



CBI  
*Ministry of Foreign Affairs*

# **CBI Product Factsheet:**

## **Fresh Pomelo in Europe**

## Introduction

Pomelos are imported via the same ports in Europe as other fruit, most notably via ports in the Netherlands. Fresh pomelos are a niche market in most European markets. Eastern and Central Europe has a steady demand for fresh pomelos, while opportunities in Western Europe could be created through active promotion and providing excellent taste. Changing market conditions in large production countries such as China offer opportunities for new suppliers of pomelos.

## Product Definition

The pomelo or pummelo (*Citrus maxima* or *Citrus grandis*) is a fruit originating from Asia. Pomelos are pale green to yellow. It is the biggest kind of citrus fruit and can weigh up to 2 kilogram. The minimum required size of marketable pomelo is a diameter of 10 cm and a weight of 400 gram. Pomelos are grown in tropical or subtropical regions.

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

Number	Product
08054000	Fresh or dried grapefruits, incl. pomelos
08054000.31 08054000.39 08054000.90 (no statistical data)	Fresh Pomelos - white -pink -other

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 advised to contact your buyer. Additional information on marketing standards can be found on the [CBI Buyer Requirements](#).

## Quality

Information on quality requirements for pomelos 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 [UNECE standards for citrus fruit](#). The [General Marketing Standards of Regulation \(EU\) 543/2011](#) apply.

- Pomelos are classified in three classes: Extra Class, Class I and Class II. Information on quality requirements for each class 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 [UNECE standards for citrus fruit](#). The [General Marketing Standards of Regulation \(EU\) 543/2011](#) apply.
- Pomelos should at least be intact, clean and sound, (practically) free from pests, free of damage from low temperatures, free of bruising and in condition to withstand transport and handling.
- EU quality standards in [Regulation \(EC\) No. 1580/2007](#) explain that imports of fresh fruit and vegetables from third countries must be conform the marketing standards or equivalent standards. Checks on conformity must be carried out before these goods enter Community customs territory, except in the case of small lots which the inspection authorities/bodies consider to be low risk. In certain third countries which provide satisfactory guarantees of conformity, pre-export checks may be carried out by the inspection bodies of these third countries.

## Size and packaging

- Pomelos are classified according to Size Codes 0 – 7, ranging from average diameter 100 – 118 mm or 400 – 700 gram till a size of over 170 mm and a weight of over 1,900 gram. See the [Codex Alimentarius Standard for pomelo](#).
- Pomelos are often packed individually in mesh bags.
- Packaging requirements differ between customers and market segments. Pomelos must at least be packed to protect the produce properly, in new, clean and quality packaging to prevent damage to the product. Discuss with your customers about their preferred packaging requirements. For wholesale, pomelos are packaged in carton boxes or crates of different sizes.
- See also the [Recommended International Code of Practice for Packaging and Transport of Tropical Fresh Fruits and Vegetables \(CAC/RCP 44-1995\)](#).

## Labelling

- Consumer packages labelling must be in accordance with the rules and regulations applying in the EU and EFTA market. Labels cannot contain any toxic ink or glue. See the [Codex General Standard for the Labelling of Pre-packaged Foods \(CODEX STAN 1-1985\)](#) or [Regulation \(EU\) No 1169/2011](#) on the provision of food information to consumers. If the nature of the produce is not visible from the outside, the package must be labelled with the name of the produce and the (optional) name of the variety and/or commercial name.
- The following items should be on the label of (pre-packed) fresh fruit:
  - 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,
  - traceability code.
- In addition, any certification logo if applicable, and the 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 pomelos, often a peeling instruction is given in small drawings.
- See: [EU Marketing standards for fresh fruit and vegetables](#). The marketing standards set out rules to identify several quality classes of pomelos, which must be indicated on the packaging (Extra Class, Class I, Class II).
- The new [Regulation \(EU\) No 1169/2011](#) establishes the general principles, requirements and responsibilities governing food information, and in particular food labelling. It lays down the means to guarantee the right of consumers to information and procedures for the provision of food information, taking into account the need to provide sufficient flexibility to respond to future developments and new information requirements.
- For more information on labelling, packaging and quality see also: [Codex Alimentarius Standard for pomelos](#) and the CBI Market Intelligence Platform for Fresh Fruit and Vegetables.

## What is the demand for pomelos in Europe?

General information about trade developments of fresh fruit in the European market is provided on the [CBI Market Intelligence Platform](#). This section provides you with more detailed statistics of fresh pomelo trade and consumption in Europe.

*NOTE: Because pomelo is a small subcategory of grapefruit production, trade and consumption figures of pomelo are not available. The described developments below are based on expert judgements and industry news.*

## Imports

The largest exporters to the European market are China, Israel (September-February) and during the European summer period South Africa (counter seasonal). According to industry experts, China supplied an estimated 46 thousand tonnes to Europe in 2014. From Thailand, the export to Europe was 173 tonnes in 2014 (air freight and not during Chinese season), which is less than the quantities prior to 2009. Vietnam supplied Europe with around 2,000 tonnes of fresh pomelos per year in 2010, 2011 and 2012, but this declined to 400 tonnes in 2014. Compared to the trade in grapefruit, the amounts of pomelo in world trade are small.

Although China is a main supplier of pomelos to Europe, they also have a strong national demand which can be more attractive for Chinese suppliers than the more complex export markets in Europe. [Rising local prices](#) in China also make exporting less attractive for Chinese suppliers. These developments are favourable for suppliers from other regions.

Phytosanitary issues are always important in fruit trade. Recent difficulties include the management of [MRLs in China](#) (2012) and [control measures for blackspot in South Africa](#). There are always quality issues with pomelos at the beginning and the end of the season.

### Tips:

- Make sure that your produce is free from Black Spot disease. Detection of Black Spot may cause rejection of your shipment and ultimately lead to import bans for all citrus fruit from your region.
- Make sure that the quality of your products is high and consistent. Find local or international alternative markets for pomelos that are not fit for export to Europe.

## Exports

The Netherlands and Belgium are important hubs for all fruit and vegetables trade, including pomelos. Because of the strong growing demand in China prices on the European market are going up.

Traditional destination countries are Central and Eastern Europe, for example Poland, the Czech Republic, Slovakia and Romania. Germany is also a significant end market. Switzerland, Norway and other Scandinavian countries are growing destination markets. With the right amount of promotion, pomelos have growth potential in other markets as well. Pomelos are often traded by specialised importers who are familiar with the Eastern European market.

### Tips:

- Consider using trade hubs such as the Netherlands in order to reach multiple countries in Europe.
- Find a European importer by presenting yourself at trade fairs like [Fruit Logistica](#).
- Make sure you are able to supply the required quantity. Importers in the European market favour larger producers because of supply certainty.
- Explore the main trade channels, retailer requirements and consumer preferences in growing consumer markets such as Scandinavia and Eastern Europe

## Production

China is the largest producer of pomelos in the world. Also other Asian countries, South Africa and the USA produce pomelos. Almost all of the production is consumed in the country where it is produced.

There are [different varieties](#) like Chandler and Honey.

Exact figures are difficult to get because pomelos are a relatively small subcategory of grapefruit and in most countries where pomelos are produced also other types of grapefruit are produced.

## Consumption

The total annual consumption of grapefruit (including pomelos) in the European Union was around 436,000 tonnes for the past few years up to 2015. Pomelo consumption is only a fraction of this total.

Fresh Pomelo consumption among Asian populations in Europe is generally higher than in other consumer groups in Europe.

### Tips:

- Avoid the mistake of putting quantity over quality when exporting to a growing market. In the end, importers and retailers demand good quality produce and reliable suppliers.
- Enlarge your focus to importers that maintain good networks in the ethnic wholesale and retail markets. Asian stores are often popular with larger Asian consumer groups.

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

[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 pomelos.

**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. There is a clear demand for organic and fair-trade fruit, with the UK and Germany as leading countries.

### Tip:

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

**Taste is important:** Consumers base their purchasing more often on the specific taste of a fruit. Pomelos have a distinctive taste that can attract new consumers if the quality and taste are excellent. However, the quality of fresh pomelos at the start and the end of the season is sometimes troublesome. This can hurt the consumption of pomelos because this happens twice a year: in April when the production and export from the northern hemisphere ends and in October when the production and export from the southern hemisphere ends.

**Tips:**

- Make sure that supply chain logistics and transportation do not affect product taste in any way.
- Make sure that the product delivered always meet the quality standards of European consumers, regardless the season. Bad quality of fresh pomelos hurts the consumer market.

**Transportation costs:** Transportation is a considerable added cost in the sale of fresh pomelos. Importers will buy the fruit in the country of origin and will arrange transportation by sea. In exceptional cases pomelos are transported by air. They will start selling the fruit to supermarkets or other customers when the cargo is due to arrive.

**Tip:**

- For a significant trade volume (by sea), find an importer in the main trade hubs such as in the Netherlands. They can distribute your pomelos to all countries of Europe.

## What requirements should pomelo 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.

## 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 pomelos, 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 pomelos, selecting the product code for pomelos: 08054000

**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 pomelos 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 pomelos. 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 pomelos is still very small, but with a growing demand and limited supply. 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 pomelos 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 on the social and/or environmental conditions in the producing areas. For pomelos social compliance is important, although product quality is top priority.

Examples of social or sustainable labels for fresh fruit and vegetables are [Fairtrade](#) and [Fair for Life](#).

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 pomelo 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 pomelos are listed.

**Buyer power:** The majority of fresh pomelos in the Northwestern European market is sold through large supermarket chains. Specialist shops and markets dominate the Southern European market, although supermarkets are quickly gaining market share. In Eastern Europe both supermarkets, specialist shops and markets exist. The buyer power of large supermarkets is very strong and buyer requirements are very important. For pomelos quality 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 is stable and rivalry is fierce most of the time. Temporary shortfalls in supply or demand (e.g. through border closures) have great effect on prices.

**Threat of new entrants:** Certification and meeting both legal and non-legal requirements is a major hurdle for producers and exporters to enter the market. Nevertheless, supply of pomelo seems stable but the price increases, due to fewer exports from China. This offers possibilities for other countries to export.

**Substitute products:** Pomelo is a subcategory of grapefruit and used for the same purposes. Pomelo competes in this way most with other citrus fruit, especially grapefruit and oranges with a large juice content.

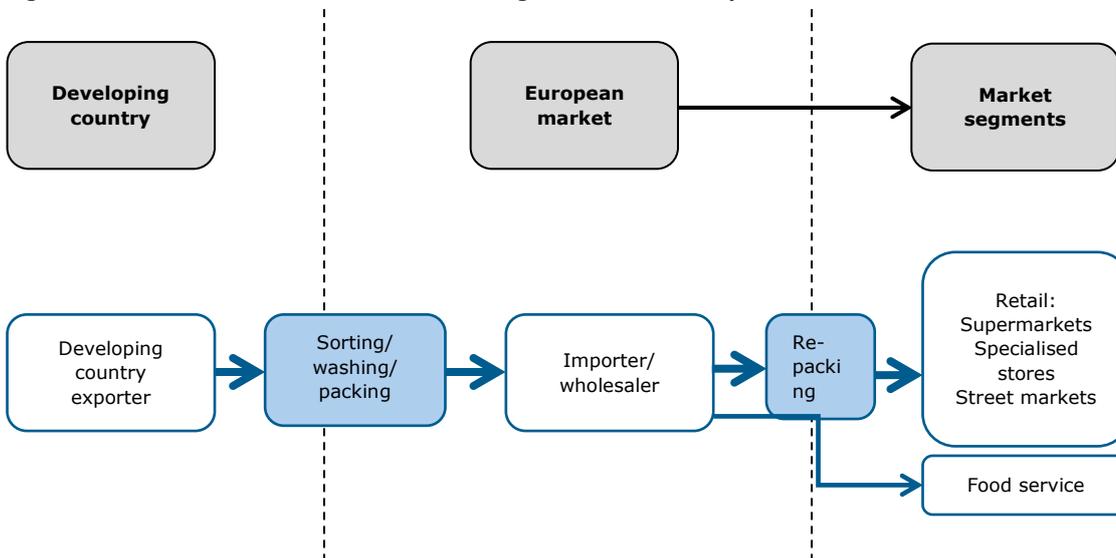
**Tips:**

- Become part of a long term retail programme and improve your company's performance by building relationships with experienced buyers.
- 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 pomelo?

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

**Figure 1: Market channels for Fresh Fruit and Vegetables in the European market**



**Interpretations and opportunities**

In Europe there are differences in the composition of market channels. The Northern countries like Germany, the UK, the Netherlands and Belgium have a very dominant retail channel. France and Spain go beyond that with large hypermarkets, in addition to smaller specialist shops. Countries in the Alpine region, like Switzerland and Austria, are more favourably disposed towards small local shops.

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).

Ethnic or Asian stores can be more important for pomelos than for other fruit varieties.

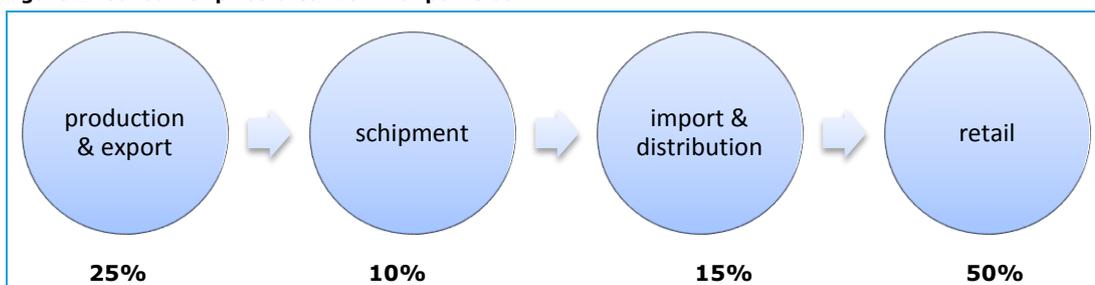
Organic produce is often distributed through specialised supply chains. If you choose to produce the organic way find companies that are specialists in organic products. Examples are [Eosta](#) and [OTC](#) in the Netherlands.

**Tips:**

- Find your trade partner on trade fairs such as [Fruit Logistica](#).
- Choose an importer, based on the size of your company or marketing strategy.

**What are end market prices for pomelo?**

**Figure 2: Consumer price breakdown of pomelos**



**Figure 3: Retail prices of pomelos**

	<a href="#">Carrefour</a> , Romania 8.99 lei/kg Approx. 2 euros/kg
	<a href="#">Albert Heijn</a> , the Netherlands 1.99 euros/piece

### Interpretations and opportunities

Consumer prices for fresh pomelos fluctuate slightly, but are generally between 1.5 and 2.5 euros per piece in the main supermarkets, which is normal for a niche fruit. In Eastern Europe prices can be much lower and volumes higher. Pomelos are not always available.

#### Tip:

- Find information about consumer prices on 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 market studies on fresh fruit and vegetables - <https://www.cbi.eu/market-information/fresh-fruit-vegetables>
- 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>
- ITC - International Trade Centre of WTO and UN - <http://www.intracen.org/>

#### 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 Alliance - <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/>

#### 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://ec.europa.eu/eurostat>
- FAOSTAT - <http://faostat.fao.org/>
- United Nations Comtrade - <http://comtrade.un.org/>
- ITC Trade Map - <http://www.trademap.org/>



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July 2016