CBI Product Factsheet: Brazil Nuts in the United Kingdom

'Practical market insights for your product'

The United Kingdom is the largest importer of Brazil nuts in Europe and the second largest importer in the world. This product factsheet provides information on product specifications, statistics and the competitiveness of Brazil Nuts in the United Kingdom.

Product description

Product Definition
Brazil nuts are the seeds of Brazil nut trees which can be found only in the Amazon because of their unsuitability for plantations. They are also known as Amazonia nuts. The nuts are collected by hand. The trees only grow in specific Amazon rainforest areas. Today, close to 70% of the world’s supply comes from the Pando region (3% of the Amazon, International Nuts and Dried Fruit Council 2016). Bolivia, Brazil and Peru are the leading countries which are able to collect and export Brazil nuts. Some other countries outside the Amazon export Brazil nuts too, such as Chile. Brazil nuts are traded both shelled and unshelled. This product factsheet covers both types.

See Table 1 below for the corresponding CN codes for the products included in this Product Factsheet. A comment needs to be made about the scope of this Product Fact Sheet. The statistics do not differentiate between bulk and finished products and Brazil nuts are usually traded as bulk products.

Table 1: The Combined Nomenclature (Eurostat, 8 digits) codes for products in Brazil nuts

<table>
<thead>
<tr>
<th>Number</th>
<th>Product</th>
</tr>
</thead>
<tbody>
<tr>
<td>08012100</td>
<td>Fresh or dried brazil nuts (in shell)</td>
</tr>
<tr>
<td>08012200</td>
<td>Fresh or dried brazil nuts (shelled)</td>
</tr>
</tbody>
</table>

Product Specification

Brazil nuts are large, elongated, three-sided, protein-rich edible nuts. Brazil nuts are a relatively minor part of the world’s edible nut trade and the market for Brazil nuts is centred on two types of nuts, shelled and in-shell. Shelled nuts refer to kernels. Brazil nuts can be used for direct consumption (e.g. as a snack) without further processing, or the nuts can be processed by salting, sugaring, flavouring, or roasting. Brazil nuts are also used as ingredients and, as such, are found in chocolate bars, cakes or biscuits. Brazil nuts are also industrially processed into edible oil. In the UK there is also a traditional seasonal market for in-shell Brazil nuts during the Christmas period.
Labelling
Food must be labelled in accordance with regulations regarding the provision of food information to consumers. The new regulation on the provision of food information to consumers entered into force on 13 December 2014. The obligation to provide nutrition information will apply from 13 December 2016. For more information, see our study about Buyer requirements for processed fruit and vegetables and edible nuts.

For bulk products, some of the mandatory information may be included in the accompanying commercial documents instead of on the external packaging. However, there are requirements in terms of the minimum information that should always appear on the external packaging. This includes:
- name of the product;
- lot identification;
- name and address of the manufacturer, packer, distributor or importer;
- date of minimum durability or ‘use by’ date and
- storage instructions.

It is very important for the exporter to ascertain the year of harvest: it must be taken into consideration that the nuts may be mixed with nuts from the previous year’s harvest. The capsules are collected in the main growing areas from January to May.

Please note, lot identification and the name and address may be replaced by an identification mark provided that such a mark is clearly identifiable within the accompanying documents.

Quality
- Brazil nuts were introduced into Europe and the UK fairly recently (but still several decades ago). Therefore, Brazil nuts are still relatively unknown among consumers. The fact that Brazil nuts contain the most selenium compared to other edible nuts could help to increase their popularity. Selenium is of fundamental importance to human health. It is needed for the proper functioning of the immune system and has important health effects in relation to cancer prevention. Recent evidence has reinforced the importance of adequate selenium for human health. Selenium intakes may be sub-optimal with respect to disease risk, notably in populations of adults in the UK (Rayman, 2000 & 2012).

- Before being shipped to the UK, 99% of Brazil nuts are shelled in the country of origin. This is usually carried out manually, though a few processing plants are equipped with nut-cracking machines. At the end of the process, whole Brazil nuts are selected according to size. Both shelled and unshelled specimens have several quality categories which are recognised commercially, see Table 2. Besides this, good quality nuts are uniform in size. The seed kernel of the Brazil nut should be white, of a solid consistency with a sweet-oily flavour. Misshaped, discoloured or inedible nuts are classed as “bad” nuts. After counting, up to 10% of bad nuts are tolerated in international trade. Snack nut companies have a preference for medium and ‘midget’ sized Brazil nuts. Brazil nuts that have been slightly cut or damaged are not sorted according to size but are marketed under the term ‘chipped’. Brazil nuts that are broken into pieces are usually traded under the term ‘broken’.

Source: Shutterstock.
Table 2: International sizing standards for trade in Brazil nuts

<table>
<thead>
<tr>
<th>Quality class</th>
<th>Number of shelled Brazil nuts (kernels) per pound (454g)</th>
<th>Quality class</th>
<th>Number (with shell) per pound (454gr)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Large</td>
<td>90-110</td>
<td>Extra large</td>
<td>35-40</td>
</tr>
<tr>
<td>Medium</td>
<td>110-130</td>
<td>Large</td>
<td>40-45</td>
</tr>
<tr>
<td>Small</td>
<td>140-160</td>
<td>Extra medium</td>
<td>50-55</td>
</tr>
<tr>
<td>Midget</td>
<td>160-180</td>
<td>Medium</td>
<td>57-62</td>
</tr>
<tr>
<td>Tiny</td>
<td>180-220</td>
<td>Small</td>
<td>&gt; 70</td>
</tr>
</tbody>
</table>

Source: Naturland.

- One of the greatest challenges for producers, processors and traders is preventing the nuts from being contaminated by the fungus responsible for causing aflatoxin. Fungal contamination and subsequent production of aflatoxin can occur especially when there is prolonged exposure to wet conditions, as in the Amazon. These wet conditions are present while the Brazil nuts are in the country of origin, so handling with care is not only relevant during harvesting but also during processing, transport and storage. The UK follows the strict European standards for aflatoxin, which relate particularly to the moisture content of Brazil nuts. Traces of aflatoxin can lead to the rejection of whole batches of exported nuts.

Packaging

- Unshelled nuts are packaged in, among other things, poly sacks (5 - 20 kg), while kernels are packaged in cartons (10 kg, usually vacuum-packed in film) and flat jute fabric bags (75 kg).
- Brazil nuts are also shipped in hermetically sealed tinplate canisters of equal weight which prevent mould, rancidity and total loss.
- The cargo must be protected from moisture, since it may lead to mould, spoilage and self-heating as a result of increased respiratory activity. During transport, temperatures > 30°C must not prevail for a long period, as such temperatures promote respiration of the cargo and cause self-heating. Also, Brazil nuts in bags must not be stowed together with fibres or fibrous materials, since oil-impregnated fibres accelerate self-heating processes.

Buyer requirements

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

**Food safety: Traceability, hygiene and control**

- Food safety is a key issue in EU food legislation. The [General Food Law](https://www.glp.europa.eu/summary投放) is the legislative framework regulation for food safety in the EU. To guarantee food safety and allow appropriate action in cases of unsafe food, food products must be traceable throughout the entire supply chain and risks of contamination must be limited. An important aspect to control food safety hazards is defining critical control points (HACCP) by implementing food management principles. Another important aspect is subjecting food products to official controls. Products that are not considered safe will be denied access to the EU.

**Control of food imported to the EU**

- In the event of repeated non-compliance, specific products originating from particular countries can only be imported under [stricter conditions](https://eur-lex.europa.eu) e.g. accompanied by a health certificate and analytical test report.
- On 13 August 2014 the EU implemented the new regulation [884/2014](https://eur-lex.europa.eu) imposing special conditions governing the import of certain products.

**Tips**

- Search in the [EU’s Rapid Alert System for Food and Feed (RASFF) database](https://ec.europa.eu/food/food/safety/alerts) to see examples of withdrawals from the market and the reasons behind them.
- EU buyers will often ask buyers to implement a food (safety) management system based on HACCP-principles (see under Common requirements).
- Read more about HACCP and health control in the [EU Export Helpdesk](https://ec.europa.eu/food/food/safety/food-safety-open-data).
- To help you answer key questions about health control refer to the [guidance document](https://ec.europa.eu/food/food/safety/food-safety-open-data) of the EU.
- Check if there are any increased levels of controls for your product and country. The list is updated regularly. Check the website of EUR-Lex for the most recent list (see under Amended by).
feed and food from certain third countries due to contamination risk by aflatoxins and repealed Regulation (EC) No 1152/2009.

- According to this regulation, Brazil nuts in shell and mixtures of nuts or dried fruits containing Brazil nuts in shell (food) originating in or consigned from Brazil can be exported with random physical checking of the sample.

Avoid contamination to ensure food safety

- Contaminants are substances that may be present as a result of the various stages of growing, processing, packaging, transport or storage. In order to guarantee public health, you are not permitted introduce a foodstuff which contains an excessive level of a contaminant to the EU market.

- In general, the different forms of contamination for Brazil nuts are:
  a) Aflatoxin: limits have been set for aflatoxins B1, B2, G1 and G2 in most edible nuts and dried fruit (see section 2 of Annex of Regulation (EC) No 1881/2006).
  b) Heavy metals: there are restrictions for lead and cadmium (see section 3 of Annex of Regulation (EC) No 1881/2006).
  c) Pesticides: 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.
  d) Foreign matter: contamination by foreign matter like plastic and insects are a threat when food safety procedures are not carefully followed.

- Food imported into the UK also has to meet the requirements of The Arsenic in Food Regulations 1959. Currently, these Regulations are in the process of being revoked (while an equivalent level of protection for public health is provided by EU legislation).

Product composition

- Products can be rejected by buyers and EU customs authorities if they have undeclared, unauthorised or excessively high limits of extraneous materials.
- No product specific legislation regarding composition applies to Brazil nuts.
- Refer to the Buyer Requirement module on natural colour, thickeners and flavours for more information.
- E-numbers indicate approval by the EU. To obtain an E-number the additive must have been fully evaluated for safety by the competent food safety authorities in the EU (EFCH). For an overview of E-numbers refer to the Annex of Regulation 1333/2008 (see under Consolidated versions).
Labelling

- In case you are supplying consumer labelled product (in for example cans, jars or boxes) you will have to take into account labelling requirements laid down in EU Regulation 1169/2011. This should inform consumers about composition, manufacturer, storage methods and preparation. Read more on the new labelling legislation on the EU website.

- Nutrition and health claims - Nutrition and health claims suggest or indicate that a food has a beneficial characteristic. They cannot be misleading. Therefore, only EU approved nutrition and health claims can be made. If new nutrition or health claims are made these have to be approved in advance by the European Food Safety Agency (EFSA).

- Allergens – Brazil nuts can cause an allergic reaction in some people. Therefore, pre-packed Brazil nuts have to be labelled in such a way that it is clear to consumers that they contain allergens.

In December 2014 EU Regulation 1169/2011 came into effect. This new labelling legislation change current legislation considerably. For example, allergens will have to be highlighted in the list of ingredients and requirements on allergen information will also cover non pre-packed foods including those sold in restaurants and cafés.

Read more about food labelling on the EU Export Helpdesk.

- For more information about nutrition and health claims refer to the website of the EU.

Full overview of requirements for Brazil nuts

- For a list of requirements consult the EU Export Helpdesk where you can select your specific product code for Brazil nuts under chapter 08.

Common requirements

Food Safety Certification as a guarantee

- As food safety is a top priority in all EU food sectors, you can expect many players to request extra guarantees from you in the form of certification. Many EU buyers (e.g. traders, food processors, retailers) require the implementation of a (HACCP-based) food safety management system. The most important food safety management systems in the EU are BRC, IFS, FSSC22000 and SQF. Note that UK retailers often require BRC. All the aforementioned management systems are recognised by the Global Food Safety Initiative (GFSI), which means that they should be accepted by major retailers. However, in practice some buyers still have preferences for one specific management system.

Tips

- EU market entry preparation is likely to include implementing a food safety management system and it is therefore important to familiarise yourself with them.

- If you plan to target one or more markets, check which specific food safety management systems are most commonly requested. In any case choose a management system that is GFSI approved.

Read more on the different Food Safety Management Systems in the Standards Map.
Corporate responsibility

- UK buyers are paying increasing attention to their corporate responsibilities regarding the social and environmental impact of their business. This also affects you as a supplier. Common requirements are the signing of a suppliers’ code of conduct which states that you conduct business in a responsible way, i.e. you (and your suppliers) respect local environmental and labour laws, avoid corruption etc. Furthermore, importers may also participate in initiatives such as the Ethical Trading Initiative in the UK. This initiative focuses on improving social conditions in their members’ supply chains. This implies that you, as a supplier, are also required to act in line with their principles.

- When targeting the UK market familiarise yourself with the ETI base code to check what ETI members require from their suppliers.
- Be aware that many of the environmental and social sustainability issues take place at farm level. To test to what extent your farmers are sustainable you could ask them to fill in the Farmer Sustainability Assessment by the Sustainable Agriculture Initiative.
- Consider defining and implementing your own code of conduct. This is not required by buyers, but may be a good way to show potential buyers your views on corporate responsibility. Refer to the code of practice of the Fruit Juice Association (AIJN) for inspiration. The AIJN represents a large share of European fruit juice producers.
- Implementing a management system such as ISO14000 (environmental aspects), OHSAS 18001 (occupational health and safety) or SA 8000 (social conditions) is a way to address sustainability and possibly gain a competitive advantage. Research with your buyer whether this will be appreciated.

Niche market requirements

Fairtrade Certification:

- Fairtrade products are produced with extra focus on the social conditions in the producing areas. An example is Fair Trade. Having your products certified is the most far-reaching way to prove your business performance with respect to social conditions in your supply chain. After certification by an independent third party, you may put the Fair Trade logo on your product. In general, premium prices are paid for fair trade products.

- When applying for one of these certifications, we advise you to check your buyers’ preferences for certain national labels.

Organic, niche market

- Organic Brazil nuts are produced and processed by natural techniques. To market Brazil nuts in the UK as organic, they must be grown using organic production methods which are laid down in EU legislation, and growing and processing facilities must be audited by an accredited certifier. Only then may you put the EU organic logo on your products.
- Although there is an EU-wide system for the regulation of organic farming, the Soil Association logo can continue to be used in the UK.
- Note that, while Brazil nuts are harvested in the wild instead of being produced in

- Check the Fair Trade Standards for small producer organisations.
- Consult the Standards Map database for more information on the Fair Trade label.
- Before applying for one of these certifications, we advise you to check your buyers’ preferences for certain national labels.
- Implementing organic production and becoming certified can be expensive. In the current market the return on investment may not be high. On the other hand it can increase yields and improve quality.
- Check the EU policy guidelines for Import/Export of organic products to get an idea of the requirements for trade of organic products.
- Consult the Standards Map database for the different organic labels and standards.
compliance with standards, some insist that this should be declared, e.g. “brazil nuts from certified organic wild collection”, and not “organic brazil nuts”.

**Rainforest Alliance**
- The Rainforest Alliance (RA) standard is a mainstream sustainability scheme with a main focus on environmental issues. Rainforest Alliance only certifies tropical products such as Brazil nuts. Rainforest Alliance is growing fast in the fresh fruit and vegetables market. It is not very big yet in the market for edible nuts.

A general overview of the EU buyer requirements for processed fruits and vegetables can be found on CBI’s Market Intelligence Platform.

- Consult the Standards Map database for more information on the RA standard.
Trade and Macro-Economic Statistics
With respect to Edible Nuts, general information and figures about production and trade developments in the EU market is provided in the CBI Trade Statistic. This section provides more detailed statistics of Brazil nuts in the UK.

Trade: Imports and exports

Figure 1: Imports of Brazil nuts into the UK 2011-2015, in thousand tonnes of total imports

![Graph showing imports of Brazil nuts into the UK from 2011 to 2015.](image1)

Data source: Eurostat. Figure compiled by Globally Cool.

Figure 2: Structure of imports of Brazil nuts in the UK market in 2015, in tonnes

![Pie chart showing the structure of imports of Brazil nuts in the UK market in 2015.](image2)

Data source: ITC Trademap. Figure compiled by Globally Cool.

Figure 3: (Re)Exports of Brazil nuts from the UK 2011-2015, in tonnes of total imports

![Graph showing (re)exports of Brazil nuts from the UK from 2011 to 2015.](image3)

Data source: Eurostat. Figure compiled by Globally Cool.

Figure 4: Structure of the UK exports of Brazil nuts in 2015, in tonnes

![Pie chart showing the structure of the UK exports of Brazil nuts in 2015.](image4)

Data source: ITC Trademap. Figure compiled by Globally Cool.

Analysis and interpretation
- Total imports of Brazil nuts into the UK market in 2015 equaled 7,369 tonnes, which represents an increase of 24% compared to the previous year and a 4% increase over the last five years. The total import value was €54 million, which represents an increase of more than 55% compared to the previous year and a 10% increase over the last 5 years.
- In three years, the average price of imported Brazil nuts per kg rose by 22%. This was caused by lower production in main production regions.
- The origin of the UK’s imported Brazil nuts is not completely in line with world trade: although Bolivia is by far the number one supplier with a share of 81% (in 2015), the United Kingdom does not import significant quantities from Peru, which is the second

Tips
- The UK is an attractive market for developing countries because consumers love Brazil nuts. The nuts are particularly popular at Christmas when they are part of traditional customs.
- The outlook for Brazil nuts in the UK is promising, as long as prices are affordable to consumers and supply is stable. Please be aware of the negative effect of high prices on consumers’ willingness to pay, and also on continuity of supply.
- Do not focus only on the UK market, but take...
world supplier of Brazil nuts. Imports of Bolivia’s Brazil nuts to the UK increased by 16% compared to the previous year. However, the imports from re-exporting countries such as Germany, Italy and the Netherlands have increased by an even higher rate than imports from Bolivia.

- Shelled Brazil nuts represent 98% of total imports, and only 148 tonnes of Brazil nuts in shell were imported into the United Kingdom in 2015.
- Re-exports of Brazil nuts from the United Kingdom in 2015 amounted to 984 tonnes or €8 million. Compared to the previous year, these exports decreased by 30% in quantity and 11% in value. Added value of exported Brazil nuts by the UK companies in 2015 was 12% after exporting compared to imported unit value (based on the average import and export price).
- Within Europe, the UK, Germany and the Netherlands are the most important countries in terms of the quantities of Brazil Nuts consumed and/or traded. But they differ in profile. Germany and the Netherlands can be seen as countries of arrival. In contrast with the UK and Germany, the nut processing sector in the Netherlands is rather concentrated. It is better for nut traders to position themselves in the vicinity of processors. The trade in the UK and Germany is therefore livelier.
- The varying quantities during the last few years in the reporting period reflect Brazil nut production around the world (INC, 2016). The rise and fall of production is related to the number of collectors who are willing to collect the seeds of the Brazil nut trees in the Amazon. A fall in production is explained by fewer collectors going into the forests or spending less time there.
- The main export destinations of UK Brazil nuts in 2015 were the Netherlands and Germany, followed by France, Ireland and Spain. The highest growth of exports from the United Kingdom in the last five years was in the United Arab Emirates (150%).
Production and Consumption

Figure 5: Consumption of Brazil nuts in the UK (kernel basis), 2010-2014, in tonnes

Figure 6: Consumption of Brazil nuts in the UK per capita in kg in 2014

Please note the United Kingdom does not produce Brazil nuts.

Data source: International Nut and Dried Fruit Council

Key promotional assets and skills

Production
- Due to its geographical location, the EU does not produce Brazil nuts. The climate in the EU permits only the production of temperate nut species, like almonds and walnuts.

Consumption
- After a decline between 2010-2012, consumption of Brazil nuts is increasing in the United Kingdom. However, the total consumption of Brazil nuts in the United Kingdom is still the highest in Europe and the second in the world (after the United States). Consumption per capita in the United Kingdom is among the highest in the world and only New Zealand consumers eat more Brazil nuts compared to the United Kingdom.
- The vast majority (99%) of consumed nuts concerns shelled Brazil nuts (kernels). Since there is little demand for Brazil nuts only, they are generally consumed in nut mixes. To a lesser extent, they are also used as an ingredient in bakery products and fruit and nut bars.
- Besides that, Brazil nuts are a seasonal product in the UK. Coated in chocolate, they are a traditional Christmas stocking–filler while others prefer a big bowl of assorted nuts in their shells at Christmas. The UK is therefore a large consumer of in-shell Brazil nuts compared to the rest of Europe.
- Brazil nuts fit in with several relevant consumer trends in the UK, such as an interest in exotic, healthy and fair trade organic products. In general, the UK is the largest market for Fair Trade products and the second largest market for organic products within the EU. The popularity of healthy products is increasing amongst the

Tips
- Brazil nuts cannot be produced in the UK and, therefore, have to be imported, offering opportunities for Developing Country exporters.
- DC exporters could benefit from the health trend by actively promoting Brazil nuts as being healthy; they could highlight the option of replacing a chocolate bar (unhealthy snack) with a handful of nuts.
- Of special interest to Brazil nut exporters is the fact that the nuts are collected in the wild from the Amazon rainforest. This is an area of great concern worldwide and in the UK. Exporters could stress that Brazil nut collection helps protect the forest.
- Kernels mixed with other nuts can be used in breakfast cereals which are easy to consume.
- Brazil nuts could be positioned as luxury products, but this will require changing the traditional mindset of considering Brazil nuts a filler.
- Please bear in mind that some consumers are allergic to tree nuts, which include Brazil nuts, and will therefore never belong to a target group for nuts.
British and they are open to new, exotic products. For example, Rawlicious Raw Brazil Nut & Thyme Crackers.

- UK people are interested in convenience and luxury products too, as long as they represent value for money.

### Macro-economic statistics

**Figure 7: Real GDP in the UK, 2015-2017, % change from previous year**

<table>
<thead>
<tr>
<th>Year</th>
<th>GDP (Billions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>2,200</td>
</tr>
<tr>
<td>2016</td>
<td>2,250</td>
</tr>
<tr>
<td>2017</td>
<td>2,350</td>
</tr>
</tbody>
</table>

**Figure 8: Real private consumption expenditure in the UK, 2015-2017, % change from previous year**

<table>
<thead>
<tr>
<th>Year</th>
<th>Expenditure (Billions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>2,200</td>
</tr>
<tr>
<td>2016</td>
<td>2,250</td>
</tr>
<tr>
<td>2017</td>
<td>2,350</td>
</tr>
</tbody>
</table>

Source: OECD Economic Outlook 96 database.

### Analysis and interpretation

- In total, the EU has over 500 million inhabitants, and the UK is one of the more densely populated countries. The British population is expected to grow and the society is ageing. The UK is just like other EU countries characterised by a rising number of small households.
- People in the UK have more Euros to spend compared to some of the other European countries; the disposable income of households is above the EU-average.
- Between 2015 and 2017, GDP and private consumption expenditures in the United Kingdom are expected to increase, although at a slightly slower pace than in the previous years. This means that consumption of Brazil nuts is likely to remain stable or even to increase.
- On 23 June 2016, a referendum about leaving or remaining in the European Union is held. If the majority will support a so-called Brexit, this is expected to change the economic outlook.

### Tips

- Consider exporting to the UK as being one of the larger markets within EU in terms of population with a specific interest in Brazil nuts around Christmas time.
- The disposable income in the UK is relatively high, indicating opportunities for selling Brazil nuts which are not a basic element of anyone’s diet.

### Market Competiveness

- **Buyer power**: Retail control and requirements are increasing. The retail industry (supermarkets) will put greater pressure on the price asked by DC exporters.

### Tips

- As an exporter you must comply with all relevant regulations. Besides EU legislation, there are also private standards, such as...
through direct or indirect sourcing. The most suitable distribution channels for DC exporters of Brazil nuts are agents/brokers and importers. They not only have specialised knowledge, they also have strong relationships with buyers.

- **Threat of new entrants**: Brazil nut trees can only grow in one specific area where their strict climate needs are met — the Amazon. Therefore, new entrants are not expected, except possibly where companies are benefitting from more efficient (and cheaper) business practices, e.g. using more machinery instead of manual labour. This is not expected for the collection of nuts in the Amazon, but could be the case for the processing stages in the countries of origin. However, gaining access to strongly integrated supply chains can be difficult for exporters, especially if they are new in the market. Overall, companies which are able to deliver consistently good quality and guarantee aflatoxin-free Brazil nuts will be given a hearty welcome in the UK.

- **Threat of substitute products**: Brazil nuts are edible nuts and can be easily replaced by other varieties (except at Christmas, when Brazil nuts in the UK are part of traditional rituals). Moreover, Brazil nuts are the greatest (nut) source of selenium. Dried fruit may also be used to replace Brazil nuts. When mixed or re-packed together with Brazil nuts, however, these products should not be seen as a threat, but as a perfect, complementary product. On the other hand, Brazil nuts are relatively new in the United Kingdom, and so strengthening the market position with a greater share of Brazil nuts is still the goal. This is not an easy job (see also ‘degree of rivalry’). The harvesting characteristics of Brazil nuts (unpredictable harvests, nut quality and price) make it easier to substitute them with other more commercially produced nuts such as almonds. With unpredictable harvests, the quality of the nuts and price dominate this phase.

- **Bargaining power of suppliers**: the power of suppliers is not 100% clear. On the one hand, Brazil nuts cannot be produced in the UK, so they have to be imported from other countries. This strengthens the position of exporters. In contrast, Brazil nuts are traded as commodities. This does not strengthen the position of individual suppliers who in this case are anonymous. Hence, suppliers are easily exchangeable.

- **Degree of rivalry**: Though Brazil nuts are relatively new in the United Kingdom, maintaining or even developing growth in the UK is not an easy goal for several reasons. In the first place, market conditions

Source: CBI Market Information Database • URL: www.cbi.eu • Contact: marketintel@cbi.eu • www.cbi.eu/disclaimer
play a part; there are several competitors in this sector. The United Kingdom is also facing the consequences of an economic crisis with lower consumer purchasing power. Coupled with this, Brazil nuts themselves are not especially helpful. On a global scale, Brazil nuts are small in volume and, due to limited supply, this will not alter; the nuts are also harder to process than peanuts or almonds. On the other hand, there are new opportunities, e.g. there are tremendous opportunities for Brazil nuts at the moment due to the corresponding health and wellbeing qualities.

• With respect to edible nuts, general information about market competitiveness in the EU market is provided in the CBI Market Competitiveness and Top 10 Tips for doing business with European Buyers.

Useful sources
Export and market entry support:
http://www.cbi.eu/
http://exporthelp.europa.eu/thdapp/index.htm

Certification schemes:
http://www.isealalliance.org/
http://www.standardsmap.org/identify.aspx

Marketing and trade standards:
http://www.nutfruit.org
http://www.codexalimentarius.org/codex-home/en/

Statistics and sector information:
http://ec.europa.eu/eurostat
http://comtrade.un.org/

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