CBI
Ministry of Foreign Affairs

CBI Product Factsheet:

Fresh beans and pulses in Germany

Introduction

Beans and pulses form an important part of the German diet. You can add value to your products by differentiating them in the market, for example through storytelling and employing best-practice social and environmental practices. The best time to target the German market is in the long off-season (in Europe this is October-June).

Product description

This Product Factsheet covers the market for fresh beans and pulses in Germany, with a focus on four products (see Table 1).

Table 1. Fresh beans and pulses: Product selection

Trade name	Botanical name	Other common and trade names (in English)	Common names in German
Mangetout peas			
sugar snap peas	*Pisum sativum* var. *macrocarpon*	mangetout, sugar snaps, sweet peas, sugar pops, sugar daddies	Kefe, Kaiserschoten, Kiefelerbse
snow peas	*Pisum sativum* var. *saccharatum*	mangetout	Kefe, Kaiserschoten, Kiefelerbse
Beans			
bobby beans	*Phaseolus vulgaris*	green beans, string beans, snap beans	Buschbohnen, grüne Bohnen
fine beans	*Phaseolus vulgaris*	haricots verts, French beans, French green beans, French filet beans	Buschbohnen, Brechbohnen

Beans

Bobby beans and ***fine beans*** are two varieties of *Phaseolus vulgaris*. ***Fine beans*** (Haricots verts, French for "green beans") are a variety of green beans which are longer, thinner, crisper, and more tender than regular green beans.

Pulses / peas

Snow pea (*Pisum sativum* var. *saccharatum*) is a legume, more specifically a variety of pea eaten whole in its pod while still unripe. ***Sugar nap pea*** (*Pisum sativum* var. *macrocarpon*) is a cultivar group of edible-podded peas that differ from snow peas in that their pods are round as opposed to flat. The name ***mangetout*** (French for 'eat all') can apply both to sugar snap peas and snow peas.

The trade statistics for the selected products are covered under the following Harmonised System (HS) codes:

HS code	Description
0708 10	Fresh or chilled peas 'pisum sativum', shelled or unshelled
0708 20	Fresh or chilled beans 'vigna spp., phaseolus spp.', shelled or unshelled
0708 90	Fresh or chilled leguminous vegetables, shelled or unshelled (excl. peas 'pisum sativum' and beans 'vigna spp., phaseolus spp.')

Product specifications

Quality

General requirements

The quality requirements for fresh produce to be marketed in the European Union, including Germany, are defined under the General Marketing Standards for Fruit & Vegetables according to Commission Implementing Regulation (EU) No. 543/2011. This General Marketing Standard (GMS) applies to fresh beans and pulses. It covers the following:

1. Minimum quality requirements
Subject to the tolerances allowed, the products must be:
- intact
- sound; products affected by rotting or deterioration such as to make them unfit for consumption are excluded
- clean, practically free of any visible foreign matter
- practically free from pests
- practically free from damage caused by pests affecting the flesh
- free of abnormal external moisture
- free of any foreign smell and/or taste.

The condition of the products must be such as to enable them:
- to withstand transport and handling
- to arrive in satisfactory condition at the place of destination.

2. Minimum maturity requirements
The products must be sufficiently developed, but not over-developed, and fruit must display satisfactory ripeness yet not be overripe.

The development and state of maturity of the products must be such as to enable them to continue their ripening process and to reach a satisfactory degree of ripeness.

3. Tolerance
A tolerance of 10% by number or weight of product not satisfying the minimum quality requirements shall be permitted in each lot. Within this tolerance, not more than 2% in total may consist of produce affected by decay.

4. Marking the origin of produce (full name of the country of origin)
For products originating in a Member State [of the European Union], this must be in the language of the country of origin or another language that is understandable for the consumers of the country of destination. For other products, this may be in any language understandable by the consumers of the country of destination. If you package products for the consumer market, you will need a label in German. However, if you work with suppliers or retailers, the buyer usually provides the labels. For more information, please refer to the section on Labelling below.

Product-specific requirements

Importers of fresh fruits and vegetables without a specific marketing standard should follow the guidelines of the UNECE Standards for Fresh Fruit and Vegetables. UNECE standards exist for peas and beans. These guidelines are essentially the same as defined under the GMS described above, but specified to beans and pulses. In general, when you follow the specific UNECE standards, you comply with the GMS as well.

Sugar snap peas and snow peas
The UNECE product standards for **peas** cover varieties (cultivars) grown from ***Pisum sativum* L. subsp. *sativum*** to be supplied fresh to the consumer. According to the type of consumption, peas are classified in two groups:
- **Shelling peas (round peas, wrinkled peas)** intended for consumption without the pod.
- **Mangetout peas**[1] and **sugar snap peas** intended for consumption with the pod.

The pods must be:
- intact; however, mangetout peas and sugar snap peas may have their ends removed
- sound; produce affected by rotting or deterioration such as to make it unfit for consumption is excluded
- clean, practically free of any visible foreign matter (including parts of the flowers)
- free from hard filaments or films in mangetout peas and sugar snap peas
- practically free from pests
- practically free from damage caused by pests

[1] *It is understood, in this context, that mangetout refers to **snow peas**.*

- free of abnormal external moisture
- free of any foreign smell and/or taste.

The seeds must be:
- fresh
- sound; produce affected by rotting or deterioration such as to make it unfit for consumption is excluded
- normally developed in shelling peas
- practically free from pests
- practically free from damage caused by pests
- free of any foreign smell and/or taste.

The development and condition of the peas must be such as to enable them to:
- withstand transportation and handling
- arrive in satisfactory condition at the place of destination.

Peas are classified in two classes: Class I and Class II. Class II applies to peas that are slightly more developed (making the pods more fibrous) or have some slight defect, for example a shape, colouring or skin defect.

There are no market standards concerning size. However, buyers will have their own size requirements.

Bobby beans and fine beans
The UNECE product standards for **beans** cover varieties (cultivars) grown from ***Phaseolus vulgaris* L.** to be supplied fresh to the consumer.

The beans must be:
- intact
- sound; produce affected by rotting or deterioration such as to make it unfit for consumption is excluded
- clean, practically free of any visible foreign matter
- fresh in appearance
- free from parchment (hard endoderm)
- practically free from pests
- practically free from damage caused by pests
- free of abnormal external moisture
- free of any foreign smell and/or taste.

The development and condition of the beans must be such as to enable them to:
- withstand transportation and handling
- arrive in satisfactory condition at the place of destination.

Beans are classified in three classes: 'Extra' Class (superior quality), Class I (good quality) and Class II (beans which do not qualify for higher quality classes, but satisfy minimum requirements).

Size is determined by the maximum width of the pod measured at right angles to the seam. To ensure uniformity in size, needle (fine) beans in the same package shall not exceed:
- 6 mm when marked 'very fine'
- 9 mm when marked 'fine'
- 12 mm when marked 'medium'.

Further quality requirements for peas and beans can be found in their respective documents under UNECE Standards for Fresh Fruit and Vegetables.

Labelling

General requirements

The labelling requirements for fresh beans and pulses in Germany also follow the GMS as described above (see Product Specifications).

All fresh vegetables subject to European Union's marketing standards must be labelled with:
- nature of produce
- country of origin
- standard/class
- variety (for peas variety does not need to be mentioned, for beans it is optional).

If the produce is sold **pre-packaged**, the following additional information has to be stated on the product label:
- name and address of packer
- weight or number of items in the package
- lot number

- size (needs to be included for beans).

If the product is sold in retail packaging, all information above will have to be in **German**. In addition, any certification logo, or retailer logo in the case of private-label products, should be displayed on the label.

Organic: In order for fresh beans and pulses to be marketed as certified as organic in Germany, they must contain the European Union's organic logo. To include the organic logo, the product has to comply with the European Union regulation for organic farming and marketing. Read more about the EU organic logo here. The regulation is explained more extensively in the section "What are the niche requirements?" of this document. In addition to the European Union logo, Germany has its own organic logo, the Biosiegel. This logo is less commonly used than the European organic logo, but may be demanded by some retailers. Discuss these options with your buyers.

Packaging and transport

Fresh beans and pulses are susceptible to wilting, so the relative humidity should be maintained at 95-100% during storage and transport. At a temperature of 5°C to 7.5°C, a commercial storage life of 1-2 weeks is expected for bobby and fine beans. Peas / pulses are not sensitive to low temperature and should be stored as close to 0°C as possible without freezing.

Bulk packaging

Packaging of fresh beans and pulses often depends on the customer's demand. Beans and peas / pulses can be packaged in wooden or cardboard boxes, or plastic crates.

Bobby beans and fine beans are generally supplied in 4 or 5 kg cartons. Sugar snaps and snow peas come in boxes of 2, 3, 4 or 5 kg. The products are either sold loose or in smaller (plastic) packaging of, for instance, 200, 250 or 500 grams. However, there is a wide variety of containers and sizes used in the market.

Retail packaging

Common retail packaging in supermarkets includes flow pack, tray and plastic wrapper, and plastic punnets of 125 and 350 grams, but other weights are also used for both beans and pulses.

See also the Recommended International Code of Practice for Packaging and Transport of Tropical Fresh Fruits and Vegetables (CAC/RCP 44-1995).

Special legislation applies to wood packaging materials (pallets) in terms of exporting to the EU. Please refer to an overview of EU rules on wood packaging material as provided by the European Commission.

Examples of bulk and retail packaging

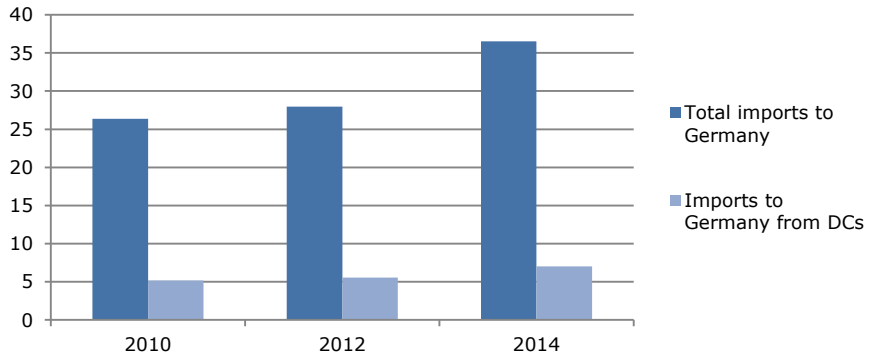
Source: http://www.hpwag.ch/en/baby-vegetables/

Source: http://www.asuncionexport.com/info_site/process

What is the level of demand for fresh beans and pulses in Germany?

Imports

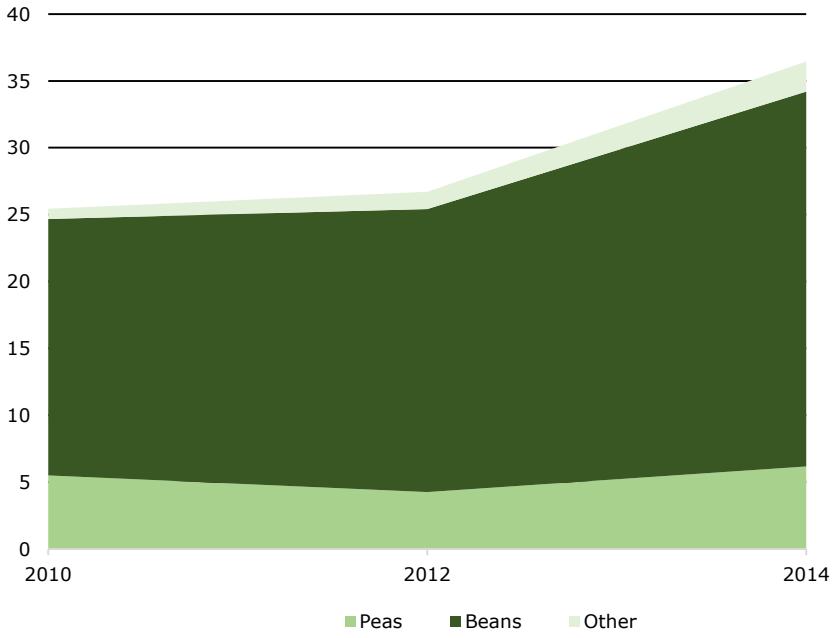
Figure 1: Total imports of peas, beans, and other leguminous vegetables to Germany x 1,000 tonnes.



Source: Eurostat, 2015

- In 2014, total European imports of peas, beans, and other leguminous vegetables amounted to 659 thousand tonnes (€811 million).
- Germany is the sixth largest importer of peas, beans, and other leguminous vegetables in Europe, accounting for around 37 thousand tonnes (€65 million) in 2014. Belgium and Spain are the largest EU importers. The countries together account for around 50% of total European imports, while the Netherlands, France and the United Kingdom for another 30%.
- Growing imports by Germany indicate increased potential for beans and pulses in the country. German imports of peas, beans, and other leguminous vegetables increased in terms of both volume (+8.5%) and value (+12%) between 2010 and 2014.

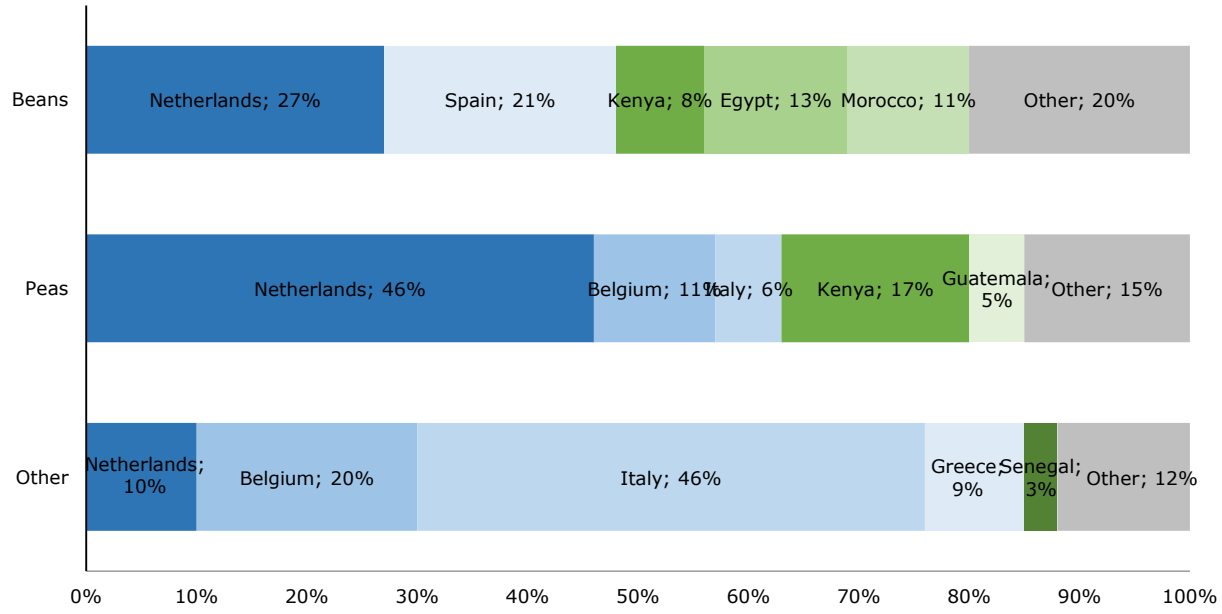
Figure 2: Shares of peas, beans and other leguminous vegetables in German imports, in 1,000 tonnes



- Of German imports of peas, beans and other leguminous vegetables in 2014 around 77% consisted of beans, 17% of peas and the remaining 6% of other leguminous vegetables.

- All three product groups experienced significant growth between 2010 and 2014 and thus growing opportunities. Germany's imports of beans had an average annual increase of 10%, beans increased at a 2.9% rate and other leguminous vegetables registered the sharpest increase, at 31%.

Figure 3: Share of leading suppliers of beans, peas and other leguminous vegetables to Germany



Source: ITC Trademap

- The Netherlands is a key market entry point for fresh beans and pulses (see Box 1 below). Among intra-European suppliers, the Netherlands plays an important role as supplier to Germany. A large share of fresh leguminous vegetables imported into Germany is sourced in the Netherlands, which is the main entry point for this product category in Europe. The Netherlands accounts for nearly half (46%) of total German imports of fresh peas, and for 27% of imports of fresh beans.
- A more modest share of 10% of total German imports is registered for the group of other leguminous vegetables. For this product group, Italy is by far the most important supplier to Germany, accounting for nearly half of its total imports.
- In addition, there is a growing potential for developing countries to supply Germany directly. These imports have increased substantially over the past five years, recording an average annual growth of +7.9% in volume and +13% in value.
- The share of developing countries varies widely per specific product group, indicating differing potential for developing countries as well:
    - Fresh beans: Developing countries accounted for a share of 38% of total German imports in 2014, with Egypt (13%), Morocco (11%) and Kenya (8%) as its main suppliers. Other smaller suppliers among developing countries are Senegal (3%) and Turkey (1%).
    - Fresh peas: Developing countries accounted for a share of 33% of total German imports in 2014, with Kenya (17%) as its main developing country supplier. The roles of Guatemala and Zimbabwe are also significant, with respective shares of 5% and 4% of imports. Smaller suppliers to Germany are Egypt (3%), Zambia (2%), Peru and South Africa (1% each).
    - Other leguminous vegetables: The role of developing countries is very limited. Only around 10% of total German imports were supplied in developing countries in 2014. Senegal (3%) and Kenya (2%), Turkey (2%) and Thailand (1%) were the main suppliers.
- Suppliers included above can be strong competitors for your beans and pulses, especially large suppliers such as Egypt, Morocco and Kenya. Due to the strong Dutch role in fresh produce trade, you also need to take suppliers to the Netherlands into account (see box 1).

Tips:

- Follow developments in the German trade for peas, beans, and other leguminous vegetables and identify developments, such as the emergence of new suppliers and decline of established ones. A good source for analysing the German trade dynamics yourself is the Eurostat Statistics Database.
- For general information on German trade dynamics, visit the website of the German Economic Development Agency.
- For more information on (potential) competitive sources, please refer to the Competition section in this factsheet.
- For more information on finding buyers, please refer to the Market Channels section in this factsheet and the CBI Module on Finding Buyers.
- For more information on product applications of fresh beans and pulses, please refer to the Market Trends section in this factsheet.

Box 1: The role of the Netherlands as a trade hub

If you want to target Germany with your fresh beans and pulses, be aware that your best option may be to export through the Netherlands. This country, through the harbour of Rotterdam and the airport of Schiphol, is the main entry point for fresh leguminous vegetables in Europe. A great deal of this produce is destined for the processing industry (canning and frozen vegetables industry). In addition, the Netherlands imports beans and pulses from developing countries, especially in off-season periods, i.e. from September to June.

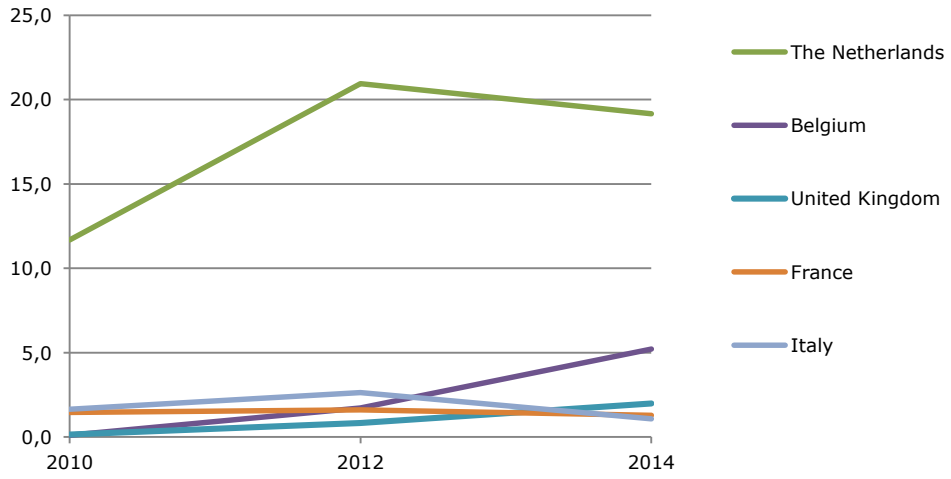
Its importance as a trade hub within Europe of leguminous vegetables is also reflected in the indirect imports of Germany through the Netherlands. Germany is the second largest destination (after Belgium) of Dutch exports of leguminous vegetables. Around 25% of intra-European exports from the Netherlands are destined for Germany.

Almost all Dutch imports of leguminous vegetables from outside the EU come from developing countries. This also reflects the importance of producers in developing countries as (indirect) suppliers to Germany. However, German importers and wholesalers also seek for direct sourcing from developing countries, see Figure 3 above.

In 2014, the main suppliers of peas, beans, and other leguminous vegetables to the Netherlands were Kenya and Morocco, accounting for a share of 18% and 17% of total imports, respectively. These two countries can be strong competitors due to their trade relationships with the Netherlands and, in the case of Morocco, the shorter physical distance that makes it easier for beans and pulses to arrive fresh in Europe. Other important suppliers from developing countries are Guatemala (8.9%), Senegal (8.7%) and Egypt (7.3%). Zimbabwe and Peru account for respective shares of 5.9% and 1.7%.

Exports

Figure 4: Main destinations for Germany's exports of peas, beans, and other leguminous vegetables (in terms of 2014 volume), 2010-2014, in 1,000 tonnes



- As well as a consumer market, Germany is also an increasingly important trader of beans and pulses, especially to the Netherlands. Germany is the fourth largest (re-)exporter of fresh leguminous vegetables in Europe. In 2014, the

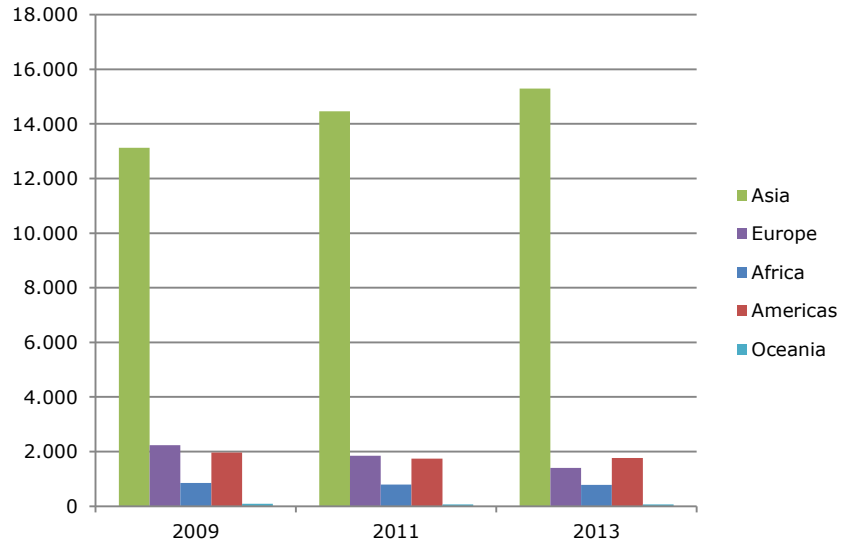
country (re-)exported around 31 thousand tonnes / worth €23 million of leguminous vegetables, accounting for 8.7% of total European (re-)exports of leguminous vegetables.
- German (re-)exports of leguminous vegetables increased significantly in both volume and value since 2010, at an annual average rate of +8.7% and +7.5%, respectively.
- The main destinations of German leguminous vegetables exports are the Netherlands (62% share in volume), Belgium (17%), the United Kingdom (6.5%) and France (4.2%).

Production

Production, especially in Europe and Germany, gives an indication of the competition you can expect from local producers (see the section on Competition for more information) and where the opportunities lie. In terms of production data, FAOSTAT gives an overview of production of string and green beans and green peas. String beans cover both bobby and fine beans, whereas green beans cover *Phaseolus* spp for shelling. Green peas cover peas of the species *Pisum sativum*, including podded peas (e.g. sugar snaps and mangetouts).

The figure below gives an overview of global production of string beans and peas. This production is concentrated in Asia, particularly in China (green beans and peas) and the Philippines (string beans). However, the main part of this production is destined for regional Asian markets, especially in terms of green bean production for shelling. Therefore, green beans are excluded from the figure below.

Figure 5: Global production of beans and peas, in 1,000 tonnes



Source: FAOSTAT

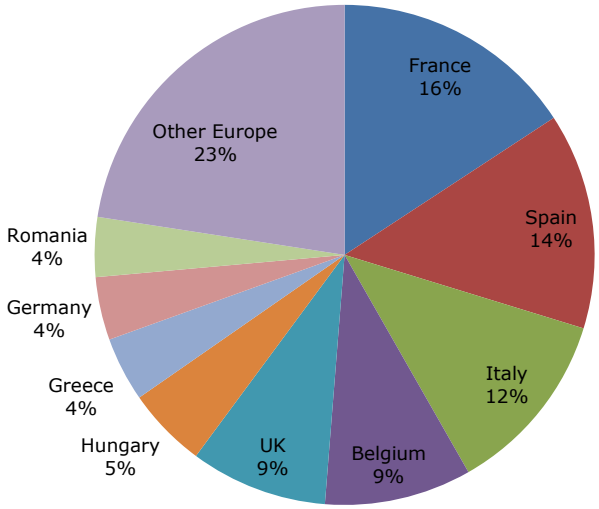
Europe is the second largest producer of beans and peas at just over 1,400,000 tonnes in 2013. Since 2009, European production decreased by 11% annually. African production of fresh beans and peas is concentrated in North African countries, especially in Egypt and Morocco. Compared to these countries, Kenya is a smaller producer of beans and peas.

You will have the most opportunities to enter the German market outside of the European production season. Consumers, and consequently buyers, expect fresh beans and pulses to be available year-round, but the main production season in Europe is limited from July to September. During this period imports decrease sharply and you can expect to face strong competition from European producers during these months.

Germany itself is a relatively small producer of fresh beans and peas and relies mainly on imports from other European countries (see Imports above). France and the United Kingdom are the main producers of green peas, whereas Spain, Italy and Belgium have a stronger production of green beans. German production of green beans is twice as high as production of green peas.

Tip:
- Ensure that you are able to supply quality produce in Europe's off-season. Buyers seek to source beans and pulses year-round to accommodate consumer wishes for continuous availability.

Figure 6: Main European producers of fresh beans and peas in 2013



Source: FAOSTAT

Consumption

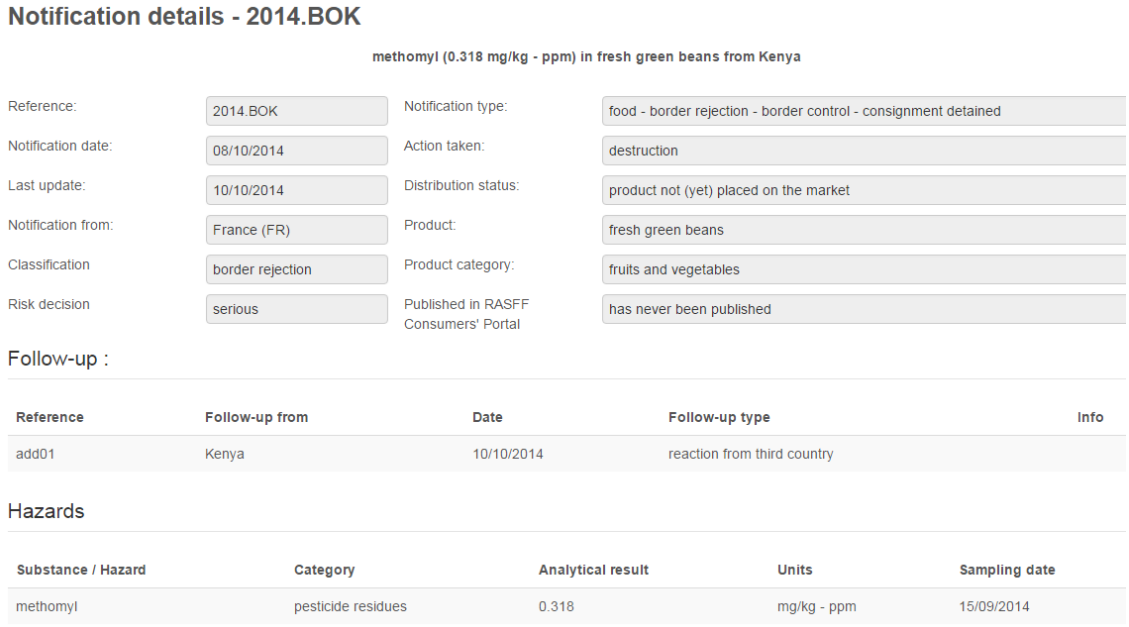
Beans and pulses are popular among German consumers.

Almost 2 kg of this product group consists of bean consumption (SupermarktMacht). This amounts to a total consumption of over 160,000 tonnes. Consumption of peas is rather stable. Since beans and pulses are commodity products, German demand for fresh beans and peas greatly depends on supply and market prices.

What trends offer opportunities on the German market for fresh beans and pulses?

Food safety remains a concern in Germany for fresh beans and pulses. Not complying with legislation on food safety can lead to border rejections of your products. The main issue lies in the contamination of products entering the European market (see example below). Pesticide residues are the most common form of contamination, which can result in border rejection. This is a major issue for fresh fruits and vegetables in general and one of the main food safety concerns of German and other European consumers (Eurobarometer Food-Related Risks).

Figure 7: RASFF portal result for fresh beans



Notification details - 2014.BOK

methomyl (0.318 mg/kg - ppm) in fresh green beans from Kenya

Reference:	2014.BOK	Notification type:	food - border rejection - border control - consignment detained
Notification date:	08/10/2014	Action taken:	destruction
Last update:	10/10/2014	Distribution status:	product not (yet) placed on the market
Notification from:	France (FR)	Product:	fresh green beans
Classification	border rejection	Product category:	fruits and vegetables
Risk decision	serious	Published in RASFF Consumers' Portal	has never been published

Follow-up :

Reference	Follow-up from	Date	Follow-up type	Info
add01	Kenya	10/10/2014	reaction from third country	

Hazards

Substance / Hazard	Category	Analytical result	Units	Sampling date
methomyl	pesticide residues	0.318	mg/kg - ppm	15/09/2014

Source: RASFF Portal

Tips:

- Make sure that your fresh beans and pulses comply with food safety legislation. Browse through various border rejections and alerts for specific fresh beans and pulses under the product category 'fruits and vegetables' after accessing the RASFF Portal. In this manner, you can learn about common problems faced by suppliers during border controls and adopt appropriate measures to avoid them.
- Develop an Identity Preservation (IP) system for your products (i.e. maintaining their segregation and documenting their identity), focusing on their origin and on transparency along the chain.

Consumer food safety concerns, especially over pesticide residues, are also driving the interest in organic fresh foods, such as beans and pulses, to ensure food safety. In general, the interest in and supply of **organic** fresh vegetables is growing (Fruit Logistica), which opens up opportunities for certified as organic beans and pulses. Strongest growth of organic foods is in the fresh produce segment (Boelw). The organic market in Germany is the largest in Europe. From 2013 to 2014, this market grew by 4.8%, reaching a market of €7.9 billion, which represents 3.8-4.0% of the total food market (AMI, 2015).

Tips:

- To market a product as "organic" in Germany (or in any other country in the European Union), this product has to comply with the EU Regulation (Council Regulation (EC) No 834/2007 and Commission Regulation (EC) No 889/2008 (OJ L-250 18/09/2008) for organic production and labelling. Claims of "Natural", "Pesticide free" or "Organic by default" are not valid without organic certification.
- Learn more about the requirements for organic certification and refer to other *Tips* under the "What are the niche requirements?" section.

Since beans are going through an image overhaul in recent years, they are increasingly better suited with the trend for healthier living. Whereas they used to be seen as 'food for soldiers', consumers are increasingly aware of the **health** aspects of beans and pulses and how they can contribute to a healthy diet and lifestyle (Gesundheit Real). The German national Health Centre lists several research studies on the health effects of various beans along with recipes to use them in healthy meals (Zentrum der Gesundheit).

In general, the wide range of bean species contain several vitamins (A, C, K, B6 and folic acid) and minerals (calcium, silicon, iron, manganese, potassium, copper), they are low in calories, high in fibres and a good source for proteins (OrganicFacts). As such, they are an important source of protein for vegetarians (Spiegel). The European trend for healthy living and eating is opening up opportunities for beans and pulses. However, the freshness of beans and pulses is key: consumer perception of healthy food is strongly linked to how "fresh" they are.

Tip:

- Make sure that the packaging and transportation of your fresh beans and pulses ensure that the products arrive in Germany as fresh as possible. Have a look at the packaging and transportation guidelines in the product specifications of this factsheet.

In Germany, as in other European countries, **home cooking** is increasingly popular. In 2013, 65% of German consumers cooked at home to **save money** (Allrecipes), although many other drivers for this trend exist as well. Together with the increased importance of healthy living, this is changing the demand for convenience and ready meals (Agriculture and Agri-Food Canada, 2012).

Convenience in eating is also an important trend in Germany, as consumers wanting to cook at home are pressed for time. Convenience products include frozen or chilled ready meals or on-the-go breakfasts (Frozen Food Europe, Mintel). Traditionally, convenience products for beans and pulses mainly consisted of frozen, canned or jarred beans and pulses, which are sources of product competition (see Competition). These products made up a large part of German consumption of beans and pulses. However, the need for healthier cooking is leading to a substitution of these canned products with fresh beans and pulses (CBI, 2014).

For fresh beans and pulses, convenience takes the form of ready-to-use beans, where the tips of beans are cut off. If you can accommodate this trend in product offering, you can find growing opportunities. Beans are usually offered in uniform sizes and can be marketed in various volumes. In German supermarkets, pre-packaged beans are commonly packaged per 200, 400 or 500 grams (Rewe). Moreover, the increasing number of single person households is opening opportunities for smaller, single portions of beans and pulses. These pre-cut and packaged beans are regulated as pre-cut vegetables.

Tip:

- Make sure that you comply with the specific legislation on microbiological criteria for foodstuffs for pre-cut vegetables. These criteria are on top of the normal microbiological criteria for foodstuffs. They are covered in Commission Regulation (EC) 2073/2005. Please refer to the Legislative Requirements below for more information.

The growing demand for sustainability has an impact on consumption of fresh beans and pulses. More specifically, German consumers are interested in **local sourcing** of fresh products, to reduce emissions from transportation. This may represent a competitive disadvantage for suppliers of beans and pulses outside of Europe. However, buying local in Germany does not necessarily refer to produce grown in Germany, but rather to those grown in a specific, known, territory or origin (Agriculture and Agri-Food). Around 75% of German consumers do prefer to buy regional products. This may be a threat to suppliers of fresh beans and pulses outside of Europe.

Tip:

- Find out how you can lower your carbon footprint, for example in terms of water and energy used in production, especially if you transport your fresh beans and pulses by air, and how you can use efficient packaging to minimise energy emissions in transportation.

What legal requirements must my product comply with?

Marketing standards in the European Union

The quality requirements for fresh produce in general, and fresh beans and pulses specifically, are described under the 'Product specifications> Quality> General requirements / Product-specific requirements' sections of this document.

Food safety: Traceability, hygiene and control

Food safety is a key issue in EU food legislation. All food products in the European Union, including fresh beans and pulses, must comply with the General Food Law (Regulation (EC) 178/2002), laying down the general principles and

requirements of food legislation, establishing the European Food Safety Authority and laying down procedures in matters of food safety. It also includes provisions on the traceability of food; the ability to track food products through the stages of production. For exporters to the EU, your buyers (minimally) expect you to know and document your buyers and suppliers and which fertilisers or pesticides are used during your production process, and to label final products for traceability in case of a food safety problem.

Control of food imported to the EU

In the event of repeated non-compliance of specific products originating from particular countries, such products can only be imported under stricter conditions such as having to be accompanied with a health certificate and analytical test report. Products from countries that have shown repeated non-compliance are put on a list included in the Annex of Regulation (EC) 669/2009. Regarding fresh beans and pulses have a look at relevant cases to find out for what specific non-compliance hazards products from your country are checked extra strictly. For example:

- Yardlong beans *(Vigna unguiculata spp. sesquipedalis)* [CN code: ex070820 00; ex071022 00]. Origin: Dominican Republic. Hazard: Pesticide residues analysed with multi-residue methods based on GC-MS and LC-MS or with single-residue methods. Frequency of physical and identity checks: 20%.
- Peas with pods (unshelled) [CN code: ex070810 00]. Origin: Kenya. Hazard: Pesticide residues analysed with multi-residue methods based on GC-MS and LC-MS or with single-residue methods. Frequency of physical and identity checks: 10%.
- Beans with pods (unshelled) [CN code: ex070820 00]. Origin: Kenya. Hazard: Pesticide residues analysed with multi-residue methods based on GC-MS and LC-MS or with single-residue methods. Frequency of physical and identity checks: 10%.

Tips:

- Read more about Sanitary and phytosanitary requirements at the EU Export Helpdesk and pay special attention to the following documents from the European Commission:
  - Import requirements and the new rules on food hygiene and official food controls.
  - Implementation of certain provisions of Regulation (EC) No 852/2004 of the European Parliament and of the Council on the hygiene of foodstuffs.
- Check if there are any increased levels of controls for your product and country. The list is updated regularly. Check the Regulation periodically for the most recent list.

Plant Health

Fruit and vegetables exported to the European Union must comply with the 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.
- Plants or plant products specified in Part B of Annex V of Directive 2000/29/EC must be accompanied by a plant health certificate. Bobby and fine beans are listed here, under their **botanical name** *Phaseolus L*. However, for these beans you only need a plant health certificate when you export plants and seeds intended for planting.

Tips:

- Check with the relevant Plant Protection Organisation (NPPO) in Germany or with your importer what the requirements are applying to your product.
- If a phytosanitary certificate is needed to be allowed entry into Germany / the EU, refer to the model phytosanitary certificate on Annex VII (p.170) of Directive 2000/29/EC and/or ask your importer for assistance.
- Read more about plant health on the website of the European Commission: Plant Health.
- The European Union's legislation on Plan Health has been subjected to recent modifications. The final decision on such changes, which affect issues such as impact assessment, stakeholder consultations and evaluation will take several years, but the website of European Commission: Plant Health: New EU Plant Rules contains useful information which will help you plan ahead.

Maximum Residue Levels (MRLs)

The European Union has set MRLs for pesticides in and on food products, which are particularly relevant. Products containing more pesticides than allowed will be withdrawn from the EU market.

Note that buyers in several Members States use MRLs which are stricter than the MRLs laid down in EU legislation. This is especially the case in Germany which, alongside the United Kingdom, applies the strictest MRLs at the retail level in

Europe. As a general rule, German retailers apply an MRL rule which is three times stricter than the EU legislation – but some German retail chains can set the MRL limit even higher.

Tips:

- To find out the MRLs that are relevant for your products, you can 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.
- Consult your Germany buyer on their specific MRL requirements and on their expectations for compliance. As mentioned above, company policies might limit the MRLs to 30%, 50%, 70% or even higher parameters in relation to the EU legislation.

Contamination sources and maximum levels

Contaminants are substances that may be present as a result of the various stages of pre-harvest, harvest or post-harvest (including packaging) of fresh beans and pulses. The packaging material you use may also be a source of contamination.

Tip:

- Always use clean and proper packaging materials to prevent contamination of your fresh beans and pulses. Handle your packaging and produce with care.

One of the most common problems faced by exporters of beans and pulses, and other fresh produce is contamination derived from external sources. For this reason, it is crucial for exporters to learn about and comply with the maximum contamination levels allowed by the European legislation. The various sources of contamination in fresh beans and pulses, and the respective legislation addressing them, are:

- ***Heavy metals*** (see section 3 of Annex of Regulation (EC) No 1881/2006)**:**
  - The maximum limit of **lead** allowed for legume vegetables, cereals and pulses is 0.20 mg/kg wet weight.
  - The maximum limit of **cadmium** allowed for Vegetables and fruit, including beans and pulses, is 0.050 mg/kg wet weight.
- ***Microbiological:*** In the current EU legislation (Commission Regulation (EC) No 2073/2005), microbiological criteria have been set specifically for fresh vegetables:
  - Pre-cut vegetables (ready-to-eat): ***Salmonella*** – Absence in 25 g (Analytical reference method: EN/ISO 6579).
  - Pre-cut vegetables (ready-to-eat): *E. coli* – Limit value m of 100 cfu/g; limit value M of 1,000 cfu/g (Analytical reference method: ISO 16649-1 or 2).
  - In other cases, where no specific legislation for microbiological contamination is available, food safety authorities can withdraw imported food products from the market or prevent them from entering the European Union when *Salmonella*, *E. coli* or other microbes are found.
- ***Foreign matter***: Contamination by foreign matter such as excessive filth, soil or other materials is a threat for the quality of fresh beans and pulses.

General requirements on packaging and liability

Note that there is also non-product-specific legislation on packaging and liability that applies to all goods marketed in the European Union.

Full overview of requirements for fresh beans and pulses:

For a list of requirements consult the EU Export Helpdesk where you can select your specific product code under Chapter 0708 (Leguminous vegetables, shelled or unshelled, fresh or chilled); you can select your respective origin and export destination (e.g. Germany).

What additional requirements do buyers often have?

GLOBALG.A.P., QS and other quality management standards

The most commonly requested food safety certification scheme, essential for exporting fresh (beans and pulses) to the European Union, and Germany specifically, is GLOBALG.A.P.. Even though GLOBALG.A.P. is not a legislative requirement per se, it is requested by practically all retailers in the European Union.

GLOBALG.A.P. is a pre-farm-gate standard which covers the whole agricultural production process from farm inputs such as seedling until the product leaves the farm, i.e. only primary in-field processing is covered. So as to cover further steps in the value chain, GLOBALG.A.P. is often supplemented by quality management systems which relate to post-harvest handling, packaging and other processes outside of the farm.

Implementing a quality management system according to HACCP is a minimum requirement regarding handling and processing steps in the value chain. This system is thus additional to GLOBALG.A.P., which only covers processing steps until products leave the farm. HACCP is specified in both the *Codex Alimentarius* standard on General principles of Food Hygiene and mentioned under General Food Law Regulation (EC) 178/2002. Social practices are increasingly part of the agenda of German retailers and their audit processes. Therefore, German retailers will most probably ask for additional Quality Management System certificates such as International Featured Standards (IFS): Food, which is a quality and safety standard published by the union of German supermarket chains, HDE (Hauptverband des Deutschen Einzelhandels).

An alternative requirement often used by German retailers is the GLOBALG.A.P.-equivalent standard QS. Whereas QS is equivalent to GLOBALG.A.P. at the farm level (QS-GAP), it also covers further food safety steps along the value chain, from the farm gate to wholesalers and retailers. As such, QS is a 3-tier system which involves every stakeholder in the value chain. A combined certification for both QS and GLOBALG.A.P at the same time is possible at the producer level. Apart from QS you will also need a specific HACCP based system for quality management, such as IFS.

Tips:

- Refer to the European Commission's document on the Implementation of procedures based on the HACCP principles
- If you plan to target one or more markets, check which specific food safety management systems are most commonly requested. In any case choose for a management system that is GFSI approved.
- Read more about the different Food Safety Management Systems at the Standards Map.
- Contact your buyers to find out which (additional) requirements they have and which quality management system they prefer.

GRASP, a GLOBALG.A.P. / QS(GAP) add-on

GRASP stands for GLOBALG.A.P. Risk Assessment on Social Practice, and is a voluntary ready-to-use module developed to assess social practices on the farm, addressing specific aspects of workers' health, safety and welfare. Operators certified against GLOBALG.A.P. and/or QS(GAP) can get certified according to this additional module so as to substantiate their social practices at the farm level. This module is increasingly important to retailers in Germany, since it addresses social risks intrinsic to the value chain of fresh products and can strengthen their Corporate Social Responsibility policies.

Tip:

- Have a look at the quality management systems mentioned above, in addition to compulsory HACCP systems. Third-party certification of such systems can strengthen your competitiveness. Discuss these options with your buyer.

Packaging and Waste Avoidance

The Packaging and Waste Avoidance Law / the *Green Dot*, the German Packaging and Waste Avoidance Law (Verordnung über die Vermeidung und Verwertung von Verpackungsabfällen, or VerpackV) establishes recyclability requirements for packaging material in the framework of the European Parliament and Council Directive 94/62/EC (and amendments), on packaging and packaging waste.

The *Green Dot* (*Der Grüne Punkt*) system was developed to assure that product materials will be recycled in a controlled facility. The *Green Dot* symbol is found on the packaging material of virtually all retail products in Germany.

The use of the *Green Dot* is not a legal requirement for all products but, in practice, it will be very difficult to market a (pre-packaged) product in Germany without it. Typically, the producer or the importer pays a fee and enters into a licensing agreement with *Der Grüne Punkt - Duales System Deutschland*, and provides the licensing company necessary product information in order to use the *Green Dot* (GAIN REPORT, 2015).

Tip:

- Read more about the *Green Dot* in Germany and the EU legislation on packaging and packaging waste.

What are the requirements for niche markets?

Organic

Organic certification is a non-legislative requirement for fresh beans and pulses but, in order for a company to market its product as 'organic' in Germany and in the European market, it must comply with the EU Regulation (Council Regulation (EC) No 834/2007 and Commission Regulation (EC) No 889/2008 (OJ L-250 18/09/2008) for organic production and labelling – which is in itself a legal requirement. Organic products must be grown using organic production methods which are laid down in legislation and growing and processing facilities must be audited by an accredited certifier before you may put the EU and the German organic logo on your products.

One of the factors exporters have to pay special attention to is whether their organic certification is *de facto* recognised by the EU legislation. Therefore, producers/exporters should search for a certifier whose standards are recognised by the EU. The European Commission's Agriculture and Rural Development website provides a thorough explanation of import regulations and other related issues.

Commission Regulation (EC) No 1235/2008 of 8 December 2008 laying down detailed rules for implementation of Council Regulation (EC) No 834/2007 and its latest amendments, as regards the arrangements for imports of organic products from third countries can be found on the EUR-Lex website.

Tips:

- For market information on certified as organic foods, please refer to Market Trends.
- Investigate the possibilities for organic certification, including the opportunities and costs involved in the process. Always discuss these options with your buyers.
- For information on organic certification in Europe, visit the website of Organic Farming in the European Union, which also contains guidelines concerning imports of organic products. Also consult the International Federation of Organic Agriculture Movements (IFOAM) website for information on certification standards.
- Check the Biosiegel website to acquainted with Germany's national organic label.

Fair Trade

Fairtrade International is the leading standard-setting and certification organisation for Fairtrade. In 2014, sales of German Fairtrade products amounted to €850 billion, an increase of 27% since 2013 (Fairtrade FLO). In general, vegetables make up a small part of Fairtrade certified products. Therefore, the potential in Germany for Fairtrade certified beans and pulses is deemed to be smaller than that for organic certification.

Products which carry the Fairtrade label indicate that producers are paid a Fairtrade Minimum Price. Fairtrade International has a complete minimum price structure for different types of beans and pulses. The products covered in this study fall under:

- fresh beans, all varieties
- fresh peas, all varieties.

The minimum price and premium structure for both product groups is distinguished between conventional / organic, according to origin (Central America & Mexico, Eastern Africa and Mozambique, Northern Africa, Southern Africa, Western Africa) and according to HL (hired labour) or SPO (small-producer organisation).

Other Fairtrade standards available in the European market are Fair Trade Ecocert and IMO's Fair for Life. Fair Trade Ecocert provides for guaranteed minimum prices, producer support and good agricultural practices; this standard requires an organic certification. IMO's Fair for Life has a similar proposition, and is a standard for companies which demonstrate decent working conditions and commit to fair sourcing and responsibilities towards their primary producers. Organic certification is not compulsory for Fair for Life holders.

Tips:

- Before engaging in a Fairtrade certification programme, make sure to check (in consultation with your potential buyer) that this label has sufficient demand in your target market and whether it will be cost beneficial for your product.
- Consult the Standards Map database for more information on Fairtrade and other voluntary standards relevant for fresh beans and pulses.

What competition do I face on the German market for fresh beans and pulses?

Market entry

Requirements to enter the fresh produce market in Germany are (increasingly) strict, which complicate market entry.

Tips:

- Comply with market access requirements on food safety, quality and traceability. You can assess your export readiness with self-assessments, such as the scheme for the French beans and snow peas sector in Kenya.
- If you want to comply with specific certifications, discuss these options with your buyers.
- For more information on German and European buyer requirements, including those on contamination and certifications, refer to the Buyer Requirements section of this factsheet.

Product competition

Substitution for fresh vegetables depends on two main factors: the specific product and its price. The type of product, and for what and how it is used, is a strong determinant of product competition. To illustrate, if consumers are looking for bobby or fine beans to use in a specific dish, they are less likely to opt for completely different vegetables, such as cauliflower or tomatoes. Instead, they may look for canned or frozen beans. Price is a strong factor in deciding which specific fresh or processed (e.g. frozen/canned) vegetable is chosen.

Substitution with products outside of the vegetables segment is limited, since consumers generally look for specific vegetables for their cooking. What´s more, fresh vegetables are actually used as healthy alternatives to ready meals and other products outside of the fresh vegetables market.

For fresh beans and pulses, the main substitute products include:

- other varieties of beans and pulses than those covered in this factsheet
- canned or jarred beans and pulses
- frozen beans and pulses.

Company competition

Your ***competitive advantage*** on the fresh beans and pulses market also depends on the geographical market, sales channel and segment. For commodity products, such as beans, competition is high. Many suppliers exist for commodity vegetables, both in and outside of Europe. Competition with these suppliers primarily comes down to price, volume and adherence to strict rules and regulations.

The European production season for fresh beans and pulses is mostly limited to July and August, when beans and pulses are among the most widely grown vegetables in Europe. Italy and Spain are the largest producers of beans, whereas France and the United Kingdom are the largest producers of peas. Compared to these countries, German production is more limited, and focused on beans. European production of sugar snaps and mangetouts is lower than for fresh beans and pulses, but is growing as these products are becoming more popular.

Outside of Europe, fresh beans and pulses are also cultivated extensively in Asia and Africa (e.g. Morocco, Egypt and Kenya), as well as in South America (e.g. Guatemala, for sugar snaps). These countries are strong suppliers for Germany as well.

If you can differentiate your product on the market, you can improve your competitive position. For fresh beans and pulses this may be difficult as these are commodity products. As such, you need to ensure consistent and reliable quality, sufficient volumes and competitive prices.

There are some opportunities to add value to your offering, which needs to be done together with your buyer and/or retailer. Examples include adding recipes for your products, as well as marketing communication in general. German consumers value good social and environmental practices. You can improve your competitive position if you can accommodate this interest by adding information to your product (see tips).

Tips:

- Ensure freshness and quality of your products to compete with European suppliers of fresh beans and pulses. Employ good post-harvest processes: store your products in clean containers in a clean warehouse, ensure hygienic grading and sorting conditions and apply strict sorting and grading standards. Store beans and pulses at the right temperature. Refer to transportation requirements and the Buyer Requirements for more info. You also need logistical and planning skills to ensure that your products arrive fresh in Germany.
- Focus your exports of fresh beans and pulses to Germany during European's off-season (September to June). In those months, imports commonly increase considerably as buyers seek to source all year round.
- Stand out from your competition by, for example:
    - Adding value to your beans and pulses by adding recipes, investing in storytelling and marketing communication, showing the final consumer where and how your beans or pulses have been produced (label, website and social media) or by compensating for the emissions during the long transportation of your fresh produce.
    - Making sure that you are a reliable and accessible partner. Adhere to your agreements and make sure you are easy to contact.
- Always being available for communication. Be open and honest in your communications and promptly answer questions and requests from your (potential) buyers.

In general, German retailers, particularly supermarkets, have a strong position in the ***supply chain***. As a result, they have very strict requirements and conditions for products. Moreover, competition between supermarkets is mainly on price, which makes price an issue for importers/wholesalers who supply these retailers as well. They will put pressure on you as a supplier as well to meet competitive prices.

Tips:

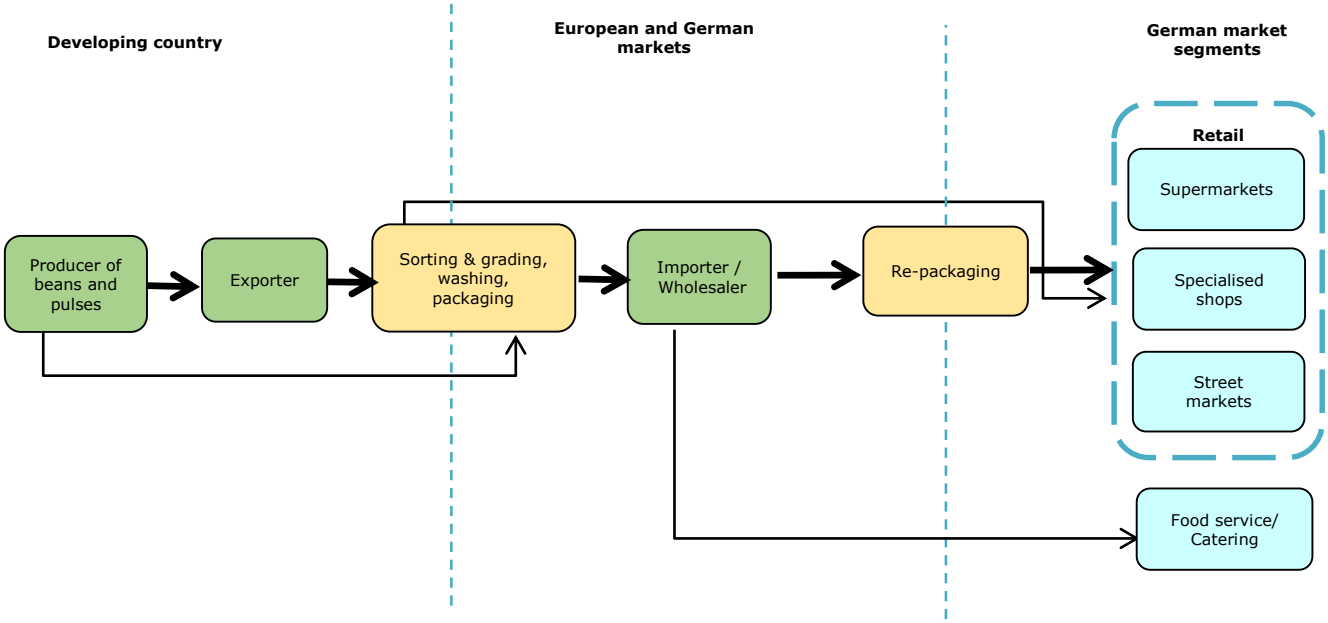
- Try to develop long-term partnerships with European buyers, for example in a long-term buying programme with a European retailer. Make sure that your company is ready for that commitment.
- Contact an experienced importer/distributor before you enter the German market for more information on requirements and expectations from supermarkets. Be aware that delivering to supermarkets is very demanding in buyer requirements and price.
- Make sure that you can trace your fresh beans and pulses back to the farm that produced it and communicate this with your buyers. Increasing this transparency builds trust with your buyers.

What do the trade channels and interesting market segments look like in Germany for fresh beans and pulses?

Market channels

The structure of the market channels for fresh beans and pulses in Germany follow the general structure and contain similar players, as described in CBI's Fresh Fruit and Vegetables: Channels and Segments. Nonetheless, the particularities of the German market are highlighted below.

Figure 8. Channels and segments for fresh beans and pulses in Europe and Germany



Source: Profound

Production and exports

The growing of beans and pulses for export happens in three distinct systems:
- large-scale farming
- small-scale, traditional, farming
- small to medium-scale contract farming.

The organisational structure (e.g. cooperatives), farming technologies employed, know-how, input procurement structure, degree of integration to export companies and post-harvest activities will vary according to each production system.

Growers of beans and pulses deliver their produce to exporting companies, which usually carry out post-harvest treatments such as sorting, grading, cleaning or washing, cutting or slicing (if applicable), and packaging and labelling.

The post-harvest steps carried out at the producing country will depend on the requirements of the customers down the supply chain. Usually, **sorting and cleaning** is done in the country of origin, as well as **packaging in wholesale containers** (boxes or crates) and **packaging in retail packs**.

Imports and distribution

The most interesting trade channels for exporters of fresh beans and pulses are importers. As described earlier, a large share of the fresh beans and pulses imported into Germany is sourced via the Netherlands and Belgium – where the main players, facilities and logistical network for fresh produce in Europe are located. Next to indirect imports, German buyers are also sourcing directly from developing countries (see Market Demand). Thus, the degree of contact between a developing country supplier and the German market will depend on whether the product is supplied directly or indirectly to this market.

The role of an importer, regardless of their location (in Germany or elsewhere), is essentially similar. **Importers of fresh beans and pulses** are usually specialised in fresh produce at large, and take care of the necessary administrative formalities and often provide services such as (re-)packaging (e.g. in retail-sized packaging), ripening, transportation and logistics.

Importers purchase produce from various producing countries and resell to domestic retailers, or re-export to other countries. Some importers/wholesalers use agents to facilitate transactions. The **wholesale / distribution activities** might be integrated into the importer's service portfolio or outsourced to a separate company.

Importers 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 (usually in cooperation).

Tips:

- Target importing wholesalers to enter the German market. They generally have an extended network of customers, excellent knowledge of quality requirements, logistics and administrative processes.
- Look for trade partners on trade fairs such as Fruit Logistica. Try to find a match between you and an importer based on the size and strategy of your company.
- If you want to target the food service segment, be aware that different requirements can apply. Find a specialised importer to enter this market.

Market segments

Fresh beans and pulses reach two main channels in Germany:

- **Retail**, sub-divided into:
  - supermarkets
  - specialised shops
  - street markets
- **Food service** / catering

Retail

For fresh beans and pulses, supermarkets are the most important market channel. Fresh beans and pulses are sold in supermarkets, discounters and more specialised vegetable shops. In Germany, these retailers account for 90% of fresh vegetables sales (CIR, 2014). Four leading supermarkets account for 85% of sales in the food products market: Edeka, Rewe, Aldi and the Schwarz Group (Lidl and Kaufland). These retailers have a strong competitive position (see Competition).

Retailers can be segmented into high end (mainly organic supermarkets), middle (mainly Edeka, Rewe and Kaufland) and low end (discounters, mainly Aldi and Lidl). In Germany, most fresh beans and pulses are sold in the middle and low end market segments. Since beans and pulses are commodity products, it is difficult to differentiate them in retailer channels. In fact, the different varieties already represent a product differentiation. In addition to fresh beans and pulses, these supermarkets sell an even wider range of preserved varieties, mostly jarred/canned.

Foodservice

Next to sales in retailers, fresh beans and pulses are also used in the foodservice industry, including restaurants, hotels and catering services.

What are the end market prices for fresh beans and pulses?

Table 2. Prices of beans and pulses, in € per 100 grams.

	High end (Organic supermarkets such as Dennree, Alnatura, Bio Company)	Middle range (Supermarkets Edeka, Rewe, Kaufland)	Low end (Discounters Aldi, Lidl, Netto, Penny)
Snow pea	€1.60	€1.20	under €1.20
Snap pea	over €1.30	€0.75 – 1.30	under €0.75
Bobby bean	over €0.30	€0.30	under €0.30
Fine bean	€1.60	€0.70 – 1.00	under €0.70

Sources: Supermarktcheck, Rewe, Edeka, Kaufland, organic supermarket

The table above gives an indication of consumer prices of fresh beans and pulses on the German market. Please note that these prices are end-market prices for German consumers and are much higher than your export prices. Both importers and retailers add a considerable margin to FOB prices of fresh beans and pulses.

These prices will change during the year. Prices are lowest in summer, during Europe's production season (July and August). The top end of the price range comes in December, around the holiday season. Prices can move up and down this range, depending on the weekly balance between (global) supply and European demand.

Useful sources

Press and associations

- European Fresh Produce Association (Freshfel) – http://www.freshfel.org.
- Fresh Plaza - http://www.freshplaza.com – news and information portal covering fresh produce.
- Fresh Info - http://www.freshinfo.com - weekly journal for the fresh fruit and vegetables business which includes industry news and market data.
- German Retail Federation (HDE) - http://www.einzelhandel.de.
- Bundesvereinigung der Erzeugerorganisationen Obst und Gemüse e.V. (BVEO – Confederation of producer organisations for fruit and vegetables) - www.bveo.de.
- German Press Office Fruits and Vegetables - http://www.deutsches-obst-und-gemuese.de.

German importers and wholesalers include:

- Univeg: www.univeg.de
- Omniflora GmbH: www.omniflora.de/de
- Frische Paradies – www.frischeparadies-shop.de
- Petit Rungis express GmbH – www.petitrungis.com

Relevant trade fairs

Visiting or participating in trade fairs is highly recommended as one of the most efficient methods of testing market receptivity, obtaining market information and finding prospective business partners. The most relevant trade fairs for exporters of fresh beans and pulses are:

- Fruit Logistica (www.fruitlogistica.de) in Berlin, Germany is an international trade fair for fresh produce trade
- Biofach (http://www.biofach.de) in Nuremberg, Germany (for organic producers).

More information

CBI market information: Promising EU export markets.
EU Expanding Exports Helpdesk - http://exporthelp.europa.eu - go to 'trade statistics'.
Eurostat - http://epp.eurostat.ec.europa.eu/newxtweb - statistical database of the EU. Several queries are possible. For trade, choose 'EU27 Trade Since 1995 By CN8'.
International Trade Statistics - http://www.trademap.org – you have to register

CBI Market Intelligence

P.O. Box 93144
2509 AC The Hague
The Netherlands

www.cbi.eu/market-information

marketintel@cbi.eu

This survey was compiled for CBI by ProFound – Advisers In Development
in collaboration with CBI sector expert Jos Leeters

January 2016