineapples, Fresh/Dried	141	144	160	170	148	148
080719	Melons(Exc. Watermelons) And Papayas, Fresh	132	127	135	123	142	129
080521/ 080520	Mandarins (Incl Tangerines & Satsumas), Fresh/Dried	424	400	427	412	122	82
081090	Fruit Nesoi, Fresh	114	57	111	53	121	52
080910	Apricots, Fresh	110	60	111	57	111	70
080940	Plums, Prune Plums,	56	47	67	57	78	61

	Frsh						
080540	Grapefruit, Fresh/Dried	63	63	61	62	62	55
081070	Persimmons, Fresh	49	39	48	41	59	47
080720	Papayas (Papaws), Fresh	29	13	27	11	29	12
080921	Sour Cherries, Fresh	16	24	16	25	20	18
	Other	17	12	16	11	33	25

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	2015		2016		2017	
		USD	MT	USD	MT	USD	MT
	Total	**2,016,144**	**1,587**	**3,178,880**	**1,815**	**1,016,427**	**648**
080540	Grapefruit, Fresh Or Dried	1,718,937	1,512	1,867,523	1,545	743,086	613
081020	Raspberries/Blckberries/Mulberries/Loganberrs Frsh	48,163	7	31,460	2	169,940	12
081040	Cranberries, Blueberries, Etc, Fresh	29,225	6	693,738	83	48,934	13
080550	Lemons And Limes, Fresh Or Dried	29,931	18	21,094	6	26,296	7
080450	Guavas, Mangoes & Mangosteens, Fresh Or Dried	27,330	2	14,004	-	13,312	1
080720	Papayas (Papaws), Fresh	37,057	7	17,745	3	5,569	1
081090	Fruit Nesoi, Fresh	33,863	9	3,783	2	2,666	< 1
080390	Bananas, Fresh Or Dried, Nesoi	1,463	< 1	3,194	1	2,230	< 1
080510	Oranges, Fresh	615	< 1	658	< 1	1,747	< 1
080610	Grapes, Fresh	2,523	1	2,198	< 1	1,666	< 1
080440	Avocados, Fresh Or Dried	16,115	3	11,857	2	507	< 1
080590	Citrus Fruits, Inc Kumquats, Nesoi, Fresh Or Dried	-	-	-	-	371	< 1
080430	Pineapples, Fresh Or Dried	19,979	4	47,038	7	102	< 1

080810	Apples, Fresh	154	< 1	-	-	-	-
080940	Plums, Prune Plums And Sloes, Fresh	4,056	1	-	-	-	-
081010	Strawberries, Fresh	46,735	16	464,586	164	-	-

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
On January 1, 2019, the new Packaging Law (*Verpackungsgesetz* or *VerpackG*) replaced the German Packaging and Waste Avoidance Ordinance. The new law retains many of the rule of the afore mentioned ordinance, such as the requirement for 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 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 companies 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 registered Green Dot recycling enterprises:

- Der Grüne Punkt – Duales System Deutschland GmbH, Koeln - https://www.gruener-punkt.de/en.html
- BellandVision GmbH, Pegnitz - www.bellandvision.de
- EKO-PUNKT GmbH, Luenen - www.eko-punkt.de
- INTERSEROH Dienstleistungs-GmbH, Koeln - https://www.interseroh.de/en/
- Landbell AG, Mainz - www.landbell.de
- Reclay VFW GmbH & Co. KG, Köln – https://www.reclay-group.com/de/en/
- Veolia Umweltservice Dual GmbH, Rostock - https://www.veolia.de/dual
- Zentek GmbH & Co. KG, Köln - https://www.zentek.de/en/services/zentek-dual-system/

In addition, the new packaging law requires manufacturers to register with a newly created national authority, the "*Zentrale Stelle*", before placing packaged products on the market. The registered manufacturers will be published on the website[9] of the *Zentrale Stelle* to ensure full transparency for all market participants and reduce free-riding. In addition, all manufacturers will have to report the following packaging-related data to the *Zentrale Stelle*:

- Registration number (provided by the *Zentrale Stelle*)
- Material and volume of the packaging put on market
- Name of the packaging scheme contracted by the manufacturer to fulfil its Extended Producer Responsibility
- Duration of the agreement with the recycling company/system.

Manufacturers are defined as producers, importers, or distributors that place packaged consumer goods on the market. Depending on the distribution channel, U.S. exporters may or may not be required to contract with a packaging disposal company and register with the *Zentrale Stelle*. However, even if a U.S. company is not required to register directly, they may be required to share information about material and volume of its packaging by its customers which then include this information in their own reporting to the *Zentrale Stelle*.

[9] https://www.verpackungsregister.org/ only available in German language

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 2019 are published in Commission Implementing Regulation 2018/1602[10]. For tariffs on edible fruits see Chapter 8, pp. 96 et seq.

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 of regulation 2018/1602, pp. 705 et seq.

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:

[10] https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:32018R1602&qid=1547223866149&from=EN

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 14-18 of the USEU FAIRS certificate report at: EU-28 Food and Agricultural Import Regulations and Standards (FAIRS) Certification 2018 Report,

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 6-8, 2019 February 5-7, 2020	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 13-16, 2019 February 12-15, 2020	U.S. Pavilion Organizer: Nuernberg Messe North America, Inc. Tel: +1 (770) 618-5837 E-mail: Jessica@NMNA.us

Related GAIN reports:

Title
|Fresh Deciduous Fruit EU-28 Annual|Vienna|EU-28|11/2/2018 In Marketing Year 2018/19, apple, pear, and table grape production in the European Union is forecast to be significantly up after low production in the previous year. Expectations for apple production are for a 34 percent increase compared to the frost-stricken previous year, which would represent the largest production ever recorded in the EU. The forecast for pear production is up four percent while the increase for table grapes is forecast at eleven percent. As a result of the high domesti... Fresh Deciduous Fruit Annual_Vienna_EU-28_10-30-2018
FAIRS Country Report | Food and Agricultural Import Regulations and Standards - Narrative |Berlin|Germany|11/20/2018 Germany is a Member State of the European Union (EU) and applies the certification requirements described in the EU-28 Food and Agricultural Import Regulations and Standards (FAIRS) Certification 2018 Report. Products not yet harmonized are subject to German national rules. Food and Agricultural Import Regulations and Standards Report_Berlin_Germany_10-31-2018
FAIRS Export Certificate Report|FAIRS Export Certificate Report|Berlin|Germany|11/20/2018 Germany is a Member State of the European Union (EU) and applies the certification requirements described in the EU-28 Food and Agricultural Import Regulations and Standards (FAIRS) Certification 2018 Report. Products not yet harmonized are subject to German national rules. Food and Agricultural Import Regulations and Standards Report_Berlin_Germany_11-13-2018
Plastic Packaging a Concern for Fruit Buyers|Fresh Fruit Fresh Deciduous Fruit Vegetables Exporter Guide SP1 - Expand International Marketing Opportunities|Berlin|Germany|11/14/2018 Consumer demand for less plastic packaging was a key issue at the recent German Fruit and Vegetable Congress DOGK in Duesseldorf Plastic Packaging a Concern for Fruit Buyers_Berlin_Germany_11-2-2018
Prognosfruit 2018|Fresh Deciduous Fruit SP1 - Expand International Marketing Opportunities|Berlin|Germany|9/17/2018 On August 8 - 10, 2018, the World Apple and Pear Association (WAPA) presented the 2018 EU apple and pear crop forecast at the 42th Prognosfruit convention in Warsaw/Poland. WAPA forecasts the 2018 EU fresh apples crop at 12.6 million metric tons (MT). This is not only a 36 percent increase percent compared to the record low crop in 2017 but also the largest apple production in the EU ever. Production of fresh pears is forecast at 2.3 million MT, versus 2.2 million MT in 2017. This is an incr... Prognosfruit 2018_Berlin_Germany_9-12-2018
Stone Fruit Report – Germany 2018|Stone Fruit Fresh Fruit Dried Fruit SP1 - Expand International Marketing Opportunities|Berlin|Germany|8/16/2018 Germany is the third-largest importer of cherries in the world after China and Hong Kong. From 2014 to 2017, between 54 and 74 percent of the cherries consumed in Germany were imported, with the majority of imports originating in other EU-28 member states. The largest non-EU cherry suppliers are Turkey for sweet cherries and Serbia for tart cherries. Total German cherry production for CY 2018 is estimated at 61,100 MT. This represents an increase of 146 percent compared to record low produc... Stone Fruit Report – Germany 2018_Berlin_Germany_8-7-2018

2018|Exporter Guide|Berlin|Germany|12/6/2018
Germany has 83 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 2017, total U.S. exports of agricultural products to Germany reached $ 1.8 billion. Largest segments were soybeans, tree nuts, Alaskan pollock, wine, beef, and other consumer-oriented products. This report provides U.S. food and agriculture exporters with background informa...
Exporter Guide_Berlin_Germany_11-27-2018

2018|Food Service - Hotel Restaurant Institutional|Berlin|Germany|9/14/2018
Germany has 83 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 2017, U.S. exports of agricultural products to Germany reached USD 2.6 billion. Largest segments were soybeans, tree nuts, Alaskan pollock, wine, beef, dried fruits, food preparations, sauces and other consumer- oriented products. This report provides U.S. food and agricult...
Food Service - Hotel Restaurant Institutional_Berlin_Germany_9-12-2018

2018|Retail Foods|Berlin|Germany|4/24/2018
Germany is by far the biggest market for food and beverages in the European Union. The food retail sector is saturated, highly consolidated, and competitive. There is good sales potential on the German market for U.S. exporters of nuts, fish and seafood products, dried fruits, sweet potatoes, bakery products, organic products, and pulses.
Retail Foods_Berlin_Germany_4-17-2018

Germany: Food Processing Ingredients 2018|Food Processing Ingredients|Berlin|Germany|4/16/2018
The German food industry represents the third–largest processing industry in Germany. In 2016, Germany produced an estimated USD190 billion of processed food and drinks. When meeting EU standards, the following products have good sales potential on the German market: nuts, fish and seafood products, highly processed ingredients, dried fruits, sweet potatoes, bakery products, organic products, and pulses.
Food Processing Ingredients_Berlin_Germany_4-10-2018

Product Brief Dried Fruits and Nuts |Dried Fruit Tree Nuts SP1 - Expand International Marketing Opportunities|Berlin|Germany|1/31/2018
With 83 million of the world's wealthiest consumers, 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_1-26-2018

Results of the German Fruit Tree Census|Fresh Deciduous Fruit Stone Fruit|Berlin|Germany|1/9/2018
This report summarizes the results of the 2017 German fruit tree census and developments in the planted varieties of apples and pears. Total planted area increased by 10 percent, although 4 percent of German fruit farms have stopped operating since the previous census in 2012. Apples are the most planted fruit trees and account for 68 percent of total fruit tree area, followed by sweet cherries, plums, and pears.
Results of the German Fruit Tree Census_Berlin_Germany_12-22-2017

For additional related reports please search the USDA/FAS GAIN database:
https://gain.fas.usda.gov/Lists/Advanced%20Search/AllItems.aspx