CBI MARKET SURVEY

THE FRESH FRUIT AND VEGETABLES MARKET IN GERMANY

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Report summary
This market survey presents, among other things, the following highlights of the fresh fruit and vegetables market survey in Germany:

- Germany is the largest importer of fruit and vegetables in the EU.
- A substantial part of these imports comes from developing countries.
- The consumption of fruit is increasing and exotics are the fastest growing product group.
- The import of vegetables from developing countries is limited.
- Countries such as Belgium and the Netherlands acts as intermediaries in supplying the German market with fruit and vegetables from developing countries; exporters from developing countries may therefore find importers in these countries as well, in addition to exporting to Germany directly.

The survey provides exporters of fresh fruit and vegetables with sector-specific market information related to gaining access to Germany. By focusing on a specific country, this document provides additional information, complementary to the more general information and data provided in the CBI market survey 'The fresh fruit and vegetables market in the EU', which covers the EU in general. That survey also contains an overview and explanation of the selected products dealt with, some general remarks on the statistics used, as well as information on other available documents for this sector. It can be downloaded from http://www.cbi.nl/marketinfo.

1. Market description: consumption and production

Consumption

Total market size
German fresh fruit Consumption was 90.8 kg per household in 2005; consumption of vegetables was 64.3 kg per household (Table 1.1).[1] For fruit, this was an increase of 1% compared to 2004. For vegetables, consumption decreased by 2%. German per caput fruit and vegetable consumption is around the EU average. Germany has the fourth largest market for fresh fruits and vegetables in the EU. Total consumption of fresh fruit (including household, out-of-home and industrial consumption) in 2005 was 8.4 million tonnes. From 2001 to 2005, total consumption decreased by 3%. For vegetables, total consumption was 5.9 million tonnes. From 2001 to 2005, total consumption decreased by 7%. See also CBI market survey 'The fresh fruit and vegetables market in the EU'.

Product groups

Fruit
The most popular fruits in Germany are apples, accounting for 24% of total fruit consumption in 2005, bananas (18%) and oranges (10%) (Table 1.1). Exotic fruits such as pineapples and mangos are becoming more popular. In 2005, consumption of pineapples and mangos increased by 15 and 11%. At the same time, their prices decreased by 11% and 3%. One of the reasons for the growing consumption and declining prices is the increased sales of these exotics through discount stores (see also Chapter 3).

[1] These figures may differ from figures in the CBI market survey Fresh fruit and vegetables in the EU. In the CBI market surveys covering individual countries, national sources are preferred for providing the most detailed information, while the general survey uses statistics that are easily comparable between countries.

Vegetables
Tomatoes were the most popular vegetable in 2005, accounting for 16% of all vegetables consumed (Table 1.1). Carrots and cucumbers followed with each 12%. Sweet peppers and carrots are the only vegetables for which consumption increased from 2004 to 2005. The increased consumption of sweet peppers was influenced by the price, which decreased by 10%. The price of tomatoes increased by 14% in 2005 and consumption decreased by 4%. Overall, prices of vegetables have increased in 2005, while consumption got smaller (ZMP 2006). As for fruits, discount stores are an important outlet for vegetables.

Table 1.1 Household consumption of fresh fruit and vegetables in Germany, 2004 and 2005, in kg per household and average price per kg

	Volume		Price			Volume		Price	
	2004	2005	2004	2005		2004	2005	2004	2005
Total fruit	89.8	90.8	1.36	1.36	Total vegetables	65.8	64.3	1.58	1.67
Apples	21.5	21.9	1.29	1.16	Tomatoes	10.9	10.5	1.81	2.07
Banana	17.7	16.5	1.08	1.25	Carrots	7.2	7.6	0.74	0.72
Oranges	10.4	9.3	0.91	0.90	Cucumbers	7.4	7.4	1.10	1.16
Other citrus	9.4	9.9			Onions	7.1	6.9	0.71	0.62
Grapes	5.9	5.9	1.89	2.03	Lettuce	7.0	6.5	1.73	2.05
Strawberries	3.7	3.6	2.69	2.51	Peppers	4.9	5.2	2.57	2.32
Nectarines	3.1	3.6	1.18	1.21	Cauliflower	2.5	2.2	0.93	1.04
Pineapples	2.2	2.5	1.39	1.24	Asparagus	2.0	1.9	4.30	4.47
Kiwis	2.1	2.3	1.83	1.68	Leeks	1.6	1.6	1.24	1.24
Melons	3.8	3.9	0.91	0.91	White cabbage	1.6	1.5	0.68	0.64
Pears	3.3	3.8	1.52	1.40	Mushrooms	1.2	1.2	3.90	3.84
Mangos	0.6	0.6	1.99	1.93	Turnips	1.2	1.1	1.53	1.63
Other fruits	*6.2*	*7.0*			*Other vegetables*	*11.2*	*10.7*		

Source: ZMP, 2006

Market segmentation
German consumers are generally very price-conscious. The amount of money spent on food is the lowest of the EU. In 2003, the average German household spent 255 Euro per month on food and drink, which was just 12% of the total budget. According to the newspaper Welt Am Sonntag, 62% of the German consumers find the price of a food product more important than the quality. Discount retail stores are therefore flourishing in Germany. They use low-priced fruit and to a lesser extent vegetables to attract shoppers.

Despite the general focus on price, the organic market in German has been growing for many years. Over 2005 a 14% growth of sales was reported, with sales of organic products reaching 4 billion euro, 2.3% of total food sales. The growth of this market is expected to continue. The discount stores are now focussing strongly on increasing their sales of organic food products over the coming years, which will contribute significantly to the growth of the organic market.

Trends in consumption
The growing market share of discount stores will result in more fruit and vegetables being sold through these outlets. Discounters are also an interesting outlet to boost the sale of exotics, including of the lesser-known species.

Health is an important trend in Germany. Consumers are concerned about the effects of food on their health. An expression of this concern is the increasing popularity of organic products. In addition, nutritional value and health benefits of food products receive more attention. Fruit and vegetables are regarded as good choices for a healthy diet.

Production

Total production
Germany is the fifth largest fruit producer in the EU. Production of fresh fruits was 4.2 million tonnes in 2005, 2% less than in 2001 (Table 1.2). Apples are the largest product with a share

of 38% of total. The most important apple varieties are Jonagold and Elstar. Grapes, most of which are used for making wine, follow in second place. They grow in the southern part of Germany. Apple production has decreased over the last 4 years by -10%; plum production increased by a remarkable 46%, and now accounts for 18% of the German fruit production. Germany is the largest producer of plums in the EU.

Table 1.2 Production of fresh fruit and vegetables in Germany, per product group, 2001-2005, in thousand tonnes

	2001	2003	2005		2001	2003	2005
Total fruit	**4,356**	**4,107**	**4,248**	**Total vegetables**	**3,757**	**3,622**	**3,737**
Apples	1,779	1,578	1,600	Cabbages	725	757	975
Grapes*	1,226	1,119	1,122	Carrots	444	426	555
Plums	388	479	568	Onions	287	272	400
Pears	327	374	400	Lettuce	193	202	200
Currants	148	148	148	Cucumbers and gherkins	210	232	117
Strawberries	110	95	132	Cauliflower	131	137	81
Cherries	140	108	120	Asparagus	52	65	77
Other fruit	*238*	*207*	*158*	*Other vegetables*	*1,714*	*1,531*	*1,333*

Source: FAOSTAT, 2005
* Mostly grapes used for making wine.

Production of vegetables was 3.7 million tonnes in 2005, almost the same amount as in 2001. Cabbages were the largest product, registering an increase in production of 34% from 2001 to 2005. Carrots and onions have also shown considerable growth in production. Germany is the sixth largest producer of vegetables in the EU. It is the leading European producer of asparagus.

Forecast and trends in production

Production of fruit and vegetables has been more or less stable over the last years and there are no signs of major changes in this sector. Weather conditions during the growing seasons will be the main factor influencing harvested volumes of fruit and vegetables. Production is and will remain to be far short of domestic consumption.

Opportunities and threats

Germany has one of the largest markets for fruit and vegetables in the EU. The Germans are the largest consumers of exotic fruits, consumption of which is expected to rise further. For vegetables, counter-season products have the best potential. German consumers mostly eat vegetables that are domestically grown or grown in other European countries. Asparagus, for example, is imported from Latin-American countries during the off-season.

Useful sources

- ZMP. Organisation that publishes market information on agricultural, fisheries and forestry production, trade and consumption. http://www.zmp.de.
- Fruchthandel. Weekly magazine for the international trade of fresh fruit and vegetables. http://www.fruchthandel.de.

2. Trade: imports and exports

Imports

Total imports

Germany is the largest importer of fresh fruit and vegetables in the EU. In 2005, total fruit imports were €3.4 billion and 4.7 million tonnes. Total imports of fresh vegetables amounted to €2.5 billion with a volume of 2.5 million tonnes. Between 2001 and 2005, fruit imports decreased by 5% in volume. In the same period, imports of vegetables decreased by 8%.

Germany relies heavily on other EU countries for its imports. In 2005, 87% of fruit import value was from other EU countries (Table 2.1). Spain, Italy and the Netherlands are the largest suppliers, together accounting for almost 60% of total import value. Almost all external EU imports were from developing countries, with the Latin American countries as the largest suppliers. As much as 97% of total vegetable imports were came fom other EU countries. The Netherlands is the largest supplier of vegetables to Germany, followed by Spain. Developing countries had a share of 2% in total import value.

Countries such as Belgium and the Netherlands supply the German market with fruit and vegetables from developing countries. Exporters from developing countries may consider these countries as an alternative for direct exports to Germany.

Table 2.1 German imports of FFV and leading supplying countries with their market share, by value in million €, shares in % of value

	Leading suppliers 2005	Share	Import value
Fruit			
Intra EU:	Spain (23%), Italy (19%), the Netherlands (17%)	87%	2,967
Extra EU –DC*:	New Zealand (0.3%), USA (0.1%),	<1%	21
DC*:	Ecuador (5%), Colombia (2.1%), Panama (1.8%), Costa Rica (1.6), Brazil (0.4%), South Africa (0.3%)	13%	434
Vegetables			
Intra EU:	the Netherlands (41%), Spain (27%), Italy (10%)	97%	2,451
Extra EU:	Russia (0.2%), Bulgaria (0.2%)	<1%	21
DC*:	Belarus (0.4%), Egypt (0.2%), Thailand (0,2%), Turkey (0.2%), Morocco (0.2%), Kenya (0.2%)	2%	44

*DC: Developing countries
Source: Eurostat 2006

Imports by product group

Fruit
Germany is the largest consumer of bananas in the EU accounting for 20% of EU import value of bananas in 2005. The country is also the second largest importer of bananas after Belgium. In 2005, German banana imports were €749 million (Table 2.2). From 2003 to 2005, banana import value increased slightly by 1.8%, while volume decreased by 1.4%. In 2005, only 44% of bananas were imported directly from developing countries. The value of imports from developing countries decreased by 21% while the volume decreased only by 3%. Belgium is the largest supplier of bananas to Germany. Important suppliers from developing countries are Ecuador, Colombia, Panama and Costa Rica.

Other products imported from developing countries are, in order of decreasing import value: pineapples; grapes; dates; and mangos and guavas (Table 2.2). Except for dates, other EU countries acting as re-exporters are the main suppliers of these products. Pineapples are one of the fastest-growing products in direct imports from developing countries.

Table 2.2 German imports of fresh fruit and leading supplying countries with their market shares, by value in million €, shares in % of value 2005, and in brackets import value from developing countries

Product	2003	2005		Leading suppliers in 2005 (share of total import value in %)	Share (%)
Banana	735 (414)	749 (328)	Intra EU:	Belgium (31%), the Netherlands (12%), France (6%)	56%
			Extra EU excl DC*:		0%
			DC*	Ecuador (20%), Colombia (9%), Panama (8%), Costa Rica (6%), Brazil (0.2%), Guatemala (0.1%)	44%
Pineapples	65 (13)	94 (27)	Intra EU:	the Netherlands (33%), Belgium (26%), France (10%)	72%
			Extra EU excl DC*:		0%
			DC*	Ecuador (18%), Costa Rica (8%), South Africa (0.6%), Togo (0.4%), Sri Lanka (0.4%), Ghana (0.3%)	28%
Grapes	426 (14)	401 (13)	Intra EU:	Italy (33%), the Netherlands (29%), Greece (11%)	97%
			Extra EU excl DC*:		0%
			DC*	India (0.7%), South Africa (0.7%), Turkey (0.4%), Egypt (0.4%), Argentina (0.4%), Morocco (0.3%)	3%
Dates	16 (10)	18 (12)	Intra EU:	France (17%), the Netherlands (4.2%), Italy (3.3%)	27%
			Extra EU excl DC*:	Israel (6%), USA (0.9%)	7%
			DC*	Tunisia (54%), Iran (7%), Turkey (2.3%), Pakistan (0.7%), Egypt (0.5%), Saudi Arabia (0.5%)	66%
Mangos and guavas	25 (7)	42 (6)	Intra EU:	The Netherlands (64%), France (15%), Spain (3.5%)	86%
			Extra EU excl DC*:	Australia (0.4%), Israel (0.1%)	<1%
			DC*	Brazil (2.6%), Pakistan (2.6%), Thailand (2.5%), Ecuador (1.1%), Philippines (1.0%), Dominican Rep. (0.7%)	14%

*DC: Developing countries
Source: Eurostat 2006

Vegetables
Fresh vegetable imports mainly consist of temperate climate products such as tomatoes, sweet pepper (capsicum species), cucumbers, lettuce, onions and carrots. These are almost entirely supplied by other EU countries. From 2001 to 2005, the value of imports from developing countries decreased by 22%.

The most important vegetables imported from developing countries are, by import value in 2005: mushrooms (other than Agaricus spp.), sweet pepper, beans, onions and shallots, and peas (Table 2.3). The mushrooms are supplied almost entirely by eastern European countries. Sweet pepper and asparagus were the fastest-growing products in the direct imports from developing countries from 2003 to 2005.
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Table 2.3 German imports of fresh vegetables and leading supplying countries with their market shares, by value in million €, shares in % of value 2005, and in brackets import value from developing countries

Product	2003	2005		Leading suppliers in 2005 (share of total import value in %)	Share (%)
Mushroom (excl. Agaricus spp.)	74 (19)	44 (14)	Intra EU:	The Netherlands (24%), Poland (16%), Lithuania (7%)	49%
			Extra EU excl DC*:	Russia (12%), Bulgaria (3%), Romania (2.6%)	19%
			DC*	Belarus (24%), Ukraine (2.8%), Turkey (1.7%), South Africa (1.5%), China (1.2%), Serbia (1.2%)	32%
Sweet pepper	461 (2.4)	415 (7)	Intra EU:	The Netherlands (48%), Spain (39%), France (3%)	98%
			Extra EU excl DC*:	Israel (0.3%)	<1%
			DC*	Morocco (0.9%), Thailand (0.4%), Turkey (0.2%), Egypt (0.1%)	2%
Beans	26 (4.2)	29 (5.1)	Intra EU:	The Netherlands (35%), Spain (20%), Italy (10%)	82%
			Extra EU excl DC*:		0%
			DC*	Egypt (11%), Kenya (4.8%), Thailand (0.5%), Dominican Rep. (0.5%), Morocco (0.4%), Turkey (0.1%)	18%
Onions and shallots	105 (2.4)	78 (2.8)	Intra EU:	The Netherlands (34%), Spain (26%), Italy (10%)	87%
			Extra EU excl DC*:	New Zealand (5%), Australia (3.9%)	9%
			DC*	Egypt (1.1%), Chile (0.9%), Argentina (0.7%), South Africa (0.3%), Turkey (0.3%), Thailand (0.3%)	4%
Peas	6 (1.8)	10 (2.5)	Intra EU:	The Netherlands (64%, Belgium (5%), Italy (2.3%)	74%
			Extra EU excl DC*:		0%
			DC*	Kenya (20%), Egypt (1.9%), Guatemala (1.6%), Zambia (0.9%), South Africa (0.6%), Peru (0.5%)	26%

*DC: Developing countries
Source: Eurostat 2006

Exports
Exports of fruit and vegetables are small compared to other large EU countries. In 2005, total fruit exports amounted to €536 million and 582 thousand tonnes, accounting for 4% of EU fruit export value. From 2001 to 2005, fruit exports increased by 76% in value, with the largest growth in internal EU exports. Bananas are the largest fruit product in exports (44% of total export value in 2005, all re-exports), followed by grapes (12% and largely re-exports). The increase in exports is due mainly to an increase in exports of grapes and bananas. Main destinations of the fruit exports were Austria (18%), the Netherlands (13%), Sweden (12%), Denmark (12%) and France (10%).

Exports of vegetables amounted to €230 million in 2005, 2.5% of the total EU export value of vegetables. From 2001 to 2005, export value increased by 14%. The main export products were tomatoes with 16% of total export value in 2005, sweet pepper (9%), and mushrooms (Agaricus species) (8%), cabbages (8%) and lettuce (7%). The main destinations were the Netherlands and Austria.

Opportunities and threats

Developing countries have a small share in German imports. The only major import products are bananas and grapes. Exotics and off-season products are generally imported through other EU countries. Germany's importance as a re-exporter of exotics, however, is growing. These exotics (again, mainly bananas and grapes) are partly imported directly and partly from other EU countries (Belgium and the Netherlands). Vegetable imports from developing countries are small and decreased over the last 4 years. Especially for vegetables, exporters from developing countries should consider targeting the supplying countries to Germany, in addition to direct exports to Germany.

Useful sources

- EU Expanding Exports Helpdesk - http://export-help.cec.eu.int/
- Eurostat – official statistical office of the EU - http://epp.eurostat.cec.eu.int

3. Trade structure

The German port of Hamburg is an important entry point fresh products in the EU. It has a large terminal for the storage and distribution of fresh fruit. Hamburg and Germany have benefited from the growing importance of Scandinavian and eastern-European countries after their accession to the EU. Of all the northern ports, Hamburg's turnover in bananas has expanded at the fastest rate. Another major German port for fresh fruit is Bremerhaven. These northern ports have good connections by road, rail and water to the markets in Scandinavia, eastern and central Europe.

Many imported fresh fruits and vegetables destined for the German market are transported by land or waterway from the ports of Rotterdam (the Netherlands) and Antwerp (Belgium). Airfreight is also used in the transporting fruit and vegetables to Germany. One of the leading airlines in fresh cargo is Lufthansa.

Trade channels

Germany has many importers of fresh fruit and vegetables. Some of them are large importers with a wide product portfolio while others focus on specific product groups or countries of origin. Large supermarkets, such as Edeka, Aldi and Lidl, have their own import company that handles the import of fruit and vegetables.

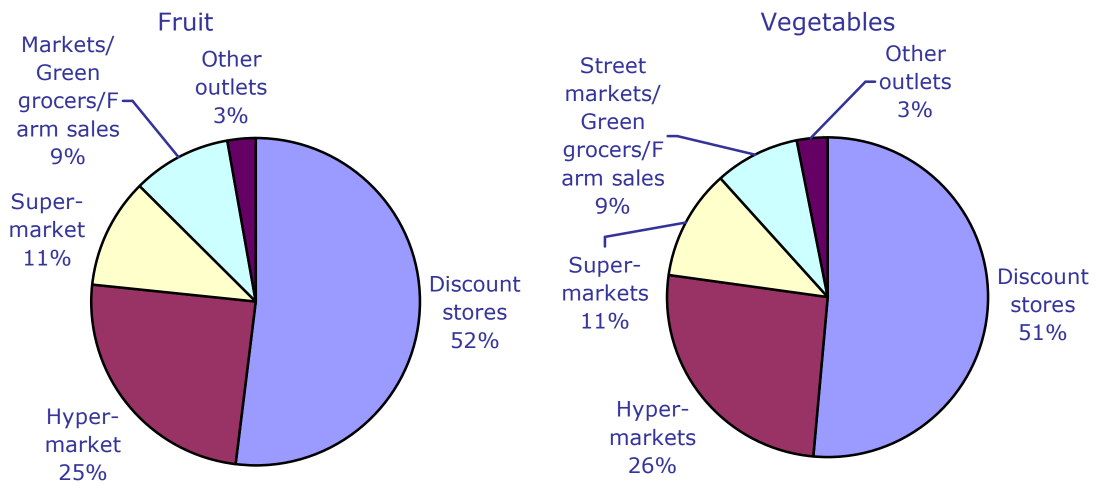
Large importers of fruit and vegetables in Germany are:

- Edeka Fruchtkontor, http://www.edeka.de/EDEKA/Content/DE/AboutUs/Unternehmen/Fruchtkontor/index.jsp.
- Atlanta Gruppe, http://www.atlanta.de.
- Cobana Fruchtring GmbH, http://www.cobana-fruchtring.com.
- OGL Food Trade Lebensmittelvertrieb GmbH, www.ogl-foodtrade.com.
- Dole Fresh Fruit Europe oHG, www.doleeurope.com.

Retail trade

The market share of discounters in retail sales is high and has continuously increased over the years, reflecting the importance of discount stores in Germany. In 2005, an impressive 52% of fruit and 51% of vegetables were bought in discount stores, an increase of 2% for both categories. Sales promotions by the discounters have a strong influence on total sales. For example, in 2005 pineapples and mangos were offered at attractive prices at Aldi (http://www.aldi.de) and Lidl (http://www.lidl.de), boosting sales of these products. Bananas are a typical discounter product with as much as 61% of all bananas being sold through such stores. Minor exotics such as kakis, physalis and lychees are mostly sold through discount stores as well (ZMP, 2006). On-farm sales are small but remain present in Germany.

Figure 3.1 Retail outlets of fresh fruit and vegetables in Germany, 2003, market share in %



Source: ZMP, 2006

Hypermarkets account for about a quarter of sales of fresh fruit and vegetables. Wholesale grocers have a full-scale infrastructure for the purchase, intermediate storage and regional distribution of the goods. The individual retail stores order their goods from the wholesaler's central (or regional) offices on a daily basis. In turn, the wholesalers order (or buy) the same day or the next morning from their suppliers (importers) and often deliver the same day.

Trends
The German consumer is notoriously price conscious, which has an enormous effect on the sales of food products. The trend of increasing sales of fruits and vegetables through discount store is still continuing. Discounts store are now expanding their assortment of organic fruit and vegetables and trying to increase the value share of organic sales in Germany. The price policy of the discount stores puts pressure on the prices paid to producers for their products. There is also a group of consumers interested in high quality and non-traditional and exotic products. This group is also willing to spend more on fruit and vegetables.

Useful sources
- DFHV – German fresh produce trade association. http://www.dfhv.de.
- Förderverein GFI Deutsche Grossmärkte (Association of German wholesale markets). http://www.grossmaerkte.de.
- Website with list of (multiple) retail organisations in Germany and their websites http://www.einzelhandel-links.de/einzelhandel/haendler/.
- ZMP. Organisation that publishes market information on agricultural, fisheries and forestry production, trade and consumption. http://www.zmp.de.
- Fruchthandel. Weekly magazine for the international trade of fresh fruit and vegetables. http://www.fruchthandel.de.

For more information on trade structure, see CBI's market survey 'The fresh fruit and vegetables market in the EU', which can be downloaded from http://www.cbi.nl/marketinfo.

4. Prices and margins

From 2001 to 2005, the average import price of fresh fruit decreased by 6%. The average price of fruit from developing countries fell by 18%, to €0.57 per kg. The average import price of bananas imported from developing countries also decreased by 18%, to €0.49. The average is 24% lower than the EU average of bananas imported from developing countries. Import prices of pineapples declined as well by 32% to €0.85, but they are still above the EU average. Only the average import prices of minor products such as grapefruit and durians increased.

From 2001 to 2005, the average import price of vegetables increased by 8%. The average price of vegetables imported from developing countries increased by 22% to €1.52/kg. Products from developing countries with the largest increase in price were: onions and shallots +30%, €0.40; beans +10%, €1.24; and peas +10%, €3.48. Sweet pepper and mushroom import prices decreased by -2% to €1.48 and 28% to €4.60 respectively.

Importers and agents can give up-to-date information on the price levels of individual products (see also Chapter 3). For information on retail prices, see Chapter 2 on consumption.

Useful sources

- ZMP. This organisation publishes an annual balance of the German and European market for fresh fruit and vegetables, including producers and import prices. In addition, information about consumer prices is collected. http://www.zmp.de.
- Fruchthandel. Weekly magazine for the international trade of fresh fruit and vegetables. http://www.fruchthandel.de.

5. Market access requirements

As a manufacturer in a developing country preparing to access Germany you should be aware of the market access requirements of your trading partners and the German government. Requirements are defined through legislation and through labels, codes and management systems. These requirements are based on environmental, consumer health and safety and social concerns.

Legislative requirements

National legislation in EU countries is compulsory for all products traded within the country concerned. Therefore, as an exporter in a developing country you have to comply with the legislative requirements that are applicable to your products. For information on legislation for fresh fruit and vegetables go to the CBI website at http://www.cbi.nl/marketinfo, select your market sector and the EU country of your interest in the category search, click on the search button and click on legislative requirements for an overview of all documents on legislation in your country of interest

Non legislative requirements

Social, environmental and quality related market requirements are of growing importance in international trade and are often requested by European buyers through labels, codes of conduct and management systems. For information on non-legislative requirements applicable to fresh fruit and vegetables, go to the CBI website at http://www.cbi.nl/marketinfo, select your market sector and the EU country of your interest in the category search, click on the search button and click on your subject of interest under non-legislative requirements for an overview of all documents on the subject concerned in your country of interest.

Packaging, marking and labelling

Requirements for packaging and labelling are subject to the EU marketing standards of fresh fruit and vegetables. You can download information the CBI publication “EU legislation: Labelling of quality standards for the marketing of fresh fruit and vegetables”. Go to http://www.cbi.nl/marketinfo.

Tariffs and quota

Access for fruit and vegetables to the German market is regulated through the EU regulation EC 2200/96, on the common organization of the market in fruit and vegetables. This regulation states, among other things, the arrangements regarding trade with third countries. For many fresh fruits and vegetables and import duty has to be paid. For some products, also an entry price or tariff quota may be applied. Countries that are part of the Generalised System of

Preferences (GSP) of the EU can make use of the preferential duty rates, which are substantially lower than the normal rates. More information on the GSP system can be found at the EU Export Helpdesk for Developing Countries, http://export-help.cec.eu.int.

For fresh fruit and vegetables, the reduced value-added tax rate of 7% is applicable.

6. Business practices

Selecting a suitable trading partner

For general information on selecting suitable trading partners, you may consult CBI's market survey covering the EU market for fresh fruit and vegetables and CBI's *Export planner*. Both documents are available at http://www.cbi.nl/marketinfo.

The business environment in Germany is formal. Business talks are initially oriented to building trust, and not to immediately come to an agreement or contract. Germans are not as direct as for example the Dutch, and more time may be spend on discussions before an agreement is reached.

Coming to terms with your trade partner

All elements of a prospective agreement will be discussed thoroughly and put in a formal, written document. Punctuality and precise follow up on agreements are important.

For information regarding different payment methods and delivery terms, please refer to CBI's Export Planner, and CBI market survey covering the EU market for fresh fruit and vegetables. Both documents can be downloaded from the CBI website at http://www.cbi.nl/marketinfo.

Sales promotion

Visiting or participating in a trade fair in Germany is an important tool for approaching potential trading partners. The Fruit Logistica, held every February in Berlin, is the largest European trade fair of fruit and vegetables and pays much attention to products from developing countries. For information please refer to: http://www.fruitlogistica.com.

Trade journals, professional websites and newsletters are important source of up-to-date information on developments in the German fresh produce sector. The most relevant sources for exporters of fresh fruit and vegetables to Germany are:

- ZMP. http://www.zmp.de.
- Fruchthandel. Weekly magazine on the international trade of fresh fruit and vegetables. http://www.fruchthandel.de.

For more information on sales promotion, go to CBI's publication 'Export Planner' and 'Your Image Builder' available at http://www.cbi.nl/marketinfo.

7. References

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This survey was compiled for CBI by Mercadero, in collaboration with Bureau Leeters.