



CBI  
*Ministry of Foreign Affairs*

# **CBI Product Factsheet:**

## **Fresh berries in Europe**

## Introduction

Imports of fresh berries into the European market from developing countries have doubled over the past five years. Berries are increasingly offered as a convenient and healthy snack, seducing shoppers into buying them. Although many berries are grown in Europe itself, demand is much higher than European production and imports from developing countries are filling in the gap.

## Product Definition

This factsheet primarily concerns raspberries (*Rubus idaeus*), blackberries (*Rubus*), bilberries (*Vaccinium myrtillus*; European blueberries), and blueberries (*Vaccinium cyanococcus*, *Vaccinium corymbosum*). Other berries dealt with in this factsheet are currants (*Ribes nigrum*; *Ribes rubrum*) and gooseberries (*Ribes grossularia*), and cranberries (*Vaccinium oxycoccus*) and products like cowberries/foxberries (*Vaccinium vitis-idaea*). Raspberries and blackberries are both members of the rose family and grow on perennial bushes. This also goes for blueberries. All berries are rather small and have soft skins; this makes them vulnerable in the total supply chain. Most berries are also produced in Europe, and are imported from other countries during the off-season. Cranberries are imported from the USA and Canada mainly, and may not be one of the most interesting products for exporters from developing countries.

**Table 1: Combined Nomenclature (CN) commodity code for fresh berries**

Number	Product
08102010	Fresh raspberries
08102090	Fresh blackberries, mulberries and loganberries
08103010	Fresh blackcurrants
08103030	Fresh redcurrants
08103090	Fresh white currants and gooseberries
08104010	Fresh cowberries, foxberries or mountain cranberries
08104030	Fresh fruit of species <i>vaccinium myrtillus</i>
08104050	Fresh fruit of species <i>vaccinium macrocarpum</i> and <i>vaccinium corymbosum</i>
08104090	Fresh fruits of genus <i>vaccinium</i> (excl. cowberries, foxberries or mountain cranberries, and of species <i>vaccinium myrtillus</i> , <i>macrocarpum</i> and <i>corymbosum</i> )
08109050	Fresh black currants (code used from 2007 till 2012)
08109060	Fresh red currants (code used from 2007 till 2012)
08109070	Fresh white currants and gooseberries (code used from 2007 till 2012)

Source: Eurostat Comext.

## Product Specification

This section provides you with general information on requirements and trade standards regarding quality, size, packaging and labelling. For more specific information it is always advisable to contact your buyer. Additional information on marketing standards can be found on the [CBI Market Intelligence Platform for fresh fruit and vegetables](#).

### Quality:

- Information on quality requirements for frozen raspberries and frozen blueberries can be found in the [Codex Alimentarius](#), the 'Food code' of the World Health Organisation (WHO) and the Food and Agriculture Organisation (FAO). The United Nations Economic Commission for Europe (UNECE) describes the [standards for berry fruit](#). [General Marketing Standards of Regulation \(EU\) 543/2011](#) apply.
- At the very least, berries have to be of a uniform colour, have similar varietal characteristics, be clean and free from extraneous vegetable material and be practically free from unripe berries.
- Visual defects (e.g. unripe, damaged) in a sample are evaluated according to the rating system in the Codex standard. As long as the amount of points does not exceed the threshold, the product is approved (see [Codex](#)).
- EU quality standards in [Regulation \(EC\) No. 1580/2007](#) explain that imports of fresh fruit and vegetables from third countries must comply with the marketing or equivalent standards.

## Size and packaging:

- The package shall protect against risks such as contamination, leakage and dehydration.
- See also the [Recommended International Code of Practice for Packaging and Transport of Tropical Fresh Fruits and Vegetables \(CAC/RCP 44-1995\)](#).

## Labelling:

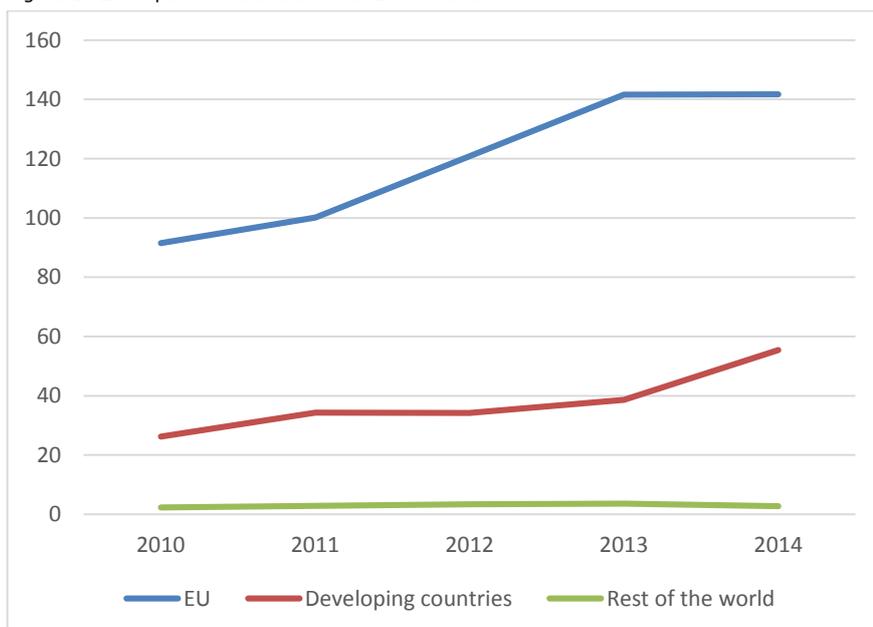
- Consumer package labelling must comply with the rules and regulations applying in the EU market. Labels cannot contain any toxic ink or glue. See the [Codex General Standard for the Labelling of Prepackaged Foods \(CODEX STAN 1-1985\)](#) or [Regulation \(EU\) No. 1169/2011](#) on the provision of food information to consumers, including labelling of pre-packaged food sold on the EU market. If the nature of the produce is not visible from the outside, the package must be labelled with the name of the product, the (optional) name of the variety and/or commercial name.
- The following items should be on the label of (pre-packed) fresh fruits:
  - the name under which the product is sold;
  - the commercial identification: class, size (code), number of units, net weight;
  - name and address of the producer;
  - place/country of origin;
  - In case of frozen products the term frozen or solid frozen has to appear on the label.
- Any certification logo or retailer logo, in the case of private label products, should be on the label. Listing ingredients is not mandatory for fresh fruit unless a container holds several different products, in which case a list of ingredients and quantities of each product is on the label.
- For more information on labelling, packaging and quality see also: Codex Alimentarius Standard for (frozen) [raspberry](#) and [blueberry](#), or read more about [food labelling in the EU Export Helpdesk](#)

## What is the demand for fresh berries in Europe?

General information and figures about production and trade developments in the European market for fresh fruit and vegetables are provided in the CBI Trade Statistics for Fresh Fruit and Vegetables on the CBI Market Intelligence Platform. This section provides you with more detailed statistics of fresh berries trade and consumption in Europe.

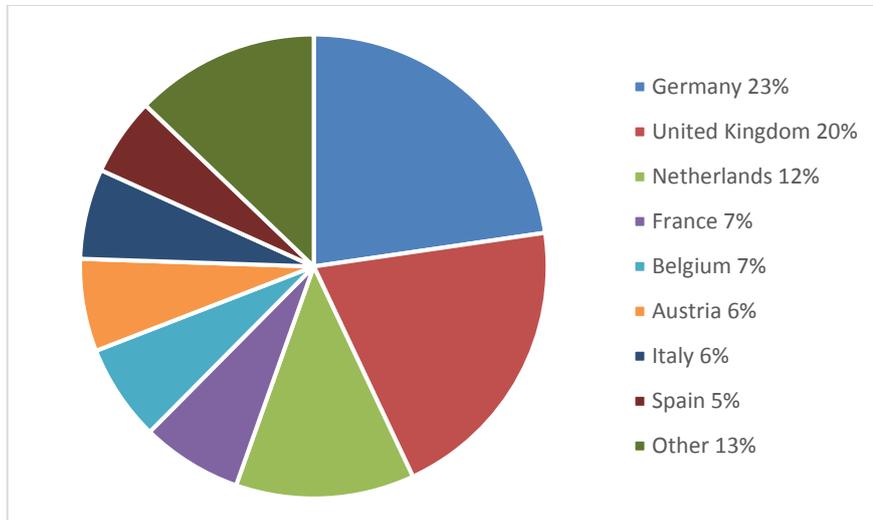
### Imports

Figure 1: EU import of fresh berries in 1000 tonnes



Source: [Market Access Database](#) (Comext)

**Figure 2: Import volume of fresh berries in 2014, share per EU country**



Source: [ITC Trademap](#), calculation by ICI Business

### Interpretations and opportunities

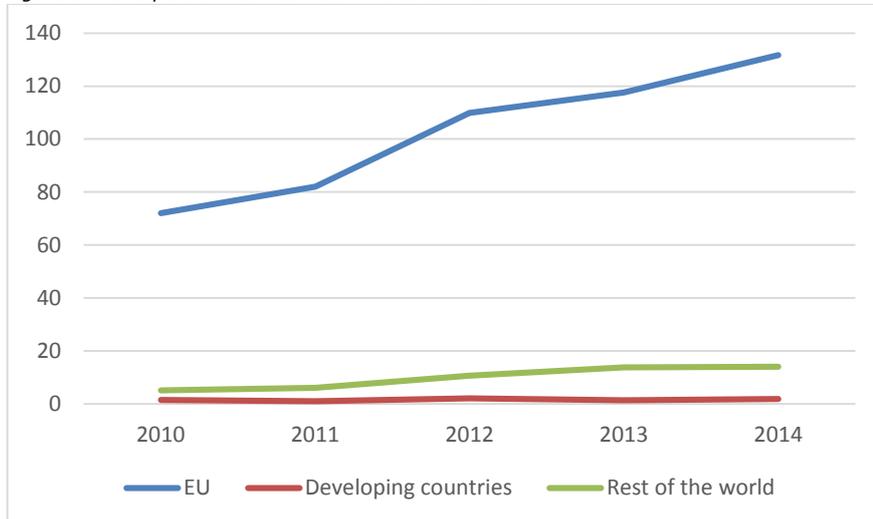
- **Blackberries:** The European market for blackberries is very small compared to the US, where sales volumes are ten times higher.
- Supplies of blackberries in winter, when European production is off the market, comes in from Latin America (mostly Mexico) by air.
- **Blueberries:** France, The Netherlands, Poland and Germany have their own summer production of American blueberries. Additional supply comes mainly from Morocco, which is increasing production of blueberries rapidly. Most long distance and off-season supplies come from Chile. Other countries like South Africa and Peru are also increasing their export capacities rapidly. The American Blueberry is often confused or compared with the European Blueberries (Bilberries).
- **Raspberries:** Morocco supplies raspberries in December and January whereas Spain, the Netherlands and Belgium fill in for the rest of the year.
- **Cranberries:** Canada and the USA are the principle suppliers of cranberries in the world. In Europe, cranberries are principally sold dried or frozen and less often fresh.
- Total EU imports of berries from non-EU countries were about 398 million euros in 2014, of which 288 million euros (72%) came from developing countries. Between 2010 and 2014 the total import value of berries from developing countries grew by 130%. In terms of volume, the import share from developing countries in 2014 was 38%.
- Germany and the UK are the largest importers and main destination markets with over 40,000 tonnes in 2014, closely followed by the Netherlands which is an important trade hub with around 25,000 tonnes in 2014.
- Importers in the European market favour larger producers because of supply certainty.
- Prices fluctuate during the year, with low prices during the European harvesting time (summer) and high prices during winter, especially around Christmas time.

#### Tips:

- If you want to export to all countries in Europe, look for an import partner in Belgium or the Netherlands to manage the re-export process.
- For niche and novel products, look for specialised importers in the Netherlands or Belgium as they sometimes offer opportunities through their commercial network and market knowledge.
- Find a European importer by presenting yourself at trade fairs such as [Fruit Logistica](#).
- Combine the produce from multiple production sources in order to deliver the quantity and quality required by importers.
- Find information about current fresh fruit prices of the French wholesale market Rungis at the [France Agrimer website](#).

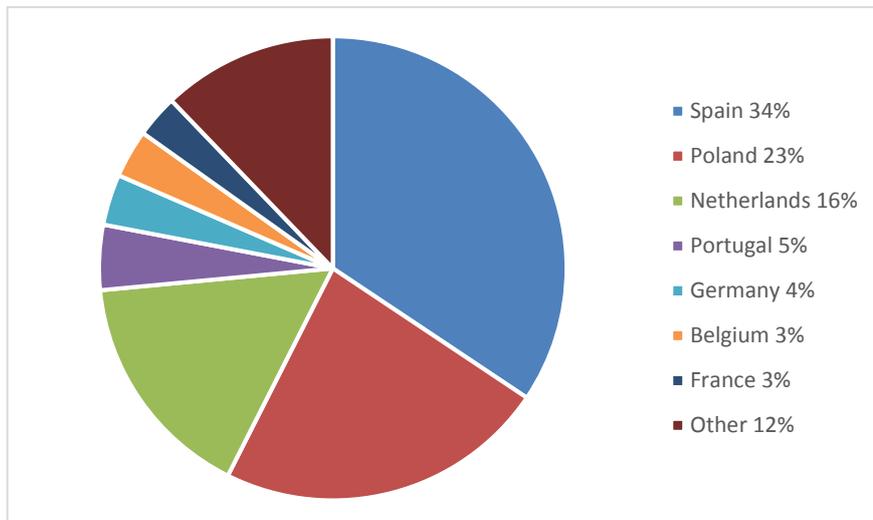
## Exports

Figure 3: EU export of fresh berries in 1000 tonnes



Source: [Market Access Database](#) (Comext)

Figure 4: Export volume of fresh berries in 2014, share per EU country



Source: [ITC Trademap](#), calculation by ICI Business

## Interpretations and opportunities

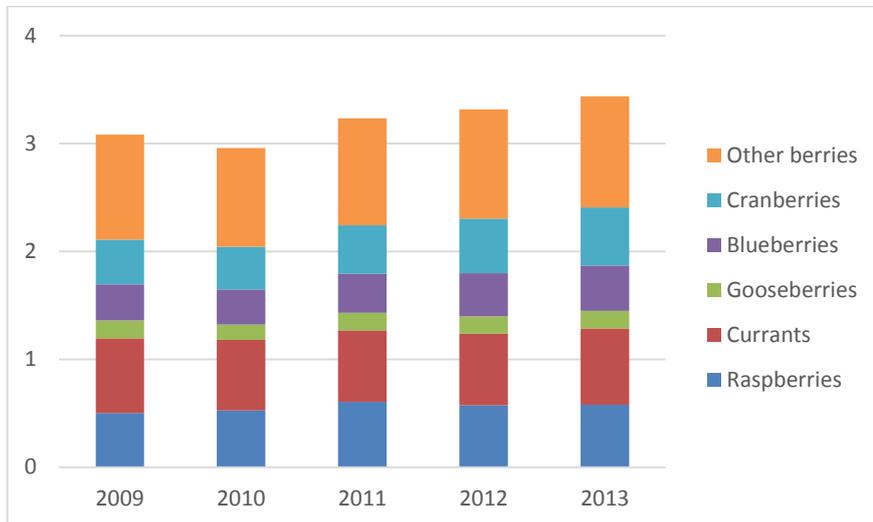
- The total export from EU countries increased between 2010 and 2014 from 79 thousand to 148 thousand tonnes. This is made up of almost 90% intra-EU trade.
- Total EU exports of berries to other EU countries were valued at 686 million euros in 2014. Exports to non-EU countries such as Switzerland, Norway and Russia accounted for 130 million euros.
- Important export countries are Poland, Spain and the Netherlands. Poland is a very large producer of raspberries and currants. The Netherlands and Spain have smaller production volumes of fresh berries but much more re-export. The Netherlands is the biggest trade hub for blueberries and cranberries in particular.

### Tip:

- Increase your chances on the European market by taking advantage of the off-season periods.

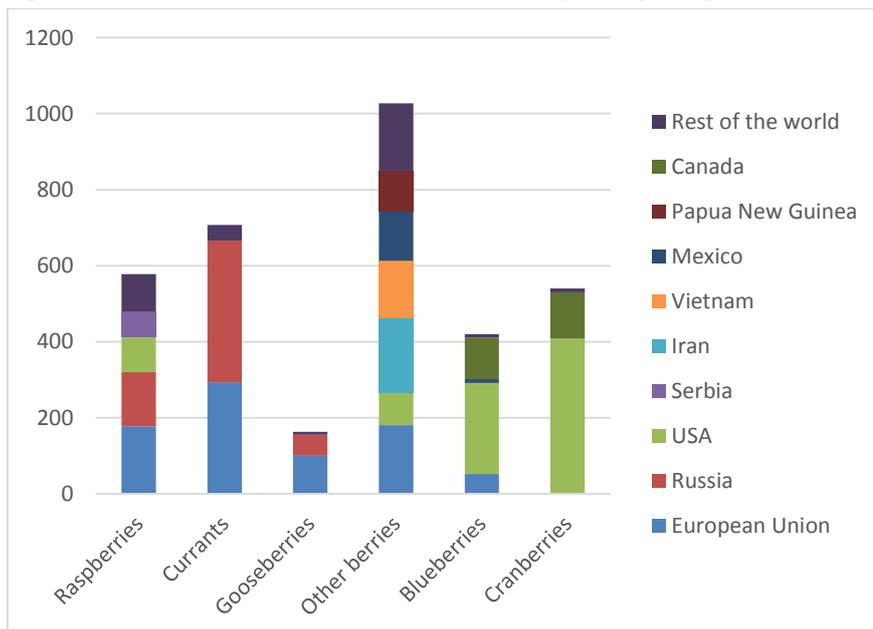
## Production

**Figure 5: Global production of berries, in million tonnes**



Source: Statistics division of the Food and Agriculture Organisation ([FAOSTAT](#))

**Figure 6: Production volume of fresh berries in 2013, share per region**



Source: [FAOSTAT](#)

## Interpretations and opportunities

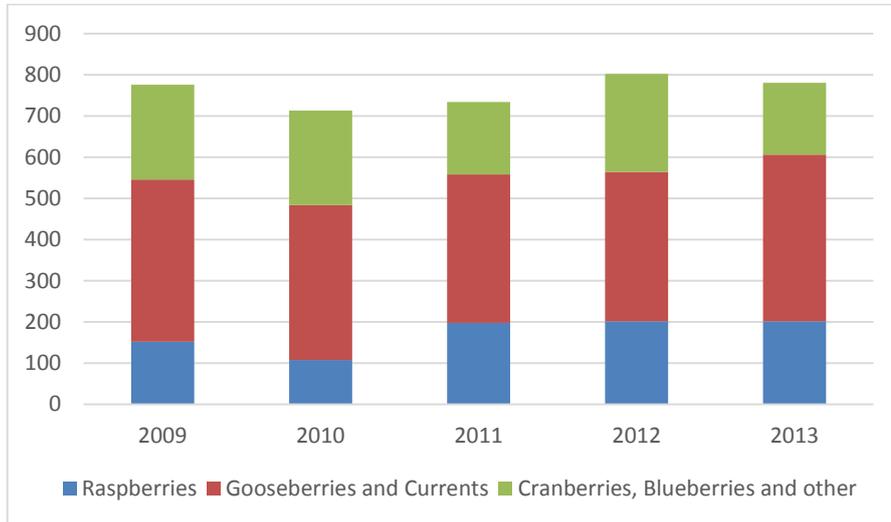
- The USA is the largest producer of cranberries and blueberries and the Russian Federation produces most currants and raspberries. Poland has the highest production of berries in the EU.
- Europe produces berries for a large part of the year. Nevertheless import is needed to guarantee the provision of fresh berries all year round.

### Tip:

- Ask your (potential) buyer which months are suitable for supplying your berries. European winter months offer relatively high prices, which can be interesting for developing countries with counter seasonal production.

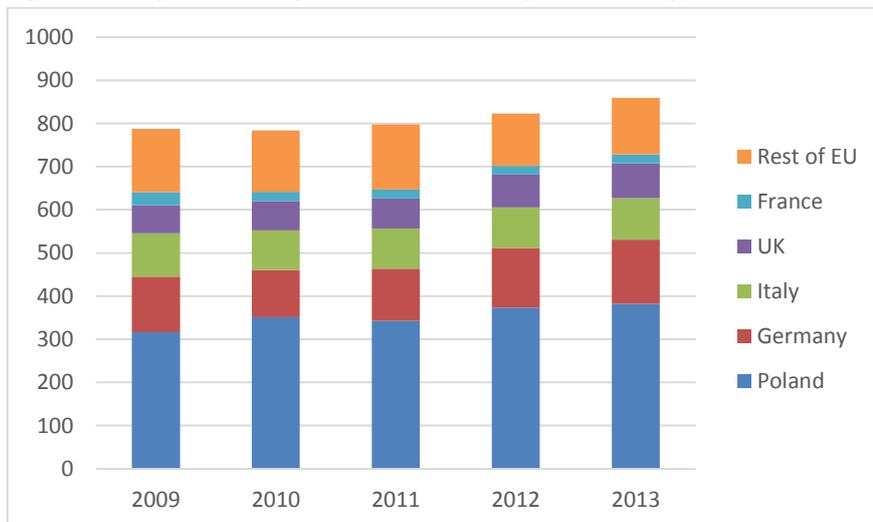
## Consumption

**Figure 7: European consumption of different berry varieties, in thousand tonnes**



Source: [FAOSTAT](#), [ITC Trademap](#), calculations by ICI Business  
Calculations are based on import, export and production figures

**Figure 8: European consumption of fresh berries per EU country, in thousand tonnes**



Source: [FAOSTAT](#), [ITC Trademap](#), calculations by ICI Business  
Calculations are based on import, export and production figures

## Interpretations and opportunities

- Polish people and Germans are the main berry consumers in Europe. Scandinavia is also known for its berry production and consumption however this is, to a large extent, home production.
- The majority of the fresh berries are processed by the food industry. However, the fresh consumption has been on the rise.

### Tip:

- Check online news services such as [Freshplaza](#) about developments in the production and consumption of fresh berries.

## What trends offer opportunities on the European market for fresh berries?

[CBI Trend mapping](#) provides you with general trends in the European market for fresh fruits and vegetables. This section provides more details about specific trends in the market for fresh berries.

**Cranberries during Christmas:** Fresh cranberries tend to be eaten only at Christmas time and often imported from the US. The market for *fresh* cranberries is small compared to the market for cranberry juice which is sold all year round.

**Local seasons:** Consumers are becoming more conscious about seasonal fruit and retailers respond on this by emphasizing and promoting locally produced berries. Although part of the berry demand is fulfilled with import, the trend of seasonal fruit can pose a risk for further growth of import from long distant suppliers.

**In the Mix:** Consumers like variety and berries can provide this. Mixes of different berries are attractive to consumers and are becoming more popular.

**Convenience fruit:** Berries are an excellent option as snack fruit – they can be easily packed in individual sizes or boxes, and they are increasingly sold as a snack similarly to freshly cut fruit mixes. These snack packages are especially popular in north-western Europe.

### Tips:

- Make sure that supply chain logistics and transport processes do not affect product taste in any significant way. Product taste is of crucial importance.
- Offer a mix of fresh berries. Mixes can include all kinds of berries. English supermarkets, for example, offer a combination of fresh strawberries, blueberries and raspberries for breakfast.

**Attention to health food:** Consumers perceive berries as healthy. With a market trend towards more sustainable and healthy food, berries are able to capitalise on this trend and consequently European demand and sales are rising. For example, thanks to the promotion of health benefits over the past years, there has been a significant growth of fresh blueberries, raspberries and (mostly dried) goji berries. As mentioned before, cranberries are often used in juices. Although these berries are often available whole year round, they tend to be relative expensive products.

**Organic niche:** Thanks to the increased attention to health and environment, there is also a growing interest in organically produced fruit and vegetables. Organic berries are a growing niche and sold by both specialized and main retailers.

### Tips:

- Find a specialised importer and focus on delivering quality off-season berries to dedicated partners.
- Evaluate together with your clients the potential for organic certification.
- Read more about organic farming on the [Soil Association website](#).

**Growing interest in sustainable fruit:** Consumption of fresh fruit in Europe is developing towards a more sustainable approach to production and processing. Environmental and social issues are becoming more and more important. Social and environmental certification schemes include actions to strongly reduce and register the use of pesticides, take action on the safety of employees and/or even include price guarantees for producers. Certification schemes that are in line with the [Global Social Compliance Program \(GSCP\)](#) will have a higher chance of being accepted by European supermarkets.

### Tip:

- Check the [Global Social Compliance Program \(GSCP\)](#) website for more information about social and environmental conduct.

## What requirements should fresh berries comply with to be allowed on the European market?

Buyer requirements can be divided into (1) musts, requirements you must meet in order to enter the market, such as legal requirements, (2) common requirements, which are those most of your competitors have already implemented, in other words, the ones you need to comply with in order to keep up with the market, and (3) niche market requirements for specific segments.

For general information see also the buyer requirements for fresh fruit and vegetables on the [CBI Market Intelligence Platform for fresh fruit and vegetables](#).

## Requirements you must meet

### Pesticides

Pesticide residues are one of the crucial issues for fruit and vegetable suppliers. To avoid health and environmental damage, the EU has set maximum residue levels (MRLs) for pesticides in and on food products. Products containing more pesticides than allowed will be withdrawn from the EU market. Note that buyers in several Member States such as the UK, Germany, The Netherlands and Austria, use MRLs which are stricter than the MRLs laid down in EU legislation.

#### Tips:

- To find out the MRLs that are relevant for berries, use the EU [MRL database](#) in which all harmonised MRLs can be found. You can search on your product or pesticide used and the database shows the list of the MRLs associated to your product or pesticide. Read more about [MRLs in the EU Export Helpdesk](#).
- Reduce the amount of pesticides by applying [integrated pest management](#) (IPM) in production. IPM is an agricultural pest control strategy that includes growing practices and chemical management.
- Check with your buyers if they have additional requirements on MRLs and pesticide use.

### Plant Health

Fruit and vegetables exported to the EU must comply with the EU legislation on plant health. The EU has laid down [phytosanitary requirements](#) to prevent introduction and spread of organisms harmful to plants and plant products in the EU. The requirements mainly imply that:

- Certain listed organisms are not allowed to be imported into the EU, unless specific circumstances apply. EU control measures are subject to change.
- Plants or plant products specified in Part B, Annex V of the Plant Health Directive [2000/29/EC](#) must be accompanied by a plant health certificate. A model phytosanitary certificate can be found through Annex VII of the Plant Health Directive.

#### Tips:

- Check with the relevant National Plant Protection Organisation (NPPO) or your EU importer what the requirements are for your product. Click [here](#) for a list of NPPOs
- Read more about [plant health in the EU Export Helpdesk](#).

### Contaminants

Contaminants are substances that have not been intentionally added to food, but which may be present as a result of the various stages of its production, packaging, transport or warehousing. To avoid negative impact on the quality of food and risks to human health, the EU has set limits for several contaminants.

#### Tips:

- Find the relevant contaminant levels in the annex of [Regulation \(EC\) 1881/2006](#). All contaminants are presented and maximum levels are provided per product or groups of products.
- Find out more about prevention and reduction of lead Contamination in the [Code of Practice](#) published by the Codex Alimentarius.
- Check the European Commission's factsheet on food contaminants "[Managing food contaminants: how the EU ensures that our food is safe](#)" and read more about [contaminants in the EU Export Helpdesk](#).

### Control of food imported to the EU

To ensure food safety and avoid environmental damage, the EU has restricted the use of certain chemicals in several Regulations and Directives. Your products will be subjected to official controls. These controls are carried out to ensure that all foods marketed in the EU market are safe, i.e. in compliance with the requirements applicable to them. There are three types of checks:

- Documentary checks
- Identity checks

- Physical checks

In the event of repeated non-compliance of specific products originating from particular countries, the EU can decide that controls will be carried out on an increased level or lay down emergency measures. Controls can be carried out at all stages of import and marketing in the EU. However, most checks are done at the points of entry in the EU.

Switzerland, Norway, Iceland and Liechtenstein are not EU members, but are part of the European Free Trade Association (EFTA). Their food laws are to a large extent identical with EU legislation. However, some aspects of legislation may differ. In Switzerland, import checks are the responsibility of the [Swiss Customs Administration](#) and the [Federal Office of Public Health](#).

#### Tips:

- Familiarise yourself with the procedures before planning your exports to the EU. Failure to follow the right procedures could cause decrease and delay of orders, increase costs and result in actions by EU enforcement authorities.
- Make sure that the accompanying documents correspond (from A-Z!) with the food products contained in the consignment.
- Read more about health control in the EU Export Helpdesk.
- Consult the EU Export Helpdesk for a full list of requirements for berries, selecting the product code for berries: 08102000 / 08103000 / 08104000.

## Common buyer requirements

### Certification as guarantee

As food safety is a top priority in all EU food sectors, you can expect most buyers to request extra guarantees from you in form of certification. [GlobalG.A.P.](#) is the most commonly requested food safety certification scheme, essential for exporting berries to the EU, especially via supermarkets. GLOBALG.A.P is a pre-farm-gate standard that covers the whole agricultural production process, from before the plant is in the ground to the non-processed product. Processing is not covered under GlobalG.A.P.

Examples of other food safety management systems that can be required are British Retail Consortium ([BRC](#)) and International Food Standard ([IFS](#)), [FSSC22000](#) or [SQF](#). These management systems are additional to GLOBALG.A.P. and are recognised by the [Global Food Safety Initiative \(GFSI\)](#).

#### Tips:

- Check which Food safety management systems are most commonly requested in your target market. Expect GLOBALG.A.P. to be one of them.
- Read more on the different Food Safety Management Systems at the [Standards Map](#).
- As food safety is a major issue; work proactively with buyers to improve food safety and be transparent and up-to-date with buyer requirements and regulations.

### Quality standards

The General EU Marketing Standards also apply to fresh berries. EU buyers often require compliance with the standards of the United Nations Economic Commission for Europe ([UNECE](#)) or the [Codex Alimentarius Commission](#) (CAC). It should be noted that quality refers to both food safety and food quality.

#### Tip:

- Make sure you supply the quality as agreed in the product specifications and discuss with your buyer which additional certificates are required. These requirements vary between countries and market segments.

## Niche markets: Organic and Fair trade requirements

### Organic, a growing niche market

An increasing number of EU consumers prefer food products that are produced and processed by natural methods. The market for organic berries is also growing. In order to market organic products in the EU, you have to use organic

production methods according to [EU legislation](#). Furthermore, you have to use these production methods for at least two years before you can market the fruits and vegetables as organic. In addition, you (or your EU importer) must apply for an import authorisation from EU organic control bodies. After being audited by an accredited certifier, you may put the EU organic logo on your products, as well as the logo of the standard holder (e.g. [Soil Association](#) (especially relevant in the UK), [Naturland](#) (Germany) or [Bio Suisse](#) (Switzerland)). Some of these standards are slightly different, but they all comply with the EU legislation on organic production and labelling.

**Tips:**

- Implementing organic production and becoming certified can be expensive, so assess the market potential before making any investments.
- Consult the [Standards Map database](#) for the different organic certifications.
- For the export of organic berries into the European market, use a competent and specialised importer, who understands the market and knows the way into niche markets with their particular requirements.

## Fair and sustainable

A small, but growing, niche market is the market for fresh products produced with more attention for the social and/or environmental conditions in the producing areas. For berries social compliance is important, although product quality is top priority. Examples of social or sustainable labels for fresh fruit and vegetables are [Fairtrade](#), [Fair for Life](#) and the [Rainforest Alliance Certification Scheme](#).

European buyers can adopt initiatives which may impact you as a supplier. For example the [Ethical Trading Initiative](#) (ETI) in the UK, or the [Business Social Compliance Initiative](#) (BSCI) in North-Western Europe increase the importance of social compliance.

**Tips:**

- Check your company's current performances, for example by doing a self-assessment on the [BSCI website](#).
- Consult the [Standards Map database](#) for more information and for differences between fair trade labels.

## What competition do I face on the European berry market?

For general information about market competitiveness for fresh fruit and vegetables you can have a look at the [Market Competitiveness information](#) available at the CBI market intelligence platform. The platform also provides the [Top tips for doing business with European buyers](#).

In this section market entry opportunities and barriers as well as competition on company and product level regarding berries are listed.

**Buyer power:** The buyer power of large supermarkets is very strong and buyer requirements are very important. For berries, quality during harvest and shipping and Corporate Social Responsibility (CSR) are increasingly important, as well as supply chain transparency and information sharing. Long term partnerships are wanted by EU buyers to ensure product supply and quality.

**Degree of rivalry:** Worldwide production of berries is increasing and rivalry is generally very fierce. During the European production season most produce comes from Northern and Central Europe; the production of raspberries is increasing in Southern Europe as well.

**Threat of new entrants:** Certification and fulfilling both legal and non-legal requirements are major obstacles for producers and exporters entering the market. Nevertheless, the supply of berries from developing countries is increasing, such as blueberries from Chile and Peru.

**Substitute products:** In the last decade the diversity of fruit and vegetables supplied to the European market has increased. There are various types of berries that can be combined or can substitute each other. The substitution of berries by other fruit is generally low.

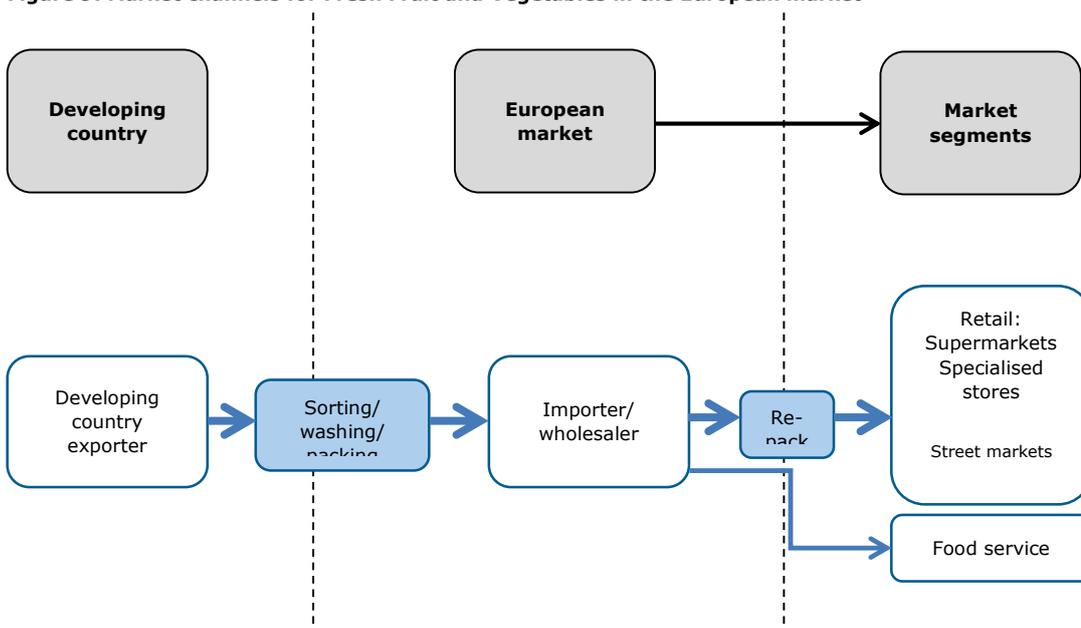
### Tips:

- Always check on trade partners' performance before entering into comprehensive or long term contracts. Finding a sound importing partner, with a strong brand and good reputation is very important.
- Try not to compete on price alone, but build partnerships with buyers and strive for excellent product quality and handling.
- Establish a credible track record including transparent information on your company and product quality. Being part of a stable partnership and being a trustworthy supplier can help you to establish and maintain your position on the market.
- Use storytelling (e.g. show the product's origin and producer), novel packaging and premium quality as methods for setting your product apart.

## What do the trade channels and interesting market segments look like in Europe for fresh berries?

For more general information about market channels and segments, you can have a look at the [Market Channels and Segments](#) for fresh fruit and vegetables available at the CBI market intelligence platform. This section provides some information about the various marketing channels through which fresh berries are marketed in Europe.

Figure 9: Market channels for Fresh Fruit and Vegetables in the European market



### Interpretations and opportunities

- In Europe there are differences between the compositions of market channels. In most countries supermarkets are the main sales channel. Retail concentration is especially high in the UK, with the top 3 supermarkets [Tesco](#), [Asda](#) and [Sainsbury's](#) having a market share of over 60% in total food grocery shopping. In Germany, [Edeka Group](#) with supermarket brands Edeka, Spar, Netto and others is the largest supermarket conglomerate. Other large supermarkets in Germany – besides discounters Lidl and Aldi – are [REWE](#) and [Metro AG](#).
- In Germany and Austria (Aldi, Lidl and others), Poland (Biedronka, Lidl, Netto, Aldi and others) and Denmark (Netto, Fakta, Aldi, Rema and others), the discount supermarkets have a relatively high market share in groceries. In Germany, discount supermarkets have a market share of over 50% in fresh fruit and vegetables in Germany.
- In Southern Europe, street markets and specialist stores have a higher market share, although large hypermarkets are also popular in e.g. France and Spain.
- The importer plays a very important role in the trade channel in terms of both the retail and food service. Importers also supply domestic wholesale and exporting wholesalers. Nowadays, importers and wholesalers tend to also develop their own brands. These brands are meant to appeal to consumers or wholesale and food service customers. When it comes to berries, healthiness, attractiveness and the variety of the produce are often key to the brands. In addition, consumer perception of the producer's passion for supplying a quality product is often used as a marketing tool.

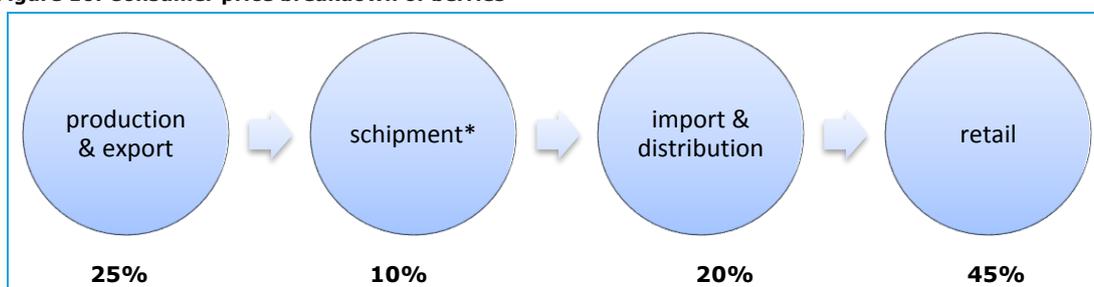
- Importers/distributors differ in their relationship with the retail sector. Some are suppliers for private label products, others have their own brand, while others market the brand of a producer (cooperation).
- A lot of the trade from outside Europe is going through the major trade hubs in the Netherlands and Belgium. Specialised importers in these countries re-export to all major supermarkets in Europe.

#### Tips:

- Choose an importer, based on the size of your company and strategy. Determine if branding can be an added value for your product.
- Find your trade partner at Trade Fairs such as [Fruit Logistica](#)
- Become part of a dedicated supply chain to produce branded berries. The companies involved are bound to have conducted ample market research and have invested in developing their market.

## What are end market prices for berries?

Figure 10: Consumer price breakdown of berries



\*Shipping costs depend on transport mode and distance (air freight / sea freight / road transport)

The consumer prices depend on the specific variety, the size of packaging, the origin (local or non-local) and whether it is organically produced. Consumer prices for berries vary significantly between countries and throughout the year. An indication of consumer prices are mentioned below:

- Blueberries, for example, are sold in supermarkets for 13 to 20 euros per kilo, but small snack sizes (90-120 grams) are sometimes sold for even more.
- Blackberries are similarly priced as blueberries, although local production may be sold for 50% less.
- Raspberries are retailed for around 18 to 23 euros per kilo. Locally produced raspberries can be sold for 12, while organic raspberries can go up to 28 euros per kilo.
- Cranberries are mostly sold dried for around 10 to 20 euros per kilo.

#### Tip:

- Check retail prices through the online shops or assortments of supermarket chains such as [Tesco](#), [Albert Heijn](#) or [Carrefour](#).

## Useful Sources

### Export and market entry support:

- CBI - <http://www.cbi.eu/>
- CBI information about EU Buyer Requirements - [http://www.cbi.eu/marketintel\\_platform/fresh-fruit-vegetables/136122/buyerrequirements](http://www.cbi.eu/marketintel_platform/fresh-fruit-vegetables/136122/buyerrequirements)
- EU Export Helpdesk - [http://exporthelp.europa.eu/thdapp/index\\_en.html](http://exporthelp.europa.eu/thdapp/index_en.html)
- SIPPO - <http://www.switzerland-ge.com/global/export/en/sippo-services>

### Certification schemes:

- British Retail Consortium (BRC) - <http://www.brcglobalstandards.com/>
- BSCI - <http://www.bsci-intl.org/>
- FAIRTRADE - <http://www.fairtrade.net/>
- GLOBALG.A.P - [http://www.globalgap.org/uk\\_en/](http://www.globalgap.org/uk_en/)

- ISEAL - <http://www.isealalliance.org/>
- ITC Standards Map - <http://www.standardsmap.org/>
- Rainforest Alliance - <http://www.rainforest-alliance.org/>

#### **Marketing and trade standards:**

- Codex Alimentarius - <http://www.codexalimentarius.org/codex-home/en/>
- European Food legislation - [http://ec.europa.eu/agriculture/organic/eu-policy/legislation\\_en](http://ec.europa.eu/agriculture/organic/eu-policy/legislation_en)
- The United Nations Economic Commission for Europe - <http://www.unece.org/trade/agr/standard/fresh/FFV-StandardsE.html>

#### **Statistics and sector information:**

- Agricultural Research for Development - <http://www.cirad.fr/en>
- Fruitrop - <http://www.fruitrop.com> (publication of CIRAD)
- Freshfel - <http://www.freshfel.org>
- Freshplaza - <http://www.freshplaza.com>
- European Statistics Eurostat - <http://epp.eurostat.ec.europa.eu/portal/page/portal/eurostat/home/>
- FAOSTAT - <http://faostat.fao.org/>
- ITC Trade Map - <http://www.trademap.org/>
- United Nations Comtrade - <http://comtrade.un.org/>



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