CBI MARKET SURVEY

The fresh fruit and vegetables market in France

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Report summary
This CBI market survey discusses the fresh fruit and vegetables market in France. The highlights are summarized below.

- The domestic market is large. Apparent consumption of fresh fruit and vegetables was eleven million tonnes in 2007 and decreased quickly compared to 2002. Apparent consumption includes both industrial and consumer demand.
- Household consumption of fresh fruit was two million tonnes with a value of €3.6 billion, and grew 1% in volume and 3% in value between 2004 and 2007. Household consumption of fresh vegetables was 1.8 million tonnes, with a value of €3.8 billion. Consumption of vegetables decreased 4% in volume, but increased 3% in value over the same period. Exotic fruit and vegetables are becoming more popular.
- France is a large producer of fruit and vegetables. It is the third largest producer of fruit in the EU, and the fourth largest producer of vegetables. France is strong in the production of apples, stonefruit, carrots, sweet corn, green peas and onions. Production is decreasing.
- France is the fourth largest importer of fruit in the EU, and the third largest of vegetables. Growth in imports are below the EU average. Import of fruits increased 1.6% per year in value between 2003 and 2007, and imports of vegetables increased 2% per year in value.
- Between 2003 and 2007, exports of vegetables increased quickly, while exports of fresh fruit decreased. Re-exports of pineapples decreased quickly, but re-exports of bananas, avocados, mangos, dates, figs, papaya increased.
- Developing countries (DCs) are major suppliers of fresh vegetables to France, but Morocco is by far the main supplier among DCs, for example for tomatoes, courgettes and peppers.
- Imports of fresh fruit from DCs are relatively low compared to the EU average. France increasingly imports fresh fruits, such as bananas, most citrus fruits and exotic fruits from DCs through re-exporting countries such as Belgium and the Netherlands.
- Imports of papaya, figs and dates from DCs grew much more quickly than the market. DCs are also gaining share in imports of melons, lemons, figs, beans, peas, onions and garlic.

This survey provides exporters of fresh fruit and vegetables with sector-specific market information related to gaining access to the French market. The survey is complementary to the CBI market survey ‘The fresh fruit and vegetables market in the EU’, which covers the EU market 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.eu/marketinfo.

1 Market description: consumption and production

Total consumption

Apparent consumption[1] of fresh fruit and vegetables in France was eleven million tonnes in 2007 (Table 1.1). In 2007, the French consumed 4.9 million tonnes of fruit, which amounted to 77 kg per person, below the EU average of 94 kg. Consumption of vegetables amounted to six million tonnes, an average of 96 kg per person, also below the EU average (120 kg). With a share of 10% of the EU consumption of both fresh fruit and fresh vegetables, France is a large market. It is the fourth largest market for fresh fruit in the EU, and the third largest for fresh vegetables. Industrial demand forms a substantial share of the apparent consumption, but the food industry is mainly supplied by domestic production.

[1] Calculation based on data from Eurostat (2007, 2008) and the Food and Agriculture Organisation (FAO) (2008). Apparent consumption includes industrial and consumer demand, and is calculated as production plus imports minus exports. Grapes are excluded, because they are mainly used for production of wine.

Industrial demand for fresh fruit and vegetables from DCs is small. Between 2002 and 2007, consumption of fresh fruit and vegetables decreased in volume, although there were fluctuations. Consumption of fresh fruit decreased 4% (0.8% per year). Consumption of fresh vegetables also decreased[2].

Table 1.1 Apparent consumption of fresh fruit and vegetables in France, 2002-2007, in thousand tonnes

	2002	2003	2004	2005	2006	2007
Fruit	5,048	4,630	5,212	4,752	4,579	4,864
Vegetables[2]	8,986	8,803	8,996	8,554	5,941	6,079
Total	**14,034**	**13,433**	**14,208**	**13,306**	**10,520**	**10,943**

Source: FAOSTAT - Food and Agriculture Organization, 2008, and Eurostat, 2007 and 2008

Household consumption

In 2007, total household consumption of fresh fruit amounted to two million tonnes with a value of €3.6 billion. Total vegetables consumption was 1.8 million tonnes with a value of €3.8 billion. Between 2004 and 2007, consumption of fresh fruit per household increased 1% in volume and 3% in value. Household consumption of fresh vegetables decreased 4% in volume, but increased 3% in value (Table 1.2). Household consumption of fresh fruit and vegetables is slowly declining. In 1999, the total amount of fresh fruit and vegetables consumed by an average household was 163 kg. In 2007, this was 153 kg, a decrease of 6%. Sales of preserved fruit and vegetables have increased in the last few years. Vegetables are among the best selling frozen food products. France has the second largest market for frozen foods in the EU, after Spain. Vegetables are also increasingly used in fresh ready meals. Fresh fruits face competition from fruit compotes. The market for pre-cut and pre-packed fruit and vegetables experienced strong growth in the last few years. These products, called 'fourth gamma' in France, are higher in value but less in volume, and therefore contribute to the trend of consumption decreasing in volume, but increasing in value.

Table 1.2 Household consumption of fresh fruit and vegetables in France, 2004-2007, value in € and volume in kg

		2004	2005	2006	2007	Change
Fresh fruit	Value per household (€)	142	140	141	146	3%
	Volume per household (kg)	77	78	75	78	1%
Fresh vegetables	Value per household (€)	150	150	151	155	3%
	Volume per household (kg)	78	76	74	75	-4%

Source: TNS Worldpanel and CTIFL, 2008

The average annual GDP growth 2%. Due to the recent financial crisis, the GDP growth rate is expected to slow down to 0% in 2009. Because of the recession, consumers may become more careful in their spending. Less affluent consumers may shift from fresh to preserved fruit and vegetables, which are generally cheaper. The market for pre-cut and pre-packed fresh fruits and vegetables will be less affected by the crisis, because consumers of these products are generally more affluent. Based on an extrapolation of trends, the French market for fresh fruit and vegetables is expected to decrease in volume, especially for vegetables, while, depending on the influence of the recession, value is expected to increase CTIFL (2007).

Fresh fruit

The most popular fruits consumed in France are apples (20% of the sales volume in 2006), followed by bananas (11%), oranges (11%), mandarins and clementines (9%) and melons (9%). Peaches and nectarines (8%), pears (6%) and grapes (4%) are also consumed often. In 2007, sales of apples decreased in volume, but increased in value, because the price increased (Table 1.3).

[2] Apparent consumption of fresh vegetables strongly decreased between 2002 and 2007, because of irregularities in production data for fresh vegetables Nowhere Else Specified (NES). These data should therefore be used with caution.

Between 2002 and 2006, the per capita consumption of bananas decreased quickly: 1 kg per year. The French now eat an average of eight kg of bananas per person. Between 2006 and 2007, consumption increased 2.5% in volume (AGF, 2008).

After several years of decreasing sales of citrus fruit (in value and volume), citrus fruit sales increased again in 2007 (+11% in volume). Mandarins and clementines contributed most to this increase. Sales of grapefruit and oranges returned to the level of 2004. As prices were stable, sales value increased 12% for oranges and 11% for mandarins (Table 1.3). The French are increasingly interested in exotic fruits. In 2005, sales value of mango and pineapple increased quickly, even though prices were decreasing. Avocados also quickly gained popularity. In 2007, sales volume of exotic fruits again increased quickly: +8% compared to 2006. Prices were stable. With the exception of pineapples (-10% in value in 2007) and papaya, which were sold less, sales of all other exotic fruits increased quickly.

Summer fruit are particularly influenced by weather conditions, both in their production as in their sales. In 2007, sales of summer fruit, such as cherries, apricot, peach and nectarine decreased 7%, because of an average price increase of 3%. Demand for summer fruit was low in 2007, because of the cold and rainy summer. Sales of melons also decreased in volume and in value. Sales value of watermelon decreased particularly quickly: -10%. In spite of a price increase, sales of strawberries did increase: 9% in volume and 13% in value (Table 1.3).

Table 1.3 Evolution of sales value of fresh fruit, 2004-2007

	2004	2005	2006	2007
Total fruit	**-1%**	**-1%**	**0%**	**+4%**
Apples	+5%	-4%	-3%	+4%
Bananas	n.a.	+14%	-7%	+10%
Oranges	+7%	-12%	n.a.	+12%
Mandarins & clementines	-7%	+10%	-4%	+11%
Peach & nectarines	-18%	-7%	+20%	-9%
Abricots	+3%	n.a.	+20%	-11%
Cherries	+3%	-6%	+24%	-26%
Strawberries	+41%	-6%	-4%	+13%
Pineapples	+11%	+23%	n.a.	-10%
Mango	n.a.	+21%	n.a.	n.a.
Avocado	n.a.	+11%	n.a.	n.a.
Melons	-11%	-4%	+12%	-2%
Watermelons	n.a.	n.a.	+25%	-10%
Lemon & limes	n.a.	+6%	-12%	-2%

Source: TNS Worldpanel and CTIFL, 2008

Fresh vegetables

The most popular vegetables are tomatoes (20% of the sales volume in 2006), carrots (13%), chicory (9%), lettuce (8%) and courgette (7%). In 2007, sales of onions, artichokes, sweet peppers, courgette, tomatoes and carrots increased strongly in value (Table 1.4). Except for sweet peppers, the combination of higher prices with increased sales volumes, led to strong increases in sales value for these vegetables. Courgettes are increasingly popular: sales have been increasing in volume in the last four years (CTIFL). Sales of sweet peppers decreased in volume in 2007, but because of a strong price increase, sales increased in value (CTIFL, 2008).

Prices of leeks were very low in 2007. Therefore, even though the French bought much more leeks, value of sales decreased. Sales of lettuce decreased in value and in volume. The price decreased as well. Sales of complete lettuces have been in decline for many years: in the last decade sales of complete lettuces decreased around 30% in volume (CTIFL, 2007). Lettuce is more often bought in pre-cut and pre-packed packages: with a share of 85%, lettuce is the most important product in the 'fourth gamma' segment (AGF, 2008). After two years of a quickly growing market, sales of pre-cut and pre-packed vegetables decreased slightly in value and in volume in 2007. They now account for 2% of the market for fresh vegetables.

Table 1.4 Evolution of sales value of fresh vegetables, 2004-2007

	2004	2005	2006	2007
Total vegetables	**-1%**	**+1%**	**+1%**	**+3%**
Tomatoes	-14%	+11%	+2%	+7%
Carrot	n.a.	-6%	+7%	+6%
Lettuce	-12%	-8%	-2%	-5%
Chicory	-10%	+7%	-2%	n.a.
Sweet pepper	n.a.	n.a.	n.a.	+13%
Courgette	n.a.	+4%	-4%	+12%
Onion	n.a.	n.a.	+13%	+16%
Garlic	+7%	n.a.	-8%	n.a.
Pumpkin	n.a.	+34%	n.a.	-8%
Artichoke	+9%	-8%	n.a.	+14%
Pre-cut and pre-packed	n.a.	+15%	+9%	decrease

Source: TNS Worldpanel and CTIFL, 2008

Market segmentation

The EU market survey 'The preserved fruit and vegetables market in the EU' describes the segmentations that are relevant for the French market. This survey can be downloaded from http://www.cbi.eu/marketinfo.

Trends in consumption

In addition to general consumer trends, such as those relating to health, convenience and pleasure, described in the CBI market survey 'The fresh fruit and vegetables market in the EU', the following trends are specifically relevant for France. Although French consumers still have a strong preference for domestically produced food, there is growing interest for exotic fruit and vegetables. They are not only demanded by African and Asian immigrants. There is a growing interest in exotics among an increasingly wider range of French consumers. Exotic fruits and vegetables which are demanded all year long include artichoke, avocado, mango, dates and lychees. New species, such as pitihaya and pomelo, are also gaining popularity (CTIFL, 2007).

Frozen food products are increasingly popular. The total market for frozen food was €6.7 billion in 2006, an increase of 3.8% compared to 2005. Households accounted for 59% of the consumption of frozen food. Frozen food is purchased through supermarkets, hypermarkets and special frozen food stores. The foodservice sector accounted for the remaining 41%, an increase of 6% from 2005. The French market for frozen foods is dynamic and has strong growth potential (Flexnews, 2008).

Production

France is an important producer of a wide variety of fruit and vegetables. In 2007, production of fresh fruit (excluding grapes) amounted to 3.4 million tonnes (Table 1.5), and production of fresh vegetables was 5.3 million tonnes (Table 1.6). France accounts for 9% of the production of both fresh fruits and fresh vegetables. It is the third largest EU producer of fresh fruit, after Italy and Spain. Fruit production decreased 17% between 2002 and 2007, an average 4% per year. Production of vegetables also decreased. Poland has become a more important producer of vegetables, leaving France as the fourth EU producer of fresh vegetables.

Fresh fruit

Due to the presence of different climates (temperate in the north and Mediterranean in the south), a broad range of fruits is produced in France. Grapes are by far the most important product, but because over 90% is used in wine production, grapes are excluded in this study. When grapes are excluded, apples are the most important fruit, accounting for 53% of the production (Table 1.5). Production decreased 26% between 2002 and 2007. France is the second largest EU producer of apples, after Italy, accounting for 18% of the total EU production. Production of peaches and nectarines, the second product, also decreased (-12%). With a share of 19% in the EU production, France is the largest EU producer of plums and sloes. Production of plums and sloes decreased 7% between 2002 and 2007. After Italy, France is also the second largest EU producer of apricots, kiwi fruit and cherries.

Table 1.5 Production of fresh fruit in France, 2002-2007, in thousand tonnes

	2002	2003	2004	2005	2006	2007
Total	**4,091**	**3,583**	**3,799**	**3,420**	**3,276**	**3,379**
Apples	2,432	2,137	2,204	1,857	1,705	1,800
Peaches and nectarines	455	347	397	400	401	401
Other melons (inc.cantaloupes)	283	299	291	297	294	295
Plums and sloes	246	250	229	210	230	230
Pears	246	199	252	221	220	221
Apricots	169	124	166	177	180	180
Kiwi fruit	77	74	78	77	76	76
Cherries	69	51	62	66	65	70
Strawberries	50	45	53	58	57	58
Mandarins and tangerines	26	21	24	19	27	27
Watermelons	7	7	6	7	7	8
Grapefruit (inc. pomelos)	4	3	4	4	4	5
Quinces	2	2	4	4	3	4
Figs	3	3	4	3	3	3
Currants	9	10	14	11	2	2
Oranges	1	1	1	1	1	1
Other fruit	11	10	10	9	n.a.	n.a.

Source: FAOSTAT 2008

Fresh vegetables

France produces a wide range of vegetables, and it is a large producer in the EU. Between 2002 and 2007, production of fresh vegetables decreased. Exact figures are unavailable. Because of unreliable data for production, aggregate data should be used with caution[3]. However, production decreased for all products, except for spinach and cucumbers (Table 1.6). The most important product is tomatoes, accounting for 14% of the production in 2007. From 2002 to 2007, tomato production decreased 6%. Carrots and turnips are the second product (13% of total production). France is a large producer of sweet corn, second after Hungary, accounting for 47% of the EU production. Production of sweet corn decreased 10% compared to 2002. France is the largest EU producer of green peas and onions, accounting for 30% and 27% of the total production respectively. Between 2002 and 2007, production decreased quickly for both products: -21% for green peas, and -25% for onions. France is also the largest EU producer of string beans (85% of the EU production) and spinach (21%). Production of cauliflower and broccoli, pumpkins, mushrooms, artichokes and green beans decreased.

Table 1.6 Production of fresh vegetables in France, 2002-2007, in thousand tonnes

	2002	2003	2004	2005	2006	2007
Total	**8,458**	**8,178**	**8,246**	**7,933**	**5,232**	**5,337**
Tomatoes	803	825	848	790	740	750
Carrots and turnips	728	688	673	727	693	710
Vegetables fresh nes[3]	3,000	3,000	3,000	3,000	510	515
Sweet corn	525	508	521	496	464	475
Lettuce and chicory	488	461	472	469	470	471
Cauliflowers and broccoli	400	414	419	375	362	370
Peas, green	447	421	365	360	354	355
String beans	372	352	365	360	354	355
Onions, dry	451	374	446	348	321	340
Cabbages and other brassicas	252	215	242	201	189	195
Pumpkins, squash and gourds	224	203	178	167	174	175
Cucumbers and gherkins	137	136	136	135	129	137
Mushrooms and truffles	175	166	165	139	116	125

[3] Production data for fresh vegetables nowhere else specified (NES) in the series 2002-2007 were unreliable.

	2002	2003	2004	2005	2006	2007
Spinach	114	117	111	117	114	115
Artichokes	72	50	60	50	54	55
Beans, green	104	98	100	55	51	53
Onions (inc. shallots), green	54	52	49	47	45	46
Garlic	32	27	28	26	25	26
Chillies and peppers, green	28	27	25	24	22	23
Asparagus	23	20	19	20	19	20
Eggplants (aubergines)	20	20	20	18	17	18
Leguminous vegetables, nes	9	3	3	9	8	9

Source: FAOSTAT 2008

Part of the domestically produced fruits and vegetables is used in the food industry. France is the home of some of the largest producers of frozen and canned vegetables and fruits. For more information, as well as an overview of the main players in the food processing industry for DC exporters, see the CBI market survey 'The preserved fruit or vegetables market in France', at the website http://www.cbi.eu/marketinfo.

Trends in production

French production is decreasing more quickly than the total EU production of fruit and vegetables. In 2007, the turnover of fresh fruit and vegetables, including potatoes, was €7.1 billion, a decrease of 4% compared to 2006 (EVD, 2008). Since 2006, incomes of French fruit and vegetable producers decreased quickly. In 2007, fresh vegetable producers had the lowest average income level in the whole agrarian sector. Production of fresh fruit and vegetables is subject to weather conditions hence unpredictable. In 2007 and 2008, sales of fresh fruit and vegetables strongly decreased, especially for summer fruit. Besides bad summers, producers' incomes are strongly affected by traders and supermarkets. While fruit and vegetable producers received low prices for their produce in the past few years, consumers pay high prices in the supermarkets. Supermarkets and traders use very high margins.

Opportunities and threats

+ Both consumption and production of fresh fruit and vegetables decreased between 2002 and 2007, but production decreased much more quickly than consumption, and is insufficient to meet domestic demand. France became more reliant on imports.
± Household consumption is expected to increased in value, but will decrease in volume, especially for fresh vegetables. Fresh fruit and vegetables face increased competition of preserved fruit (especially compotes), and vegetables (frozen, canned and ready meals).
+ The market for pre-cut and pre-packed fruit and vegetables increased rapidly, and is expected to continue to grow, especially for fresh fruit.
+ With the exception of pineapples and papaya, the market for exotic fruits is growing quickly. Sales of artichokes and courgettes are also increasing.
– Per capita consumption of bananas has been decreasing for many years.
+ France is one of the largest producers of fruit and vegetables in the EU, but bad summers and low incomes threaten the horticultural sector in France.

Trends and market developments can offer both opportunities and threats to exporters. A given trend can be a threat to some and an opportunity to others. These trends should therefore, always be carefully analysed in relation to specific company circumstances. The exporter's specific situation determines whether a development or trend provides an opportunity or threat. An example of such an analysis is provided in Chapter 7 of the CBI market survey 'The fresh fruit and vegetables market in the EU', available from http://www.cbi.eu/marketinfo.

Useful sources

- CTIFL, Centre Technique Interprofessionel de Fruits et Légumes – http://www.ctifl.fr;
- Fruit et Legumes – http://www.fruits-et-legumes.net;
- FAOSTAT – http://faostat.fao.org, statistics database of the FAO.

2 Trade channels for market entry

Trade channels

France has a long history in the international trade of fruits and vegetables. There are numerous importers and wholesalers for fresh fruit and vegetables. The most important trade channel for DC exporters are importers and agents. Most of the fruit and vegetables trade mainly involves import companies. They supply greengrocers, the foodservice sector and the processing industry, as well as the buying organisations of multiple retailers. These companies may export domestic produce and imported fresh produce as well.

France has a highly developed distribution system for fresh fruit and vegetables. Imports from DCs usually enter France through the port of Le Havre, the Belgian port of Antwerp and the Dutch port of Rotterdam. Imports from the Mediterranean and African countries also increasingly come in through the southern port of Marseilles.

Rungis (http://www.rungisinternational.com) is the largest wholesale market in France and one of the largest in Europe. It is located about 12 km south of Paris. At this wholesale market, both French and imported fresh produce is traded. Frozen products are traded as well. It has more than 20 thousand regular buyers including producers, wholesalers, importers, buying agents, caterers, retailers and restaurants. Other large wholesale markets are located in Lyon, Marseilles, Nice, Bordeaux, Nantes and Lille. In the fruit and vegetables trade, close to 3,000 enterprises are registered: 2,800 producers, 80 packers and carriers and 105 wholesalers.

Some major French importers of fresh fruit and vegetables from DC exporters are:
- ExoFarm – http://www.exofarm.com, market leader in exotic fruit and vegetables;
- Katopé – http://www.katope.fr, major importer of exotic, citrus fruits and off-season fruits;
- Compagnie fruitiere – http://www.fruitiere.com.

Retail trade

In France, there are many retail channels for fresh fruit and vegetables. Almost three quarters of the fresh fruit and vegetables is sold in hypermarkets (35% of the sales), supermarkets (24%), hard discounters (12%) and mini markets (small neighbourhood supermarkets, 2%) (Table 2.1). Hypermarkets are the main retail outlet, and sales of fresh fruit and vegetables are increasing. Nevertheless, they lost market share to hard discounters in 2007. Sales at supermarkets are continuously decreasing. After two years of decreasing sales, hard discounters sold more fruit and vegetables in 2007 (+8% in volume). A combination of higher prices since 2006, with increased sales volume, led to an increase of more than 10% in sales value. As a result the market share of hard discounters increased to 12% (Table 2.1).

Table 2.1 Market shares of sales outlets for fresh fruit and vegetables, 2002-2007

Market shares (in value)	2004	2005	2006	2007
Hypermarkets	33%	35%	35%	34.8%
Supermarkets	28%	26%	25%	24%
Open-air markets	18%	17%	17%	17%
Hard discounters	11.5%	11%	11%	12%
Specialised retailers (greengrocers)	6.5%	7.6%	8%	8.6%
Mini markets	3%	2.4%	2%	2%

Source: TNS Worldpanel and CTIFL, 2008

For the first time after six years, sales of fresh fruit and vegetables at open-air markets increased: +3% volume and +4% value. The market share of open-air markets remained stable at 17%. The number of customers of fresh fruit and vegetables has been decreasing continuously. In 2006 and 2007, for the first time less than 40% of the French bought fruit and vegetables at open-air markets. The markets have been better able to resist declining sales in vegetables than in fruits, particularly domestic fruits.

In contrast, the market share of specialised retailers (greengrocers) has been increasing over the last four years and amounted to 8.6% in 2007 (Table 2.1). Sales have been increasing quickly in volume and value. The specialised retailers are increasingly popular among French consumers. Their customers base is growing quickly. In 2004, 22% of the French bought fresh fruit and vegetables at greengrocers. This increased to 30% in 2007. After several years of quickly decreasing sales, the market share of mini markets remained stable between 2006 and 2007. Prices are still high, and mini markets are the most expensive outlet channel of all.

Retail trade in France is highly concentrated. The six largest multiple retailers together accounted for 68% of the food retail sales and reached a sales value of €153 billion in 2006 (EVD, 2008). This was an increase of 1.3% compared to 2005 (Flexnews, 2008). Casino, ITM Enterprises and Systeme U showed strongest growth rates in turnover, ranging from 3.3% for Systeme U to 4.2% for Casino. The most important multiple retailers are:

- Carrefour – http://www.carrefour.fr (20% market share in 2006);
- LeClerc – http://www.e-leclerc.com (12.5%);
- Casino – http://www.groupe-casino.fr (11%);
- ITM Enterprises – http://www.intermarche.com (10%, incl. Intermarché and Ecomarché);
- Auchan – http://www.auchan.com (9%);
- Système U – http://www.magasins-u.com (5.5%);

Retail trends

The main trends in fresh fruit and vegetable trade are:

- Driven by demands from large European distributors, quality issues are increasingly important in the distribution channel for fresh fruit and vegetables, especially in production, where more than 90% of the enterprises had implemented at least one production quality measure. GlobalGap is widely used, followed by Tesco Nature's Choice.
- Hypermarkets and classic supermarkets have developed their assortment of low-priced products, in order to compete with hard discounters.

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

Price structure

Margins vary strongly depending on the type of product, the distribution channel and the continual changes in supply and demand and the resulting price fluctuations. It is impossible to draw up a schedule of actual margins for every product/market combination. Importers and agents can give up-to-date information on the price levels of individual products. A useful source in wholesale prices for a large number of fruit and vegetables is Agribusiness Online (http://www.agribusinessonline.com) which reports wholesale market prices for fresh fruit and vegetables in France. Go to 'market prices', 'Europe' and 'Paris'.

Details about methods and terms of payments can be found in the CBI publication 'Export planner', which provides more information on making an offer and handling contracts. This document is available at http://www.cbi.eu/marketinfo.

Selecting a suitable trading partner

General information on selecting suitable trading partners is available in the CBI market survey 'The fresh fruit and vegetables market in the EU', and the CBI publication 'Export planner'. Both documents are available at http://www.cbi.eu/marketinfo.

There are many potential partners for exporters in DCs. They can be found at the websites:

- Europages – http://www.europages.com. A useful source for finding contact details and information on the activities of importers. The most interesting contacts at Europages can be found under the category Agriculture & Livestock, subcategory Fruits and Vegetables;
- http://www.foodtrader.com – B2B marketplace for the food and agriculture industry;
- http://www.agromarketplace.com – Marketplace for sellers and buyers of fresh produce;
- http://www.freshinfo.com – Marketplace for fresh produce;

- http://www.greentrade.net – 0nline marketplace for organically grown products where suppliers can specify their offer and company.

3 Trade: imports and exports

Imports of fresh fruit

France accounted for 11% of total EU imports of fresh fruit in 2007, making it the fourth largest importer of fruit. Fresh fruit imports amounted to 2.8 million tonnes with a value of €2.4 billion. Imports from DCs are far below the EU average (37%): 22% of the total import value was imported from DCs (Table 3.1). France accounts for only 7% of the total EU import value of fresh fruits from DCs in 2007. The major fruits imported into France are mandarins (12% of import value in 2007), oranges (12%), bananas (11%), strawberries (8%), and grapes (7%). The major fruits imported from DCs are bananas (22% of the import value from DCs in 2007), avocados (10%), dates (7%), pineapples (6%), oranges (5%), strawberries (5%) and apples (5%). Spain is by far the largest supplier of fresh fruit to France, accounting for 42% of the import value, followed by other EU countries and Israel (5%) (Table 3.1).

Growth rates in imports are much lower than on average in the EU (5% annually in value). Between 2003 and 2007, imports of fresh fruit into France increased 7% in value and 6% in volume (1.6% in value annually). Imports of bananas and apples and pears showed strong growth rates, and imports of berries and other minor fruits also increased more quickly than total imports. Imports of exotic fruit, melons and stonefruit decreased in value and volume. Imports increased, while consumption decreased. Production is insufficient to meet demand and decreased even more quickly than consumption. France became more reliant on imports. DCs are loosing market share in French imports of fresh fruit to other EU countries. Between 2003 and 2007, imports of fruit from DCs decreased 9% in value and 5% in volume. Imports of exotic fruit from DCs decreased most quickly (-39% in value), but imports of citrus fruits from DCs also decreased (-4%). Instead of importing directly from DCs, France started importing fresh fruits indirectly from other EU countries, such as Belgium and the Netherlands.

DCs accounted for only 9% of the imports of ***citrus fruit*** and their share decreased since 2003 (Table 3.1). Spain is by far the largest supplier of citrus fruit and accounted for about 80% of the import value of mandarins and oranges, which together accounted for 78% of the imports of citrus fruit in 2007. Imports of mandarins, oranges and grapefruit from DCs decreased between 2003 and 2007. Imports of lemons from DCs increased quickly, because an increasing share is imported from Argentina instead of from Spain. With 42%, DCs have a high share in supply of limes (1% of the imports of citrus fruits). Both total imports, as well as imports from DCs of limes are increasing quickly. Brazil lost market share since 2003, while Mexico and Colombia became more important suppliers. Belgium became a more important re-exporter.

Between 2003 and 2007, imports of ***exotic fruit*** decreased 4% in value and 3% in volume. DCs' share in import value decreased from 69% in 2003, to 44% in 2007 (Table 3.1), because imports decreased quickly. Imports from EU countries and other countries outside the EU increased. Avocados account for 43% of the imports of exotic fruit. Between 2003 and 2007, imports of avocado decreased 2% in value, but increased 23% in volume. Israel became the major supplier (31% of the import value in 2007), and Spain (23%) and the Netherlands (8%) also became more important. Imports from Mexico, Kenya and South Africa, which used to be major suppliers, decreased quickly. Total imports of mango (21% of the imports of exotic fruit) increased 44% in value and 20% in volume between 2003 and 2007. Mangos are increasingly imported from Israel (35% of the import value in 2007). More mangos are also imported indirectly through the Netherlands (16%) and Belgium (11%). DCs' share in import value decreased quickly. Côte d'Ivoire (10%), Peru (5%), Mali (4%) and Brazil (4%) are the main DC suppliers of mango. Pineapples account for 18% of the import value of exotic fruit, and imports (in total and from DCs) decreased quickly between 2003 and 2007. Imports from Belgium (31% of the import value in 2007) and the Netherlands (10%), increased, at the expense of direct imports from for example Côte d'Ivoire and Ghana.

Imports of dates increased in value and in volume. Although an increasing share of dates is imported indirectly through other EU countries, Tunisia and Algeria still account for more than three quarters of the imports.

Imports of ***bananas*** (excluding plantains) increased quickly between 2003 and 2007: +65% in value. Direct imports from DCs increased 12% in value, and they are quickly loosing market share to other EU countries. Belgium became the major supplier, followed by the Netherlands and the UK. Côte d'Ivoire and Cameroon lost share in imports (Table 3.1). Imports of plantains (3% of the import value of bananas) decreased quickly.

Imports of ***berries and other minor fruit*** increased 12% in value and 17% in volume between 2003 and 2007. DCs accounted for 21% of the import value. Imports from DCs increased slightly, but they are loosing share in imports to EU countries. With 54% of the import value, strawberries are the most important product. Imports from DCs were low and further decreased. DCs supply more than 80% of tamarinds, cashew apples, jackfruit, lychees and sapodilla and account for half of the imports of passion fruit, carambola and pitahaya.

In 2007, DCs accounted for 18% of the import value of ***apples, pears and quinces.*** Between 2003 and 2007, total imports increased 32% in value, while imports from DCs grew 36% in value. Imports of apples grew most quickly. South Africa became less important as a DC supplier, while Argentina and Brazil became more important (Table 3.1). Imports of quinces decreased. DCs accounted for only 10% of the import value of ***grapes*** in 2007, but imports increased quickly. While total imports of grapes increased only 1% in value and decreased 8% in volume, imports from DCs increased 81% in value and volume (Table 3.1).

Contrary to the trend in France to shift from direct imports to indirect imports through other EU countries, imports of ***melons*** from DCs are increasing quickly, especially for watermelons and papaya. DCs already have a share of 90% in the import value of papaya's, and their share is increasing. Total imports of papaya increased as well, while total imports of watermelons decreased. With 56% of the import value, Brazil is the main supplier of papaya, followed by Côte d'Ivoire (27%). Spain is the main supplier of watermelon (70%), followed by Tunisia (11%). Spain (56%) and Morocco (31%) are major suppliers of other melons.

Table 3.1 Imports by and leading suppliers of fresh fruit to France, 2003-2007, share in % of value

	2003 €mln	2005 €mln	2007 €mln	Leading suppliers in 2007 (share in %)	Share (%)
All fresh fruit	**2,224**	**2,302**	**2,370**		
Intra EU	1,518	1,575	1,701	Spain (42%), Belgium (10%), The Netherlands (8%), Italy (8%), Germany (2.1%)	72%
Extra EU ex. DCs	126	159	139	Israel (5%), USA (0.4%), New Zealand (0.3%), Switzerland (0.1%)	5.9%
DCs	580	568	530	Morocco (4%), Côte d'Ivoire (2.8%), Cameroon (2.1%), South Africa (1.7%), Tunisia (1.6%), Argentina (1.2%), Madagascar (1.1%), Mexico (1%), Chile (0.9%), Peru (0.8%)	22%
Citrus fruit	**698**	**672**	**728**		
Intra EU	583	578	637	Spain (75%), The Netherlands (5%), Belgium (3.7%), Italy (1.2%), Germany (1%)	86%
Extra EU ex. DCs	43	27	22	Israel (2.5%), USA (0.5%)	3.1%
DCs	72	66	69	Morocco (3.2%), Argentina (1.9%), South Africa (1.3%), Tunisia (1.2%), Mexico (0.7%), Colombia (0.3%), Turkey (0.2%), Egypt (0.2%), Cuba (0.1%), Swaziland (0.1%)	10%
Exotic fruit	**361**	**343**	**346**		

	2003 €mln	2005 €mln	2007 €mln	Leading suppliers in 2007 (share in %)	Share (%)
Intra EU	64	77	115	Spain (12%), The Netherlands (9%), Belgium (9%), Germany (1.5%), Italy (1.5%)	33%
Extra EU ex. DCs	48	72	81	Israel (23%), USA (0.2%)	23%
DCs	248	195	150	Tunisia (7%), Côte d'Ivoire (7%), Peru (5%), Mexico (4.2%), Algeria (3.8%), South Africa (3.1%), Kenya (2.5%), Ghana (2.4%), Brazil (1.7%), Chile (1.3%)	44%
Berries and other minor fruits	**308**	**335**	**345**		
Intra EU	222	234	258	Spain (45%), Belgium (14%), The Netherlands (6%), Italy (5%), Germany (3.5%)	75%
Extra EU ex. DCs	16	27	14	Israel (3.1%), USA (0.9%), New Zealand (0.1%)	4.2%
DCs	70	74	73	Morocco (8%), Madagascar (8%), Chile (1.1%), Thailand (1%), Mexico (0.9%), Egypt (0.8%), South Africa (0.4%), Colombia (0.4%), Malaysia (0.2%), Mauritius (0.2%)	21%
Bananas	**192**	**244**	**266**		
Intra EU	85	144	148	Belgium (33%), The Netherlands (8%), United Kingdom (6%), Italy (3.6%), Germany (2.8%)	56%
Extra EU ex. DCs	0	0	0		0.0%
DCs	107	100	118	Cameroon (17%), Côte d'Ivoire (15%), Surinam (7%), Ghana (3.2%), Colombia (1.2%), Ecuador (0.8%)	44%
Apples, pears and quinces	**165**	**201**	**217**		
Intra EU	130	155	170	The Netherlands (25%), Italy (19%), Belgium (18%), Spain (8%), Germany (4.5%)	79%
Extra EU ex. DCs	6	9	7	New Zealand (2.6%), Switzerland (0.6%)	3.3%
DCs	29	37	40	South Africa (6%), Argentina (5%), Brazil (3.1%), Chile (3%), China (0.5%)	18%
Grapes	**155**	**166**	**157**		
Intra EU	144	140	137	Italy (59%), Spain (15%), The Netherlands (8%), Belgium (3.8%), Germany (2.1%)	88%
Extra EU ex. DCs	2	9	3	Israel (2.2%)	2.2%
DCs	9	17	16	South Africa (2.9%), Morocco (2.4%), Chile (2.2%), Argentina (0.9%), Peru (0.7%), Egypt (0.6%), Brazil (0.1%), Mexico (0.1%),	10.1%
Melons	**159**	**175**	**156**		
Intra EU	121	103	101	Spain (57%), Italy (3.2%), The Netherlands (2.4%), Germany (0.4%), Belgium (0.4%)	64%
Extra EU ex. DCs	8	10	5	Israel (3.5%)	3.5%
DCs	31	62	50	Morocco (23%), Tunisia (2.6%), Brazil (2.1%), Dominican R. (2.0%), Côte d'Ivoire (1.0%), Senegal (0.7%), Thailand (0.2%), Egypt (0.1%)	32%
Stonefruit	**186**	**166**	**155**		
Intra EU	170	145	136	Spain (73%), The Netherlands (4.7%), Italy (3.3%), Germany (2.9%), Belgium (2.7%)	88%
Extra EU ex. DCs	3	5	5	Israel (2.4%), USA (0.4%), Canada (0.3%), Australia (0.2%), Switzerland (0.1%)	3.5%
DCs	13	16	14	Morocco (3%), Chile (2.6%), Turkey (1.4%), South Africa (0.8%), Argentina (0.7%), Tunisia (0.6%)	9.0%

Source: Eurostat, 2007, 2008

Imports of fresh vegetables

France accounted for 13% of total EU imports of fresh vegetables in 2007, making it the third largest importer of vegetables, after Germany and the UK. In 2007, imports of vegetables amounted to 1.6 million tonnes with a value of €1.5 billion. The major vegetable products imported by France are tomatoes (28% of total import value in 2007), sweet peppers (12%), courgettes (7%), beans (6%) and onions (4%). Most fresh vegetables are imported from other EU countries, but DCs accounted for a relatively large share compared to the EU average (13%): 28% of the import value in 2007. With 38% of the import value in 2007, Spain is a main supplier, followed by Morocco (22%), the Netherlands and Belgium (Table 3.2).

Compared to 2003, total imports increased 14% in value (3.3% per year) and 8% in volume. Imports of tomatoes and alliaceous vegetables showed above average growth in value. Consumption and production decreased in volume, but production decreased at a faster rate. More imports were needed to meet domestic demand. Imports increased quickly, and exports also increased, but slightly. DCs are quickly gaining market share in imports of fresh vegetables. Between 2003 and 2007, imports from DCs increased 48% in value and 49% in volume. Morocco has become a major supplier. Imports from DCS grew for each product group, but most quickly for tomatoes and alliaceous vegetables.

Between 2003 and 2007, imports of ***beans and peas*** increased 4% in value. In 2007, DCs accounted for 88% of the import value of beans and 51% of the import value of peas. Imports from DCs increased 20% in value; they are gaining market share. Beans are the largest product (87% of the import value). Imports of beans from DCs increased 17% in value. Spain and the Netherlands lost share in imports, mainly to Morocco, which has become the main supplier of beans (65% of the import value in 2007). Kenya (11%) and Senegal (6%) also supply beans to France (Table 3.2). Imports of peas from other EU countries decreased 23% in value between 2003 and 2007, while imports from DCs increased 58% in value. Main suppliers are Kenya (22% of the import value), Spain (21%), Morocco (15%), Egypt (9%).

In 2007, DCs had a share of 16% in import value of ***alliaceous vegetables***, consisting mainly of onions (48% of the import value) and garlic (33%). Total imports increased 24% in value and 5% in volume. Imports from DCs grew more quickly: +48% in value and +36% in volume. They grew most quickly for onions. DCs had a share of 28% in imports of garlic and 11% in onions. China and Mexico gained share in imports from DCs, at the expense of Argentina. Argentina and Egypt became more important DC suppliers of onions.

Imports of ***miscellaneous vegetables*** increased 10% in value and 16% in volume. DCs had a relatively high share in imports of chilly peppers (71%) and sweet corn (42%). Imports of sweet corn and chilly peppers from DCs decreased: -20% and -10% in value respectively, while total imports increased between 2003 and 2007. Morocco (63% of the import value) lost share in imports of chilly peppers to Spain, the Netherlands and Germany. Sweet corn is increasingly imported from Spain instead of Morocco, but Morocco still is the major supplier (40% of the import value). Other imports from DCs include tomatoes (50%, mainly from Morocco), courgettes (27%, Morocco), sweet peppers (9%, Morocco) and asparagus (17%, Morocco and Peru). Imports tomatoes, sweet peppers and asparagus from DCs grew much more quickly than the market, while imports of courgettes from DCs decreased.

Table 3.2 Imports by and leading suppliers of fresh vegetables to France, 2003-2007, share in % of value

	2003 € mln	2005 € mln	2007 € mln	Leading suppliers in 2007 (share in %)	Share (%)
All fresh vegetables	**1,318**	**1,389**	**1,501**		
Intra EU	1,000	976	1,000	Spain (38%), The Netherlands (9%), Belgium (9%), Italy (5%), Germany (2.6%)	67%
Extra EU ex. DCs	37	64	84	Israel (4.9%), USA (0.3%), Australia (0.2%), New Zealand (0.1%), Canada (0.1%)	5.6%

	2003 € mln	2005 € mln	2007 € mln	Leading suppliers in 2007 (share in %)	Share (%)
DCs	281	349	417	Morocco (22%), Kenya (0.8%), Argentina (0.6%), Senegal (0.6%), Egypt (0.5%), Thailand (0.4%), Tunisia (0.4%), Mexico (0.3%), China (0.2%), India (0.2%)	28%
Miscellaneous vegetables	**549**	**582**	**602**		
Intra EU	452	451	457	Spain (46%), The Netherlands (9%), Italy (7%), Belgium (6%), Poland (3%)	76%
Extra EU ex. DCs	26	44	59	Israel (9%), USA (0.6%), Canada (0.2%), Russia (0.1%)	9.7%
DCs	72	87	87	Morocco (10%), Thailand (1%), Nicaragua (0.4%), Peru (0.4%), Turkey (0.3%), Togo (0.2%), Mexico (0.2%), South Africa (0.2%), Cameroon (0.2%), India (0.2%)	15%
Tomatoes	**328**	**371**	**423**		
Intra EU	205	202	196	Spain (28%), Belgium (8%), The Netherlands (6%), Italy (2.6%), Germany (1%)	46%
Extra EU ex. DCs	6	14	17	Israel (4.1%)	4.1%
DCs	117	154	210	Morocco (48%), Tunisia (1%), Senegal (0.7%), Gaza + Jericho (0.1%)	50%
Alliaceous vegetables	**106**	**94**	**131**		
Intra EU	88	77	105	Spain (31%), The Netherlands (20%), Belgium (15%), Italy (7%), Germany (2.7%)	80%
Extra EU ex. DCs	3	1	5	Australia (1.6%), New Zealand (1.6%), Israel (0.3%), Canada (0.1%)	3.6%
DCs	14	15	21	Argentina (7%), Mexico (1.9%), Egypt (1.8%), China (1.5%), India (1.2%), Morocco (1%), Madagascar (0.4%), Thailand (0.4%), Turkey (0.2%), Chile (0.2%)	16%
Peas and Beans	**103**	**112**	**107**		
Intra EU	29	23	18	Spain (10%), Germany (2.3%), Italy (2.2%), The Netherlands (1.6%), Belgium (1%)	17%
Extra EU ex. DCs	0	0	0		0%
DCs	74	89	89	Morocco (59%), Kenya (11%), Senegal (5%), Egypt (4.8%), Burkina Faso (1.1%), Madagascar (0.4%), Guatemala (0.2%), Peru (0.1%), Zimbabwe (0.1%)	83%
Lettuce and chicory	**78**	**84**	**74**		
Intra EU	77	81	70	Spain (63%), Belgium (14%), Italy (9%), Germany (4.2%), The Netherlands (3%)	95%
Extra EU ex. DCs	0	1	0	USA (0.1%), Israel (0.1%)	0.2%
DCs	1	2	4	Tunisia (2.5%), Morocco (2.3%), Chile (0.1%), Algeria (0.1%)	5.0%
Edible roots	**51**	**48**	**57**		
Intra EU	48	45	52	Belgium (32%), Spain (30%), The Netherlands (14%), Italy (7%), Germany (5%)	92%
Extra EU ex. DCs	2	3	3	Israel (2.7%), Australia (2.4%), USA (0.8%)	5.9%
DCs	0	0	1	Costa Rica (0.8%), Morocco (0.6%), Turkey (0.4%), South Africa (0.4%), China (0.3%)	2.4%
Brassicas	**53**	**55**	**55**		
Intra EU	53	54	54	Spain (55%), The Netherlands (19%), Belgium (14%), Germany (7%), Italy (2%)	99%
Extra EU ex. DCs	0	0	0	Israel (0.2%)	0.2%

	2003 € mln	2005 € mln	2007 € mln	Leading suppliers in 2007 (share in %)	Share (%)
DCs	0	0	0	Morocco (0.2%), China (0.1%), South Africa (0.1%)	0.4%
Cucumbers and gherkins	**49**	**43**	**52**		
Intra EU	47	41	47	Spain (61%), The Netherlands (18%), Belgium (9%), Germany (2.9%), Austria (0.6%)	92%
Extra EU ex. DCs	0	0	0	Israel (0.3%)	0.3%
DCs	3	2	4	Morocco (6%), Senegal (0.9%), Jordan (0.7%)	7.8%

Source: Eurostat, 2007, 2008.

Exports

In 2007, France accounted for 9% of the exports of fruit and 8% of the exports of vegetables. France was the fifth largest exporter of fruit in the EU, and the third exporter of vegetables, after the Netherlands and Spain. Exports come from domestic production and re-exports.

In 2007, ***fresh fruit*** exports amounted to 1.3 million tonnes, with a value of €1.2 billion. Between 2003 and 2007, exports decreased 9% in value and 17% in volume. Other EU countries accounted for 85% of the export value in 2007. The UK (18%), Germany (16%), Spain (13%), the Netherlands (10%) and Belgium (9%) are the main destinations. Apples are the most important product, accounting for 41% of the export value, followed by bananas (8%), apricots (7%), strawberries (4%), and nectarines (4%). Many exports come from domestic production, but France also re-exports considerable amounts of bananas and exotic fruits, as well as small amounts of citrus fruits. Between 2003 and 2007, exports of bananas increased 4% in value, but decreased 9% in volume. Exports of avocados, mangos, dates, figs, papaya increased in value and in volume. Re-exports of pineapples decreased strongly (-75% in value), and exports of citrus fruit also decreased.

Exports of ***fresh vegetables*** amounted to 894 thousand tonnes in 2007, and had a value of €890 million. Between 2003 and 2007, exports increased 19% in value and 1% in volume. Other EU countries accounted for 91% of the export value in 2007. Germany is the main destination (28%), followed by the UK (14%), Italy (11%) and Spain (10%). Tomatoes are the most important product (22% of the export value in 2007), followed by cauliflower and broccoli (10%), sweet peppers (8%), beans (6%), garlic (4%) and onions (4%). Between 2003 and 2007, exports of tomatoes doubled in value. Exports of sweet pepper, garlic and onions showed above average growth, and also exports of beans increased. Exports of cauliflower and broccoli, asparagus, peas and sweet corn decreased in volume between 2003 and 2007. While most vegetables exported come from domestic production, France also re-exports some vegetables, such as beans, courgettes and sweet corn.

Opportunities and threats

± France is the fourth largest importer of fresh fruits in the EU, but imports from DCs are relatively low compared to the EU average. While total imports of fresh fruits increased 7% in value between 2003 and 2007, imports from DCs decreased 8%.

– The trend in France is to increasingly import fresh fruits originating from DCs, from re-exporters such as Belgium and the Netherlands. This trend is found in imports of bananas, most citrus fruits, exotic fruits and other minor tropical fruits.

\+ DCs are gaining market share in imports of melons, lemons, dates and figs. Between 2003 and 2007, imports of papaya, figs and dates showed above average growth.

± With 28%, imports from DCs of fresh vegetables are far above the EU average (13%), and DCs are gaining market share. Morocco is the main DC supplier, and accounts for almost all the imports of tomatoes, courgettes, sweet peppers and chilly peppers from DCs.

\+ A variety of DCs is gaining market share in imports of beans, peas, onions and garlic.

± Exports of fresh fruit decreased 9% in value between 2003 and 2007. Re-exports of pineapples decreased quickly, but re-exports of bananas, avocados, mangos, dates, figs, papaya increased between 2003 and 2007.

Trends and market developments can offer both opportunities and threats to exporters. A given trend can be a threat to some and an opportunity to others. These trends should therefore, always be carefully analysed in relation to specific company circumstances. Further information is available in Chapter 7 of the CBI market survey 'The fresh fruit and vegetables market in the EU'.

Useful sources
- EU Expanding Exports Helpdesk – http://exporthelp.europa.eu ➔ go to: trade statistics
- Eurostat – official statistical office of the EU http://epp.eurostat.ec.europa.eu ➔ go to 'themes' on the left side of the home page ➔ go to 'external trade' ➔ go to 'data – full view' ➔ go to 'external trade - detailed data'.
- Understanding eurostat: Quick guide to easy comext ➔

http://epp.eurostat.ec.europa.eu/newxtweb/assets/User_guide_Easy_Comext_20080117.pdf.

4 Price developments

Global supply and demand are important factors in the price setting of fresh fruit and vegetables from DCs. Prices may fluctuate strongly, as is the case for most commodities. Price fluctuations may show seasonal, annual and longer-term trends.

Throughout the various trade channels, different prices apply. Differences in national trade prices for these products may exist due to differences in the type and quality of the products, origin or intensity of the competition. Exporters are recommended to monitor markets and prices closely, in order to quote realistic prices. Importers and agents can give up-to-date information on the price levels of individual products.

Average prices for fresh fruit and vegetables fluctuate. Overall, the average price of fresh fruit increased 3% between 2002 and 2007, while the average price for fresh vegetables decreased 1% (Table 4.1). Although consumer prices decreased after 2003, they picked up again in 2005. Due to the economic crisis, prices have come under pressure in 2008.

Table 4.1 Average retail price for fresh fruit and vegetables, 2002-2007, in €/kg.

Year	2002	2003	2004	2005	2006	2007
Fresh fruit	1.83	1.88	1.84	1.80	1.86	1.88
Fresh vegetables	1.98	1.95	1.79	1.86	1.94	1.96

Source: TNS Worldpanel and CTIFL, 2008

Between 2006 and 2007, retail prices of fresh fruit and vegetables remained more or less equal in the different sales channels (Table 4.2). Greatest changes in prices were found in the segment of pre-cut and pre-packed fruit and vegetables, where prices are considerably higher. The average price for pre-cut fruit and vegetables can differ greatly. Mini markets charged the highest prices, while pre-cut and pre-packed fruit and vegetables are much cheaper in hard discounters. Prices in hypermarkets and mini markets decreased, and prices in supermarkets and discounters increased.

Table 4.2 Average price for fresh fruit and vegetables in distribution channels, 2006-2007, price in €/kg.

	Fresh fruit		Fresh vegetables		Pre-cut and pre-packed	
Outlet	**2006**	**2007**	**2006**	**2007**	**2006**	**2007**
Hypermarket	1.8	1.9	2.0	2.0	7.7	7.3
Supermarket	1.9	1.9	2.0	2.0	7.8	8.1
Open-air market	2.0	2.1	2.0	2.0	-	-
Hard discounter	1.4	1.4	1.5	1.6	4.7	4.9
Specialised retailer	2.2	2.2	2.0	2.1	-	-
Mini market	2.5	2.5	2.4	2.3	9.1	8.4

Source: TNS Worldpanel and CTIFL, 2008

The CBI market survey 'The fresh fruit and vegetables market in the EU' provides more information on the price levels of fresh fruit and vegetables in the EU. Please consult the following websites for more information on prices in the French market:

- http://www.agribusinessonline.com – click on 'market prices', 'Europe' and 'Paris'.
- Market News Service (SNM) – http://www.snm.agriculture.gouv.fr, from the ministry of agriculture and fisheries. Provides prices per market (prix par marches), per product (par produit), detailed price information, and prices for organic products (produit biologiques)
- Terre-net – http://www.terre-net.fr, click on 'Fruit et Légumes', under 'Vendre – Acheter'.

5 Market access requirements

Exporters and manufacturers in a developing country preparing to access France should be aware of the market access requirements of potential trading partners and French and EU governments. Requirements are specified through legislation and through labels, codes and management systems. They are often based on consumer health and safety, environmental and social concerns.

For information on legislative and non-legislative requirements, go to 'Search CBI database' at http://www.cbi.eu/marketinfo, select fresh fruit and vegetables and France in the category search, click on the search button and on market access requirements.

Requirements for packaging and labelling are subject to the EU marketing standards of fresh fruit and vegetables. You can download information on these requirements on the CBI website at: http://www.cbi.eu/marketinfo/cbi/?action=showDetails&id=1869.

Food products intended for final consumers (finished, retail-packed products) must carry a label with information in the French language. More information on French labelling and product ingredients regulations is found on the website of the Direction Générale de la Concurrence, de la Consommation et de la Répression des Fraudes (DGCCRF), available from http://www.dgccrf.bercy.gouv.fr, go to 'Etiquetage des produits'.

Additional information on packaging can be found at the website of the International Trade Centre (ITC) on export packaging: http://www.intracen.org/ep/packit.htm.

Tariffs and quota

For many fresh fruits and vegetables entering the French market, an import duty has to be paid. This ranges from 0% for exotics such as papaya and passion fruits to 17.6% for nectarines. Entry prices or tariff quotas are commonly applied to fresh fruit and vegetables. Countries that are part of the Generalised System of Preferences (GSP) of the EU can make use of preferential duty rates, which are substantially lower than the normal rates. See also the CBI market survey 'The fresh fruit and vegetables market in the EU' for more information on GSP. Tariffs, duty rates and quotas can be found at http://exporthelp.europa.eu.

For fresh fruit and vegetables sold in France, the reduced Value Added Tax (VAT) rate of 5.5% applies.

6 Doing business

Information on doing business can be found in the CBI export manuals 'Export Planner', 'Your image builder' and 'Exporting to the EU'. Subjects covered include approaching potential business partners, building up a relationship, drawing up an offer, handling the contract, methods of payment and terms of delivery.

Cultural awareness, in addition, is a critical skill in securing success as an exporter. Information on cultural differences in the EU can be found in Chapter 3 of the CBI export manual 'Exporting to the EU'. Each of these documents can be downloaded from http://www.cbi.eu/marketinfo - go to 'Search publications'.

Sales promotion
Visiting or participating in a trade fair can be an important promotional tool and way of approaching potential trading partners. The most relevant trade fairs for exporters of fresh fruit and vegetables to France are:

- SIAL – http://en.sial.fr. International food and beverage trade fair in Paris. It is a biannual show, which includes an organic section;
- CFIA – http://www.cfiaexpo.com. Annual retail food trade show. The next show is March 10-12 March 2009 in Rennes, and 20-22 October in Metz;
- L'événement fruits et legumes, Anger – www.evenement-fel.com;
- SIFEL – http://www.sifel.org, international exhibition for the technical means of the fruit and vegetables industry;
- Fruit Logistica – http://www.fruitlogistica.com. The largest European trade fair for fruit and vegetables, with much attention to products from DC. Held every February in Berlin.

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

- Freshplaza – http://www.freshplaza.com. Website with news on the European market of fresh fruit and vegetables, including France;
- Fruits et légumes – http://www.fruits-et-legumes.net. Online information on the fresh fruit and vegetables trade in France;
- Market News Service from CIRAD, Agricultural research for developing countries, – http://passionfruit.cirad.fr;
- Réussir Fruits et legumes – http://www.reussirfl.com. Monthly journal for professionals in the fruit and vegetables business (in French only);
- Mettler & Toledo – http://fr.mt.com. Newsletter for the fresh fruit and vegetables industry.

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

Useful sources
More information on doing business in France is available from the following sources:

- Agreste – http://www.agreste.agriculture.gouv.fr, agricultural statistics;
- The ministry of agriculture and fisheries, Direction Générale de l'Alimentation (DGAL), provides information on food quality, labelling, certification and the food industry in France – http://agriculture.gouv.fr/sections/thematiques/alimentation, go to 'Alimentation';
- For information on business culture and etiquette – http://www.kwintessential.co.uk.

This survey was compiled for CBI by Mercadero in collaboration with Piet Schotel.