



CBI
Ministry of Foreign Affairs

CBI Product Factsheet:

Fresh Pomegranates in Europe

Introduction

The European Union (EU) is a net importer of fresh pomegranates. In 2014, 42 thousand tonnes of pomegranates (imports minus exports) were added to the apparent consumption of pomegranates in the EU, in addition to the volume produced locally. Pomegranates are a luxury fruit that sells well in a higher segment. The demand for more exotic and healthy fruit can help increase profitability for exporters from developing countries.

Product Definition

The pomegranate (*Punica granatum*) is a tree (about 5–8 metres in height) that bears fruit with a diameter of around 10 cm. The skin of the fruit is reddish and thick. The edible part consists of the hundreds to thousands of small seeds inside the fruit. The pomegranate is cultivated in large parts of the world, including Latin America, Southern Europe, Asia and Africa. In the northern hemisphere, pomegranates are typically in season from September through February, while in the southern hemisphere, they are in season from March through May.

The pomegranate has more than 500 named cultivars, many of which are widely available on the European market. Cultivars that are produced in the EU (Spain) include 'Mollar de Elche', 'Mollar Valenciana', and 'Wonderful'. The pomegranate is known in German as *Granatapfel*, in Spanish as *granada*, in French as *grenade* and in Dutch as *granaatappel*.

Table 1: CN commodity code for fresh pomegranates

Number	Product
0810907530 (from 2012)	Pomegranates
08109075 (from 2012)	Fresh fruit, edible (excl. nuts, bananas, dates, figs, pineapples, avocados, guavas, mangoes, mangosteens, papaws 'papayas', tamarinds, cashew apples, jackfruit, lychees, sapodilla plums, passion fruit, carambolas, pitahayas, citrus fruit, grapes, melons, apples, pears, quinces, apricots, cherries, peaches, plums, sloes, strawberries, raspberries, blackberries, mulberries, loganberries, black, white or red currants, gooseberries, cranberries, fruits of the genus <i>Vaccinium</i> , kiwifruit, durians and persimmons)
08109095 (until 2012)	Fresh fruit, edible (excl. nuts, bananas, dates, figs, pineapples, avocados, guavas, mangoes, mangosteens, papaws 'papayas', tamarinds, cashew apples, jackfruit, lychees, sapodilla plums, passion fruit, carambolas, pitahayas, citrus fruit, grapes, melons, apples, pears, quinces, apricots, cherries, peaches, plums, sloes, strawberries, raspberries, blackberries, mulberries, loganberries, black, white or red currants, gooseberries, cranberries, fruits of the genus <i>Vaccinium</i> , kiwifruit, durians and persimmons)

Source: Eurostat Comext.

Product Specification

Quality:

Fresh fruits and vegetables imported from third countries to the EU must conform to the EU General Marketing Standards or their equivalent. These standards are included in the [General Marketing Standards of Regulation \(EU\) No. 543/2011](#). Annex 1 of this regulation summarises the minimum requirements that products should be intact, clean, sound and practically free of pests, damage, abnormal external moisture and internal browning, in addition to being able to withstand transport and handling. See also the [EU Export Helpdesk](#) for additional information on quality standards.

The various classifications, size provisions and boundaries for pungency for pomegranates are presented in the [UNECE Marketing Standard for pomegranates](#) (CODEX STAN 310-2013). Pomegranates are divided into three classes: 'Extra Class' refers to products of superior quality that are free of defects or that contain very slight superficial defects that do not affect the general appearance of the product. 'Class I' includes products of good quality, with only slight defects in shape, colouring, skin or stalk. Colour changes due to ripening are not regarded as defects. Pomegranates that satisfy the minimum requirements but that do not qualify for Class I or Extra Class can enter the EU classified as 'Class II'.

The provisions concerning the allowable quality of pomegranates are followed by provisions concerning tolerances, which are specified in Part IV of the regulation. For the 'Extra Class', it is acceptable for 5% of the pomegranates to be of the next lower class. For Classes I and II, the allowable share is 10%.

Size:

The EU regulations on size are presented in Part 3 of the [Marketing Standard for pomegranates](#) (CODEX STAN 310-2013). Pomegranates may be sized by count, diameter or weight in accordance with existing commercial trading practices. When such is the case, the package must be labelled accordingly.

- Sized by count:
 - Size determined by the number of fruits in the packaging
- Sized by diameter
 - Size code 1/A; ≥81 mm
 - Size code 2/B; 71-80 mm
 - Size code 3/C; 61-70 mm
 - Size code 4/D; 51-60 mm
 - Size code 5/E; 40-50 mm
- Sized by weight of individual fruit:
 - Size code 1/A; ≥501 gr
 - Size code 2/B; 401-500 gr
 - Size code 3/C; 301-400 gr
 - Size code 4/D; 201-300 gr
 - Size code 5/E; 125-200 gr

The provisions concerning the allowable size of pomegranates are followed by provisions concerning tolerances, which appear in Part IV of the regulation. About 10% of the product is allowed to be of the next lower standard.

Packaging:

Pomegranates should be packed in a manner that provides proper protection to the product.

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

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

Stickers individually affixed to the produce must be such that, when removed, they neither leave visible traces of glue nor lead to skin defects.

Packages must be free of all foreign matter and odour.

Labelling:

To protect the right of consumers in the EU to access useful and appropriate information, [Regulation \(EU\) No. 1169/2011](#) establishes the general principles, requirements and responsibilities governing food information, particularly with regard to food labelling

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

- Information about the packer/dispatcher and or shipper;
- The nature of the product (including the word 'pomegranate', if this is not visible from the outside);
- The product's country of origin;
- The class and size of the product.

Additional information about labelling, packaging, and quality is available in the [Marketing Standard for pomegranates](#) (CODEX STAN 310-2013) and the [CBI Buyer Requirements for Fresh Fruits and Vegetables](#).

What is the demand for pomegranates in Europe?

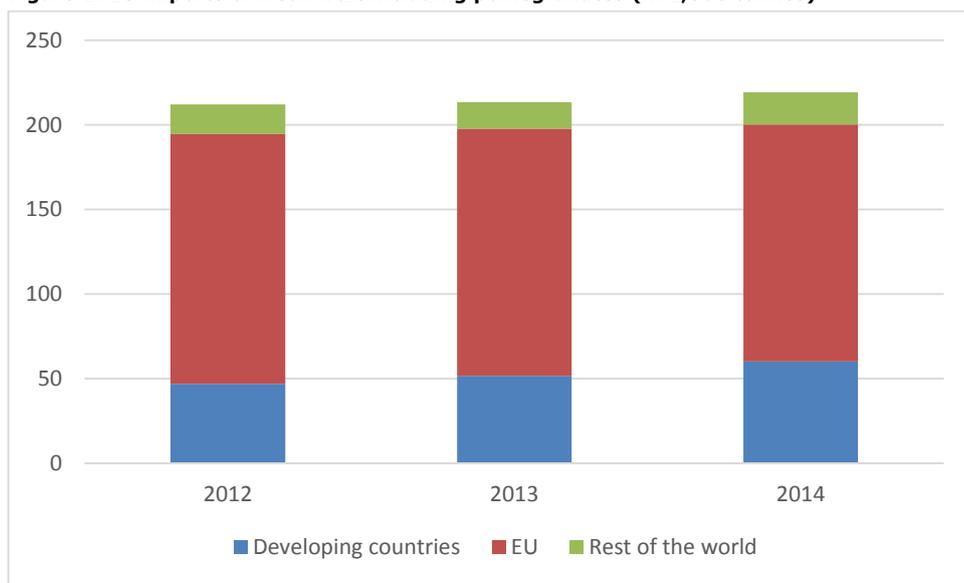
General information and figures about production and trade developments in the European market is provided in the [CBI Tradewatch for Fresh Fruits and Vegetables](#) on the [CBI Market Intelligence Platform](#). This section provides detailed statistics on the production, trade and consumption of fresh pomegranates.

NOTE: The trade statistics below are indicative, as there are no specific data for pomegranates. The analysis is based on the product code HS 08109075 (see Product Description), which includes pomegranates and other fruit (including barbary figs and medlars). According to the

most recent information from sector experts, pomegranates probably comprise the largest proportion of trade volumes to the European Market in the HS 08109075 code group.

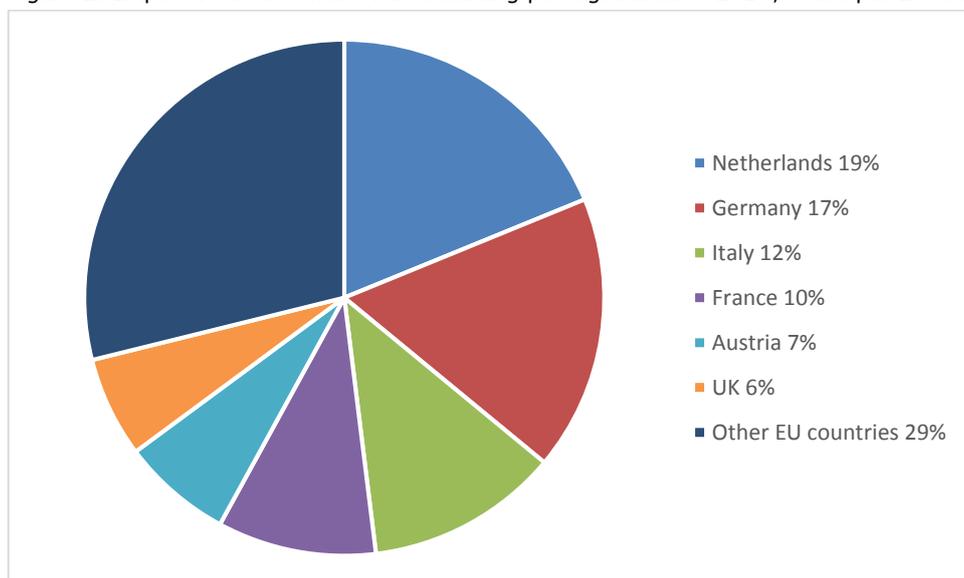
Import

Figure 1: EU imports of fresh fruit including pomegranates (in 1,000 tonnes)



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

Figure 2: Import volume of fresh fruit including pomegranates in 2014; share per EU country



Source: [Market Access Database](#) (Comext), calculations by ICI Business

Interpretations and opportunities

In 2014, the total traded volume of fresh pomegranates (amongst other niche fruit within the category HS 08109075) was 219 thousand tonnes, 60 thousand tonnes of which (27%) were from developing countries. Imports from developing countries have increased from 47 thousand tonnes in 2012 to 60 thousand tonnes in 2014.

Of all the EU countries, the Netherlands imports the largest volume of pomegranates (42,000 tonnes), closely followed by Germany (38,000 tonnes).

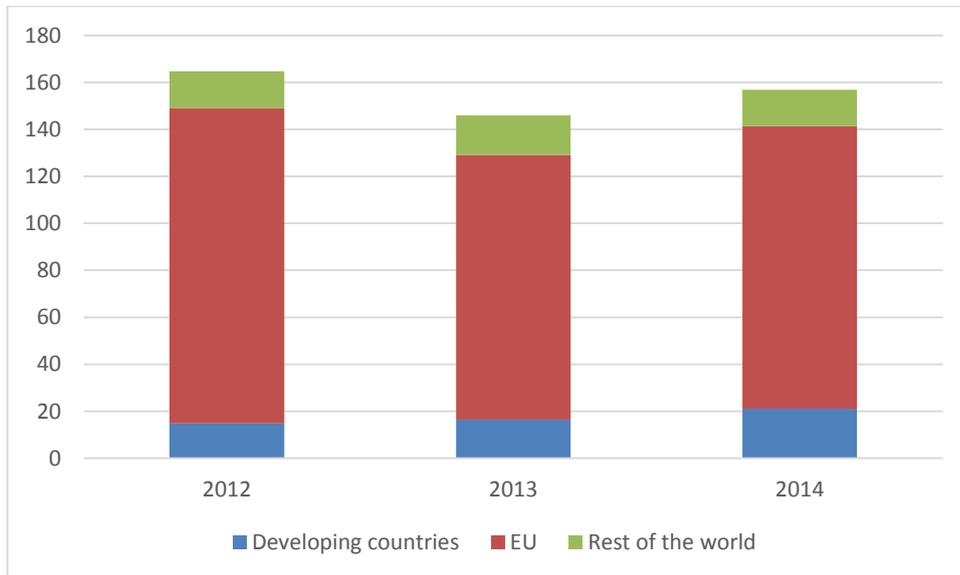
Turkey (31 thousand tonnes) and Israel (15 thousand tonnes) are the largest suppliers to the EU in terms of volume. Other suppliers include Peru, Colombia and South Africa, each of which supplies 5,000–6,000 tonnes to Europe.

Tips:

- Participate in international trade fairs (e.g. [Fruit Logistica](#) in Berlin), which can provide useful contact opportunities.
- Consider exporting to Germany, as it has the largest domestic consumption in the EU.
- Consider the Netherlands as a port of entry for imports that are to be re-exported to other countries in the EU, including Germany.
- Build strong relationships with your customers in order to obtain the latest information on demand and profit from temporary or structural shortfalls in supply.

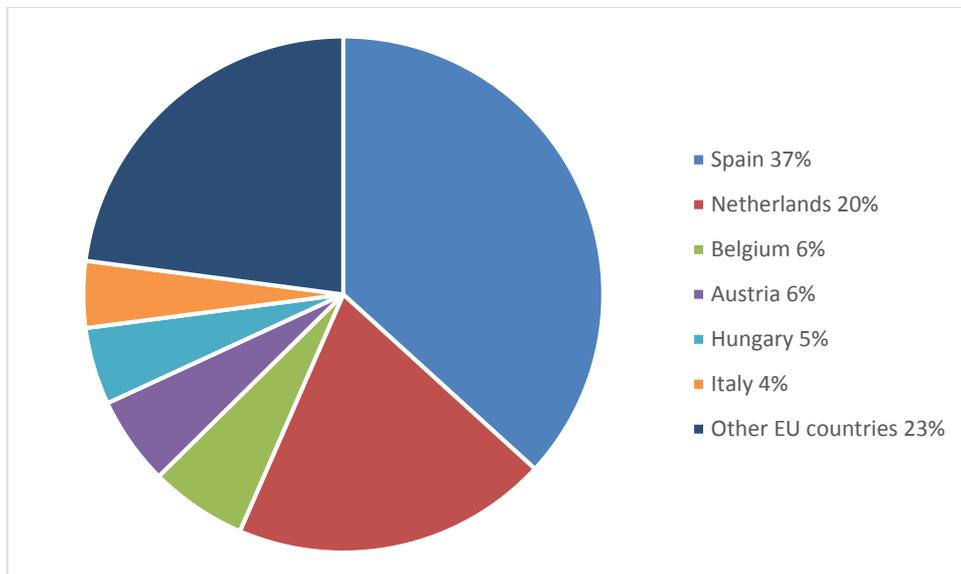
Export

Figure 3: EU exports of fresh fruit including pomegranates (in 1,000 tonnes)



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

Figure 4: Export volume of fresh fruit including pomegranates in 2014; share per EU country



Source: [Market Access Database](#) (Comext), calculations by ICI Business

Interpretations and opportunities

In 2014, total exports of fresh fruit including pomegranates (HS 08109075) amounted to 157 thousand tonnes, most of which were destined for other EU countries. Spain and the Netherlands represent the majority of these exports. Macedonia, Switzerland and Russia are important destinations for EU exports. The latter decreased by 50% when the Russian embargo was introduced in 2014.

European trade in pomegranates is expected to increase, both from domestic sources (in Spain and Greece) and from overseas through the Netherlands and other trading countries.

Tip:

- Consult the [Market Access Database](#) or other resources in order to track emerging markets that are increasingly importing from the EU. Explore the possibility of exporting directly to these markets.

Production

Interpretations and opportunities

Pomegranates are widely cultivated throughout Armenia, Azerbaijan, Iran and India, as well as in the drier parts of South and South-East Asia and tropical Africa. India and Iran are the largest producers of fresh pomegranates. Good commercial quality pomegranates come from Turkey, Israel, Iran, Afghanistan, Syria, Morocco and Spain. In the US, pomegranates are cultivated in California and Arizona.

In Europe, the main production area is in the eastern part of Spain, and particularly in the province of Alicante (Valencian Community). The Spanish pomegranate season is from October to January. According to recent estimates, 13,000 ha/32,123 acres of farmland are dedicated to pomegranates in Spain, with total annual production amounting to 36 thousand tonnes (Source: [Foods from Spain](#)).

Pomegranates can be grown in tropical to warm temperate climates, although the best quality fruits are produced in regions with cool winters and hot, dry summers. This means that the climate conditions in Northern European countries are less suitable for the production of pomegranates. These countries rely on imports of pomegranates from Southern Europe, as well as from producing countries outside the EU.

Tips:

- During the European production season, the Southern European market for pomegranates is highly competitive. For this reason, it would be better to focus on Europe during the off season, when European supply is low.
- Given the current increase in production costs in the EU (10% average increase in labour costs and 23% average increase in energy costs between 2008 and 2013), compete on price when focusing on the European markets, but be sure to supply good quality.

Consumption

No data on total actual consumption of pomegranates are available for the EU. The EU is a net importer of pomegranate. In 2014, 42 thousand tonnes of pomegranates (imports minus exports) were added to the consumption of pomegranates in the EU, in addition to the volume produced locally.

Pomegranate derivatives are gaining in popularity. Soft drinks (including juices and fruit drinks) and food supplements containing pomegranate are dominant amongst the new innovative products. Other major categories include confectionary and dairy (for Northern Europe) and sauces, seasonings and cereals (for Southern Europe) (Source: Innova Database).

Tip:

- Explore the possibility of exporting processed or semi-processed pomegranates. Consult the [CBI Market Intelligence platform](#) for more information about exporting processed fruit like pomegranates.

Which trends offer opportunities on the European market for pomegranates?

[CBI Trend mapping](#) provides information on general trends in the European market for fresh fruits and vegetables. This section provides details about specific trends in the market in general, as well as for pomegranates.

Convenience fruit:

European consumers are increasingly expressing a preference for fruit that is easy to prepare and eat. Pomegranates are sold per piece as whole fruits, but supermarkets are also offering the fruity seeds packaged as a fresh or deep-frozen product.

Tips:

- For the European market, consider offering varieties of pomegranates that are easy to peel and from which the juice sacs are easy to extract.
- Discuss with your buyer the requirements for pomegranates that are to be offered in ready-made packaging.

Growing interest in sustainable fruit:

In Europe, trends in the consumption of fresh fruit are developing towards more sustainable approaches to production and processing. Environmental and social issues are becoming increasingly important. Social and environmental certification schemes include actions aimed at sharply reducing and registering the use of pesticides, taking action to ensure the safety of employees and/or even including price guarantees for producers. Certification schemes that are in line with the [Global Social Compliance Program \(GSCP\)](#) are more likely to be accepted by European supermarkets. The demand for pomegranates with sustainability labels is expected to grow, especially in Northern Europe.

Tip:

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

Attention to health food:

In the European media, pomegranates have recently been classified as a 'super fruit'. By definition, super fruits are exotic fruits with higher than average levels of antioxidants, nutritional content and success with modern consumers. Given the

tendency of European consumers to embrace fruits that are healthful and tasty, health benefits are one of the main drivers of market success.

Tip:

- Promote the health benefits of pomegranates to draw attention to your products, but also be aware of the [European Legislation on food health claims](#).

Organic niche:

The increased attention to health and the environment is also generating increased interest in organically produced fruits and vegetables. The market for pomegranates is not well developed everywhere, and it is relatively new in Northern Europe, where the organic trend is strongest. The demand for organic pomegranates is thus still very much a niche. Given their healthful and exclusive reputation, pomegranates have potential in the organic market.

Tip:

- Read more about organic farming on the [Soil Association website](#).

Flavour and appearance are important:

Flavour is becoming increasingly important to European consumers, as is the appearance of the fruit. An attractive pomegranate skin colour and skin structure is appealing to consumers in retail.

Tips:

- Make sure that supply-chain logistics and transport processes do not negatively affect the flavour and appearance of the product in any significant way.
- If possible, work with specialised importers of exotics.

More exotics:

Consumers in Southern European countries are familiar with the characteristics and uses of pomegranates, as they are grown there locally as well. Consumers in northern countries are less familiar with the product. Pomegranates are therefore not considered mainstream in these countries. Nevertheless, these consumers have a preference for variety in the supply of products. Promotional materials (e.g. recipes) and media attention to new exotic or healthful products have the potential to boost the consumption of a product quickly.

Tip:

- Seek cooperation with buyers with experience in promoting exotic fruit in Northern Europe.

With which requirements should pomegranates comply in order to be allowed on the European market?

Buyer requirements can be divided into (1) musts (e.g. legal requirements), which must be met in order to enter the market; (2) common requirements (which have been implemented by most competitors), with which you should comply in order to stay abreast of the market; and (3) niche market requirements for specific segments.

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

Requirements that must be met

Pesticides

Pesticide residues constitute a crucial issues for suppliers of fruits and vegetables. With the objective of avoiding 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 (e.g. the UK, Germany, the Netherlands and Austria) use MRLs that are stricter than those specified in EU legislation.

Tips:

- To identify the MRLs that are relevant for pomegranates, consult the EU [MRL database](#), which contains all harmonised MRLs. The database is searchable according to product or pesticide used, and it provides lists of the MRLs associated with specific products and pesticide. Additional information about [MRLs is available 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.
- Ask your buyers whether they have any additional requirements concerning MRLs and pesticide use.

Plant health

Fruits and vegetables exported to the EU must comply with EU legislation on plant health. The EU has imposed [phytosanitary requirements](#) in order to prevent the introduction and spread of organisms that could be harmful to plants and plant products within the EU. The following are the most important implications of these requirements:

- Certain listed organisms may not be imported into the EU, except under specific circumstances. EU control measures are subject to change.
- Plants or plant products specified in Part B, Annex V of Directive [2000/29/EC](#) must be accompanied by plant health certificates.

Tips:

- Check with the relevant National Plant Protection Organisation (NPPO) or your EU importer to learn the requirements for your product. Click [here](#) for a list of NPPOs. A model phytosanitary certificate is available through [Annex VII](#) of the Plant Health Directive.
- Read more about [plant health in the EU Export Helpdesk](#).

Contaminants

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

Tips:

- Identify the relevant contaminant levels in the annex of [Regulation \(EC\) 1881/2006](#). All contaminants are presented, and maximum levels are provided for each product or group of products.
- Learn more about the prevention and reduction of lead contamination in the [Code of Practice](#) published by the Codex Alimentarius.
- Consult 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 adopted several Regulations and Directives that restrict the use of certain chemicals. Your products will be subject to official inspections, which are conducted in order to ensure that all foods marketed within the EU market are safe (i.e. in compliance with the applicable requirements). There are three types of inspections:

- Documentary inspections
- Identity inspections
- Physical inspections

In the event of repeated non-compliance of specific products originating from particular countries, the EU can decide to perform higher-level inspections or to impose emergency measures. Although inspections can take place at all stages of import and marketing in the EU, most are performed at the points of entry to the EU.

Switzerland, Norway, Iceland and Liechtenstein are not EU member states, but they are part of the European Free Trade Association (EFTA). Their food laws are largely identical to those specified in EU legislation, although some aspects may differ. In Switzerland, import inspections are the responsibility of the [Swiss Customs Administration](#) and the [Federal Office of Public Health](#).

Tips:

- Become familiar with the procedures. Failure to follow the proper procedures could result in decreased and delayed orders, increased costs and actions by EU enforcement authorities.
- Make sure that the accompanying documents correspond exactly to the food products contained in the consignment.
- Check to determine whether any increased levels of control apply.
- Read more about [health control in the EU Export Helpdesk](#).
- Consult the [EU Export Helpdesk](#) for a full list of requirements for pomegranates, selecting the product code: 0810.90.75.30

Common buyer requirements

Certification as guarantee

Given the high priority assigned to food safety in all EU food sectors, you can expect most buyers to request additional guarantees in the form of certification. The most commonly requested food-safety certification scheme, [GlobalGAP](#), is essential for exporting pomegranates to the EU, especially through supermarkets. This pre-farm gate standard covers the entire agricultural production process, from before the plant is in the ground to the non-processed product (it does not extend to processing).

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

Tips:

- Identify the food-safety management systems that 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 in the [Standards Map](#).
- Be aware that food safety is a major issue. Work proactively with buyers to improve food safety, taking care to be transparent and current with regard to buyer requirements and regulations.

Quality standards

The General EU Marketing Standards also apply to fresh pomegranates. Many EU buyers 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 the safety and quality of food.

Tip:

- Make sure to supply the level of quality agreed upon in the product specifications.

Niche markets: Organic and Fair trade

Organic: A growing niche market

Consumers in the EU are increasingly expressing a preference for food products that have been produced and processed by natural methods. Although the market for organic pomegranates is relatively small, it can be an important requirement for specialised buyers. In order to market organic products in the EU, you must use organic production methods, as specified in [EU legislation](#). Furthermore, you must have used these production methods for at least two years before you will be allowed to market the fruits and vegetables as organic. In addition, you (or your EU importer) must apply for import authorisation from EU organic control bodies. After being audited by an accredited certifier, you will be entitled to use the EU organic logo on your products, as along with the logo of the standard holder (e.g. [Soil Association](#) [especially relevant in the UK], [Naturland](#) [Germany] or [Bio Suisse](#) [Switzerland]). Regardless of several minor differences, all of these standards comply with the EU legislation on organic production and labelling.

Tips:

- Implementing organic production and becoming certified can be expensive. You should therefore assess the market potential before making any investments.
- Consult the [Standards Map database](#) for the different organic certifications.
- For the export of organic pomegranates into the European market, work with a competent and specialised importer who understands the market and who is familiar with the particular requirements and means of access for niche markets.

Fair and sustainable

A small, but growing, niche market is developing for fresh products that have been produced with greater attention to social and/or environmental conditions in the producing areas. For pomegranates, social compliance is important, although product quality is the highest priority.

of the existing social and sustainability labels for fresh fruits and vegetables include [Fairtrade](#) , [Fair for Life](#) and the [Rainforest Alliance Certification Scheme](#).

Importers may also adopt other initiatives, which could also affect suppliers. Examples include such retailer initiatives as the [Ethical Trading Initiative](#) (ETI) in the UK and the [Business Social Compliance Initiative](#) (BSCI) in North-Western Europe.

Tips:

- Examine your company's current performance (e.g. by completing a self-assessment on the [BSCI website](#)).
- Consult the [Standards Map database](#) for additional information and to learn about differences between fair trade labels.

What competition do I face on the European market for pomegranates?

For general information about market competitiveness for fresh fruits and vegetables, consult the [Market Competitiveness information](#) available at the CBI market intelligence platform. The platform also provides the [Tips for doing business with European buyers](#).

This section provides information about the competitiveness of the EU market for fresh pomegranates.

Market entry:

Certification and compliance with legal and non-legal (e.g. buyer) requirements pose a major obstacle for producers and exporters from developing countries seeking to enter the European market. Certification has to do with good agricultural practices, while legal requirements refer primarily to MRLs, plant health issues and food safety.

Product competition:

In the last decade, the diversity of fruits and vegetables supplied to the European market has increased. Pomegranates are eaten as snacks or used as ingredients in drinks, salads and meals. Although there are no specific substitutes for pomegranates, they do compete with other exotics as snacks.

Company competition:

New varieties of fruit should add innovation and value in order to be successful. Examples include ready-to-eat products or recipes for meals (or parts of meals).

The majority of fresh pomegranates in the North-Western European retail market are sold through large supermarket chains, while the Southern European market is dominated by specialist shops and markets. The buying power of large supermarkets is very strong, and buyer requirements are very important. For tropical and exotic fruits, MRLs, quality during harvest and shipping (ready-to-eat) and CSR (working conditions) are becoming increasingly important, as are supply-chain transparency and information sharing. Buyers in the EU tend to prefer long-term partnerships as a means of ensuring the supply and quality of products.

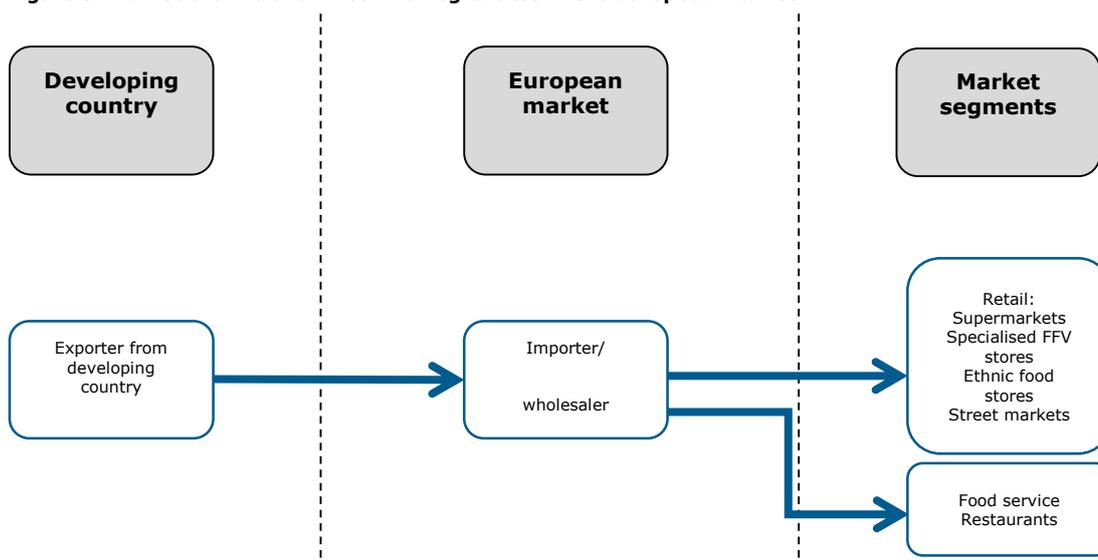
Tips:

- Read more about legal and non-legal requirements on the European market at the [EU Export Helpdesk](#).
- Storytelling (e.g. highlighting the origin and producer of your products), recipes, novel packaging and premium quality are aspects with which you can distinguish your products from the rest of the field. Take advantage of the perceived health benefits of pomegranates (their reputation as a 'super fruit') to build additional demand.
- Try not to compete on price alone. Select good varieties, build partnerships with buyers and strive for excellence in product quality and handling.

What do the trade channels and interesting market segments for pomegranates look like in Europe?

For general information about market channels and segments, consult the [Market Channels and Segments](#) document available at the CBI market intelligence platform. This section provides information about the various channels through which fresh fruits and vegetables are marketed in Europe.

Figure 5: Market channels for Fresh Pomegranates in the European market



Analysis and interpretation

The composition of market channels differs within Europe. Northern countries (e.g. Germany, the UK, the Netherlands and Belgium) are strongly dominated by the supermarket channel. France and Spain go even further with large hypermarkets, alongside smaller specialist shops. Countries in the Alpine region (e.g. Switzerland and Austria) are more favourably disposed towards small local shops.

Like most exotic tropical fruits, pomegranates are sold through the retail channel, although the food service (i.e. restaurants) industry is also an important market channel for these types of products.

Ethnic market: Southern Europe is already familiar with pomegranates, due to their local production. In Northern Europe, pomegranates are often sold in ethnic stores for consumers with backgrounds from Southern Europe, the Middle East and Asia.

Transport by ship or by plane depends upon the market: In undeveloped pomegranate markets (e.g. Northern Europe), the quantities sold are usually small, thus increasing the cost of transport by sea. Trade hubs are an exception. For sea transport, a full container is the bare minimum amount. For smaller volumes, air is the most likely mode of transport. Although transport by ship is much less expensive, it increases time to market. Bulk volumes are always shipped by sea.

Tips:

- In any of the various channels, it is important to start with a strong relationship with a European partner. Find a European importer by presenting yourself at trade fairs (e.g. Fruit Logistica). For additional information, visit <http://www.fruitlogistica.de/en/>
- Choose your importing partner carefully, based on the size of your company or strategy. Importers/distributors differ in their relationships to the retail sector. Some are suppliers for private-label products, while others have their own brands or market the brands of specific producers (cooperation).
- Pay close attention to buyers and wholesalers who supply ethnic stores. The availability of such suppliers can vary by country.

Price

The EU imports pomegranates throughout the year. The highest import volumes from outside the EU are in May. During this peak, wholesale prices for pomegranates from outside the EU vary between €1.80/kilo and €3.00/kilo for **'Wonderful'** pomegranates. Prices are dependent upon the mode of transport and quality of the fruit.

The following list of consumer prices for pomegranates in the supermarkets in the different EU countries provides an indication of the price level in the Northern EU countries. Supermarket prices represent the upper price segment (premium red pomegranates, large size). It is important to remember that much less expensive pomegranates are available in the market (e.g. in open-air markets during pomegranate season). Quantity discounts are common. Consumer prices in Southern European countries are significantly lower, especially during the production season.

Figure 6: Consumer price breakdown, (indicative)



Table 1: An example of consumer prices for pomegranates in JUNE 2015

Product	Price	Country/Supermarket chain
1x pomegranate (Israel)	€1.40	France / Auchan
1x pomegranate	€1.75	UK/Tesco
80g pomegranate seeds	€1.40	UK/Tesco
1x pomegranate (Israel)	€1.69	Netherlands/Albert Heijn

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
- EU Export Helpdesk - 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/

- 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
- The United Nations Economic Commission for Europe - <http://www.unecce.org/tradewelcome/trade-home.html>

Statistics and sector information:

- Agricultural Research for Development - <http://www.cirad.fr/en>
- [Fruitrop](http://www.fruitrop.com) - <http://www.fruitrop.com> (publication of CIRAD)
- [Freshfel](http://www.freshfel.org) - <http://www.freshfel.org>
- [Freshplaza](http://www.freshplaza.com) - <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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