

Fruit and vegetables

A survey of the market for fruit and
vegetables in Denmark

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.

Contact details:

The Danish Chamber of Commerce /
DIPO
Boersen, Slotsholmsgade
DK-1217 Copenhagen K, Denmark
Phone: +45-70 13 12 00
Fax: +45-33 12 05 25
E-mails: dipo@hts.dk
mvh@hts.dk
mas@hts.dk

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.

Contact details:

HSH - The Confederation of
Norwegian Commercial and Service
Enterprises
P.O. Box 2900 Solli, N-0230 Oslo
Switch: +47-2254 1700
Direct: +47-2254 1752
Fax: +47-2256 1700
E-mail: e.d.gjeruldsen@hsh-org.no

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 project, download or order market reports and register your business inquiry free of charge in the database Chamber Trade (www.chambertrade.com).

Contact details:

Association of Swedish Chambers
of Commerce and Industry
Sida Coordinator
P.O. Box 16050
SE-10321 Stockholm, Sweden
Phone: +46-8-555 100 33
Fax: +48-8-566 316 37
E-mails: tradeofficer@chamber.se
info@chambertrade.com

This market survey is published by DIPO, April 2004.

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.

DIPO

Danish Chamber of Commerce
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

Disclaimer

The information provided in this market brief is believed to be accurate at the time of publishing. It is, however, passed on to the reader without any responsibility on the part of DIPO or the authors and it does not release the reader from the obligation to comply with all applicable legislation.

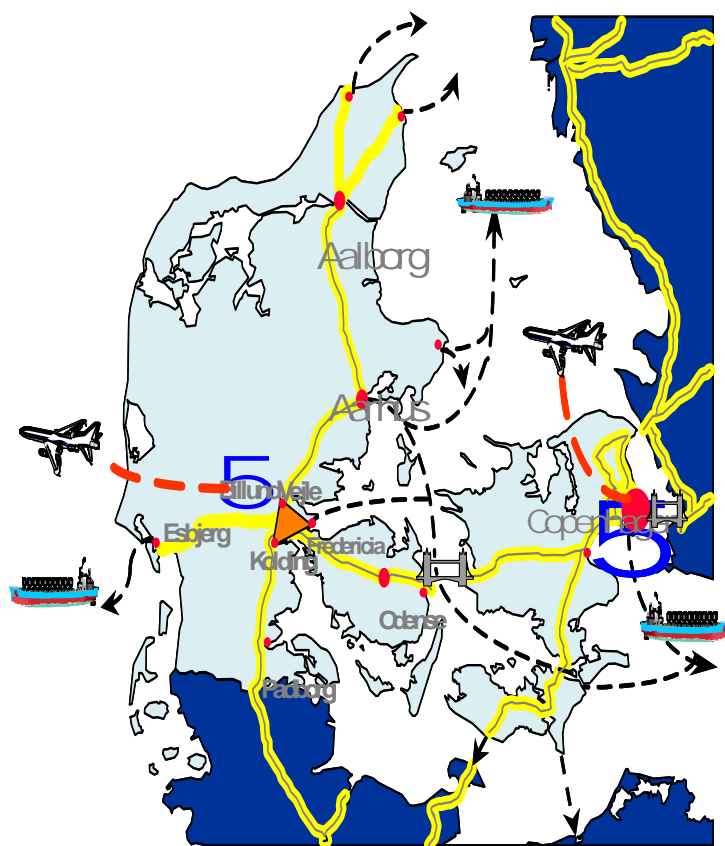
Neither DIPO nor the authors of this publication make any warranty, expressed or implied, concerning the accuracy of the information presented, and will not be liable for injury claims pertaining to the use of this publication or the information contained therein.

No obligation is assumed for updating or amending this publication for any reasons, be it new or contrary information or changes in legislation, regulations or jurisdiction.

Table of Content

1. INTRODUCTION TO DENMARK.....	4
Standard of Living	4
Membership of the EU	4
General Trade Figures	4
Industrial Pattern	4
Infrastructure	5
Climate	5
Households.....	5
2. MARKET DEFINITION	6
3. MARKET ANALYSIS	7
Total Danish Market for Fresh Fruit and Vegetable Imports	7
Countries with Exports of Fresh Fruit and Vegetables to Denmark	8
Developing Countries' Share of Exports of Fresh Fruit and Vegetables to Denmark	9
Types of Fresh Fruits Imported by Denmark	11
Types of Fresh Vegetables Imported by Denmark	12
4. CONSUMPTION PATTERN AND TENDENCIES.....	14
5. COMMERCIAL PRACTICE	15
Contacting the Importer	15
Meeting with the Importer	15
Delivery.....	15
Ethics and Codes of Conduct	16
Visitor's Visa	16
6. CHANNELS OF DISTRIBUTION	17
Danish Importers of Fresh Fruit and Vegetables	17
Price and Mark-ups	18
Success Factors	18
7. CUSTOMS DUTY AND IMPORT REGULATIONS	20
EU Trade Agreements and GSP	20
Documentation	20
Rates of Duty.....	20
Quotas	21
Entry-price System	21
Value Added Tax –VAT.....	22
Regulations.....	22
Transportation and Logistics	24
Packaging and Labelling	24
8. TRADE FAIRS	25
9. MARKET PROSPECTS.....	26
10. IMPORTANT ADDRESSES AND LINKS	27
APPENDIX 1	29
APPENDIX 2	30
APPENDIX 3	31
APPENDIX 4	35

Map of Denmark



The European Union:

Austria	Italy
Belgium	Latvia
Denmark	Luxembourg
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\$ = 6.20 DKK (April 2- 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 will take 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 fruit and vegetables per day. Over a five-year period, from 1995 – 2000, the consumption of fruit and vegetables has increased by 100 grams per person/day.

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

2. Market Definition

This market survey covers fresh fruit and vegetables.

In order to avoid misunderstandings the classification of fresh fruit 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. The CN codes that will be used in this market brief are:

CN codes	CN code classification of fresh fruit and vegetables
Fresh vegetables	
0702	Tomatoes
0703	Onions, garlic, leek
0704	Cabbage, cauliflower, sprouts
0705	Lettuce, chicory
0706	Carrots, celeriac, horseradish
0707	Cucumbers, gherkins
0708	Peas, beans
0709	Artichokes, asparagus, eggplants, celery, mushrooms, truffles, capsicum, spinach, olives, capers, fennel, sweet maize, courgettes
Fresh fruits	
0803	Bananas
0804	Dates, figs, pineapples, avocados, guavas, mangoes, mangostan
0805	Citrus fruit: Oranges, mandarins, clementines, tangerines, lemons, grapefruit
0806	Grapes
0807	Melons, papayas
0808	Apples, pears
0809	Apricots, cherries, peaches, nectarines, plums
0810	Strawberries, raspberries, blackberries, mulberries, currants, kiwi fruits, jackfruit, lychees, passion fruit, starfruit

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

3. Market Analysis

Total Danish Market for Fresh Fruit and Vegetable Imports

This section examines the total Danish market for imported fresh fruit and vegetables. The section includes all categories of fresh fruit and vegetables (CN Codes: 0702-0709 + 0803-0810) described in the previous chapter "Market Definition".

Table 3.1 highlights the developments in the import market for fresh fruit from 1999 to 2003, while table 3.2 displays the same developments but for fresh vegetables. The market size is measured in value (Danish Kroner) as well as volume (tonnes). The reason for the division between value and volume is that the two means of measurement may not always follow the same trend.

Table 3.1

Size of Danish market for imported fresh fruit					
	1999	2000	2001	2002	2003
Value (1,000 DKK, current prices)					
Imports	1,638,503	1,637,678	1,889,670	2,046,092	2,153,426
Change (index: 1999 = 100)	100	100	115	125	131
Volume (tonnes)					
Imports	313,272	301,686	320,484	344,979	368,245
Change (index: 1999 = 100)	100	96	102	110	118

Source: Statistics of Denmark

Table 3.2

Size of Danish market for imported fresh vegetables					
	1999	2000	2001	2002	2003
Value (1,000 DKK, current prices)					
Imports	1,015,575	1,059,851	1,118,451	1,203,820	1,212,446
Change (index: 1999 = 100)	100	104	110	119	119
Volume (tonnes)					
Imports	154,040	152,000	146,773	156,229	158,346
Change (index: 1999 = 100)	100	99	95	101	103

Source: Statistics of Denmark

Both the market for imports of fresh fruit and the market for fresh vegetables have grown since 1999. The market for fresh fruit has grown mostly with an increase in imports of 55,000 tonnes per year from 1999 to 2003. The growth in imports of fresh vegetables has been less significant with an increase of 4,300 tonnes in the five-year period. The primary reason for the growth in imports of both fruits and vegetables is an increased interest among Danes in leading a healthier lifestyle. The reason why the import market for fruit has grown faster than the market for vegetables is two-fold. First, the Danes have been exposed to a large advertising campaign that attempted to convince people to eat more fruit. The message of the rather successful campaign was that people should eat as much as six pieces of fruit per day. Secondly, an increase in the consumption of vegetables will not have an equally large effect on the market for imports, as Denmark to a high degree is self-supplying in a large number of vegetables. For both fruit and vegetables it is noticeable that the increase in value has been larger than the increase in volume. This relatively larger increase in value is explained by a trend among Danish consumers towards purchasing more expensive types of fruit, such as exotic fruits.

Countries with Exports of Fresh Fruit and Vegetables to Denmark

Most countries in the EU, including Denmark, have an extensive domestic production of fresh fruit and vegetables. Therefore, the EU countries are to various extents self-supplying in a number of different fruit and vegetable categories. Furthermore, most of the trade with fresh fruit and vegetables take place between the countries in the EU. As tables 3.3 and 3.4 illustrate, the Netherlands, Germany, Spain, France, and Italy are by far the most dominant players on the Danish import market for fresh fruit and vegetables. These five countries cover as much as 95 percent of the imports of fresh vegetables and 85 percent of the imports of fresh fruit, and this market share has been rather stable over the last three years.

Although the EU has a large domestic production, the temperate climate in especially the northern part of Europe limits the production of fresh fruit and vegetables. The use of greenhouses do to some extent compensate for the colder climate, however, for a number of categories of fruit there exists a large market, which cannot be supplied alone by EU's domestic production. Whereas the EU is close to self-supplying in categories such as apples and citrus fruits, bananas and other exotic fruits are mostly imported from outside Europe and therefore offer opportunities to non-EU suppliers. Furthermore, EU's domestic production is season bound, and therefore suppliers may have opportunities of supplying the EU in the off-season periods. It should be noted, though, that improved storage facilities and an effective distribution system have reduced the negative effects of off-season periods.

Most of the fresh fruit and vegetables imported to the Danish market origin from other EU countries. Even the fruit and vegetables that are supplied by countries from outside the EU will normally first be imported to a central EU country before being re-exported to Denmark. Germany and the Netherlands constitute the largest distribution centres in Europe from where fruit and vegetables are distributed to other EU countries, including Denmark. Therefore, suppliers from producing countries may find it equally interesting to explore the opportunities in Germany and the Netherlands. For more information on these two countries, visit www.gtz.de (German market) or www.cbi.nl (Dutch market).

Table 3.3

Five countries with largest exports of fruits to Denmark, 2001 – 2003 (tonnes)				
Country	2001	2002	2003	% change 2001-2003
Germany	41,360	55,562	91,880	122
Netherlands	93,129	94,759	84,423	-9
Spain	60,887	74,579	68,477	12
Italy	43,568	37,430	36,442	-16
France	30,248	32,316	33,043	9
Total	269,192	294,646	314,265	17
% of total Danish imports	84	85	85	

Source: Statistics of Denmark

Table 3.4

Five countries with largest exports of vegetables to Denmark, 2001 – 2003 (tonnes)				
Country	2001	2002	2003	% change 2001-2003
Netherlands	55,457	57,530	58,037	5
Spain	38,551	47,322	41,745	8
Germany	19,881	20,865	25,468	28
Italy	19,716	15,946	15,474	-22
France	6,159	5,869	5,809	-6
Total	139,764	147,532	146,533	5
% of total Danish imports	95	94	93	

Source: Statistics of Denmark

Developing Countries' Share of Exports of Fresh Fruit and Vegetables to Denmark

Although most fruit and 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 fresh fruit is increasing, from four percent in 2001 to five percent in 2003. More importantly, the developing countries have experienced a 47 percent increase in their exports to Denmark, from around 12 thousand tonnes in 2001 to more than 17 thousand tonnes in 2003.

Table 3.5

Developing countries with exports of fresh fruit to Denmark, 2001 – 2003 (Tonnes)

Country	2001	2002	2003	% change 2001-2003	Fruits exported the most to DK by each country
Colombia	2,626	3,668	3,777	44	Bananas
South Africa	1,408	2,715	3,181	126	Citrus fruits, pears, grapes
Brazil	4	148	2,580	64,400	Apples, grapes, melons
Costa Rica	1,517	1,910	2,163	43	Bananas
Argentina	0	192	1,658	-	Pears, apples, lemons
Ecuador	2,694	1,983	969	-64	Bananas
Iran	1,070	1,239	863	-19	Dates, figs, lemons
Chile	347	648	718	107	Pears, apples, grapes
Panama	1,683	1,553	677	-60	Bananas
Pakistan	339	309	462	36	Dates, mangos, papayas
Tunisia	0	2	81	-	Dates
Syria	5	6	31	520	Dates, apples, pears, grapes
Egypt	0	20	30	-	Strawberries, guavas, dates
Antigua and Barbados	0	0	17	-	Apples
Uganda	6	6	9	50	Bananas, pineapples
India	3	1	4	33	Guavas, mangos
Vietnam	0	3	4	-	Passion fruit
Lebanon	3	8	3	0	Dates, figs
Total	11,705	14,411	17,227	47	
% of total Danish imports	4	4	5		

Source: Statistics of Denmark

The developing countries that enjoy most exports to Denmark of fresh fruit are found in Latin America. Colombia is the country that exports most fresh fruit to Denmark, and has witnessed an increase of 44 percent from 2001 to 2003. Together with Costa Rica, Ecuador, and Panama, Colombia's only export article is bananas. Other Latin American countries that export fresh fruit to Denmark are Brazil, Argentina, and Chile. Brazil supplies apples, grapes, melons, limes and guavas. Brazil has experienced a rapid growth in its exports to Denmark from close to none in 2001 to more than 2,600 tonnes in 2003. Chile, which supplies pears, apples, grapes and sultanas, has also experienced growth with more than a doubling in its exports in the three-years period. So has Argentina, which produces pears, apples, lemons, and plums. Finally, for the first time Antigua and Barbados managed to supply Denmark with 17 tons of apples in 2003.

From the African continent, South Africa has witnessed a 126 percent increase in their exports from 2001, making the country the second largest developing country exporter of fresh fruit to the Danish market. South Africa supplies a number of fruit products including citrus fruits, pears, grapes, apples, and plums. Uganda is another African country, which has enjoyed exports to Denmark, although the Ugandan' exports of

bananas and pineapples is significantly smaller than that of South Africa. In Northern Africa, Tunisia and Egypt have respectively supplied the Danish market with 81 and 30 tonnes of fresh fruit in 2003. Tunisia only exported dates, while Egypt supplies products as diverse as strawberries, guavas, dates, grapes, lemons, and melons.

In the Middle East, Lebanon enjoys a small supply of dates and figs to the Danish market. Syria has a bit more trade with Denmark, supplying dates, apples, pears, grapes, and grapefruits. Further East, Iran exports dates, figs, and lemons, while Pakistan also supplies dates together with mangos and papayas. India has a stable but almost insignificant export of guavas and mangos. Finally, as the country in the Far East exporting fresh fruit to Denmark, Vietnam has a small supply of passion fruit.

The supply of fresh vegetables from developing countries has traditionally been rather small as table 3.6 illustrates. Although, the developing countries' share of the market for fresh vegetables has increased since 2001, it is still only half a percent.

Table 3.6

Developing countries with exports of fresh vegetables to Denmark, 2001 – 2003 (Tonnes)					
Country	2001	2002	2003	% change 2001-2003	Vegetables exported the most to DK by each country
China	249	141	433	74	Garlic
Egypt	0	274	94	-	Lettuce, cucumbers, beans
Kenya	72	73	69	-4	Mixed vegetables, eggplants
Argentina	0	0	57	-	Onions
Jordan	0	5	44	-	Cucumbers, tomatoes, lettuce
Syria	0	0	24	-	Cucumbers, tomatoes, lettuce
Pakistan	16	10	12	-25	Mixed vegetables
Total	337	503	733	118	
% of total Danish imports	0,2	0,3	0,5		

Source: Statistics of Denmark

China is the developing country enjoying most exports to Denmark, and the only country that has experienced stable and increasing supplies over the three-year period. China only supplies garlic. Further West, Pakistan has a small but stable export of mixed vegetables. In the Middle East, Jordan has experienced a sudden increase in demand for various vegetables including cucumbers, tomatoes, aubergines, leguminous vegetables, Capsicum and Pimenta, and cauliflower and headed broccoli. It's neighbouring country, Syria, has also experienced a sudden demand for cucumbers, tomatoes, lettuce, and white cabbage. Egypt is the second largest developing country supplier, although the supply is rather unstable. Egypt exports lettuce, cucumbers, beans, leguminous vegetables, onions, and tomatoes. In Africa, Kenya is a stable supplier of mixed vegetables, eggplants, and Capsicum and Pimenta to the Danish market. The only Latin American exporter of fresh vegetables is Argentina with a small supply of onions.

Types of Fresh Fruits Imported by Denmark

The different types of fresh fruit imported to Denmark in 2003 are presented in the table below. The table shows the fruit imports categorized according to their respective CN codes.

Table 3.7

The most common types of fresh fruit imported to Denmark in 2003			
CN number	Type	Tonnes	% of Total Imports
08030019	Bananas	91,640	25
08081090	Apples	48,436	13
08051065	Oranges, other	28,630	8
08052010	Clementines	24,426	7
08082050	Pears	22,334	6
08081020	Apples of the variety Golden Delicious	22,270	6
08061010	Grapes	21,368	6
08071090	Melons, except watermelons	14,723	4
08093010	Nectarines	10,164	3
08053010	Lemons	10,046	3
08071010	Watermelons	8,754	2
08051080	Oranges, other	5,905	2
08101000	Strawberries	5,226	1
08081050	Apples of the variety Granny Smith	4,840	1
08094005	Plums	4,819	1
08043000	Pineapples	4,777	1
08062098	Grapes, dried	4,182	1
08054000	Grapefruit	4,004	1
08109010	Kiwifruit	3,950	1
08044000	Avocados	3,901	1
08030011	Bananas, other	3,054	1
08051050	Oranges	2,045	1
08041000	Dates	1,846	1
08093090	Peaches	1,844	1
08045000	Guavas, mangos, and mangosteens	1,640	0
Total		354,824	96

Source: Statistics of Denmark

Table 3.7 shows that the most demanded types of imported fruit in Denmark are bananas, apples, oranges, clementines, pears, grapes, melons, nectarines, and lemons. The remaining types of fruits each constitute less than two percent of the market. Bananas are by far the most important fruit on the Danish market, and approximately eight thousand tonnes, or eight percent, of the bananas are imported directly from developing countries, such as Colombia, Ecuador, Costa Rica, and Panama. The remaining part of the bananas are mostly imported from Germany and the Netherlands, but are originally imported from developing countries. Apples are the second most important fruit on the Danish market. France, Germany and the Netherlands mostly supply apples, but Denmark also has a large domestic production of apples. Nonetheless, several developing countries have also seized the opportunity to supply Denmark directly with

apples, especially in the EU off-season. The list of developing countries that supply apples includes Brazil, Argentina, South Africa, and Syria.

Southern European producers largely saturate the Danish market for citrus fruits, such as oranges, lemons, and clementines. Therefore citrus fruits do not constitute a real opportunity for developing country suppliers. Instead of citrus fruits, developing countries do have opportunities when it comes to exotic fruits such as grapes, pineapples, melons, mangos, papayas, guavas, passion fruits, dates, and figs. Brazil, Chile, South Africa, Uganda, Iran, Egypt, and Vietnam are among the developing countries that supply Denmark with these types of exotic fruit. Hence, developing countries enjoy most exports of bananas and other exotic fruits, which the EU cannot produce itself, and popular fruits, such as apples and pears, in the EU off-season.

Types of Fresh Vegetables Imported by Denmark

The different types of fresh vegetables imported to Denmark in 2003 are presented in the table below. The table shows the vegetable imports categorized according to their respective CN codes.

Table 3.8

The most common types of fresh vegetables imported to Denmark in 2003			
CN number	Type	Tonnes	% of Total Imports
07020000	Tomatoes	22,274	14
07070005	Cucumbers	18,197	11
07096010	Sweet peppers	15,696	10
07051100	Lettuce	13,290	8
07061000	Carrots	10,948	7
07031019	Onions	10,912	7
07041000	Cauliflower and headed broccoli	10,840	7
07049090	Cabbage	8,058	5
07051900	Lettuce, other	7,516	5
07049010	White cabbages and red cabbages	6,319	4
07039000	Leek	5,739	4
07095100	Mushrooms of the genus Agaricus	2,671	2
07069090	Radishes, salad beetroots, other	2,607	2
07032000	Garlic	2,556	2
07099070	Courgettes	2,230	1
07052900	Chicory	2,145	1
07099060	Sweet corn	1,944	1
07093000	Egg-plants	1,548	1
07099090	Pumpkins and courges, other	1,396	1
07092000	Asparagus	1,290	1
07069010	Celeriac	1,259	1
07094000	Celery	1,246	1
07081000	Peas	1,040	1
07096099	Sweet peppers, other	1,015	1
07099010	Salad vegetables	1,011	1
Total		153,747	97

Source: Statistics of Denmark

Table 3.8 shows that the most demanded vegetables on the Danish market are tomatoes, cucumbers, sweet peppers, lettuce, carrots, cucumbers, and cauliflower and headed broccoli. These types of vegetables are mostly produced within the EU. Denmark imports tomatoes, cucumbers, sweet peppers, onions, lettuce, and cauliflower from the Netherlands and Spain, and white and red cabbage, carrots, onions, lettuce, and leek from Germany. France, Italy, Sweden, Belgium, and Poland are also large suppliers of these types of vegetables. Developing country suppliers will usually not be able to compete on these markets. Only in the EU off-seasons will there be a demand for vegetables from outside the EU and therefore an opportunity for suppliers from developing countries. Syrian, Egyptian, and Jordanian suppliers have to some extent seized the opportunity of supplying Denmark in the off-season with tomatoes, cucumbers, and lettuce.

Developing country suppliers play a more prominent role in the supply of peas, beans, sweet maize and baby corn, garlic, and eggplants. China, Egypt, and Kenya are examples of developing countries that supply the Danish market with these types of vegetables. As the table shows, however, the market share of each of these products are not more than one or two percent.

For a detailed overview of Denmark's import of fresh fruit and vegetables in 2003, refer to Appendix 4.

4. Consumption Pattern and Tendencies

Based on interviews with food associations as well as Danish importers of fresh fruit and vegetables, a number of tendencies regarding the consumption of fresh fruit and vegetables can be identified.

Broad variety

Globalisation has resulted in an increasing interest in a broad variety of fruit and vegetables among the Danish consumers. Generally, Danish consumers are interested in a great variety of different kinds of fruit 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.

Moreover, the increase of ethnic minorities living in Denmark has also influenced the variety of fruits to be found on the Danish market. Until the 1970s only small quantities of exotic fruit were imported to Denmark in order to meet the demand from the ethnic minorities. However, once the exotic fruit could be found in Denmark, other people also started purchasing these types of fruit.

Hence, the eating habits of Danish consumers are becoming quite varied and many Danes enjoy eating all kinds of fruits and vegetables year round. Danish consumers therefore buy as diverse products as grapes from Brazil, pineapples from Uganda, papayas from Pakistan, and mangos from India.

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 fresh fruit and vegetables.

It is estimated that Danish retail stores approximately sold for worth DKK 2.5 billion certified organic food products in 2002, which is equivalent to a market share of 5 % of the total market for food products. This total number has remained fairly stable over the last four years, however, the demand for ecologically grown fruit and vegetables has grown in the same period on the Danish market. Today, the market size for organic fresh fruit and vegetables is estimated to make up approximately 2-5 % of the total market for fresh fruit and vegetables.

Health food

Finally, a greater awareness of building up healthy eating habits can be noticed among private consumers. Fruit and vegetables are among the product groups, which generally are associated with health food.

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 fruit and vegetables. The campaign is still in force with the aim of spurring every Dane to increase his/her consumption of fruit and vegetables to 600 grams of fruit 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 fruit and vegetables receive many offers on a daily basis from foreign suppliers who wish to do business in Denmark. Therefore, a foreign exporter of fruit 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 fruit and vegetables must be evaluated by the Danish importer for acceptance or rejection. The exporter of fruit 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 lose interest in the product. Some importers also stress that fast communication through e-mails is important as well as having 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.

Delivery

Once a business deal has been settled, it is important that the condition of the fruit and vegetable products corresponds to that agreed with the importer. For example, if samples of fruit and vegetables have been sent to the Danish importer, the quality of the delivery must of course correspond to the same quality as the samples introduced.

Reliability concerning packaging standards and 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.

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.

6. Channels of Distribution

Danish Importers of Fresh Fruit and Vegetables

The market for fresh fruit and vegetables can be characterized as buyer's market as Danish importers can pick and choose among many uninvited offers from foreign exporters from all over the world that want to gain foothold in Denmark.

In Denmark, importers of fresh fruit and vegetables can be divided into three groups:

- The Danish importers, which act as wholesalers, and resell the imported fruit and vegetables to other (smaller) companies on the Danish market, for example in the retail sector and the food industry. This group of importers is characterized by oligopoly as only few larger importers are left on the Danish market –mainly due to numerous mergers and acquisitions within the last decades.
- The larger companies in the food industry, which import fruit and vegetables themselves to be used in the production of food products.
- The larger supermarket chains, which source the fruit and vegetables themselves, for instance through own international purchasing offices.

The smaller Danish supermarkets, food manufacturers and greengrocers usually purchase fresh fruit and vegetables through Danish importers/wholesalers.

As it is also reflected in the statistics in chapter 3, fruit and vegetables are not always imported directly to Denmark from the countries of origin, but imported through either Germany or the Netherlands, which are the two main destinations for fruit and vegetables being imported into the EU markets. Being the hub in the EU some Danish importers also choose to source from these two countries either through agents, firms or trading houses.

In summary, the typical steps that fresh fruit and vegetables can go through in order to reach the Danish consumer are demonstrated in the following table:

Table 6.1

Possible Steps in the Distribution Chain				
Steps	Distribution Channels			
1	Exporter	Exporter	Exporter	Exporter
2	(Int. trading house)	Int. trading house/ purchasing office	(Int. trading house)	
3	Danish importer			Danish importer
4			Danish food manufacturers	Danish food manufacturers
5	Retailer	Retailer	Retailer	Retailers
6	End user	End user	End user	End user

Price and Mark-ups

The price structure of fruit and vegetables throughout the supply chain naturally varies depending on the intermediary buying and selling, the quantities, the highly changeable harvest situation, and the type of fruit and vegetables in question. Prices for fresh fruit and vegetables vary considerably.

Margins in the international trade in fresh fruit and vegetables are under pressure. The margins for the different intermediaries in the trade vary and therefore, it is difficult to state the exact margins for the different groups of fruit and vegetables intermediaries. The example below may serve as a general guideline of the pricing structure of a pineapple imported by a wholesaler:

Table 6.2

Mark-ups for imported fruits and vegetables, percentage and DKK		
FOB price	30 %	6.00 DKK
Transport, insurance, duty		2.00 DKK
Import price to Denmark	40 – 50 %	8.00 DKK
Mark-up, transport, VAT		2.00 DKK
Sales price to wholesaler	50 – 60 %	10.00 DKK
Mark-up, transport		3.00 DKK
Sales prices to retailer	65 – 75 %	13.00 DKK
Mark-up, transport		7.00 DKK
Sales price to end consumer	100 %	20.00 DKK

Success Factors

The different importers of fruit and vegetables on the Danish market already have a wide net of suppliers with whom they have had close co-operation for several years. Danish importers emphasize long-lasting business relationships with the foreign suppliers as it takes a long time to build up the necessary trust and to ensure that the quality of the fruit and vegetables lives up to expectations. This, however, does not mean that they are not open to new suppliers. Often the enquiries from potential suppliers are kept in the importer's database for a possible future business contact. Please refer to chapter 5 "Commercial Practice" on how to contact Danish importers.

The key to successful penetration of the Danish market for fresh fruit and vegetables is the quality of the products. Usually, the Danish importers set their own, and often high, quality standards. The handling of the fruit and vegetables between harvest and delivery to the Danish importer is often of vital importance and a key point to be established in the relationship between the foreign exporter and the Danish importer. Therefore, paying attention to the proper handling, packaging and shipment of the products is of paramount importance. For more information on these issues you could, for example, refer to the web site of the largest Danish importer of fresh fruit and vegetables: www.lembecke.dk

In general it can be stated that living up to delivery time and agreements regarding quality, price and quantity is essential if successful cooperation should be established with Danish importers of fruit and vegetables. In other words: normal standards of good business behaviour are strongly encouraged.

As it is the case in many different business relationships mutual trust and reliability between the exporter and importer of fruit and vegetables are also of paramount importance if a successful relationship should be established. A code for fresh fruit and vegetables is gaining ground in Europe, namely the EurepGap, which sets the standards for good agricultural practice. The code is supposed to ensure that companies have

implemented appropriate managements systems in order to deal with quality, hygiene and environmental matters.

Moreover, Danish importers increasingly put greater importance to the importance of a foreign exporter being certified (for example ISO certification or following an approved HACCP system (HACCP, Hazard Analysis and Critical Control Point, is an American food safety program. See for example: <http://vm.cfsan.fda.gov/~lrd/haccp.html>)), as these standards often serve as indicators of the foreign supplier's professionalism and trustworthiness. Therefore, if the foreign exporter of fruit and vegetables can refer to any of the above-mentioned factors this should be communicated to the Danish importer targeted as it can heighten the possibility of getting the attention of the importers. This type of communication effort will help the professional and qualified fruit and vegetables exporter to stand out from the crowd.

If the foreign exporter is dealing with organic fruit and vegetables, 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.

In order to get the attention of the Danish importers it is important that the exporter is able to actively and professionally communicate what his competencies are and being able to deliver samples of the fruit and vegetables sold. Another way of getting the attention of Danish importers is to visit or exhibit at trade fairs. Most Danish importers visit different trade fairs all over the world to meet with potential suppliers and to get an impression of the possibilities in the market. As close, personal relationships are often stressed within the fruit and vegetables industry, this is a very good way to meet potential business partners for both importers and suppliers and moreover, the foreign supplier has the best possible opportunity to show the Danish importer his products and skills. Please refer to chapter 8 "Trade Fairs".

7. 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

Documentation

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.

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 table. These rates of duty cover the sub-categories within the CN-numbers 0702 - 0709 as well as the CN-number 0803 - 0810, and apply to all countries, which are not subject to preferential trade.

Table 7.1

Rates of Duty, January 2004			
CN-Number	Rate of Duty, %	CN-Number	Rate of Duty, %
0702	-	0803	16
0703	9.6 – 10.4	0804	0 – 7.7
0704	9.6 – 12	0805	1.5 – 12.8
0705	10.4	0806	11.5 – 14.4
0706	13.6	0807	0 – 8.8
0707	12.8	0808	0 – 7.2
0708	8 – 12.8	0809	6.4 – 20
0709	0 – 12.8	0810	0 – 11.2

Source: Customs & Excise, Denmark

However, 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.

It must be stressed, though, that rules and regulations regarding duty are sometimes changed. 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.

Quotas

The import of bananas into Denmark and the EU is regulated and subject to quotas determined by the EU. From 2001 to 2005 the import of bananas will continue to be subject to a quota system, whereas by January 1st 2006 the quota system will be abolished.

Different tariff quotas are currently in force with differing duty rates and with differing quantities of bananas, which can be imported into the EU. The quota system is based on which country the bananas origin from.

Importers of bananas must apply for a licence to import the bananas. The quotas are divided among different importers in the EU, though favouring old and already well-established importers.

For more information on the banana quota system, please refer to Commission Regulation (EC) 896/2001, Commission Regulation (EC) 349/2002, as well as Council Regulation (EC) 2587/2001. These can be obtained from <http://europa.eu.int/eur-lex/en/index.html>.

A selection of other fruits and vegetables are subject to tariff rate quotas. Tariff rate quotas seek to regulate the import of certain fruits and vegetables into the EU not by quotas, but by an increase of the tariff for import that exceeds a certain amount of the total import into the EU.

Entry-price System

In order to avoid dumping of fruit and vegetables on the EU market, the importation of some fruits and vegetables is regulated according to an entry-price system. The essence of the entry-price system is that it

establishes a minimum price of fruits and vegetables imported into the EU. In effect this means that if a product's import price is below the entry-price, a duty will be imposed.

For full details of the entry-price system, please refer to Commission Regulation (EC) 3223/94:
http://europa.eu.int/smartapi/cgi/sga_doc?smartapi!celexapi!prod!CELEXnumdoc&lg=EN&numdoc=31994R3223&model=guichett

Value Added Tax –VAT

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.

Regulations

As a member of the EU, Denmark follows the common rules and regulations regarding the importation of fresh fruit and vegetables into the EU market. Generally, it can be said that the European market, including Denmark, sets high demands on the quality of the products. In order to ensure that the right procedures are followed, a foreign exporter of fruit and vegetables to the EU market should pay attention to certain regulations directly related to the exportation of fruit and vegetables.

EC Marketing Standards

In the framework of the Common Agricultural Policy (CAP), specific marketing standards for the quality, appearance and labelling of certain fruit and vegetables are laid down in regulation EC 2200/96. The fruit and vegetables that are included in the regulation are mentioned in the box below:

Fresh Fruit and vegetables subject to EC Marketing Standards (EC 2200/96)

Fruit	Vegetables
Apples, apricots, avocados, cherries, clementines, grapes, kiwi fruits, lemons, mandarins, melons, nectarines, oranges, peaches, pears, plums, satsumas, strawberries, watermelons	Artichokes, asparagus, beans, brussels sprouts, cabbage, carrots, cauliflower, garlic, celery, courgettes, cucumbers, eggplants, iceberg lettuce, leeks, lettuce/ endives, mushrooms (cultivated), peas, spinach, sweet peppers, tomatoes, onions, witloof chicory.

Specific standards apply to the different fruits and vegetables and therefore it is advisable to always check the specific product category, as products, which do not comply with the standards, are not permitted into the EU. For a detailed description of the products subject to the Regulation EC 2200/96, please refer to:

www.defra.gov.uk/hort/hmi/common/standard.htm or to
www.europa.eu.int/eur-lex/en/lif/reg/en_register_036054.html.

For an example of which topics, that are included in the EC Marketing Standards, please refer to appendix 3.

Certificate of origin

According to Commission Regulation (EC) 1148/2001, fresh fruit and vegetables from outside the EU, which are subject to the EC Marketing Standards, will also require a certificate of origin before they are allowed into the EU. The certificate is recognised as the Certificate of Conformity. For more information, please refer to www.defra.gov.uk/hort/hmi.htm

Maximum Residue Levels (MRLs) / Pesticides

Imports of fruit 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 fresh fruit 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.foedevaredirektoratet.dk

Maximum levels for certain contaminants

Maximum levels for certain contaminants in foodstuffs are regulated in Commission Regulation (EC) No. 563/2002. Maximum levels for nitrates in salad and spinach are regulated in this Commission Regulation. Please refer to: http://www.europa.eu.int/eur-lex/en/search/search_lif.html

Phytosanitary regulations and plant protection

The rules for the standards for phytosanitary measures are laid down in the EU Directive 2002/89. The aim of this directive is to prevent EU crops from contact with goods which may have or carry with them plant diseases or insects. The directive therefore authorises the Plant Protection Service to inspect fruit and vegetables upon arrival in the EU in order to ensure that the imported fruit and vegetables are free from quarantine pests and conform to the current regulations of the importing country. Moreover, a phytosanitary certificate is also required for most imported fresh fruit and vegetables. If the fruit and vegetables imported to the EU do not conform to requirements, the products may be barred from the market.

Organic production

If fresh fruit and vegetables are 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. 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

Other

Moreover, two other types of food legislations laid down by the EU Commission could be of relevance to exporters of fruit and vegetables:

- 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.
- 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 fruit and vegetables to Denmark –or another EU country– should until then continue to comply with the rules of the particular country.

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

Transportation and Logistics

When dealing with fresh and perishable products, transportation and logistics become crucial in the trade operation. The exporter must be able to guarantee that the fruit and vegetables will reach the customer in good and fresh condition at the right time. No EU regulations regarding transportation and logistic requirements are applicable, however, Danish importers will often set requirements regarding the preferred means of transportation (e.g. transportation in chilled trucks, delivery by plane etc.), delivery time (e.g. maximum tolerance days), and means of packaging.

Packaging and Labelling

Special transport packaging is often necessary in order to ensure that the fresh fruit and vegetables arrive in good condition to the Danish market. There are no set rules at European Union level regarding the packaging of fresh fruit and vegetables, but often the importer will have certain preferences with regards to the packaging material as well as the sizes of the packaging.

Concerning the labelling of the products when exporting to Denmark, it should always be possible to trace the fruit 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 fruit and vegetables. Products that are sold directly to consumers in retail stores or hotels etc. must be labelled in the language of the country.

For more information on the packaging and labelling recommendations for a specific fruit or vegetable, please refer to the guidelines laid out in the EC Marketing Standards: www.europa.eu.int/eur-lex/en/lif/reg/en_register_036054.html

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.

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 fruit 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 fruit 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.

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.

Table 8.1

Trade Fairs in the EU			
Name	Where	When	Web-site
SIAL	Paris, France	17 – 21 October 2004	www.sial.fr
IFE	London, United Kingdom	13-16 March 2005	www.ife.co.uk
Fruit Logistica	Berlin, Germany	10-12 February 2005	www.fruitlogistica.de
AGF-Totaal	Rotterdam, the Netherlands	12-14 September 2005	www.agftotaal.nl
ANUGA	Cologne, Germany	8 – 10 October 2005	www.anuga.com

9. Market Prospects

The Danish market for fresh fruit is growing rapidly. In the last five years the imports of fresh fruit have increased with close to 20 percent. With help from national marketing campaigns Danes have become more focused on leading a healthy lifestyle with a large consumption of fresh fruit. Furthermore, Danes have become more interested in exotic fruit and organic fruit. There are limits to how much fresh fruit Danes are able to consume, of course, but it seems that the market has not yet been saturated and that it will therefore continue to grow in the coming years. The market for fresh vegetables has also experienced some growth, but not as much as the market for fruit. The developments in the market for imported vegetables has also been more fluctuating and it is therefore difficult to predict whether it will increase in the future. Fortunate for developing countries, for them the market for fresh is the more interesting. Developing countries supply more than 20 times as much fruit to the Danish market than vegetables.

The European Union is a huge producer of fresh fruit and vegetables, and in a large number of categories the Union is self-supplying. Developing country suppliers should therefore primarily focus on exporting categories of fruit, which cannot be produced within the EU because of the relatively cold climate. Exotic fruits such as bananas, melons, pineapples, mangos, and figs thus yield the largest opportunities for developing country suppliers. Developing countries may also supply Denmark with categories of fresh fruit and vegetables that are produced within the EU, however, this is only possibly in the EU off-season period. In the off-season period developing countries supply Denmark with fruit and vegetables such as apples, pears, cucumbers, and tomatoes.

Some fresh fruit and vegetables are imported directly to Denmark from developing countries. However, the majority of the imports to Denmark go through other EU countries. The largest distribution centres are found in Germany and in the Netherlands. From these centres fresh fruit and vegetables are distributed to the rest of the EU, including Denmark. It may therefore be more interesting for developing country suppliers to direct their attention to these centres rather than to Danish importers.

The Danish importers of fruit and vegetables consist mainly of large wholesalers and supermarket chains. In recent years the Danish market for imports of fruits and vegetables has been characterized by consolidation. Today there are relatively few players 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. Danish importers generally prefer long-lasting, stable business relationships with foreign suppliers. This does not mean, however, that they are not interested in establishing contact with new suppliers. These importers can either be contacted directly, or it may be possible to encounter them at fairs.

10. Important Addresses

Danish Chamber of Commerce/ DIPO -Danish Promotion Office

Boersen
DK –1217 Copenhagen K
Phone: +45 33 95 05 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

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.foedevaredirektoratet.dk

Links:

www.thefruitspages.com
www.fruitnet.com
www.fintrac.com
www.freshinfo.com
<http://apps.fao.org/page/collections?subset=agriculture>
www.ifoam.org

Fruit 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.koelnmesse.de

SIAL

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

Fruit Logistica

Messe Berlin GmbH
Messedamm 22
D - 14055 Berlin
Phone: +49 (0) 30 3038 - 2192
Fax: +49 (0) 30 3038 - 2020
fruitlogistica@messe-berlin.de
www.fruitlogistica.de

AGF-Totaal

Ahoy' exhibition, congress & event management
P.O. Box 5106
3008 AC ROTTERDAM
The Netherlands
Tel.: +31 10 293 232
Fax: +31 10 293 254
www.agftotaal.nl

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, Djibouti, Eritrea, Ethiopia, Gambia, Guinea, Guinea-Bissau, Haiti, Cambodia, Kiribati, Comoro, Laos, Liberia, Madagascar, Myanmar*, Mongolia, Montserrat, Maldives, Malawi, Mozambique, Niger, Nepal, Rwanda, Solomon Islands, Sierra Leone, Sudan, Senegal, Somalia, São Tomé and Príncipe, 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, Côte 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, Nauru, 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, Côte 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

Source: Customs & Excise, Denmark

Appendix 2

Abbreviations Used in this Market Survey

- ACP countries: American, Caribbean, African Countries
- CN: Combined Nomenclature
- EBA: Everything But Arms initiative
- EU: European Union
- EUREP: The Euro-retailer Produce Working Group
- EurepGap: Good Agricultural Practice standards developed by EUREP
- GSP: Generalized System of Preference
- HACCP System: 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

Commission Regulation (EC) No 851/2000 of 27 April 2000 laying down the *marketing standard* for apricots.

THE COMMISSION OF THE EUROPEAN COMMUNITIES,

Having regard to the Treaty establishing the European Community,
Having regard to Council Regulation (EC) No 2200/96 of 28 October 1996 on the common organisation of the market in fruit and vegetables(1), as last amended by Regulation (EC) No 1257/1999(2), and in particular Article 2(2) and Article 3(3) thereof,

Whereas:

- (1) Apricots are among the products listed in Annex I to Regulation (EC) No 2200/96 for which standards must be adopted. Commission Regulation (EEC) No 1108/91 laying down quality standards for apricots(3), as last amended by Regulation (EC) No 888/97(4), has been amended frequently and can no longer ensure legal clarity.
 - (2) Regulation (EEC) No 1108/91 should be repealed and the rules it contains redefined. To that end and in the interests of preserving transparency on the world market, account should be taken of the standard for apricots recommended by the Working Party on Standardisation of Perishable Produce and Quality Development of the United Nations Economic Commission for Europe (UN/ECE).
 - (3) Applying these standards should result in products of unsatisfactory quality being removed from the market, bringing production into line with consumer requirements and facilitating trade relationships based on fair competition, thereby helping improve the profitability of production.
 - (4) The standards apply to all marketing stages. Long-distance transport, storage over a certain period and the various processes which the products undergo may cause certain alterations owing to the biological development of the products or to their relatively perishable nature. Account should be taken of such deterioration when applying the standards at the marketing stages which follow dispatch. Since products in the "Extra" class must be sorted and packaged with particular care, only lack of freshness and turgidity is to be taken into account in their case.
 - (5) Article 3(3) of Regulation (EC) No 2200/96 allows for an exemption from the quality standards where the fruit or vegetables of a given region are sold by the retail trade of the region for well-established traditional consumption. Certain varieties of apricots, produced in Germany in the Süßer See region, are characterised by a smaller size than that required by the marketing standards. Those apricots are traditionally marketed in the production region and are the subject of Regulation (EC) No 1010/98 of 14 May 1998 allowing Germany an exemption from the quality standards for apricots(5). For clarification and simplification of the Community rules, this exemption shall be included in the present Regulation, and Regulation (EC) No 1010/98 shall be repealed.
 - (6) The measures provided for in this Regulation are in accordance with the opinion of the Management Committee for Fresh Fruit and Vegetables,
- HAS ADOPTED THIS REGULATION:

Article 1

The marketing standard relating to apricots falling within CN code 0809 10 00 shall be as indicated in the Annex hereto.

This standard shall apply at all marketing stages, under the conditions laid down in Regulation (EC) No 2200/96.

However, at stages following dispatch, the products may show in relation to the provisions of the standard:

- a slight lack of freshness and turgidity,
- for products graded in classes other than the "Extra" class, slight deteriorations due to their development and their tendency to perish.

Article 2

1. As an exemption from the Annex to the present Regulation, the minimum size of apricots produced in the Süßer See region may be 5 mm smaller than the minimum size given by the marketing standard. However, such apricots may only be marketed in Saxony-Anhalt and Saxony.

2. For the purposes of applying paragraph 1 of the present Article, each consignment must carry, in addition to the other required information, the following indication on the document or notice as referred to in Article 5(2) of Regulation (EC) No 2200/96: "Nur in Sachsen-Anhalt und Sachsen im Einzelhandel zu verkaufen".

Article 3

Regulations (EEC) No 1108/91 and (EC) No 1010/98 are repealed.

Article 4

This Regulation shall enter into force on the seventh day following that of its publication in the Official Journal of the European Communities.

It shall apply from the first day of the month following its entry into force.

This Regulation shall be binding in its entirety and directly applicable in all Member States.

Done at Brussels, 27 April 2000.

For the Commission

Franz Fischler

Member of the Commission

(1) OJ L 297, 21.11.1996, p. 1.

(2) OJ L 160, 26.6.1999, p. 80.

(3) OJ L 110, 1.5.1991, p. 67.

(4) OJ L 126, 17.5.1997, p. 11.

(5) OJ L 145, 15.5.1998, p. 10.

ANNEX

STANDARD FOR APRICOTS

I. DEFINITION OF PRODUCE

This standard applies to apricots of varieties (cultivars) grown from *Prunus armeniaca* L. to be supplied fresh to the consumer, apricots for industrial processing being excluded.

II. PROVISIONS CONCERNING QUALITY

The purpose of the standard is to define the quality requirements of apricots after preparation and packaging.

A. Minimum requirements

In all classes, subject to the special provisions for each class and the tolerances allowed, apricots must be:

- intact,
- sound; produce affected by rotting or deterioration such as to make it unfit for consumption is excluded,
- clean, practically free of any visible foreign matter,
- practically free from pests,
- practically free from damage caused by pests,
- free of abnormal external moisture,

- free of any foreign smell and/or taste.

The apricots must have been carefully picked.

They must be sufficiently developed and display satisfactory ripeness.

The development and condition of the apricots must be such as to enable them:

- to withstand transport and handling, and
- to arrive in satisfactory condition at the place of destination.

B. Classification

Apricots are classified in three classes defined below:

(i) "Extra" class

Apricots in this class must be of superior quality. In shape, development and colouring they must be characteristic of the variety, allowing for the district in which the fruit is grown.

They must be free from defects with the exception of very slight superficial defects, provided these do not affect the general appearance of the produce, the quality, the keeping quality and presentation in the package.

(ii) Class I

Apricots in this class must be of good quality. They must be characteristic of the variety, allowing for the district in which the fruit is grown. The flesh must be perfectly sound.

The following slight defects, however, may be allowed provided these do not affect the general appearance of the produce, the quality, the keeping quality and presentation in the package:

- a slight defect in shape or development,
- a slight defect in colouring,
- slight rubbing,
- slight burning,
- slight skin defects with a limit of 1 cm in length for defects of elongated shape, and 0,5 cm² of total surface area for other defects.

(iii) Class II

This class includes apricots which do not qualify for inclusion in the higher classes but satisfy the minimum requirements specified above.

Skin defects may be allowed provided that the fruit retain their essential characteristics as regards the quality, the keeping quality and presentation, subject to the following limits:

- 2 cm in length for defects of elongated shape,
- 1 cm² of total surface area for all other defects.

III. PROVISIONS CONCERNING SIZING

Size is determined by maximum diameter of the equatorial section. Sizing is compulsory for classes "Extra" and I.

>TABLE POSITION<

IV. PROVISIONS CONCERNING TOLERANCES

Tolerances in respect of quality and size shall be allowed in each package for produce not satisfying the requirements of the class indicated.

A. Quality tolerances

(i) "Extra" Class

5 % by number or weight of apricots not satisfying the requirements of the class, but meeting those of Class I or, exceptionally, coming within the tolerances of that class.

(ii) Class I

10 % by number or weight of apricots not satisfying the requirements of the class, but meeting those of Class II or, exceptionally, coming within the tolerances of that class.

(iii) Class II

10 % by number or weight of apricots satisfying neither the requirements of the class nor the minimum requirements, with the exception of produce affected by rotting, marked bruising or

any other deterioration rendering it unfit for consumption.

B. Size tolerances

For all classes: 10 % by number or weight of apricots deviating from the minimum size or the size stated on the package, the deviation not exceeding 3 mm above or below.

V. PROVISIONS CONCERNING PRESENTATION

A. Uniformity

The contents of each package must be uniform and contain only apricots of the same origin, variety, quality, and size (if sized) and, for "Extra" class, uniform in colour.

The visible part of the contents of the package must be representative of the entire contents.

B. Packaging

The apricots must be packed in such a way as to protect the produce properly.

The materials used inside the package must be new, clean and of a quality such as to avoid causing any external or internal damage to the produce. The use of materials, particularly of paper or stamps bearing trade specifications is allowed provided the printing or labelling has been done with non-toxic ink or glue.

Packages must be free of all foreign matter.

C. Presentation

The apricots may be presented:

- in small packages,
- arranged in one or more layers separated from each other,
- in bulk in the package, except for the "Extra" class.

VI. PROVISIONS CONCERNING MARKING

Each package must bear the following particulars, in letters grouped on the same side, legibly and indelibly marked, and visible from the outside:

A. Identification

Packer and/or dispatcher: Name and address or officially issued or accepted code mark.

However, where a code (symbol) is used, the words "packer and/or dispatcher" (or an equivalent abbreviation) must appear close to this code (symbol).

B. Nature of produce

- "Apricots", if the contents are not visible from the outside,
- Name of the variety for classes "Extra" and I.

C. Origin of produce

- Country of origin and, optionally, district where grown, or national, regional or local place name.

D. Commercial specifications

- Class,
- Size (if sized), expressed in minimum and maximum diameter.

E. Official control mark (optional)

Appendix 4

Vegetables

CN code	Commodity	Country	Kilos 2003	DKK 2003	Price/Kilo 2003	%
07020000	Tomatoes					
-07020090		The Netherlands	13181423	126310830	9,58	58
		Spain	4367329	42952771	9,84	19
		Italy	2235575	23282586	10,41	10
		Belgium	1058368	9838420	9,30	5
		Germany	973277	8855542	9,10	4
		Sweden	381716	3875367	10,15	2
		France	281027	2821977	10,04	1
		Poland	56335	330041	5,86	0
		Jordan	4464	8672	1,94	0
		Syria	3765	14683	3,90	0
		Portugal	1722	29027	16,86	0
		Egypt	1339	10322	7,71	0
		Thailand	450	13996	31,10	0
		Total import	22546790	218344234	9,68	100
07031019	Garlic					
-07039000		The Netherlands	717350	8920237	12,43	28
		Italy	626768	6614019	10,55	25
		China	432802	2605520	6,02	17
		Germany	356180	2818268	7,91	14
		Hungary	159163	766134	4,81	6
		France	133075	2000798	15,04	5
		Spain	68959	938586	13,61	3
		Schweiz	27131	193252	7,12	1
		Finland	8131	206648	25,41	0
		Sweden	7303	123508	16,91	0
		Egypt	796	5147	6,47	0
		South Africa	774	15043	19,44	0
		Belgium	651	11798	18,12	0
		Israel	36	2381	66,14	0
		Thailand	26	2388	91,85	0
		Total import	2539145	25223727	9,93	100

07041000	Cabbage & Cauliflower				
-07041090					
	Spain	2891298	20249716	7,00	27
	Germany	2150663	10870217	5,05	20
	France	1557473	9742001	6,26	15
	UK	1519925	6186609	4,07	14
	Italy	1330694	6604736	4,96	12
	The Netherlands	1132650	7179072	6,34	11
	Sweden	51123	289069	5,65	0
	Greece	18124	125459	6,92	0
	Austria	10347	53411	5,16	0
	Poland	3872	16978	4,38	0
	Jordan	1597	914	0,57	0
	Turkey	760	1129	1,49	0
	Belgium	577	4255	7,37	0
	Total import	10669103	61323566	5,75	100

07042000	Other Cabbage				
-07049090					
	Spain	5687648	32923546	5,79	39
	Germany	6132980	14300180	2,33	42
	The Netherlands	2138571	11050234	5,17	15
	Sweden	162465	516628	3,18	1
	Italy	150655	1080671	7,17	1
	France	121142	919175	7,59	1
	Lithuania	29416	25346	0,86	0
	Poland	9640	40919	4,24	0
	UK	7059	50315	7,13	0
	Turkey	6760	18066	2,67	0
	Belgium	2377	13419	5,65	0
	Syria	2370	5181	2,19	0
	Thailand	2060	38928	18,90	0
	Jordan	850	392	0,46	0
	Austria	643	1070	1,66	0
	Total import	14454636	60984070	4,22	100

07051100	Lettuce, chicory				
-07052900					
	Spain	12273661	101223682	8,25	50
	Germany	5225264	29847500	5,71	21
	The Netherlands	3031272	26108624	8,61	12
	Sweden	1906622	6511994	3,42	8
	Italy	1138373	21745054	19,10	5
	France	768249	7570442	9,85	3
	Egypt	33120	304021	9,18	0
	Portugal	28910	388261	13,43	0
	Greece	11408	60717	5,32	0
	Belgium	4434	33997	7,67	0
	Syria	2480	6250	2,52	0
	Poland	945	2195	2,32	0
	Total import	24424738	193802737	7,93	100

07061000 Carrots, celeriac, horseradish

-07069090	Italy	6071727	14904427	2,45	41
	Germany	3621043	8640033	2,39	24
	The Netherlands	2639659	18659463	7,07	18
	Spain	1023011	3322698	3,25	7
	Sweden	852808	2488774	2,92	6
	Belgium	260060	704835	2,71	2
	Hungary	243115	1794688	7,38	2
	France	169182	1074553	6,35	1
	Poland	30519	97860	3,21	0
	UK	29714	227156	7,64	0
	Turkey	10610	28292	2,67	0
	Egypt	820	4100	5,00	0
	Thailand	93	2968	31,91	0
	Total import	14952361	51949847	3,47	100

07070005 Cucumbers

07070090	The Netherlands	8841608	57934724	6,55	46
	Spain	8548598	61304712	7,17	44
	Sweden	1081727	6023878	5,57	6
	Germany	734503	4047163	5,51	4
	Bulgaria	50020	201932	4,04	0
	Egypt	32132	396038	12,33	0
	Jordan	26594	141299	5,31	0
	Turkey	23366	126126	5,40	0
	France	14832	98427	6,64	0
	Syria	8150	41418	5,08	0
	Italy	7422	78052	10,52	0
	Belgium	148	1437	9,71	0
	Thailand	1	20	20,00	0
	Total import	19369101	130395226	6,73	100

07081000 Peas

-07081095	Italy	423016	5618277	13,28	41
	Germany	330432	640298	1,94	32
	The Netherlands	160623	4831066	30,08	16
	Spain	73431	1099078	14,97	7
	Sweden	44060	169242	3,84	4
	Egypt	46	397	8,63	0
	Sri Lanka	19	344	18,11	0
	France	12	187	15,58	0
	Thailand	5	200	40,00	0
	Total import	1031644	12359089	11,98	100

07082000	Beans					
-07089000		The Netherlands	358609	7326899	20,43	60
		France	54891	353930	6,45	9
		Belgium	44715	1346090	30,10	7
		Sweden	41779	596064	14,27	7
		Germany	30481	378040	12,40	5
		Spain	18937	266310	14,06	3
		Poland	18020	326405	18,11	3
		Egypt	12926	109623	8,48	2
		Thailand	11782	300765	25,53	2
		Italy	5282	73338	13,88	1
		Jordan	2321	3919	1,69	0
		Syria	1440	3724	2,59	0
		Sri Lanka	24	371	15,46	0
		Uganda	18	332	18,44	0
		Total import	601225	11085810	18,44	100

07091000	Artichokes					
-07091040		France	112921	893035	7,91	50
		Italy	51402	173300	3,37	23
		The Netherlands	41935	418320	9,98	18
		Spain	14550	154066	10,59	6
		Germany	4257	58783	13,81	2
		Sweden	1657	12824	7,74	1
		Belgium	26	369	14,19	0
		Total import	226748	1710697	7,54	100

07092000	Asparagus					
		Spain	535061	9236628	17,26	42
		The Netherlands	309173	8413931	27,21	24
		Italy	225570	3087268	13,69	18
		Thailand	114301	4312084	37,73	9
		Germany	69019	2306711	33,42	5
		France	14264	317745	22,28	1
		Sweden	6439	205565	31,92	1
		Poland	4845	119187	24,60	0
		Total import	1278672	27999119	21,90	100

07093000	Eggplants				
	The Netherlands	1030714	9553011	9,27	65
	Spain	397267	3277782	8,25	25
	Sweden	45062	491460	10,91	3
	Turkey	26579	154925	5,83	2
	France	20642	295827	14,33	1
	Thailand	17872	389911	21,82	1
	Germany	17334	165480	9,55	1
	Italy	15958	268211	16,81	1
	Kenya	4246	69208	16,30	0
	Jordan	3385	6016	1,78	0
	Syria	2030	3813	1,88	0
	Belgium	1040	10064	9,68	0
	Egypt	243	1086	4,47	0
	Pakistan	108	452	4,19	0
	Sri Lanka	40	686	17,15	0
	India	32	460	14,38	0
	Uganda	20	410	20,50	0
	Total import	1582572	14688802	9,28	100

07096091	Capsicum				
-07096099	The Netherlands	887402	11942598	13,46	90
	Germany	49021	653305	13,33	5
	Thailand	14598	536546	36,75	1
	Italy	7727	133961	17,34	1
	Egypt	4165	21850	5,25	0
	Sweden	3731	40508	10,86	0
	Kenya	3445	18403	5,34	0
	Syria	2645	5175	1,96	0
	France	2399	35231	14,69	0
	Turkey	2112	11778	5,58	0
	Jordan	2022	5277	2,61	0
	USA	897	4071	4,54	0
	Egypt	682	9555	14,01	0
	Spain	221	6359	28,77	0
	Pakistan	172	1566	9,10	0
	Uganda	50	773	15,46	0
	Sri Lanka	31	616	19,87	0
	Total import	981320	13427572	13,68	100

07099031	Olives					
-07099039		Spain	3058	87945	28,76	47
		Italy	2052	105700	51,51	31
		Greece	613	29824	48,65	9
		Syria	300	562	1,87	5
		The Netherlands	289	7582	26,24	4
		Germany	126	17480	138,73	2
		France	90	13172	146,36	1
		China	25	352	14,08	0
		Total import	6553	262617	40,08	100

Fruits

CN Code	Commodity	Country	Kilos 2003	DKK 2003	Price/Kilo 2003	%
08030010-	Bananas					
08030090		Germany	57059415	250753806	4,39	62
		The Netherlands	22105796	149828212	6,78	24
		Belgium	4229821	17158864	4,06	5
		Colombia	3311710	14779858	4,46	4
		Costa Rica	2166321	7507987	3,47	2
		Equador	968664	3890527	4,02	1
		Sweden	942812	5174751	5,49	1
		Panama	677190	2235374	3,30	1
		France	514434	2310103	4,49	1
		Ireland	184796	576683	3,12	0
		UK	20500	110849	5,41	0
		Uganda	6470	43984	6,80	0
		Spain	5256	27228	5,18	0
		Thailand	1053	11002	10,45	0
		Total import	92194238	454409228	4,93	100

08041000-	Dates, figs and others				
08045000	Germany	3013673	29867586	9,91	24
	The Netherlands	4343087	44756422	10,31	34
	Spain	1285930	17911228	13,93	10
	Belgium	921335	5628751	6,11	7
	Iran	837880	7038192	8,40	7
	Pakistan	461802	2831692	6,13	4
	France	629769	6568409	10,43	5
	Thailand	283255	1879614	6,64	2
	Sweden	345221	3140373	9,10	3
	UK	135455	1533546	11,32	1
	Tunesia	80960	1751777	21,64	1
	Brazil	66528	351075	5,28	1
	Saudi Arabia	51576	85476	1,66	0
	United Arab Emirates	40680	97413	2,39	0
	Italy	31943	197617	6,19	0
	Turkey	27478	600387	21,85	0
	Syria	21095	30747	1,46	0
	Egypt	10683	52106	4,88	0
	India	3578	49746	13,90	0
	Libanon	2472	6921	2,80	0
	Israel	2400	130362	54,32	0
	Uganda	1573	29830	18,96	0
	Sri Lanka	105	2588	24,65	0
	China	50	1714	34,28	0
	Philippines	50	1342	26,84	0
	Mexico	48	4659	97,06	0
	Norway	41	4108	100,20	0
	Total import	12598667	124553681	9,89	100

08051001-	Citrus fruits				
08059000	Spain	24511492	353840270	14,44	65
	The Netherlands	4803507	54789360	11,41	13
	Germany	4383147	61835799	14,11	12
	Greece	1361829	12561620	9,22	4
	USA	844503	12253356	14,51	2
	Belgium	551135	10272510	18,64	1
	Sweden	356445	5022215	14,09	1
	Italy	288959	3754459	12,99	1
	UK	163387	1310505	8,02	0
	France	156080	2399398	15,37	0
	South Africa	154500	1545000	10,00	0
	Brazil	115452	1091250	9,45	0
	Turkey	18676	212784	11,39	0

Syria	1460	11136	7,63	0
Guatemala	580	5277	9,10	0
Egypt	90	1722	19,13	0
Thailand	19	1302	68,53	0
Sri Lanka	4	243	60,75	0
Total import	37711265	520908206	13,81	100

08061010-

Table Grapes

08062099

Italy	10530075	65049812	6,18	49
The Netherlands	3877200	45761881	11,80	18
Belgium	2606852	30174388	11,58	12
Germany	1724077	21203485	12,30	8
Spain	1357734	15657930	11,53	6
South Africa	470298	4656202	9,90	2
Brazil	360105	2429887	6,75	2
Turkey	236593	1017754	4,30	1
Sweden	219202	1944501	8,87	1
France	76575	952858	12,44	0
Greece	35452	458964	12,95	0
Chile	9158	196298	21,43	0
Egypt	3666	35970	9,81	0
Syria	1464	3657	2,50	0
Total import	21508451	189543587	8,81	100

08071010-

Melons

08071900

Spain	12399385	50693300	4,09	53
The Netherlands	7282315	36670758	5,04	31
Italy	1135445	3660076	3,22	5
Germany	686545	3240486	4,72	3
Sweden	449675	1996039	4,44	2
Greece	350923	884300	2,52	2
Brazil	303730	1012201	3,33	1
Hungary	247374	407072	1,65	1
Belgium	169288	1341337	7,92	1
Turkey	128694	298790	2,32	1
France	125100	788107	6,30	1
Makedonia	18000	20292	1,13	0
Thailand	266	4891	18,39	0
Iran	227	391	1,72	0
Egypt	140	700	5,00	0
Total Import	23297107	101018740	4,34	100

08072000	Papayas				
	The Netherlands	107575	1378735	12,82	71
	Thailand	26296	649877	24,71	17
	Germany	13776	123594	8,97	9
	Sweden	1958	26892	13,73	1
	Pakistan	611	3380	5,53	0
	Spain	602	5312	8,82	0
	Total import	150818	2187790	14,51	100

08081010-	Apples, pears				
08082067	The Netherlands	16409563	94130344	5,74	34
	France	14055983	61541708	4,38	29
	Italy	8365723	38946275	4,66	17
	Germany	4254542	22007732	5,17	9
	Belgium	1944914	10741820	5,52	4
	South Africa	969700	4046758	4,17	2
	Argentina	880452	4341873	4,93	2
	Sweden	579268	3180571	5,49	1
	Spain	386707	2281171	5,90	1
	Chile	384000	2441461	6,36	1
	UK	249592	1256397	5,03	1
	Brazil	213820	967239	4,52	0
	Austria	61136	283993	4,65	0
	Turkey	31760	169932	5,35	0
	Syria	3300	12475	3,78	0
	Finland	3021	16984	5,62	0
	Poland	2160	7194	3,33	0
	Greece	937	3592	3,83	0
	Total import	48796578	246377519	5,05	100

08091000-	Apricots, cherries, peaches, nectarines, plums				
08094005	Italy	8729706	59692463	6,84	45
	Spain	6022908	47927968	7,96	31
	The Netherlands	2014099	21399654	10,62	10
	Germany	729429	8271209	11,34	4
	France	471585	6509783	13,80	2
	Poland	374263	1718904	4,59	2
	Sweden	365714	1899654	5,19	2
	Belgium	278515	3462187	12,43	1
	Serbia	211805	807526	3,81	1
	Argentina	34400	240716	7,00	0
	South Africa	26895	156675	5,83	0
	Turkey	26552	237490	8,94	0

Finland	3754	30028	8,00	0
Chile	160	5731	35,82	0
Egypt	70	350	5,00	0
Total import	19289855	152360338	7,90	100

08101000 Strawberries

Spain	1591825	20920492	13,14	31
Germany	1163309	23054126	19,82	23
The Netherlands	948939	16672655	17,57	19
Belgium	730655	19402713	26,56	14
Italy	605003	7455855	12,32	12
Sweden	23908	430893	18,02	0
France	19900	426136	21,41	0
Norway	16416	344323	20,97	0
Egypt	11471	92059	8,03	0
Poland	8470	87466	10,33	0
Chile	46	2730	59,35	0
Total import	5119942	88889448	17,36	100

08105000 Kiwi fruits

Italy	2139218	15768883	7,37	54
Belgium	926929	8985113	9,69	24
The Netherlands	452743	4321904	9,55	12
Germany	192382	2055669	10,69	5
Potugal	150186	1345133	8,96	4
Sweden	31798	316060	9,94	1
France	24467	281025	11,49	1
Spain	8060	72235	8,96	0
Austria	3713	28152	7,58	0
Greece	3228	32875	10,18	0
Total import	3932724	33207049	8,44	100

08109040 Passion fruits, start fruits

The Netherlands	181880	4815838	26,48	66
Spain	48029	397138	8,27	17
Sweden	20121	575699	28,61	7
Thailand	10898	238424	21,88	4
Germany	7507	328086	43,70	3
Vietnam	4438	122196	27,53	2
Belgium	2225	31407	14,12	1
Total import	275098	6508788	23,66	100