DIPO

Danish Import Promotion Office
for Products from Developing Countries

# Canned fruits and vegetables

A survey of the market for canned fruits and vegetables in Denmark

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DIPO is part of the Danish Chamber of Commerce and is financed by Danida (the programme for international development cooperation, Ministry of Foreign Affairs). The task of the office is to assist companies in developing countries in their export endeavours.

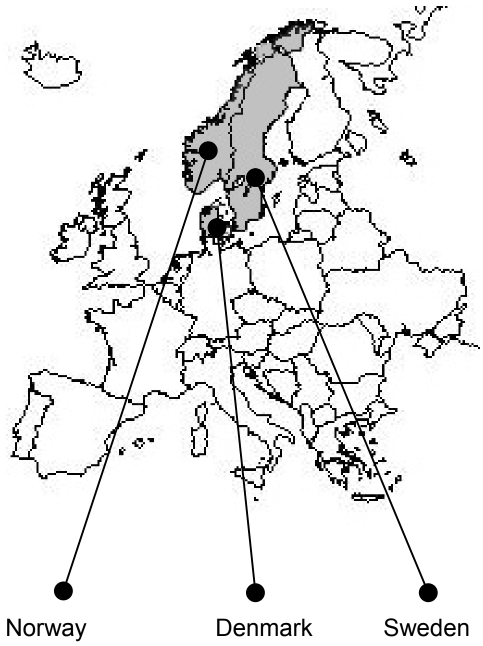
## The Scandinavian Market

There are many similarities among the Scandinavian countries with regard to culture, language, political and social systems etc. Also when it comes to consumer behaviour and product preferences you find many similarities.

When entering one of the Scandinavian markets it therefore might be relevant to consider the possibilities in the other Scandinavian countries as well.

All Scandinavian countries have import promotion facilities. Below you will find a short presentation of the import promotion organisations in Denmark, Norway and Sweden.

| | | |
|---|---|---|
| Inhabitants: | Denmark | 5.2 million |
| | Norway | 4.5 million |
| | Sweden | 8.9 million |




### Denmark

The Danish Import Promotion Office, DIPO, is integrated in the Danish Chamber of Commerce and operates under a contract between The Danish International Development Assistance (DANIDA) and the Danish Chamber of Commerce.

The objective of DIPO is to assist exporters/producers in Africa, Asia and Latin America to enter the Danish market.

At DIPO's website www.dipo.dk you can read more about DIPO and its activities, download or order market information material regarding the Danish market or register your business offer to be advertised on the website.

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### Norway

The Norwegian Import Promotion office, HSH IPO Service, operates under a contract between HSH (The Federation of Norwegian Commercial and Service Enterprises) and NORAD (Norwegian Agency for Development Cooperation). HSH IPO Service is integrated in HSH - but are fully sponsored by NORAD.

From the website www.hsh-org.no you can read more about HSH. We are currently working on developing a matching platform between selected Norwegian importers/ wholesalers and professional exporters from developing countries. This website is in collaboration with CBI in Holland and is expected to be working from March 2004. Access to the importer/exporter matching platform will be through our www.hsh-org.no.

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### Sweden

Sida (Swedish International Development Cooperation Agency), which is the Swedish government's agency for international development cooperation, has signed an agreement with the Swedish Chambers of Commerce for cooperation on trade promotion services. The objective is to increase and upgrade business contacts between Swedish companies and exporters in Africa, Asia, Latin America and certain countries in Central and Eastern Europe.

From the website www.cci.se (English) you can learn more about the projet, download or order market reports and register your business inquiry free of charge in the database Chamber Trade (www.chambertrade.com).

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DIPO
The Danish Import Promotion Office DIPO operates in accordance with an agreement between the Danish Chamber of Commerce and The Danish International Development Assistance, DANIDA. The office is situated in the Danish Chamber of Commerce but is financed by DANIDA.

The aim of DIPO is to provide service to exporters in the developing countries in their endeavours to enter the Danish market. The office can assist with market information and with establishing means of contact to Danish importers. Business offers are published free of charge at DIPO's website (www.dipo.dk) and/or directly mediated by email to relevant Danish importers.

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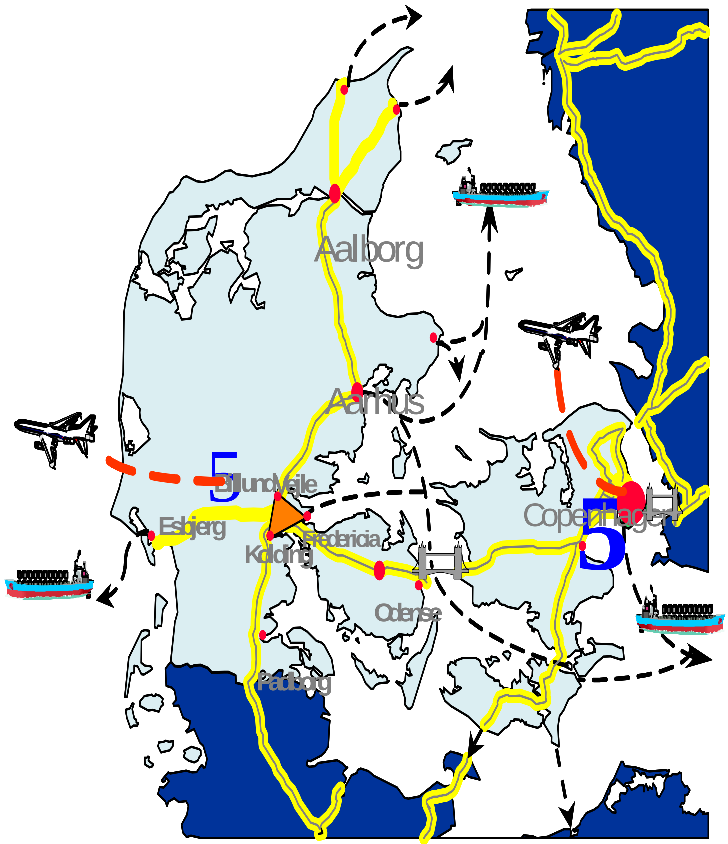



**The European Union:**

| | |
|---|---|
| Austria | Italy |
| Belgium | Latvia |
| Denmark | Luxemburg |
| Cyprus | Netherlands |
| Czech Republic | Portugal |
| Estonia | Spain |
| Finland | Sweden |
| France | Lithuania |
| Germany | Malta |
| Great Britain | Poland |
| Greece | Slovenia |
| Hungary | Slovakia |
| Ireland | |

## Facts about Denmark

**Area:** 43,095 sq. kilometers
**Population:** 5.4 million
**Capital:** Copenhagen:
1.5 million inhabitants
**Language:** Danish
**Business Language:** English
**Government:** Democracy
**GDP (2002):** DKK 1,324,000 million
**GDP per capita (2002):** DKK 220,975
**Currency:** Krone, DKK (1 DKK = 100 øre)
Denmark has *not* adopted the common currency EURO
**Exchange Rate, US$:** 1US$ = 6.31 DKK
(Sept 7th 2004)
**Time Zone:** Central European Time Zone
One hour ahead of GMT
**Business Hours:** Monday to Friday
9.00 a.m. to 5.00 p.m.
**Weight and Measures:** The Metric System
**Climate:** 4 seasons: spring, summer, autumn, and winter
**Member of International Organizations:**
EU, NATO, WTO, OECD, UN

**Other Large Cities:**
Aarhus: 500,000 inhabitants
Odense: 200,000 inhabitants
Aalborg: 160,000 inhabitants

**Distances**
Copenhagen – Aarhus: 300 kilometers
Copenhagen – Odense: 165 kilometers
Copenhagen – Aalborg: 400 kilometers

**Public Holidays, 2004:**

| | |
|---|---|
| New Year's Day | January 1 |
| Maundy Thursday | April 8 |
| Good Friday | April 9 |
| Easter Monday | April 12 |
| Prayer Day | May 7 |
| Ascension Day | May 20 |
| Whitsunday | May 30 + 31 |
| Constitution Day | June 5 |
| Christmas Eve | December 24 |
| Christmas Day | December 25 |
| Boxing Day | December 26 |

# 1. Introduction to Denmark

## Standard of Living

With a high GDP per capita as well as a highly prioritized welfare system, the Danish standard of living is among the highest in the world. Income is evenly distributed among the population and, normally, both men and women work full time.

## Membership of the EU

As a member of the EU, Denmark enjoys open market access to the other EU countries. Within the EU a Customs Union has been formed, allowing goods to move freely across borders without customs or taxes. For non-EU countries, however, specific rules apply (please refer to chapter 7 "Customs Duty and Import Regulations"). By May 1st 2004 an expansion of the EU has taken place by 10 countries: Cyprus, Czech Republic, Estonia, Hungary, Latvia, Lithuania, Malta, Poland, Slovenia, and Slovakia.

Denmark also enjoys membership of international organizations such as the OECD and the WTO and is traditionally striving to actively remove obstacles to free trade within these frameworks.

## General Trade Figures

The Danish economy is highly dependent on trade with other countries due to the country's size and location in one of the world's most dynamic regions.

More than two thirds of the Danish foreign trade is carried out with other EU countries. With regard to total imports to Denmark (only goods) in 2002, imports from other EU countries accounted for 71.8 percent. Other European countries accounted for 12.9 percent, Asia accounted for 8.5 percent, the Americas for 6.3 percent, and only 0.5 percent of total imports came from Africa.

## Industrial Pattern

Small and medium sized companies characterize the Danish industry. Compared to other industrialized countries, even the largest Danish companies are -with few exceptions- only medium sized.

Except for heavy industries such as mining, car and plane industries etc., practically all business sectors exist in Denmark. Due to an increasing specialization, division of tasks, and seasonality, however, a large range of products are also imported to Denmark. The Danish industry is mainly constituted of light manufacturing and reprocessing, and production is often characterized by a high degree of specialization in a particular, well-defined field. Products, which have made Denmark known internationally, are primarily meat and dairy products, pharmaceuticals, furniture, beer, electronic products and advanced metal industry.

## Infrastructure

The Danish infrastructure is highly developed. The road network is of high standard, the railway system connects almost every town with more than 10,000 inhabitants, there are many easily accessible harbours, and Denmark has several domestic airports. Copenhagen Airport is the largest airport in Northern Europe being served by most international carriers. Ferries, tunnels and a number of bridges interconnect the islands of Denmark and furthermore, a bridge connects Denmark to Sweden (see map on page 3).

Means of communication are excellent as well. The postal service is efficient and reliable, and telephone, fax service and Internet access are widely available throughout the country.

## Climate

The Danish climate consists of four seasons: spring, summer, autumn and winter. The average temperature in July ranges from 12 to 20 degrees Celsius, opposed to the average temperature of January, which ranges from –3 to +2 degrees Celsius. Some snow can be expected from December to March, and rainfall is common with about 700 mm precipitation annually.

## Households

Approximately 11.5 percent of total household income is spent on food and food products.  It is estimated that every Dane consumes approximately 380 grams of fruits and vegetables per day (fresh, frozen, processed and/or preserved). Over a five-year period, from 1995 – 2000, the consumption of fruits and vegetables has increased by 100 grams per person/day.

## Visitor's Visa

For visitors from overseas countries a visa is usually required to visit Denmark. A letter of invitation from the Danish business partner will often help in obtaining the visa. The exporter must apply for a visa at the Danish Embassy or Consulate in the home country. The visa issued will usually be for entry into the Schengen Area as a whole.

(Source: The Danish Veterinary and Food Administration -part of the Ministry of Food, Agriculture and Fisheries)

# 2. Market Definition

## CN code Classification of canned fruits and vegetables

This market survey covers canned fruits and vegetables. The term “canned” covers fruits and vegetables in cans as well as in glass jars as the statistic material does not distinguish between the two packaging methods.

In order to avoid misunderstandings the classification of canned fruits and vegetables in this market brief will be based on the Combined Nomenclature. The Combined Nomenclature (CN) is the 8-digit trade classification system used by the European Union for tariff purposes. The system is directly linked to the 6-digit Harmonized System (HS) used by the vast majority of trading nations throughout the world.

Canned fruits and vegetables fall under chapter 20, subheadings 01, 02, 03, 05 and o7 of the Combined Nomenclature. More specifically, the CN codes that will be covered in this market brief are:

| CN Codes | CN Code Classification of Canned Vegetables |
|---|---|
| | |
| **Vegetables prepared or preserved by vinegar or acetic acid** | |
| 20 01 10 00 | Cucumber and Gherkins |
| 20 01 90 10 | Mango Chutney |
| 20 01 90 20 | Fruits of Genus Capsicum |
| 20 01 90 30 | Sweet Corn |
| 20 01 90 40 | Yams, sweet potatoes |
| 20 01 90 50 | Mushrooms |
| 20 01 90 60 | Palm Hearts |
| 20 01 90 65 | Olives |
| 20 01 90 70 | Sweet peppers |
| 20 01 90 75 | Beetroots |
| 20 01 90 85 | Red Cabbage |
| | |
| **Vegetables prepared or preserved otherwise than by vinegar or acetic acid** | |
| 20 02 00 00 | Tomatoes |
| 20 03 00 00 | Mushrooms and truffles |
| 20 05 10 00 | Homogenized vegetables |
| 20 05 40 00 | Peas |
| 20 05 51 00 | Shelled beans |
| 20 05 60 00 | Asparagus |
| 20 05 70 00 | Olives |
| 20 05 80 00 | Sweet corn |
| 20 05 90 10 | Fruits of Genus Capsicum |
| 20 05 90 30 | Capers |
| 20 05 90 50 | Artichokes |
| 20 05 90 60 | Carrots |
| 20 05 90 70 | Vegetable mixes |
| 20 05 90 75 | Sauerkraut |

| | |
|---|---|
| 20 05 90 80 | Other vegetables |

| CN Codes | CN Code Classification of Canned Fruits and Fruits Preserves |
|---|---|
| | |
| **Jam, fruits jellies, marmalades, fruits puree and fruits pastes** | |
| 20 07 10 00 | Homogenized preparations |
| 20 07 91 00 | Citrus fruits preparations (non-homogenized) |
| 20 07 99 00 | Other preparations (non-homogenized) |
| | |
| **Fruits and berries, otherwise prepared or preserved** | |
| 20 08 20 00 | Pineapples |
| 20 08 30 00 | Citrus fruits |
| 20 08 40 00 | Pears |
| 20 08 50 00 | Apricots |
| 20 08 60 00 | Cherries |
| 20 08 70 00 | Peaches and nectarines |
| 20 08 80 00 | Strawberries |
| 20 08 91 00 | Palm hearts |
| 20 08 92 00 | Mixed fruits |
| 20 08 99 00 | Other fruits |

When exporting to countries within the EU, it is necessary to state the exact CN number of the specific category of fresh fruits or vegetable. More information and details on the Combined Nomenclature is available on http://europa.eu.int/comm/taxation_customs.

# 3. Market Analysis

## Market size

Due to its cold costal climate Denmark is far from self-supplying of fruits and vegetables and it is impossible or unprofitably to commercially cultivate all sorts. In Denmark vegetables such as carrots, cucumbers, and beetroots are grown, and fruits such as apples, pears, plums and strawberries are common. The relatively limited growing possibilities make it necessary to rely on imports of many fruits and vegetables from other countries around the world. Subsequently the Danish market for canned fruits and vegetables is almost entirely dominated by imported products.

Table 3.1 highlights the developments in the import market for canned vegetables from 2000 to 2003, while table 3.2 displays the same developments but for canned fruits. For both product groups the market size is measured in volume (tonnes).

Table 3.1

Size of Danish Market for Imported Canned Vegetables

| | 2000 | 2001 | 2002 | 2003 |
|---|---|---|---|---|
| Imports (tonnes) | 64,847 | 63,003 | 74,089 | 72,489 |
| Change (index: 2000 = 100) | 100 | 97 | 114 | 112 |

Source: Statistics of Denmark

Table 3.2

Size of Danish Market for Imported Canned Fruits

| | 2000 | 2001 | 2002 | 2003 |
|---|---|---|---|---|
| Imports (tonnes) | 23,665 | 24,387 | 25,816 | 28,176 |
| Change (index: 2000 = 100) | 100 | 103 | 109 | 119 |

Source: Statistics of Denmark

The market for imports of canned vegetables as well as the market for canned fruits have both grown considerably since 2000. The market for imported canned vegetables has grown by 7,642 tonnes over a four-year period, whereas the market for imported canned fruits has demonstrated a steady increase by 4,511 tonnes over the same period. This is equivalent to an increase by 12 percent for imported canned vegetables and a 19 percent increase for imported canned fruits. The value of the canned vegetable import in 2003 was 513.46 million DKK, whereas the value of canned fruits import in 2003 was 203.2 million DKK.

The reason why the import market for canned vegetables and fruits has increased could be a growing awareness among Danes of leading a healthy life, which also includes consuming more produce. For example, the Danes have been exposed to a public advertising campaign, which attempts to convince people to eat more fruits and vegetables. The message of the rather successful campaign is that people should increase their daily consumption of all kinds of fruits and vegetables to 600 grams.

The types of canned vegetables, which have contributed considerably to the 12 percent rise in imports, are tomatoes, sweet corn, mushrooms and truffles, and the product category other vegetables. With regard to the 19 percent rise in import of canned fruits, an increasing import of especially mixed fruits, other fruits, pineapples, and jam/marmalade of other preparation, has taken place from 2000-2003.

For a detailed overview of the development in imports of canned vegetable and fruits from 2000 - 2003, please refer to Appendix 3.

## EU Countries' Exports of Canned Vegetables and Fruits to Denmark

As table 3.3 demonstrates, a limited number of EU countries are the most important suppliers of canned vegetables to the Danish market. Six countries, namely Italy, Germany, the Netherlands, France, Spain, and Portugal supplied as much as 80 percent of the imported canned vegetables to the Danish market in 2003. Over a three-year period (2001-2003) these six countries have increased their canned vegetable exports to Denmark by five percentage points. Especially France, the Netherlands, and Italy have increased their export by 25 to 49 percent in this period.

With regard to imports of canned fruits to the Danish market EU countries accounted for 53 percent of total imports in 2003 –a rise by 9 percentage points since 2001. As table 3.4 shows, Spain, France, Germany, Greece, and the Netherlands all experienced an increase of their canned fruits export to Denmark from 2001-2003, whereas Italy halved their export to Denmark in the same period.

In summary, the main part of canned vegetables imported to the Danish market origin in other EU countries. In contrast to this, only half of the Danish imports of canned fruits stems from other EU countries. An important note is that canned fruits and vegetables, which are supplied by countries from outside the EU, will sometimes be imported to a central EU country before being re-exported to Denmark. Germany, for example, is a central country from where fruits and vegetables are distributed to other EU countries, including Denmark. Sometimes the canned fruits and vegetables are imported as raw material from countries outside the EU, and then processed and packed in EU countries and re-exported to other EU countries.

Table 3.3

EU Countries with Largest Exports of Canned Vegetables to Denmark 2001- 2003 (tonnes)

| Country | 2001 | 2002 | 2003 | % Change 2001-2003 | Vegetables Exported the Most to Denmark |
|---|---|---|---|---|---|
| Italy | 20,613 | 25,689 | 25,865 | 25 | Tomatoes, shelled beans |
| Germany | 8,023 | 9,376 | 9,328 | 16 | Cucumber & gherkins, red cabbage |
| Netherlands | 6,234 | 7,429 | 8,547 | 37 | Mushrooms (not vinegar), other vegetables |
| France | 3,944 | 4,872 | 5,860 | 49 | Sweet corn (not vinegar), mushrooms, vegetable mixes |
| Spain | 5,322 | 5,123 | 5,736 | 8 | Tomatoes, olives (not vinegar) |
| Portugal | 3,140 | 3,776 | 2,498 | -20 | Tomatoes |
| **Total** | **47,276** | **56,265** | **57,834** | **22** | |
| % of Total DK Import | 75 | 76 | 80 | | |

Source: Statistics of Denmark

Table 3.4

EU Countries with Largest Exports of Canned Fruits to Denmark 2001- 2003 (tonnes)

| Country | 2001 | 2002 | 2003 | % Change 2001-2003 | Fruits Exported the Most to Denmark |
|---|---|---|---|---|---|
| Spain | 2,093 | 2,771 | 3,779 | 81 | Citrus fruits, peaches, pears |
| France | 460 | 2,264 | 3,194 | 594 | Other fruits (corn), jam, nectarines |
| Germany | 1,745 | 2,639 | 2,514 | 44 | Mixed fruits, pineapples, peaches |
| Greece | 2,101 | 2,680 | 2,743 | 31 | Peaches, mixed fruits |
| Netherlands | 1,206 | 1,259 | 1,400 | 16 | Apple puree, jam, peaches |
| Italy | 2,745 | 1,986 | 1,316 | -52 | Mixed fruits, pears, strawberries |
| **Total** | **10,350** | **13,599** | **14,946** | **44** | |
| % of Total DK Import | 42 | 53 | 53 | | |

Source: Statistics of Denmark

## Developing Countries' Exports of Canned Fruits and Vegetables to Denmark

Although the majority of canned vegetables are imported from other EU countries, there is also some direct trade between Danish importers and developing country exporters. As table 3.5 illustrates, the developing countries' share of the Danish import market for canned vegetables has remained fairly stable around 10,000 tonnes per year. However, developing countries' market share of the total direct import of canned vegetables has dropped from 16 percent in 2001 to 14 percent in 2003. Thereby, these countries have not been able to gain a larger market share despite the 15 percent increase in total Danish import of canned vegetables over the same period.

Turkey is the developing country enjoying the largest share of exports to Denmark with an export around 3,000 tonnes a year. The main export articles are canned tomatoes, fruits of Genus Capsicum, and cucumber and gherkins. China, as the second largest exporter, supplies Denmark with asparagus and mushrooms, Peru's main export article is asparagus, whereas Thailand has had an increasing export of sweet corn and vegetable mixes to Denmark. These four developing countries have had the largest share of vegetable exports over a three-year period. Other development countries have a less significant share of the canned vegetable supply to the Danish market, and their total export of canned vegetables is characterized by quantities not exceeding 100 tonnes per year. The exception to this generalization is India, which has had an increasing export of mango chutney, Argentina which has supplied 331 tonnes of tomatoes in 2003, and Lebanon which supplies Denmark with especially beans and peas.

All things considered, a general trait for the development countries' export of canned vegetable to Denmark is that their supply has decreased from 2001 to 2003. Only Peru, Thailand, and India have experienced an increase in their export to Denmark during this period.

Table 3.5

| Developing Countries with Largest Exports of Canned Vegetables to Denmark 2001-2003 (tonnes) | | | | | |
|---|---|---|---|---|---|
| Country | 2001 | 2002 | 2003 | % Change 2001-03 | Vegetables Exported the Most to Denmark by Country |
| Turkey | 3,172 | 2,985 | 3,107 | -2 | Tomatoes, Genus Capsicum, cucumber & gherkins |
| China | 2,754 | 2,722 | 2,364 | -14 | Asparagus, other vegetables, mushrooms |
| Peru | 1,912 | 2,468 | 1,963 | 3 | Asparagus |
| Thailand | 1,324 | 1,308 | 1,642 | 24 | Sweet corn (not vinegar), vegetable mixes |
| Argentina | 0 | 0 | 331 | - | Tomatoes |
| India | 216 | 248 | 253 | 17 | Mango chutney, |
| Lebanon | 140 | 73 | 116 | -17 | Beans, other vegetables, peas |
| Malaysia | 105 | 32 | 48 | -54 | Genus Capsicum (not vinegar) |
| Syria | 59 | 47 | 45 | -24 | Olives, other vegetables |
| Mexico | 71 | 99 | 41 | -42 | Fruits of Genus Capsicum |
| Iran | 36 | 6 | 30 | -17 | Cucumber & gherkins, other vegetables |
| Jordan | 0 | 0 | 12 | - | Other vegetables |
| Morocco | 25 | 41 | 10 | -60 | Olives (not vinegar) |
| South Africa | 4 | 32 | 4 | 0 | Other vegetables |
| **Total** | **9,819** | **10,061** | **9,968** | **2** | |
| % of Total DK Import | 16 | 14 | 14 | | |

Source: Statistics of Denmark

When focusing on the developing countries' export of canned fruits to Denmark, the market share of these countries is much more significant compared to the canned vegetable export figures. Taken together, developing countries supplied approximately 11,000 tonnes of canned fruits in 2003, equivalent to 39 percent of total Danish import of canned fruits that year. The developing countries' share of the total Danish import of canned fruits, however, has fallen by 7 percentage points from 2003 to 2001.

Among the developing countries, the main suppliers of canned fruits to the Danish market are found in Asia. Thailand is the country that exports most canned fruits, primarily pineapples, to Denmark, and has witnessed an increase of 11 percent from 2001 to 2003. Indonesia is the second largest supplier, exporting pineapples and mixed fruits, China's export of peaches and mixed fruits has increased by 40 percent, whereas the Philippines has experienced a serious 82 percent decrease of their exports from 2001- 2003. Vietnam experienced a sudden demand for pineapples in 2003, whereas India, being the main supplier of mango chutney to the Danish market, experienced a drop in exports by 4 percent.

From the African continent, South Africa has witnessed a 34 percent increase in their exports from 2001, making the country the third largest developing country exporter of canned fruits to the Danish market. South Africa mainly supplies jam/marmalades, fruits mixes and peaches. Kenya is another African country, which has enjoyed exports of pineapples to Denmark, however the Kenyan share of exports has dropped by 57 percent. Egypt has also witnessed a decrease of their exports of fruits to Denmark as their export fell from 15 tonnes in 2001 to only four tonnes in 2003.

In the Middle East Syria, Lebanon and Iran have all experienced an increase in their exports to the Danish market, though the quantities of canned fruits supplied by these countries are rather moderate. The main export article for these three countries is unambiguously jam/marmalade. Turkey, on the other hand, experienced a fall in their exports to Denmark by 17 percent: from 147 tonnes in 2001 to 122 tonnes in 2003.

Of the Latin American countries, Costa Rica experienced an increase by nine percent of its exports of primarily palm hearts and other fruits, Argentina's export of pears to Denmark also increased from no export in 2001 to supplying 250 tonnes in 2003. Moreover, Brazil also managed to enter the Danish market in 2003 with 22 tonnes of canned fruits.

Table 3.6

Developing Countries with Largest Exports of Canned Fruits to Denmark 2001-2003 (tonnes)

| Country | 2001 | 2002 | 2003 | % Change 2001-2003 | Fruits Exported the Most to Denmark by Country |
|---|---|---|---|---|---|
| Thailand | 4,238 | 4,382 | 4,720 | 11 | Pineapples |
| Indonesia | 1,386 | 1,663 | 1,359 | -2 | Pineapples, mixed fruits |
| South Africa | 442 | 482 | 591 | 34 | Jam, fruits mixes, peaches |
| China | 202 | 314 | 485 | 40 | Mixed fruits, peaches |
| Costa Rica | 400 | 307 | 437 | 9 | Other fruits, palm hearts |
| India | 435 | 220 | 418 | -4 | Mango |
| Kenya | 785 | 439 | 338 | -57 | Pineapples |
| Argentina | 0 | 106 | 250 | - | Pears |
| Philippines | 1,093 | 364 | 198 | -82 | Mixed fruits, pineapples |
| Turkey | 147 | 166 | 122 | -17 | Strawberries, other fruits, jam |
| Brazil | 0 | 0 | 22 | - | Other fruits |
| Vietnam | 0 | 1 | 18 | - | Pineapples |
| Syria | 0 | 7 | 8 | - | Jam |
| Peru | 1 | 0 | 6 | 500 | Palm hearts |
| Lebanon | 3 | 7 | 5 | 67 | Jam |
| Egypt | 15 | 0 | 4 | -75 | Passion fruits |
| Iran | 0 | 3 | 2 | - | Jam |
| Sri Lanka | 0 | 1 | 2 | - | Jam |
| Malaysia | 15 | 24 | 0 | - | Pineapples |
| **Total** | **11,163** | **10,488** | **10,988** | -2 | |
| % of Total DK Import | 46 | 41 | 39 | | |

Source: Statistics of Denmark

For a systematic overview over the Danish import of canned fruits and vegetables organised after product please refer to Annex 3.

## Distribution

Canned fruits and vegetables reach their final destination by passing through different types of trade channels. In Denmark, importers of canned fruits and vegetables can be divided into mainly four groups:

- Danish manufacturers of canned fruits and vegetables, which have moved part of their production abroad, due to lower labour costs and in order to be as close to the raw materials as possible.

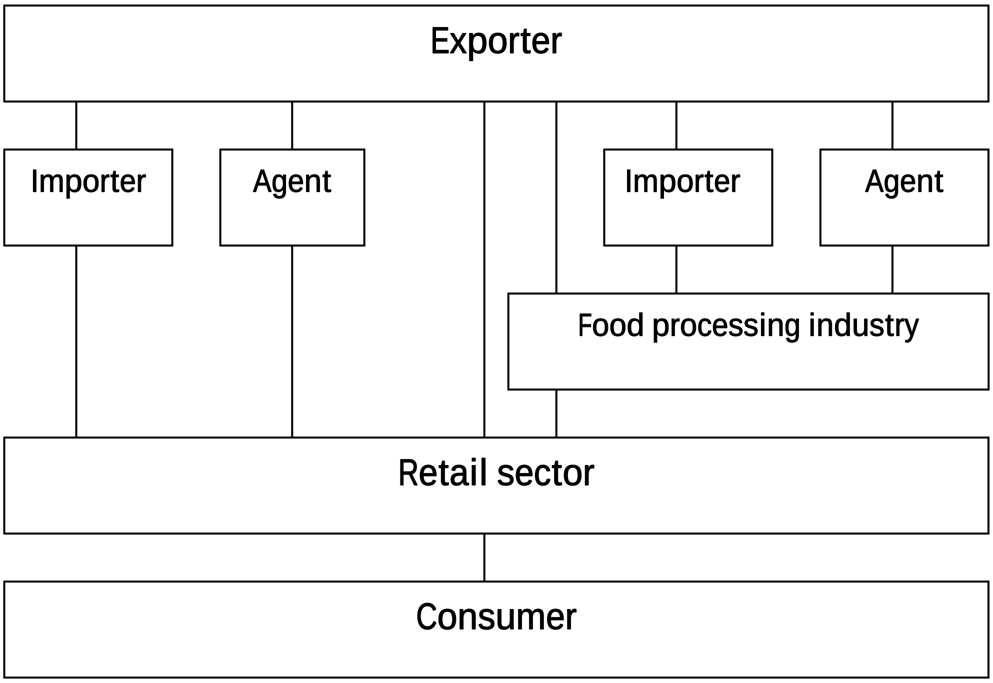
- "Classic importers", which resell the imported canned fruits and vegetables to the retail sector, the catering sector and the food industry. Due to increased global competition, there is room for fewer importers today than some years ago and it is characterized as a niche line of business.

- Larger companies in the food processing industry, which import fruits and vegetables themselves to be used in the production of different types of food products.

- The largest supermarket chains, which source the fruits and vegetables themselves, for instance through own international purchasing offices or agents or directly from foreign producers.

The catering sector/ food service sector as well as the smaller retail stores do not usually import directly from foreign producers of canned fruits and vegetables. Instead they most often source via Danish importers.

In summary, the typical steps that canned fruits and vegetables have to go through in order to reach the Danish consumers are:



### Price and Mark-ups

The price structure of fruits and vegetables throughout the supply chain naturally varies depending on the number of intermediaries buying and selling, and the type of fruits and vegetables in question. Margins in the international trade in canned fruits and vegetables are under pressure and there is a tendency that large players on the market e. g. retail chains etc. prefer to handle their own import in order to keep down the price.

The Danish VAT constitutes 25 percent and is among the highest rates within the EU. The 25 percent VAT is levied on all sales, regardless of product type, country of origin etc. Consequently, the high tax rate will in the end influence the retail prices and the consumers' desire and ability to purchase the product.

## 4. Trends and Tendencies

### Market Trends

Based on interviews with Danish importers of canned fruits and vegetables, a number of tendencies regarding the Danish consumption pattern of canned fruits and vegetables can be identified.

#### Broad variety

Generally, Danish consumers are interested in a great variety of different kinds of fruits and vegetables, and Danes are becoming prone to supplementing their eating habits when being exposed to exotic foods through television cooking programmes, recipes, or when travelling abroad. Culinary traditions from other continents, stimulated by a greater presence of ethnic minorities in Denmark, also influence Danish consumption patterns and increase the demand for ethnic and exotic ingredients.

#### Convenience Food

As most Danes –both men and women– have jobs outside their home and the number of single households increases, less time is left for cooking and the preparation of meals. Therefore, a clear tendency is that Danes increasingly choose to buy convenience meals, spurring the demand for e.g. ready meals, canned soup and preserved fruits and vegetables.

#### Product Development

Development in the food market is closely linked to innovation and many new products and product types enter the market every year. This development also means that some products, which were traditionally bought by Danish consumers, are now being substituted by other products. To serve as an example, retailers notice that semi-dried prunes are preferred to the traditional ready-to-eat box of prune porridge and that today canned mangoes sell much better than canned peaches –a product which has been on the Danish market for many years.

#### Organic food

A general increase of interest in organic food on the Danish market has been noticeably over the last decade, which also affects the consumption of organic fruits and vegetables. It is estimated that Danish retail stores approximately sold for worth DKK 2.5 billion organic food products in 2002, which is equivalent to a market share of 5 % of the total market for food products.

When it comes to canned fruits and vegetables, this development has been very modest as only few canned fruits and vegetable products are sold as organic.

### Health food

Finally, a greater awareness of building up healthy eating habits can be noticed among private consumers. Fruits and vegetables are among the product groups generally associated with health food, as they contain vitamins and natural antioxidants, which are supposed to help prevent, for example, heart diseases and cancer.

Different initiatives from public and private institutions have been taken in order to promote healthy eating habits among the Danish population. For example, the Danish Ministry of Food, Agriculture and Fisheries launched a national campaign in 2001 in order to encourage the consumption of fruits and vegetables. The campaign is still in force with the aim of spurring every Dane to increase his/her consumption of fruits and vegetables to 600 grams of fruits and vegetables on a daily basis (today, the average per capita consumption is 380 grams/day).

# 5. Commercial Practice

Due to the increasing use of the Internet, Danish importers of canned fruits and vegetables receive many offers on a daily basis from foreign suppliers who wish to do business in Denmark. Therefore, a foreign exporter of fruits and vegetables must be aware that a Danish importer can pick and choose among many uninvited offers from qualified suppliers. The new supplier will often have to replace an already existing relationship with competent suppliers and therefore, the first impression and the first contact is of great importance to the subsequent success of entry into the Danish market.

## Contacting the Importer

First step is to send a business offer containing a precise product description. Generally, before a Danish importer will place an order with a foreign exporter, samples of the fruits and vegetables must be evaluated by the Danish importer for acceptance or rejection. The exporter of fruits and vegetables should also introduce a price for the products as close to the best price possible.

It is of vital importance that contact details such as phone and fax number and e-mail address are stated correctly as inaccurate information will give a bad first impression and might cause the Danish importer to immediately loose interest in the product. Some importers also stress that fast communication through e-mails is important as well as the exporter has an English-speaking staff.

It should never be assumed that the Danish importer will follow up on the business offer – the follow up is always expected to be made by the exporter. A follow up call will give an idea of the need and purchase pattern of the Danish importer, which can help evaluate the compatibility of the product.

## Meeting with the Importer

Personal contact established through a business visit is also important sometimes. Danish importers travel widely and most likely will also at some point in time want to visit the exporter for an inspection of the location and facilities.

If the product is of relevance to the importer's line of business, it will normally not be a problem to set up meetings directly. Danish business people are generally result oriented and well versed within their particular field. Therefore, it is advisable to be well prepared and ready to respond to very direct questions about quality, prices, quantities and deliveries.

It is often said that Danes are informal, which is true to some extent. The informality does not, however, apply to being careless in respecting appointments.

## Quality and Certification

Once a business deal has been settled, it is important that the condition of the fruits and vegetable products corresponds to that agreed with the importer.

Certification is not a legal demand by Danish law but due to the high number of certified producers the ones without certification are rarely used. If a foreign supplier is certified this is often taken as a proof of the supplier's professionalism and trustworthiness. Therefore, if the foreign exporter of dried fruits can refer to any of the above-mentioned factors this should be communicated to the Danish importer as it can heighten the possibility of getting the attention of the importers. This type of communication effort will help the professional and qualified dried fruits exporter to stand out from the crowd.

If the foreign exporter is dealing with organic fruits, the producer of organic products must be subject to control from government authorities and hold the proper documentation and certification for being an organic producer.

## Delivery

Reliability concerning delivery time is another important factor in the business relationship with a Danish importer and therefore it is of paramount importance that the exporter states the realistic delivery time right from the very beginning of a new co-operation. The tolerance towards delay and products that do not live up to agreements is very limited and may lead to orders being cancelled.

## Ethics and Codes of Conduct

Over the last decade, consumers in Denmark have increasingly paid more attention to the ethical conduct of business, which has given rise to the term “political consumers.” This term implies that there is a strong tendency towards Danish consumers placing greater demand on Danish importers and manufacturers. They must be able to guarantee that the products imported from developing countries have not been subject to, for example, child labour, has caused pollution or otherwise harmed the environment when produced, for example through the use of pesticides banned by EU regulations. Therefore, by getting involved with Danish importers suppliers from developing countries may be asked to sign a contract or statement guaranteeing that the production is carried out without violating the above mentioned issues.

Furthermore, bribery is almost non-existent in Denmark. Recent studies have shown that Denmark is at the bottom of the list of countries in which bribery or corruption is found.

The Danish legal, regulatory and accounting systems for the business sector can be described as transparent and consistent with EU directives.

# 6. Customs Duty and Import Regulations

## EU Trade Agreements and GSP

As a member of the EU, Denmark follows the rules and regulations and applies the Common Customs tariff of the EU. An extended set of trade agreements between the EU and the non-EU countries represent a complex set of exceptions to the general rules.

The EU grants a non-reciprocal trade preference to all developing countries. Under the General System of Preference (GSP) Least Developed Countries (LDC)* are granted duty free imports into the EU of all goods except from arms and ammunition as well as rice, sugar and bananas. Countries under the special program to fight narcotics also enjoy duty free access to the EU markets for most goods. (Please refer to Appendix 1)

Moreover, the EU has also entered into separate agreements with different groups of countries in order for them to enjoy duty-free access for selected products into the EU, for example the ACP (African, Caribbean and Pacific) countries and the OCT (Overseas Countries and Territories).

*Classified by the OECD Development Assistance Committee, DAC. See www.oecd.org

## Certificate of Origin

In order to obtain preferential customs treatment when exporting to the EU, it has to be documented that the product originates in a country, which has a preferential agreement with the EU. In order to claim GSP-status, a GSP certificate of origin (Form A), signed and stamped by the authorities in the exporting country, must accompany the products. The certificate is valid for 10 months. For ACP countries the certificate is the Movement Certificate EUR 1. The competent authorities in the exporting country, usually the customs authorities, issue these certificates once they have ensured that the products fulfil the rules of origin requirements.

It is the responsibility of the exporter to ensure that these requirements are met. It is very important to have settled all documents, as prior to importation of the product, the Community Customs administration will verify that the goods satisfy the rules of origin. If the goods are not entitled to preferential treatment, the importer becomes liable for duty at full rate.

For full customs clearance, a customs declaration form must also be filled out with information about the importer, the customs value, the tariff position number etc.

## Rates of Duty

The conventional rates for import duties as of January 2004 are shown in the following two tables 6.1 and 6.2. These rates of duty cover fruits and vegetables under chapter 20, subheadings 01, 02, 03, 05 and 07, and apply to all countries, which are not subject to preferential trade.

Table 6.1

| Rates of Duty, August 2004 | | | | |
|---|---|---|---|---|
| CN Codes | Product Group | General Tariffs | Developing Countries | LDC |
| Vegetables prepared or preserved by vinegar or acetic acid | | | | |
| 20 01 10 00 | Cucumber and Gherkins | 17.6 | 14.1 | 0 |
| 20 01 90 10 | Mango Chutney | 0 | 0 | 0 |
| 20 01 90 20 | Fruits of Genus Capsicum | 5 | 1.5 | 0 |
| 20 01 90 30 | Sweet Corn | 5.1 | 1.6 | 0 |
| 20 01 90 40 | Yams, sweet potatoes | 8.3 | 4.8 | 0 |
| 20 01 90 50 | Mushrooms | 16 | 12.5 | 0 |
| 20 01 90 60 | Palm Hearts | 10 | 3.5 | 0 |
| 20 01 90 65 | Olives | 16 | 12.5 | 0 |
| 20 01 90 70 | Sweet peppers | 16 | 11.2 | 0 |
| | | | | |
| Vegetables prepared or preserved otherwise than by vinegar or acetic acid | | | | |
| 20 02 00 00 | Tomatoes | 14.4 | 14.4 | 0 |
| 20 03 00 00 | Mushrooms and truffles | 14.4 - 18.4 | 10.9 - 14.9 | 0 |
| 20 05 10 00 | Homogenized vegetables | 17.6 | 14.1 | 0 |
| 20 05 40 00 | Peas | 19.2 | 15.7 | 0 |
| 20 05 51 00 | Shelled beans | 17.6 | 14.1 | 0 |
| 20 05 60 00 | Asparagus | 17.6 | 14.1 | 0 |
| 20 05 70 00 | Olives | 12.8 | 8.9 | 0 |
| 20 05 80 00 | Sweet corn | 5.1 | 1.6 | 0 |
| 20 05 90 10 | Fruits of Genus Capsicum | 6.4 | 2.9 | 0 |
| 20 05 90 30 | Capers | 16 | 11.2 | 0 |
| 20 05 90 50 | Artichokes | 17.6 | 12.3 | 0 |
| 20 05 90 60 | Carrots | 17.6 | 12.3 | 0 |
| 20 05 90 70 | Vegetable mixes | 17.6 | 12.3 | 0 |
| 20 05 90 75 | Sauerkraut | 16 | 11.2 | 0 |
| 20 05 90 80 | Other vegetables | 17.6 | 12.3 | 0 |

Source: http://europa.eu.int

Table 6.2

| Rates of Duty, August 2004 | | | | |
|---|---|---|---|---|
| CN Codes | Product Group | General Tariffs | Developing Countries | LDC |
| Jam, fruits jellies, marmalades, fruits puree and fruits pastes | | | | |
| 20 07 10 00 | Homogenized preparations | 15 – 24 | 5.2 – 20 | 0 |
| 20 07 91 00 | Citrus fruits preparations | 20 – 21.6 | 16.5 – 18.1 | 0 |
| 20 07 99 00 | Other preparations | 15 – 24 | 15 – 24 | 0 |
| | | | | |
| Fruits and berries, otherwise prepared or preserved | | | | |
| 20 08 20 00 | Pineapples | 18.4 – 25.6 | 0 – 25.6 | 0 |
| 20 08 30 00 | Citrus fruits | 18.4 – 25.6 | 14.9 – 25.6 | 0 |
| 20 08 40 00 | Pears | 16.8 – 25.6 | 16.8 – 21.7 | 0 |
| 20 08 50 00 | Apricots | 18.4 – 25.6 | 18.4 – 25.6 | 0 |
| 20 08 60 00 | Cherries | 17.6 – 25.6 | 14.1 – 21.7 | 0 |
| 20 08 70 00 | Peaches and nectarines | 17.6 – 25.6 | 17.6 – 21.7 | 0 |
| 20 08 80 00 | Strawberries | 17.6 – 25.6 | 14.1 – 25.6 | 0 |
| 20 08 91 00 | Palm hearts | 10 | 3.5 | 0 |
| 20 08 92 00 | Mixed fruits | 8.5 – 25.6 | 5 – 25.6 | 0 |
| 20 08 99 00 | Other fruits | 0 – 25.6 | 0 – 25.6 | 0 |

Source: http://europa.eu.int

Special rates of duty apply to countries under the GSP scheme. Countries, which are classified as least developed countries, all enjoy duty free entry of their products to the European market. For other developing countries under the GSP system it is possible to obtain a reduction of the normal duty. Please refer to Appendix 1 for a list of countries eligible for preferential treatment.

In addition to the above-mentioned rates of duty an additional levy expressed in Euro per 100 kg/net is applicable for some products, e.g. sweet corn.

It must be stressed, though, that rules and regulations regarding duty are sometimes changed as these depend on trade agreements between EU and developing countries and the sensitivity of the product for EU producers. It is therefore advisable to always check the rate of duty in the individual case, based on the product and the country of origin. GSP duty rates should, for example, be checked with your local customs authorities or the EU database on import regulations: http://europa.eu.int/comm/taxation_customs.

## EU and National Regulations

As a member of the EU, Denmark follows the common rules and regulations regarding the importation of canned fruits and vegetables into the EU market. Generally, it can be said that the European market, including Denmark, sets very high standards for the quality of the products. In order to ensure that the right procedures are followed, a foreign exporter of fruits and vegetables to the EU market should pay attention to certain regulations directly related to the exportation of fruits and vegetables. Many product regulations apply for canned fruits and vegetables and moreover, the regulations differ per species of fruits or vegetables.

Compliance with the standards set by the Danish authority and the importer are essential as failure to do so results in the goods being refused or only accepted at a much lower price for further processing. As legislation concerning food is continuously changing, it is advisable to always check with the Danish importer or the Danish Veterinary and Food Administration.

### Approved Additives Regulation

The Approved Additive regulation is based on Directive 95/2/EC and deals with the non-nutritive substances, which can legally be added to some or all food products. Only specific additives may be applied to certain groups of canned fruits and vegetables. For detailed information, please refer to: http://europa.eu.int/smartapi/cgi/sga_doc?smartapi!celexapi!prod!CELEXnumdoc&lg=en&numdoc=31995L0002&model=guicheti

### Controlling Micro-organisms

When food is canned it is of paramount importance to eliminate or inactivate micro-organisms, such as yeast, moulds and bacteria, as these can cause diseases, poisonous toxins or deteriorate the product canned fruits or vegetable product. Depending on the acidity of the food, the vegetable/fruits should be subject to either sterilisation (heating to min 123 degrees Celsius) or pasteurisation (heating to app. 95 degrees Celsius). Due to the natural acid in fruits pasteurisation is usually sufficient for the preservation of fruits, whereas vegetables are either sterilised or preserved as pickles by means of adding vinegar or acetic acid.

### Organic Production

If canned fruits and vegetables are to be sold as organic products, they must comply with the rules and regulations laid down in the Council Regulation (EEC) 2092/91. In this regulation the main principles for organic production as well as the rules to be followed for the processing, sale and import of organic products from non-EU countries are established. Foreign exporters must be aware that the whole distribution chain –from agricultural unit to exporting company- must be certified by a recognised EU control body before the products can be sold in Denmark in order to ensure that the EU and national standards are met.

For more information on rules and regulation, see also the internet site: http://europa.eu.int/smartapi/cgi/sga_doc?smartapi!celexapi!prod!CELEXnumdoc&lg=EN&numdoc=31991R2092&model=guichett

### Contaminants in Foodstuff

According to environmental legislation and toxicity, certain requirements have to be fulfilled in relation to the use of packaging material, especially when it comes to canning of food. Commission Regulation (EC) No 466/2001 sets maximum levels for certain contaminants in foodstuffs. Foodstuff cannot be sold on the Danish market if the maximum level of, for example, mercury, cadmium, and lead are exceeded. For more information on maximum values for contaminants in foodstuff, please refer to http://europa.eu.int/eur-lex/en/consleg/pdf/2001/en_2001R0466_do_001.pdf

### HACCP

All food processors in the EU are legally required to follow an approved HACCP system, which is a system that deals with the handling and treatment of foodstuff in order to ensure that foodstuff do not pose a risk to human health under normal use.
The system is applicable to all companies which process, treat, pack, transport, distribute and trade foodstuff. The HAACP regulation is also important for exporters of foodstuff outside of the EU as responsibility of the production is passed all the way throughout the distribution chain. As a consequence of the General Food Law, from 2005 the EU will require that foreign producers, who want to export foodstuff to the EU, must have a quality control system similar to the principles of the HAACP system so that they can track the origin of the products.

For more information on the General Food Law and the EU general food safety requirements, please refer to: http://europa.eu.int/eur-lex/pri/en/oj/dat/2002/l_031/l_03120020201en00010024.pdf

### Maximum Residue Levels (MRLs) / Pesticides

Imports of fruits and vegetables to Denmark must comply with the regulations for maximum values for the content of residuals of a large number of pesticides. Regulations on the approved level of pesticides to be found in imported fruits and vegetables to the EU market are stated in Council Directive 90/642/EEC. For a comprehensive overview of the approved levels of pesticides, please refer to: http://europa.eu.int/comm/food/plant/protection/pesticides/index_en.htm. Moreover, Denmark has additional regulations for a number of pesticides. Please contact the Danish Veterinary and Food Administration for more information: www.fvst.dk

### Other

Moreover, two other types of food legislations laid down by the EU Commission is of relevance to exporters of canned fruits and vegetables:

- Regulation EC 178/2002 known as the General Food Law, adopted in 2002, deals with the general requirements and principles of food legislation in the EU. As this regulation will only come into force by January 2005, the exportation of fruits and vegetables to Denmark –or another EU country– should until then continue to comply with the rules of the particular country.

- Directive 93/43/EEC deals with general rules for food hygiene stating explicitly that food products cannot be sold in the EU if they are not safe and moreover, the regulation also emphasizes that it should always be possible to trace the origin of the food product.

For an elaboration of the different types of regulations, the following internet sites could be helpful:

- For information on EU directives and regulations:
  http://europa.eu.int/eur-lex/en/search/index.html
- For information on different aspects of EU food safety regulations:
  http://europa.eu.int/comm/food/index_en.html

## Packaging and Labelling

Paying attention to transport packaging is an issue to consider for the exporter as well in order to ensure that the canned fruits and vegetables will arrive in good condition to the Danish market. Generally, canned products should be designed so that they can be stacked and preferably transported on pallets as this will minimize chances of damaging the products. However, there are no set rules at European Union level regarding the packaging of canned fruits and vegetables, but often the importer will have certain preferences with regard to the packing material as well as the sizes of the packages. See also chapter 6, Success Factors.

Concerning the labelling of the products when exporting to Denmark, it should always be possible to trace the fruits and vegetables back to the foreign producer and exporter of the products. As a minimum, labels should therefore contain information about the country of origin, the date, month, year of packaging as well as the name of the producer and exporter of the fruits and vegetables.

If the products are imported in consumer packages more extensive information have to be provided. All consumer products sold on the Danish market must be labelled in Danish and contain the following information:

- Name and address of the producer, packager or importer within the EU
- List of ingredients, including additives, colorants etc.
- The quantity of the ingredients (QUID - Quantitative Ingredient Declaration)
- Net weight/ net volume
- Expiration date of the product
- Storage instructions

It is recommended that the requirements regarding packaging and labelling should always be agreed upon and specified in the contract between the exporter and the Danish importer in order to meet expectations and to comply with EU regulations. Usually, the importer informs the foreign supplier of the requirements to packaging and labelling.

Another important aspect in the cooperation with a Danish importer is the packing material used by the foreign manufacturer. Greater focus is placed on this issue as the way of packing the food products matters to consumers as well as the retail stores handling the goods. A tendency is that products originally packed in cans or glass jars are now being substituted by different plastic materials especially developed for food products. Often the Danish importer will require the foreign manufacturer to pack the fruits/vegetable products according to his wishes.

## 7. Opportunities for Exporters from Developing Countries

With the help from national marketing campaigns Danes have become more focused on leading a healthy lifestyle with a large consumption of fruits and vegetables and furthermore, Danes have become more interested in exotic fruits and organic fruits. The total Danish market for imported canned fruits and vegetables has grown by 12 to 19 percent measured in volume over a four-year period, 2000 - 2003. Despite this growth developing countries' share of the import market has remained fairly stable over the same period with regard to providing canned vegetable, whereas their share of imported canned fruits has fallen by seven percentage point during the same period.

There are of course limits to how much fruits and vegetables Danes are able to consume, but despite the development in the market it seems that market opportunities do exist for foreign exporters, which can meet the demands from Danish consumers and importers.

The European Union is a huge producer of fruits and vegetables, and in a large number of categories the Union is self-supplying. Developing country suppliers should therefore primarily focus on the production and exportation of tropical and subtropical products.

Due to the characteristics of the Danish market for canned fruits and vegetables, opportunities for exporters from developing countries especially lie within two areas of the supply chain:

1) Acting as subcontractors for the food industry and retail organisations in Denmark. As a subcontractor the fruits and vegetables are processed and packed in the country of the subcontractor according to strict specifications given by the Danish customers and under their private label.
2) Supplying canned fruits and vegetables to the food manufacturers/ food industry in Denmark

In order to establish winning relationships with Danish importers and gaining success with exports to the Danish market it is imperative that the exporter holds the proper certifications. Food safety is a major issue between foreign manufacturers and Danish importers and therefore, a foreign producer capable of meeting these requirements will have an improved competitive position in the Danish market for canned fruits and vegetables.

The foreign producers' ability to stand out from the crowd is also emphasized by the trade structure in the Danish food industry. Danish importers of fruits and vegetables mainly consist of large and highly professional wholesalers and supermarket chains. In recent years the Danish market for imports of fruits and vegetables has been characterized by consolidation. Today, relatively few players are present on the import market and these importers already have a wide net of suppliers with whom they have had close co-operation for several years. Therefore, it is crucial that the exporter is highly professional and service minded in all aspects of the trade operations if successful business relationships are to be established with Danish importers.

## 8. Trade Fairs

Participating in international trade fairs is an important activity in order to create contact to future business partners. Before exhibiting it is often advisable to participate in the fair as a visitor. A well-prepared and properly executed visit to a trade fair can constitute a very cost-effective market research. At the fair it is possible to meet both future competitors and potential customers.

If you choose to exhibit in a trade fair it is important to know in advance who the target groups of the fair are. Moreover, relevant Danish importers should be contacted prior to the trade fair in order to set up meetings during the fair, as some of these importers are likely to exhibit themselves. By looking at the list of exhibiting companies printed in trade fair catalogues from previous years it is possible to get a good impression of which companies to contact in order to set up meetings (The catalogue can often be obtained by contacting the trade fair organizers or via the Internet). Some of these companies might not have time for meetings during the fair if they are exhibiting themselves and therefore it is important to allow yourself to stay a few days after the fair in order to conduct these meetings.

One trade fair held in Denmark, which could be of interest to companies in the fruits and vegetables industry, is the **International Food Fair of Scandinavia,** which is held in Copenhagen every second year. The next International Food Fair of Scandinavia will take place from February 27 - March 2 2005.

Besides the fair held in Denmark a number of important international trade fairs for fruits and vegetables are held in the EU. Danish companies frequently visit fairs outside Denmark, and therefore visiting these also represents an opportunity to meet Danish importers. Especially the trade fairs ANUGA in Cologne and SIAL in Paris are popular with Danish importers.

In order to ensure the best possible match between your products and the target group of the fair it is highly recommendable to investigate a fair closely before contemplating a visit. The following trade fairs are among the largest in Europe and are targeted at retailers, wholesalers, importers, agents and exporters of the food industry in general, including the canned fruits and vegetable industry.

Table 8.1

| Trade Fairs in the EU | | | |
|---|---|---|---|
| **Name** | **Where** | **When** | **Web-site** |
| SIAL | Paris, France | 17 - 21 October 2004 | www.sial.fr |
| Bio Fach | Nurnberg, Germany | 24 - 27 February 2005 | www.biofach.de |
| IFE | London, United Kingdom | 13 - 16 March 2005 | www.ife.co.uk |
| ANUGA | Cologne, Germany | 8 - 10 October 2005 | www.anuga.com |
| Food Ingredients Europe | Paris, France | 29 Nov - 1 Dec 2005 | www.fi-events.com |

# 9. Important Addresses

Organisations, institutions, ministries in Denmark:

Danish Chamber of Commerce/ DIPO -Danish Promotion Office
Boersen
DK –1217 Copenhagen K
Phone: +45 70 13 12 00
Fax: +45 33 12 05 25
E-mail: dipo@hts.dk
www.dipo.dk

Danish Ministry of Foreign Affairs
Asiatisk Plads 2
DK- 1448 Copenhagen K
Phone: +45 33 92 00 00
Fax: +45 33 12 37 78
E-mail: um@um.dk
www.um.dk

Statistics of Denmark
Sejrøgade 11
DK –2100 Copenhagen Ø
Phone: +45 39 17 39 17,
Fax: +45 39 17 39 99,
E-mail: dst@dst.dk
www.statbank.dk

The Danish Customs Authority
Østbanegade 123
DK –2100 Copenhagen Ø
Phone: +45 35 29 73 00
Fax: +45 35 43 47 20
www.toldskat.dk

The Danish Veterinary and Food Administration
Mørkhøj Bygade 19
DK –2860 Søborg
Phone: +45 33 95 60 00
Fax: +45 33 95 60 01
E-mail: fdir@fdir.dk
www.fvst.dk

Fruits and Vegetables Trade Fair in Denmark and the EU:

International Food Fair of Scandinavia
Bella Center A/S
Center Boulevard 5
DK –2300 Copenhagen S
Phone: +45 32 52 88 11
Fax: +45 32 51 96 36
E-mail: bc@bellacenter.dk
www.bellacenter.dk

Anuga
Messeplatz 1
D-5000 Köln, Germany
Phone: +49 221 821-0
Fax: +49 221 821-3410
info@koelnmesse.de
www.kolnmesse.de

SIAL
39, Rue de la Bienfaisence
75008 Paris, France
Phone: +33 1 4289 4687
Fax: +33 1 4289 4694
www.sial.fr

Bio Fach
NürnbergMesse GmbH
Messezentrum
90471 Nürnberg
Phone:+49 (0) 9 11. 86 06-0
Fax +49 (0) 9 11 86 06-82 28
biofach@nuernbergmesse.de
www.biofach.de

Food Ingredients Europe
CMP Information
PO Box 200
3600 AE Maarssen
The Netherlands
Phone: + 31 346 559 444
Fax: + 31 346 573 811
Fi@cmpinformation.com
www.fi-events.com

# Appendix 1

| Preferential Trade Agreements | |
|---|---|
| Classification | Country |
| Least Developed Countries | Afghanistan, Angola, Bangladesh, Burkina Faso, Burundi, Benin, Bhutan, Chad, The Democratic Republic of Congo, The Republic of Central Africa, Cap Verde, Comoros, Djibouti, Eritrea, Ethiopia, Gambia, Equatorial Guinea, Guinea, Guinea-Bissau, Haiti, Cambodia, Kiribati, Laos, Lesotho, Liberia, Madagascar, Malawi, Mali, Myanmar*, Maldives, Malawi, Mozambique, Niger, Nepal, Rwanda, Solomon Islands, Sierra Leone, Sudan, Senegal, Somalia, São Tomé and Príncipe, Timor-Leste, Togo, Tuvalu, Tanzania, Uganda, Vanuatu, Samoa, Yemen, Zambia |
| Other Developing Countries | Albania, Algeria, Antigua and Barbuda, Argentina, Armenia, Azerbaijan, Bahrain, Barbados, Belize, Bolivia, Bosnia-Herzegovina, Botswana, Brazil, Cameroon, Chile, China, Colombia, Cook Islands, Costa Rica, Côtes D'Ivoire, Croatia, Cuba, Dominica, The Dominican Republic, Ecuador, Egypt, El Salvador, Fiji, Gabon, Ghana, Georgia, Grenada, Guatemala, Guyana, Haiti, Honduras, India, Indonesia, Iran, Jamaica, Jordan, Kazakhstan, Kenya, Korea (North), Kyrgyzstan, Lebanon, Macedonia, Malaysia, Malta, Marshall Islands, Mauritius, Mexico, Micronesia, Moldavia, Mongolia, Morocco, Namibia, Naura, Nicaragua, Nigeria, Niue, Oman, Pakistan, Palau Islands, Panama, Papua New Guinea, Paraguay, Peru, Philippines, R.P. Congo, Saudi Arabia, Seychelles, Slovenia, South Africa, Sri Lanka , St Kitts and Nevis, St Lucia, St Vincent and the Grenadines, Surinam, Syria, Swaziland, Tajikistan, Thailand, Tonga, Tunisia, Turkey, Turkmenistan, Tuvalu, Uruguay, Uzbekistan, Venezuela, Vietnam, Yugoslavia, Zimbabwe |
| Countries under the special program to fight narcotics | Bolivia, Colombia, Costa Rica, Ecuador, El Salvador, Guatemala, Honduras, Nicaragua, Panama, Peru, Venezuela, Pakistan |
| ACP Countries | Angola, Antigua and Barbuda, Bahamas, Barbados, Belize, Benin, Botswana, Burkina Faso, Burundi, Cabo Verde, Cameroon, Chad, Comoro, Congo, D.R. Congo, Cook Islands, Côtes D'Ivoire, Djibouti, Dominica, Eritrea, Ethiopia, Fiji, Gabon, Gambia, Ghana, Grenada, Guinea, Guinea Equatorial, Guinea-Bissau, Guyana, Haiti, Jamaica, Kenya, Kiribati, Lesotho, Liberia, Madagascar, Malawi, Mali, Marshall Islands, Mauritania, Mauritius, Micronesia, Mozambique, Namibia, Nauru, Niger, Nigeria, Niue, Palau, Papua New Guinea, Dominican Republic, Rwanda, São Tomé and Príncipe, Senegal, Seychelles, Sierra Leone, Solomon Islands, Somalia, South Africa, St Kitts and Nevis, St Lucia, St Vincent and the Grenadines, Sudan, Suriname, Swaziland, Tanzania, Togo, Tonga, Trinidad and Tobago, Tuvalu, Uganda, Vanuatu, Western Samoa, Zambia, Zimbabwe |
| OCT Territories | Anguilla, Aruba, British Antarctic Territory, British territories in the Indian Ocean, British Virgin Islands, Cayman Islands, Falkland Islands, French Polynesia, Greenland, Mayotte, Montserrat, New Caledonia, Pitcairn, St Helena, St Pierre and Miquelon, South Georgia and the South Sandwich Islands, The Dutch Antilles, Wallis and Futuna Islands, |

*Myanmar is currently excluded from the EU's General System of Preference

# Appendix 2

### Abbreviations Used in this Market Brief

- ACP countries: American, Caribbean, African Countries
- CN: Combined Nomenclature
- EBA: Everything But Arms initiative
- EU: European Union
- GDP: Gros Domestic Production
- GSP: Generalized System of Preference
- HACCP: Hazard Analysis and Critical Control Point
- HS: Harmonized System
- LDC: Least Developed Countries
- OCT: Overseas Countries and Territories
- OECD: Organisation for Economic Co-operation and Development
- VAT: Value Added Tax

# Appendix 3

Imports Canned Vegetables 2000 - 2003

| CN Code | Product Group | Quantity in tonnes | | | | | Value MDKK |
|---|---|---|---|---|---|---|---|
| | | 2000 | 2001 | 2002 | 2003 | +/- 00-03 | 2003 |
| | **In vinegar/acetic acid** | | | | | | |
| 20011000 | Cucumber and Gherkins | 6,136 | 5,786 | 6,290 | 5,947 | -189 | 35.5 |
| 20019010 | Mango Chutney | 286 | 251 | 281 | 319 | 33 | 2.8 |
| 20019020 | Fruits of Genus Capsicum | 288 | 236 | 244 | 269 | -19 | 2.8 |
| 20019030 | Sweet Corn | 168 | 100 | 49 | 24 | -144 | 0.8 |
| 20019040 | Yams, Sweet potatoes | 7 | 4 | 0.2 | 0 | -7 | 0 |
| 20019050 | Mushrooms | 71 | 390 | 259 | 237 | 166 | 2.1 |
| 20019060 | Palm hearts | 0 | 92 | 5 | 4 | 4 | 0.06 |
| 20019065 | Olives | 461 | 460 | 465 | 469 | 8 | 10.2 |
| 20019070 | Sweet peppers | 846 | 939 | 606 | 1,027 | 181 | 6.1 |
| 20019075 | Beetroots | 1,784 | 2,126 | 2,058 | 1,592 | -192 | 7.1 |
| 20019085 | Red cabbage | 4,007 | 2,087 | 2,123 | 1,531 | -2,476 | 6.9 |
| | **Sum** | **14,054** | **12,471** | **123,80.2** | **11,419** | **-2,635** | **74.36** |
| | **Otherwise preserved** | | | | | | |
| 20020000 | Tomatoes | 27,387 | 27,972 | 34,334 | 33,822 | 6,435 | 174.5 |
| 20300000 | Mushrooms and truffles | 5,120 | 4,833 | 5,665 | 5,888 | 768 | 56.9 |
| 20051000 | Homogenized vegetables | 26 | 25 | 48 | 36 | 10 | 1 |
| 20054000 | Peas | 97 | 124 | 101 | 132 | 35 | 0.8 |
| 20055100 | Shelled beans | 623 | 505 | 591 | 648 | 25 | 2.4 |
| 20056000 | Asparagues | 6,344 | 5,402 | 6,281 | 5,070 | -1,274 | 37.4 |
| 20057000 | Olives | 2,169 | 2,026 | 2,812 | 2,343 | 174 | 30.8 |
| 20058000 | Sweet corn | 4,493 | 5,092 | 6,528 | 6,935 | 2,442 | 53.5 |
| 20059010 | Fruits of Genus Capsicum | 196 | 161 | 117 | 210 | 14 | 3.1 |
| 20059030 | Capers | 68 | 68 | 101 | 110 | 42 | 2.1 |
| 20059050 | Artichokes | 256 | 424 | 628 | 290 | 34 | 6.3 |
| 20059060 | Carrots | 43 | 63 | 237 | 88 | 45 | 0.6 |
| 20059070 | Vegetable mixes | 898 | 835 | 729 | 914 | 16 | 9.1 |
| 20059075 | Sauerkraut | 23 | 16 | 19 | 23 | 0 | 0.1 |
| 20059080 | Other vegetables | 3,050 | 2,986 | 3,518 | 4,561 | 1,511 | 60.5 |
| | **Sum** | **50,793** | **50,532** | **61,709** | **61,070** | **10,277** | **439.1** |
| | **Total** | **64847** | **63003** | **74089,2** | **72489** | **7642** | **513.46** |

Imports Canned Fruits 2000 - 2003

| | | Quantity in tonnes | | | | | Value MDKK |
|---|---|---|---|---|---|---|---|
| CN Code | Product Group | 2000 | 2001 | 2002 | 2003 | +/- 00-03 | 2003 |
| | **Jam, jellies, marmalades, puree, paste** | | | | | | |
| 20071000 | Homogenized preparations | 1,290 | 920 | 911 | 766 | -524 | 11.2 |
| 20079100 | Citrus fruits preparations | 202 | 247 | 257 | 330 | 128 | 5.1 |
| 20079900 | Other preparations | 1,616 | 1,425 | 1,940 | 2,824 | 1,208 | 28.1 |
| | Sum | 3,108 | 2,592 | 3,108 | 3,920 | 812 | 44.4 |
| | **Fruits and berries otherwise prepared or preserved** | | | | | | |
| 20082000 | Pineapples | 6,519 | 7,852 | 7,290 | 7,100 | 581 | 34.8 |
| 20083000 | Citrus fruits | 1,468 | 1,442 | 1,415 | 1,474 | 6 | 10.5 |
| 20084000 | Pears | 2,379 | 2,068 | 2,160 | 2,084 | -295 | 13.8 |
| 20085000 | Apricots | 686 | 660 | 716 | 644 | -42 | 6 |
| 20086000 | Cherries | 428 | 351 | 302 | 265 | -163 | 3.5 |
| 20087000 | Peaches and nectarines | 3,644 | 3,175 | 3,689 | 3,724 | 80 | 22.6 |
| 20088000 | Strawberries | 170 | 821 | 771 | 604 | 434 | 5.4 |
| 20089100 | Palm hearts | 54 | 30 | 33 | 38 | -16 | 0.6 |
| 20089200 | Mixed fruits | 1,310 | 1,657 | 1,892 | 2,086 | 776 | 24.6 |
| 20089900 | Other fruits | 3,899 | 3,739 | 4,440 | 6,237 | 2,338 | 37 |
| | Sum | 20,557 | 21,795 | 22,708 | 24,256 | 3,699 | 158.8 |
| | Total | 23,665 | 24,387 | 25,816 | 28,176 | 4,511 | 203.2 |

## Types of Canned Vegetables Imported by Denmark by export country

The different types of vegetables imported to Denmark in 2003 are presented in the table below. The table ranks the vegetable imports according to the product groups, which have been imported the most (measured in tonnes) in 2003.

Table 3.7

| Canned Vegetables Imported by Denmark in 2003 | | | | |
|---|---|---|---|---|
| CN Code | Product Group | Tonnes | % Total Imports | Top 5 Exporting Countries |
| 20020000 | Tomatoes | 33,822 | 46.7 | Italy, Spain, Portugal, Turkey, Germany |
| 20058000 | Sweet corn | 6,935 | 9.6 | France, Thailand, Germany, Canada, Italy |
| 20011000 | Cucumber and Gherkins | 5,947 | 8.2 | Germany, Luxembourg, Poland, Turkey, Sweden |
| 20300000 | Mushrooms and truffles | 5,888 | 8.1 | Netherlands, China, France, Germany, Poland |
| 20056000 | Asparagus | 5,070 | 7.0 | China, Peru, Germany, Netherlands, Spain |
| 20059080 | Other vegetables | 4,561 | 6.3 | Netherlands, Germany, Thailand, Italy, China |
| 20057000 | Olives | 2,343 | 3.2 | Spain, Greece, Turkey, Germany, Netherlands |
| 20019075 | Beetroots | 1,592 | 2.2 | Germany, Sweden, Luxembourg, Netherlands |
| 20019085 | Red cabbage | 1,531 | 2.1 | Germany, Poland, Netherlands, Sweden, Belgium |
| 20019070 | Sweet peppers | 1,027 | 1.4 | Turkey, Germany, Hungary, Sweden, Belgium |
| 20059070 | Vegetable mixes | 914 | 1.3 | France, Belgium, Thailand, Netherlands, Germany |
| 20055100 | Shelled beans | 648 | 0.9 | Italy, Netherlands, Germany, Lebanon, Sweden |
| 20019065 | Olives (vinegar) | 469 | 0.6 | Spain, Greece, Turkey, Germany, Netherlands |
| 20019010 | Mango Chutney | 319 | 0.4 | India, UK, Germany, Sweden, China |
| 20059050 | Artichokes | 290 | 0.4 | Spain, Italy, Peru, Germany, Lebanon |
| 20019020 | Fruits of Genus Capsicum | 269 | 0.4 | Turkey, USA, Sweden, Mexico, Netherlands |
| 20019050 | Mushrooms (vinegar) | 237 | 0.3 | Netherlands, Germany, Italy, Taiwan |
| 20059010 | Fruits of Genus Capsicum | 210 | 0.3 | Sweden, Malaysia, Turkey, USA, Mexico |
| 20054000 | Peas | 132 | 0.2 | France, Netherlands, Belgium, Lebanon, Spain |
| 20059030 | Capers | 110 | 0.2 | Spain, Turkey, Germany, France, Italy |
| 20059060 | Carrots | 88 | 0.1 | France, Luxembourg, Norway, Netherlands, Spain |
| 20051000 | Homogenized vegetables | 36 | 0.0 | Germany, China, Iran, Sweden, France |
| 20019030 | Sweet Corn (vinegar) | 24 | 0.0 | Spain, Turkey, Thailand |
| 20059075 | Sauerkraut | 23 | 0.0 | Germany, Sweden, Netherlands, France |
| 20019060 | Palm hearts | 4 | 0.0 | Spain, Greece |
| | Total | 72,489 | 100 | |

Source: Statistics of Denmark

Table 3.7 shows that the canned vegetable demanded the most on the Danish market is by far tomatoes, which constitute 46.7 percent of total imports of canned vegetables. Other canned vegetables, which are important import articles to the Danish market, include sweet corn, cucumber and gherkins, mushrooms and truffles, and asparagus. As mentioned previously in this report, these types of canned vegetables are mostly imported from other EU countries. As it is demonstrated in the table countries such as Germany, the Netherlands, Spain, and Italy dominate as suppliers within many of these product groups.

Few developing countries can compete with these countries as suppliers of canned vegetables. However, within some product categories a few developing countries have taken the lead: China is a major supplier of mushrooms and asparagus, Thailand supplies sweet corn and vegetables mixes, Turkey delivers tomatoes, cucumber and gherkins, whereas Peru is an important supplier of asparagus and artichokes.

## Types of Canned Fruits Imported by Denmark by export country

The different types of canned fruits imported to Denmark in 2003 are likewise presented in the table below. This table ranks the canned fruits imports according to the product groups, which have been imported the most (measured in tonnes) in 2003.

Table 3.8

Canned Fruits Imported by Denmark in 2003

| CN Code | Product Group | Tonnes | % Total Imports | Top 5 Exporting Countries |
|---|---|---|---|---|
| 20082000 | Pineapples | 7,100 | 25.2 | Thailand, Indonesia, Germany, Kenya, Philippines |
| 20089900 | Other fruits | 6,237 | 22.1 | France, Germany, Italy, India, Costa Rica |
| 20087000 | Peaches and nectarines | 3,724 | 13.2 | Greece, Spain, Germany, Netherlands, France |
| 20079900 | Other preparations | 2,824 | 10.0 | Spain, Netherlands, France, UK, Sweden |
| 20089200 | Mixed fruits | 2,086 | 7.4 | Germany, Italy, Spain, Sweden, Austria, South Africa |
| 20084000 | Pears | 2,084 | 7.4 | Italy, Argentina, Sweden, Germany, Netherlands |
| 20083000 | Citrus fruits | 1,474 | 5.2 | Spain, Israel, Germany, China, Italy |
| 20071000 | Homogenized preparations | 766 | 2.7 | Finland, Germany, Sweden, Netherlands, Italy |
| 20085000 | Apricots | 644 | 2.3 | Australia, Spain, Germany, Netherlands, South Africa |
| 20088000 | Strawberries | 604 | 2.1 | Belgium, Italy, Netherlands, China, Turkey |
| 20079100 | Citrus fruits preparations | 330 | 1.2 | South Africa, UK, France, Sweden, Spain |
| 20086000 | Cherries | 265 | 0.9 | Belgium, Italy, Hungary, Poland, UK |
| 20089100 | Palm hearts | 38 | 0.1 | Costa Rica, Peru, Germany, France, Thailand |
| | **Total** | **28,176** | **100** | |

Source: Statistics of Denmark

Table 3.8 shows that the most demanded types of imported canned fruits in Denmark are Pineapples, other fruits (which includes ginger, grapes, plums, mangoes), peaches and nectarines, mixed fruits, pears and citrus fruits.

Pineapples, which constitute 25.2 percent of the total import of canned fruits, are mostly imported directly from the developing countries Thailand, Indonesia, Kenya, and the Philippines. India and Costa Rica are significant suppliers of canned other fruits, South Africa of mixed fruits, and Argentina of pears. Generally speaking, the developing countries are major suppliers of what the countries within the EU cannot produce themselves. Apart from this, the picture remains the same within most of the other categories, namely that other EU countries, especially Germany, the Netherlands, France, and Italy, are among the most dominant suppliers to the Danish market.