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Exporter Guide

Ukraine's Food Market in Transition

2008

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Report Highlights:

The Ukrainian retail and food processing sectors are developing rapidly and have the potential to become significant regional suppliers, especially for former Soviet Union countries. The trading environment in Ukraine is complicated and non-transparent. Potential exporters are advised to secure an experienced Ukrainian partner with established contacts and who is capable of navigating the myriad of obstacles facing imported agricultural products.

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Table of Contents

SECTION I. MARKET OVERVIEW	3
Macroeconomic performance and other indicators	3
Investments	4
Retail trade	4
Foreign trade	4
SECTION II. EXPORTER BUSINESS TIPS	6
Local Business Practices and Customs	6
General Consumer Tastes and Preferences	7
Food Standards and Regulations	8
General Import and Inspection Procedures	10
Competition	10
SECTION III. MARKET SECTOR STRUCTURE AND TRENDS	12
Retail Food Sector	12
HRI Food Service	14
Food Processing Sector	15
SECTION IV. BEST HIGH VALUE PRODUCT PROSPECTS	16
Products with Best Sales Prospects in Ukraine	16
Product Category	16
SECTION V. KEY CONTACTS AND FURTHER INFORMATION	19
ATTACHMENTS	20

SECTION I. MARKET OVERVIEW

Macroeconomic performance and other indicators

Over the past seven years, Ukraine's macroeconomic indicators have been quite stable, creating a good environment for further economic expansion. Ukraine has achieved high rates of economic growth, stabilized the national currency (unofficially pegged to the U.S. dollar at the rate of 4.85 UAH per \$1 dollar in 2008), and sustained a gradual increase in per capita income.

In 2007, Ukraine's economy rebounded and achieved a GDP growth rate of 7.6% or a total output of \$141.2 billion. This performance was significantly better than in 2006 when the economic output increased by 7.1% (total output of \$106.5 billion). Per capita income also jumped in 2007 to \$1,966 compared to \$1,538 in 2006. Between 2001 and 2007, the Ukrainian economy grew at a strong rate of 7.4%. These high growth rate is a result of significant reforms that were implemented during the mid 1990's. For 2008, the GDP growth rate is also expected to exceed 7% despite the worldwide economic slowdown. The growth in the economy is being driven by strong domestic demand and growing world prices for key Ukrainian exports (metals, chemical products, heavy machinery, grains and oil crops). Per capita income and consumption are on the rise, but still lower than the average in most developing countries. Ukraine possesses a sizable shadow economy that developed due to excessive tax pressures, nontransparent and frequently changing legislation and standards, and the lack of law and contract enforcement. Experts estimate the size of the parallel shadow economy to be between 50 and 60 percent of the official economy. Widespread corruption became a serious problem in the late 1990's. The country is ranked 134 out of 180 on the 2008 Transparency International Corruption Perception Index scoring 2.5, which is 0.3 below the previous year (10 = zero corruption level).

As of September of 2008, the population of Ukraine was estimated to be 46.2 million, making it the second largest consumer market in Central and Eastern Europe after Russia. Ukraine's population is characterized by the increasing number of elderly and slowly decreasing population. The size of the official labor force is stable at 20.4 million. In 2008, the official unemployment rate reached 6.4%, but experts point out that the actual number is higher due to unrecorded unemployment, especially in rural areas. Growing real incomes and strong demand drove the recovery in the domestic consumer market. Household spending in 2007 grew by 19% to 4,091 a year.

Ukraine joined the World Trade Organization (WTO) on May 16th of 2008, decreasing most of agricultural import duties to previously negotiated levels. The country is also bound by international agreements on Technical Barriers to Trade and Sanitary and Phytosanitary measures.

Agriculture, accounts for a considerable share of Ukraine's gross domestic product. In 2007, agriculture accounted for 17% of GDP. The food processing industry employs only 2.1% of the population, although agriculture employs an additional 32.5%. The food industry's growth rate exceeded GDP growth rate.

Because of relatively low incomes, the sale of the vast majority of U.S. food products available on the Ukrainian market is limited. Most U.S. products are of premium quality and value added and found in some niche markets frequented by wealthy consumers (1.5-1.8% of the Ukrainian population) and the growing middle class (12-15% of the population). Concomitantly, the rapid development of the Ukrainian food processing industry is opening the door for U.S. ingredient suppliers. (Please refer to [Food Processing Report UP7003](#).)

Ukraine is endowed with inputs critical to establishing a strong agricultural sector. If the government is able to sustain reforms in the agricultural sector that are designed to increase farm efficiency and stimulate growth, then Ukrainian agriculture will continue to grow. However, it's important to note that many policy makers are still actively attempting to decrease efficiencies by applying administrative controls to limit the increase of agricultural and food prices or limiting market development. Opponents to these measures are attempting to prevent implementation of many of these provisions because they will decrease farm efficiency, drain the national treasury and are WTO inconsistent.

Investments

Due to the nontransparent business environment, the inflow of foreign direct investment (FDI) is not as significant as FDI flowing into Eastern Europe and Russia. The aggregated amount of FDI into Ukraine since Independence totaled \$32.9 billion as of April 1, 2007. In 2007, per capita FDI amounted to \$712, which is not significant compared to Poland's \$2,800 and Hungary's \$6,700. The net increase in foreign capital in 2007 was \$8.5 billion, almost two times higher than the total amount of foreign investments in the economy between 1991 and 2003. The U.S. is the seventh big source of foreign investments with \$1.5 billion.

Ukrainian agriculture only attracts 5-6% of total direct investments. The following industries were recipients of FDI: tobacco, beer, beverage, confectionery, food concentrate (dry goods and condiments) and sunflower oil sectors. Additionally, investments in sugar, ice cream, meat, fish processing, dairy processing, fruit and vegetables processing have also increased considerably. Foreign investment is concentrated in certain regions of Ukraine. Kyiv and the surrounding area received over one-third of all foreign investments.

Retail trade

The strong growth in the local food retail sector contributed to the increase in sales of processed food products. The number of supermarkets and hypermarkets continues to expand. In 2002, the retail network was comprised of approximately 600 hypermarkets and supermarkets. In 2004-08, the number of outlets expanded significantly due to the overwhelming acceptance by consumers. Ukrainian supermarkets maintain the widest product mix and the largest proportion of imported products. Despite the rapid expansion of supermarkets in large urban areas, many food products continue to be sold through open-air markets and small convenience stores. In the first half of 2006, gross sales in the food retail sector reached 101 billion UAH (\$20 billion), which is 28% larger than the year before. [FAS Retail Trade Report UP6020](#) provides a detailed description of Ukraine's retail sector.

Foreign trade

Upon accession to the WTO Ukraine decreased its import duties to reasonable levels. At the same time it maintains cumbersome systems of veterinary and sanitary control, state standards and imported goods certification. Abolishment of most of these trade barriers is yet to be done to bring the country in compliance with the WTO rules. All these non-tariff barriers to trade add to high distribution and shipping costs.

Because Ukraine signed free trade agreements with Macedonia, Russia and other countries within the Commonwealth of Independent States (CIS), food and agricultural products from these countries have price advantages over imported products from the United States. In 2007, as much as 37% of Ukrainian imports were sourced from EU-27 countries, 42% from CIS states, and only 2% from the United States. Despite the U.S. capturing a relatively small share of the trade, in 2007 U.S. agricultural products accounted for \$228 million (6% of all agricultural imports), which is a significant increase over 2006's \$145 million. The

opening of the Ukrainian red meat market in the middle of 2008 and WTO accession will further facilitate trade growth for U.S. products in 2009. (Note: These are official numbers that fail to capture the significant volume of products imported through the shadow economy.)

Ukraine is in the process of modifying sanitary and phyto-sanitary standards to comply with international norms and standards. These changes were also a requirement for accession to the WTO. Some existing standards and veterinary regulations have complicated trade of U.S. ready-to-eat products, food ingredients, fish, poultry and red meats.

Ukraine is, and will continue to be, a major exporter of food and agricultural products, especially within the CIS region. Since the late 1990's, Ukraine has become an established supplier of grains and oilseeds to the world market. Most Ukrainian grain is sold to the Near East, Eastern Europe and EU countries. Since 2001, Ukraine has been exporting a large amount of dairy products, primarily supplying Russia, former CIS countries, Japan, Africa and the Near East. Exports of processed and high value added products are not significant, but quickly growing.

Advantages and Challenges Facing U.S. Products

Advantages	Challenges
Rising incomes and structural changes in consumption lead to greater demand for value added, top quality food products.	Strong competition in the local market from domestic producers and increasing imports from CIS (mainly from Russia), EU and Baltic countries.
Investment growth in the food processing industry increases demand for additives and other ingredients not produced in Ukraine.	Long-established consumer preference for domestic fresh products with no additives. Current veterinary requirements impede the import of red meat and biotech products.
Joining the WTO made access for imported goods easier.	High distribution, shipping costs and import tariffs.
Growth of international fast food and restaurant chains in Ukraine that use standard procurement systems and that source food ingredients from the U.S.	Strong competition among imported food products and ingredients.
The retail sector is looking for innovative high value added food imports.	Low awareness of U.S. products; extremely low presence of U.S. products on the shelves of supermarkets and discounters.

U.S. food and agricultural products traditionally suffer from low customer awareness in Ukraine. Several constraints and misconceptions have contributed to the small market presence of U.S. foods:

- U.S. companies have little reliable information about the country, current market opportunities and potential business partners.
- Minimum quantities offered for export are often too large for the Ukrainian market.
- A perception that persists among Ukrainian importers is that landed costs of U.S. products are higher relative to European products due to higher transportation costs.
- The perception that U.S. exporters are simply too far away to follow market trends and service the Ukrainian market.

SECTION II. EXPORTER BUSINESS TIPS

Local Business Practices and Customs

Entry Strategy

There is no single market entry strategy recommended for new-to-market exporters. First, the exporter should define whether Ukraine is a major market for the product, or if only occasional deliveries will be made. The following factors should be considered:

- Market product need, given consumers income trend and particular food sector development prospects (separate market research in order to assess product prospects maybe required);
- Availability of similar domestically produced products, (often Ukrainian producers are effective in building barriers to trade by lobbying the GOU, Parliament, veterinary or health inspection services).
- Calculation of the landed cost of a product in order to make price comparisons vis-à-vis competitors.
- Availability of similar products from EU or FSU suppliers. Also, comparative advantages / disadvantages of U.S. products relative to products from major competitors (e.g. quality, price, transportation expenses, packaging, labeling, etc.)
- Availability of a local distributor familiar with the product. It is advisable to initiate personal contact in order to discuss marketing strategies, funding for advertising, slotting allowances, BTL in-store promotions, tasting and sampling events. Suppliers may also want to consider trade fair participation to increase awareness of their products.
- Tariff and non-tariff regulations affecting the product. (Note: in some cases large Ukrainian food producers lobby tariff reductions for much needed ingredients and have the clout to settle veterinary or SPS problems should they arise.)

Currently, most U.S. food and agricultural product exporters work through a Ukraine-based importer or through the procurement service of the buyer (the latter is the most convenient if there are only 2 or 3 potential buyers). Local distributors are more flexible, usually have established marketing channels and can provide local customers with short-term (5-30 days) credits in kind. They are also responsible for the entire logistical chain and inland transportation. Due to frequent changes in Ukrainian legislation, non-transparent custom clearance rules, SPS and veterinary procedures and corruption, it is recommended that the Ukrainian partner handle all logistics. Some Ukrainian distributors have already established representative offices in major exporting countries.

U.S. companies should approach potential Ukrainian partners with extreme caution. While information on Ukrainian companies has improved, there is still a significant dearth of background data and credit histories on potential Ukrainian distributors. This presents the greatest obstacle to finding reliable, competent distributors. In order to obtain a due diligence report on a potential Ukrainian partner, a U.S. company is advised to contact either a law firm or an internationally accredited financial service company. It is advised that all U.S. companies consider legal counsel before and while doing business in Ukraine. Ukrainian laws and regulations are vague and open to interpretation, providing ample corruption opportunities for officials at every bureaucratic level. U.S. businesses are advised that establishing a partnership with a Ukrainian company is a challenge that is beyond the control of the U.S. partner and his legal advisors.

If the Ukrainian market looks promising, establishing a representative office is recommended to deal with buyers directly. Personal relationships are very important in Ukrainian business practices and often problems cannot be effectively resolved over the phone. It is a very common practice in Ukraine to purchase inputs directly from the producer. Even if the exporter's policy requires importers to work through the foreign-based distributor, most Ukrainian partners will still attempt to contact and work directly with the producer. In the past, many U.S. companies dealt with Ukrainian partners through a Russian-based representative office (mostly Moscow). This is no longer the case because trade regulations and laws that were once common between the two nations differ more and more. (Note: the Ukrainian food ingredient market is small at the moment and relatively few products can justify a representative office in Kyiv).

Select U.S. products may also enter the Ukrainian market through a different route; via a Ukraine-based U.S. intermediary able to manage the distribution scheme more efficiently than a Ukrainian importer. This is vital if the Ukrainian importer lacks technical skills and expertise in product promotion.

Exporters of high value added products must note that larger Ukrainian retail chains use their own procurement centers. Few wholesalers undertake nationwide distribution, and very few carry a complete range of products. In many cases, supplier choices are based on informal personal relationships and ownership ties, rather than driven by quality and price factors.

General Consumer Tastes and Preferences

Consumer preferences differ significantly among various income and age groups. Similar to other nations, young consumers tend to experiment with new products, but many of them remain at the "tasting level". Middle-aged and elderly consumers are much more conservative in their taste preferences and often treat new products with caution. Consumers of all ages and income groups are highly patriotic in their choices and often will not buy an imported product if a domestically produced one of comparable price and quality is available.

All categories of consumers analyze the content/ingredients of products with great care. There is widespread belief that preservatives, stabilizers, colorants and flavoring agents are not healthy and one should avoid them if possible. However, consumers pay little attention to fat, sugar or protein content. The trend for healthier food consumption (low fat and reduced cholesterol, sugar free) is not yet evident in Ukraine. The diet of many low-income people is not nutritionally balanced and health concerns are found only in big cities, where consumers are wealthier and can afford more expensive products.

Biotech products have a negative public perception in Ukraine and the government has tried and will likely continue to try to impose compulsory labeling. On May 31, 2007, the Ukrainian parliament (Rada) voted on and adopted the umbrella law "On the State System of Biosafety in Creating, Testing, Transporting and Using Genetically-Modified Organisms". Ukrainian legislation on biotechnology in general is in development. Presently interested companies can bring GM seeds to Ukraine for further testing.

With average per capita income still quite low, Ukrainians spend approximately 60% of their incomes on foodstuffs. Prepared home meals are preferred over dining out. Women account for 49% of the total work force (20.5 million people) and contribute to the increased demand for meals consumed away from home, easy to cook and ready-to-eat products.

The market trend for frozen and convenience food is relatively new in Ukraine, but with a large proportion of two-income families and growing incomes of city dwellers this market segment is expanding very rapidly. It should be noted that microwaves are not as widespread in Ukraine as in the U.S. and Western Europe.

Almost 33% of the population lives in rural areas. Their incomes are quite low and many people rely on subsidiary household plots to provide staple foods. Many rural families sell vegetables, meats and traditional dairy products in open-air markets. The majority of their consumers are low income and elderly (these two categories overlap considerably).

Food Standards and Regulations

For an extensive explanation of Ukrainian Food and Agricultural Import Regulations and Standards, a prospective exporter should refer to FAS Kyiv's [FAIRS Report UP8014](#), which is available on the FAS/USDA web site. An abbreviated review of Ukrainian import regulations and food standards is provided below.

Ukraine maintains a complicated food safety control system that is supervised by various state agencies, which often have overlapping functions. The following agencies of the Government of Ukraine (GOU) are involved in assuring the safety of domestically produced and imported food products, and animal and plant health issues:

- State Epidemiological Service establishes food safety standards and is responsible for ALL aspects of food safety;
- State Committee for Veterinary Medicine is responsible for animal health, safety and wholesomeness of meat, seafood and other products of animal origin;
- Main State Phytosanitary Inspection Service is responsible for plant health issues;
- State Committee of Ukraine on Technical Regulations and Consumer Policy is responsible for compliance of food products with existing quality and safety standards;
- State Ecological Inspection Service is responsible for radiological and environmental control.

Ukrainian legislation is subject to unpredictable and sporadic changes; therefore, it is difficult for foreign suppliers to be aware of the most current food safety regulations. U.S. suppliers should work with experienced importers who are familiar with the latest import requirements. Currently, certain standards used in Ukraine are inconsistent with standards established by international standards setting bodies, and with internationally accepted trade practices.

Imported food products must meet the same requirements as domestically produced foods. While enforcement of food safety norms has been generally effective, outdated nutritional norms have not been rigorously enforced.

All food products sold in Ukraine must have Ukrainian language labels attached to the package that contain the following information:

- 1) Name of food product;
- 2) Nominal quantity of food product (weight or volume in metric system measurement);
- 3) List of all ingredients found in the food product, including other food products and food additives used;
- 4) Nutritive values and energy, if applicable;
- 5) Expiry date, or the date of production with indicated shelf life;
- 6) Storage conditions;
- 7) Name, country, address of producer, packer, exporter and importer of the product;

- 8) Terms of use (if any);
- 9) Presence of genetically modified organisms (GMO);
- 10) Consumption of food product warnings for certain consumer categories (children, pregnant, senior people, athletes etc.)

Stick-on labels that meet Ukrainian food safety law requirements are allowed and can be affixed on the side or over the standard US label. Customs authorities require compliance with the Ukrainian labeling requirements prior to granting final clearance to the product. Some importers prefer to deal with products that already contain labels and meet Ukrainian requirements while others prefer to attach labels in the customs licensed warehouse in Ukraine. Health claims and statements targeting particular consumer groups (children, pregnant women, athletes) are prohibited without prior approval from the Ministry of Health.

The product's expiration date (or shelf life indication containing the date of production) must appear on the label. Although Ukrainian food safety legislation allows producers to determine the shelf life of the product, it is highly advisable to verify with the importer whether it meets existing Ukrainian technical regulations (GOST or DSTU).

Biotechnological content labeling requirements have been in place since November 2002. The Ukrainian Cabinet of Ministers adopted Decree # 985 on August 1, 2007, requiring the government of Ukraine to begin labeling biotech food products that contain GMO elements above 0.9 percent. The decree calls for labeling to be in place no later than November 1, 2007. Baby food that contains biotech products cannot be imported, produced or sold in Ukraine. Further development of this issue will be informed on the FAS web-site with reports.

Ukraine maintains a positive list of food additives. Recommendations from the CODEX Alimentarius Commission, an international food safety standard setting body is considered in approving new food additives; however Ukrainian authorities conduct their own risk assessment for each new substance. Importing food products that contain food additives that have not received official approval is prohibited.

Ukraine establishes its own maximum residue limits for chemical and biological contaminants in food products. The Ukrainian sanitary service recognizes the norms established by the Codex Alimentarius Commission for non-registered pesticides in the case of imported foods.

Many imported food products are subject to mandatory certification in Ukraine. The applicant (either exporter or importer) is responsible for the cost of the certification. There are usually two options available to exporters and importers depending on the value and the frequency of shipments. The first option envisions compliance of a foreign facility to existing Ukrainian norms and regulations on quality and safety. The supplier receives a certificate of conformity valid for two-to-three years that avoids having to certify each shipment. The second option involves certification of each product shipment with mandatory laboratory tests upon arrival in Ukraine.

All food products of animal origin are subject to veterinary surveillance and control in Ukraine. A prospective U.S. exporter should refer to [FAIRS GAIN Report #7015](#) for more information even if the exported commodity is not subject to veterinary controls in the United States. A Ukrainian state veterinarian conducts inspections at the border for canned products that contain any amount of meat or animal fat, animal feeds of plant origin (such as soybean meal), ready-to-eat seafood products, and frozen fish. The report also contains multiple reference lists.

General Import and Inspection Procedures

Import regulations in Ukraine are similar to regulations found in other countries. All applicable duties and taxes are collected by customs authorities upon clearance of imported goods at the border, unless the cargo is forwarded to a bonded warehouse. Ukraine maintains both an *ad valorem* and a fixed minimum per kilogram duty rate for the majority of food products. The higher rate of the two is applied. For certain less-expensive products, the official *ad valorem* import duty as a percentage of value is very small, thus, the official *ad valorem* duty would never be applied. Charged in Euros, import duties have been slowly rising over the last three years as the U.S. dollar has devaluated relative to the Euro. At this time, the only commodity subject to a quota restriction is raw sugar.

Agricultural and food products imported into the customs territory of Ukraine are subject to sanitary testing, compulsory certification, radiological, veterinary and/or phytosanitary inspections. Every shipment arriving in Ukraine is inspected and sampled regardless of the statements made in the accompanying health certificate. Custom clearances and co-related inspections are fee-based and are viewed by many regulatory agencies as a source of additional revenue. It's common practice for two or more GOU agencies to test import samples for the same safety indicators. The testing procedure takes up to 7 days, which makes the import of some highly perishable products difficult at best or impossible.

Due to small import volumes from overseas, U.S. exporters should be prepared to ship mixed product loads in one container. A separate health certificate is required for each homogenous product lot within the container. There may be specific import requirements (alcohol, tobacco, etc.) or prior notice requirements for certain products. At the planning stage, exporters are advised to verify with their importer what types of controls are applicable to the product. Any food product (except those produced for personal consumption), food raw materials and agricultural products are prohibited entry into Ukraine without documented evidence of their quality and safety. Control over adherence to the procedure of food and agricultural product imports rests with the Customs Service of Ukraine. The product will not be granted final clearance until all legal procedures are met. The following documentation is required for customs clearance:

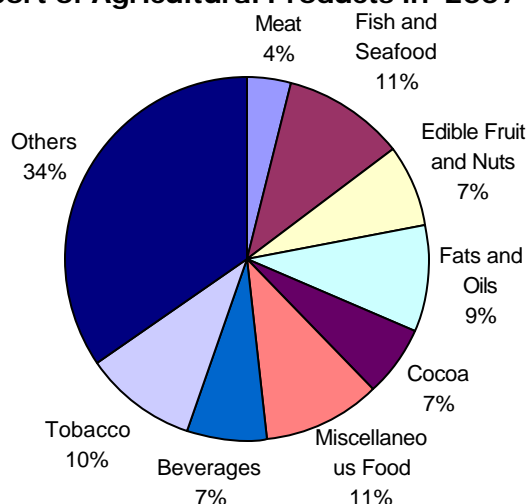
- Copy of a contract and an invoice;
- Bill of lading;
- Freight custom declaration;
- Certificate of conformity;
- State sanitary and epidemiological expertise certificate, (or certificate on state registration of special food products);
- Veterinary certificate (if applicable);
- Import permit and original phytosanitary certificate (if applicable);
- Manufacturer's Certificate of Quality.

Ukrainian is the only official language recognized in Ukraine. All documents must be bilingual, submitted in Ukrainian or be accompanied by an official translation.

Competition

For the past six years, Ukraine has been a net exporter of agricultural and food products. During this period exports totaled approximately \$10.1 billion dollars, and imports \$6.5 billion dollars (HTS 1-24 groups). In 2006, total exports of agricultural products from Ukraine reached \$4.7 billion dollars (13% growth from 2005), exceeding agricultural imports (\$3.2 billion dollars). For 2005, agricultural imports accounted for \$2.7 billion dollars, significantly larger than the \$1.9 billion recorded in 2004 (excluding wood products).

Import of Agricultural Products in 2007

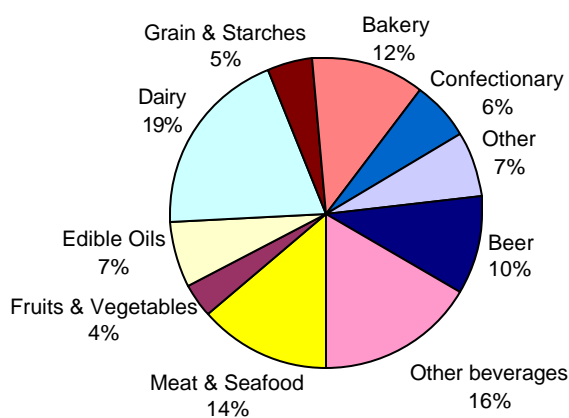


Source: State Statistics Committee of Ukraine

The development of the food industry in Ukraine has led to a significant increase in the use of raw materials and additives for foodstuff production and comprises the majority of Ukrainian imports. For more information on opportunities in Ukraine's food processing industry, please refer to FAS Kyiv's report: UP7003 [Food Processing Ingredients Sector Report](#) found on the FAS homepage.

Demand for ingredients increased due to the growth in the meatpacking and dairy processing industries, and increased production of fish products, confectionery and beverages.

Ukrainian Food Processing Sub-Sectors*



Source: State Statistics Committee of Ukraine

*By volume of the produce; tobacco industry is not included

In 2005-2008, imports of the following commodities experienced the highest rates of growth:

- Food additives (stabilizers, emulsifiers, flavorings, proteins, pigments, ferments, albumin, oil-and-fat mixes, modified starch etc.)
- Palm oil or fractions

- Fish
- Swine, live except pure-bred breeding
- Grape wines
- Cocoa powder
- Spirits
- Tobacco and cigarettes
- Coffee extracts, essences, concentrates
- Live fowl
- Bovine cuts boneless
- Cut flowers and flower buds for bouquets

Some imported soya products are used as ingredients in food and compound feed industries (such as soya meal and flour, soya protein concentrates, lecithin, vegetable oil mixes and isolates on soya base for confectionery, dairy and meat industries).

Food products imported from EU and CIS countries are now the major competitors for U.S. commodities in Ukraine and will continue to be in the foreseeable future.

U.S. suppliers have actively explored the Ukrainian market. In 2007, poultry products accounted for 19%; miscellaneous edible preparations for 5%; pet food for 2%; frozen fish & seafood for 17%; and tobacco products for 35% of total U.S. agricultural exports to Ukraine.

Below is a list of the top 10 U.S. export commodities experiencing the highest import growth rate in Ukraine (for 2006-2007 with turnover over \$1 million):

- Preserved Food (mostly Juice Concentrates)
- Tobacco
- Prepared Meat/Fish (Salmon Roe)
- Pet Food
- Beverages (Ethyl Alcohol)
- Sugar (Chemically Cleaned Fructose)
- Fish and Seafood (Whiting and Hake)
- Seeds for Planting (Corn Hybrids)
- Miscellaneous food
- Miscellaneous grain and seed

For many staple products, domestic production meets demand. Imported food and agricultural products have difficulty competing with domestic products due to high import duties and generally efficient production of unsophisticated food products. Imports add to the variety of foods available on the market and also include products that are either not grown in the country or for which domestic production is insufficient to meet domestic demand.

SECTION III. MARKET SECTOR STRUCTURE AND TRENDS

Retail Food Sector

Open Air Markets

Given relatively low salaries in small towns and rural areas, open-air (farmers) markets continue to supply the majority of Ukrainian consumers with foodstuffs. Most salespersons in these markets are rural dwellers selling their own produce grown on household plots. Rural

middlemen sell meat products they procured in neighboring villages. Some open-air market retailers open small kiosks, while others continue to use counters provided by the market administration. All products sold are subject to veterinary and sanitary surveillance, which is conducted by market veterinary and sanitary inspectors. All products that are tested in market labs are labeled.

In 2003, according to official GOU statistics, there were 597 open-air markets selling foodstuffs (10% less than in 2002). Out of 597, 99 markets are located in Kyiv and have a total floor space of 599,000 square meters. In 2003, the following regions contained the largest number of open-air markets in Ukraine: Donetsk region, Odessa region, Dnepropetrovsk, Autonomous Republic of Crimea, Lugansk region, and Lviv region. (Please note: More current information on open-air markets is not currently available.)

Some consumers believe that purchasing food at open-air markets is cheaper than in supermarkets. Elderly consumers also believe that products found at wholesale open-air markets are organic and of higher quality.

According to some estimates, 40-50 percent of total food product transactions occurred in open-air retail outlets. For some commodities (meat products and offal), sales in open-air outlets account for 90%. Sales of fresh vegetables, fruits, honey, and dried fruits are also dominant in open-air markets. Sales of dairy, sunflower oil and alcoholic products have gradually moved from open-air markets into retail stores, mostly out of necessity. Open-air markets lacked storage equipment, had persistent quality concerns and a significant share of counterfeit alcoholic products. These markets also suffered from low service standards. Also, local authorities are pressuring these outlets to guarantee appropriate sanitary conditions. The only U.S. food product that has been spotted in many open-air markets all over Ukraine is U.S. poultry meat and offal. In many cases, these products are smuggled into Ukraine and remain popular among consumers due to very competitive prices.

Some central markets located in large cities have become elite retail institutions offering high-quality products for wealthy consumers looking for a unique shopping experience. The best examples are Bessarabskiy and Vladimirskiy markets in Kyiv. These century old open markets located in the central part of the city service residents in Kyiv, including foreign diplomats and the Ukrainian elite. These markets are of interest to American exporters of delicatessen meat products, seafood, semi-prepared and microwaveable foods, mixtures of exotic dried fruits, nuts, elite confectionery, and alcoholic drinks.

Supermarkets, Hypermarkets and Discounters

This segment of the Ukrainian retail sector is developing the quickest in bigger towns and cities, despite only being responsible for approximately 30-40% of retail food sales. In larger cities this sales channel dominates. In Kyiv over 84% of all consumers purchase their food in supermarkets. FAS [GAIN Report # 6020](#) provides a more detailed description of Ukraine's retail sector. The average Ukrainian hypermarket is 3,895 square meters. The number of supermarkets (universal self-service stores) in 2005 exceeded 2,000 (27.4 % increase from 2004). The average floor space of a Ukrainian supermarket exceeded 1,000 square meters.

An average supermarket carries between 25 – 30,000 items. Approximately 80-90 percent of products sold are of Ukrainian origin. There is a wide range of dairy products, fish, meat, bakery, and spirits. The largest chains work with almost 1,000 different suppliers represented by large wholesale companies, producing companies, and importers. Local chains are actively introducing western standards and quality assurance mechanisms.

Foreign chains "Billa" (Austria), full fledged discount chain "Metro Cash and Carry" (Germany), SPAR (the Netherlands) and Russian chain "Paterson" entered the Ukrainian market between 2001 - 2005. SPAR has sold its business and left the market in 2004 while others continued to expand. Metro is planning to build seven Metro C&C centers in Ukrainian cities with a population over one million. Auchan (France) entered the market through the purchase of a significant share of the "Furshet" retailer. Currently, many companies are planning to begin operations in the largest cities of Ukraine. The most likely new entrants are Tesco (Great Britain) and Carrefour (France), which are conducting market research. In anticipation of fierce competition, local retailers are expanding rapidly. Expansion plans have been announced by Fozzi Group, Furshet chain, Velyka Kishenya and ATB convenience store network.

Domestic networks are developing intensively through the mergers and acquisitions. The "Velyka kishenya" chain took over the Begemot chain, which experienced financial difficulties, while Fozzi Group has purchased Tikko-Market in 2005. Currently, supermarkets still compete primarily with traditional open-air markets rather than with each other. Larger supermarkets in Kyiv, and in some other major cities, have slowly evolved into shopping malls where shoppers can also shop in boutiques and watch movies while visiting the big "anchor" food retailer.

Convenience and Over-the-Counter Small Stores

The number of convenience stores in Ukraine reached 101,400 in 2005, which makes them the third largest retail business sector after open-air markets and supermarkets. Convenience stores are located all over Ukraine, in big cities, towns and big villages. Many of them are privatized Soviet convenience stores that have not changed their trade practices much. Privatized by their employees, these stores often have no resources for renovation, new refrigerators, showcases or other essential equipment. Concomitantly, some supermarket chains (ATB, Fozzi Group) are attempting to develop modern-style retail outlets by purchasing and renovating stores in attractive locations in larger cities.

Once popular, small kiosks that offered a wide variety of food products, tobacco and alcoholic beverages, are quickly losing popularity. A significant number of these operations remain on the streets (296,600 kiosks as of 2005), but are slowly evolving into cigarette and snack dispensaries, as well as into hot-dog stands. Only non-alcoholic beverages, beer, chocolate bars and potato chips are usually sold at kiosks. Facing stiff competition from supermarkets, many convenience stores have switched to 24-hour operations and have decreased the number of food products offered.

The average convenience store is between 300 to 500 square meters. Product lists include 1,500 to 3,500 articles. The variety of products available in these stores is not as extensive as in supermarkets, facilities are not as nice and products are often more expensive. These outlets are popular among pension age consumers who prefer to shop closer to home and who are still distrustful of purchasing goods in modern supermarkets. Convenience stores also target consumers who purchase products with very short shelf life (bread, dairy products, fruits and vegetables, etc.). They are popular in small Ukrainian towns where the construction of supermarkets is not profitable.

HRI Food Service

The HRI sector in Ukraine remains small, but is developing quite rapidly. In 2005, the number of restaurants, cafes, bars and other HRI institutions in Ukraine exceeded 56,600 with total accommodation space of 2.7 million seats. FAS Kyiv's [GAIN Report #7004](#) provides a more detailed description of Ukraine's retail sector.

New fast food outlets and restaurants with international-style cuisines have begun to alter the structure of the food service sector. The market niche for expensive and elite restaurants is saturated, so the lower cost mass market is developing. Existing restaurants are divided into three categories: fast food, canteens and cafés, mid-level restaurants, and restaurants with “high-quality cuisine”. The majority of outlets belong to the first group. With over 17.6 million visitors in 2005, tourists have become the major driving force behind the success of the HRI sector and the introduction of new food products to the Ukrainian market.

In addition to fast food establishments that offer pizzas, hot dogs and hamburgers, outlets of various ethnic cuisines, such as Mexican, Chinese, Vietnamese, Japanese, Italian, Indian and others, have entered the food service industry. However, the majority of customers prefer family-style menus featuring traditional Ukrainian food. In addition to McDonald’s (with 56 restaurants in Ukraine), there are other fast-food restaurant chains like McSmak, “Pizza Chelentano” and “Kartoplyana khata” (Potato house), “Shvydko”, “Rostik’s”, etc.

HRI Prospects: The HRI sector will continue to grow. The number of customers is expected to increase as “eating out” habits become more and more popular among the middle class and wealthy Ukrainians. Restaurant chains consisting of coffee bars, healthy food restaurants (separate eating, healthy food), and a fast-food fish chains, are not developed in Ukraine. These are good prospect areas for new restaurants.

Food Processing Sector

The food-processing sector in Ukraine has developed rapidly in the past 5 years with an average growth rate of over 15%. The food industry’s share in manufacturing is almost 20%. In 2005, the industry grew by 13.7% with a total output of \$10.4 billion dollars (2004 - \$8.9 billion dollars – both are FAS/Kyiv estimates). Over 19,000 enterprises operate in the food processing sector of Ukraine. The fastest growth rate is found in fruit and vegetable processing, edible oils production, pastry and biscuits, baby food and alcoholic beverages production.

Ukraine’s Food Processing Industry Output (1,000 MT)

	2003	2004	2005	2006	2007
Beef and veal (fresh or chilled)	186	141	143	156	159
Beef and veal (frozen)	97.9	57.0	50.1	43.9	61.5
Pork (fresh or chilled)	80.2	74.1	81.4	130	179
Pork (frozen)	18.9	13.9	18.0	25.4	24.0
Poultry (fresh or chilled)	131	201	274	326	458
Poultry (frozen)	38.5	39.8	58.0	90.5	90.1
Sausages	271	332	309	301	330
Sunflower oil (not refined)	1257	1343	1382	2078	2230
Milk fluid	645	716	863	818	866
Butter	1371	116	120	104	100
Spreads and oil mixes	...	53.0	80.3	71.1	83.8
Soft Cheese	57.7	71.3	83.5	93.2	93.2
Hard Cheese	173	224	274	217	246
Whole milk products	427	467	499	523	534
Bread	2335	2307	2264	2159	2034

Sugar	2486	2147	2139	2592	1867
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Source: State Statistics Committee of Ukraine

Imports of food ingredients are estimated at \$2.4 billion for 2007 (including products for further re-packing). Major imported products for the processing industries included poultry, fish, palm oil, cocoa products, juice concentrates, spices and seasonings, vegetables, additives, tobacco and others.

The development of the food processing industry is currently impeded by inadequate domestic supply of raw agricultural products and limited export possibilities. Only a few food processors comply with EU quality requirements and packaging standards (mainly dairy, meat, confectionery, and beverages). Large food processors purchase raw materials and food ingredients directly from foreign exporters. Large wholesalers and distributors also supply the sector.

Sector trends: The Ukrainian food processing industry will be driven mainly by increased demand, through production of dairy products, especially hard cheese and butter. Production of beef will be driven by demand in Russia and some Former Soviet Union countries.

Note: Please refer to the diagram "Ukrainian Food Processing Sub-Sectors" under the Competition section, page 11.

SECTION IV. BEST HIGH VALUE PRODUCT PROSPECTS

Given the potential of the Ukrainian agricultural industry and relatively low incomes, U.S. high value added products will penetrate some niche markets, especially for those products that are not produced in Ukraine or are produced in limited quantities. In many cases, Ukrainian agriculture is not capable of producing products of consistently high quality (e.g. high quality beef steaks and pork medallions). There are markets for specialty products including low-fat, low-salt and sugar-free products, cake & bread mixes, corn meal, Graham Crackers and chocolate chips. U.S. suppliers could also supply new market segments that are just beginning to develop. This includes microwaveable and semi prepared food as well as TV-dinners. Potential importers must be aware that promotion of innovative or new to market products is expensive.

Other potential U.S. export items include snack foods, raisins, dried foods, nuts, spices, peanut butter, frozen and dried yogurt, soft drinks, frozen juices, fruit & vegetable pure and concentrates, fresh fruits and vegetables, wine, frozen foods, meat (especially chicken and turkey), pasta preparations, frozen and canned seafood, frozen and canned vegetables and fruits, soft cheese, soya sauces, salad dressings and breakfast cereals, baking improvers and bread mixes, and dry gluten. Quick-to-prepare main and side dishes as well as ethnic international foods are all gaining popularity.

Products with Best Sales Prospects in Ukraine

Product Category	2007 Market Size	2007 Import	3-Yr. Avg. Annual Import Growth	Import Tariff Rate*	Key Constraints Over Market Development	Market Attractiveness for the USA
Poultry	609 ths. tons	140 ths. tons	Extremely Volatile	5-15% for poultry parts and whole birds;	High customs duties; Former Free Economic Zones remain the only import	U.S. product has well-established positions; Low prices attract a lot of buyers.

					outlet; Competition with Brazilian and EU producers; Quick growth of domestic production; Perception of U.S. product as cheap and of low quality.	Local producers will not be able to satisfy demand in near future. U.S. product is priced correctly and the price/quality ratio has an advantage over Brazilian and EU product.
Beef	570 ths. tons	13 ths. tons	Volatile	15%	Consumer unawareness of U.S. high quality beef; Sizable domestic production, Complicated import procedures.	Insignificant specialized beef production; Constantly growing beef prices; Niche markets for meat delicacies (steak, etc.) and meat offal; Fast HRI development.
Pork	728 ths. tons	71 ths. tons	Volatile	10-12%	Competition from Brazilian pork and Polish smuggled pork, complicated import procedures.	Shortage of pork in the country; declining production; high prices; Demand for stable deliveries of both cheap and high quality product.
Fish and Seafood	682 ths. tons (including catch for own use)	405 ths. tons	10-20%	0 – 5% for all frozen fish; 10% for prepared fish, live fish, Mackerel, Trout, some Crustaceous, Anchovy, Salmon and Lobsters.	Regular deliveries of high quality product from Norway; Shortage of suitable equipment at retail trade outlets; Deficit of proper storage facilities with below –20C temperature.	Growing demand for higher quality seafood from consumers; Very modest assortment in markets; Skyrocketing demand from supermarkets and HRI sector.
Dried fruits and nuts (exclud. peanuts)	25 ths. tons	13 ths. tones	20-30%	From 0% to 20%	Sharp competition with Iran and Turkey. Desire of packers to save on raw stock, procuring low quality stock from Iran, Uzbekistan, and Afghanistan	Intensive development of confectionery industry and start of retail sales of rare dried fruits (exceed world prices by 3 – 6 times). High quality of

						U.S. product; Development of premium-class confectionery products
Canned fruits and vegetables	n/A	105 ths. tons	35%	5-15% Depending on Product Type	High competition from EU products; Smuggling; Cheap canned food niche occupied by Ukrainian trademarks. The majority of population is inclined to supply its own needs with home-made canned fruits and vegetables	High and growing demand for value added imports at the expense of, and gradual rejection of home-produced products; High-quality product niche is not completely filled.
Wine and spirits	250 million liters	98 million liters	Over 95%	Significantly Varies by product (High import duties, tough competition with Ukrainian-made spirits and drinks produced in the CIS states	Relatively high level of alcohol consumption; Demand for exotic drinks (whiskey, gin, rum, bourbon).
Pet food	N/a	50 ths. tons	20-30%	5-10%	Large supply of Russian-made cheap pet food; Smuggling; Strong tradition of feeding pets with table scraps; Long registration and certification procedures.	Traditionally large number of home pets; Increased population incomes followed by growing demand for ready to use pet food. Comparatively low import duty

* All imported products are subject to 20% VAT tax.

SECTION V. KEY CONTACTS AND FURTHER INFORMATION

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ATTACHMENTS

TABLE A. KEY TRADE & DEMOGRAPHIC INFORMATION

	2005	2006	2007
Agricultural Imports From All Countries (\$ million) /U.S. Market Share (%)*	2684/4	3166/5	4111/6
Consumer Food Imports From All Countries (\$ million)/U.S. Market Share (%)	146/0.5	148/0.5	201/1.5
Edible Fishery Imports From All Countries (\$ million)/U.S. Market Share (%)*	221.7/14	361/7	444/8
Total Population (Millions)/Annual Growth Rate (%)	46.9/-0.8	46.4/-0.8	46,2/-0,8
Urban Population (Millions)/Annual Growth Rate (%)	31.8/-0,2	31.6/-0,2	31,4/-0,2
Number of Major Metropolitan Areas	7	7	7
Size of the Middle Class (Millions)	16.5	18.9	21,5
Per Capita Gross Domestic Product (U.S. \$)	1856	2303	2462
Unemployment Rate (%)	7.6	12.8	6.4
Per Capita Food Expenditures (U.S. \$), per year	787	869	1002
% of Female Population Employed	53	48	47
Average Exchange Rate US\$1	5.05 UAH	5.05 UAH	5.05 UAH

Source: State Statistic Committee of Ukraine

*HTS 1-24 groups

TABLE B. Ukraine's Agricultural Product Imports from the U.S. (2003/2007)

Product	January - December					January - July Comparisons		
	2003	2004	2005	2006	2007	2007	2008	%Chng
Bulk	2044	15219	13290	40749	98463	45960	8117	-82.34
Wheat	0	9673	18	38	6	0	0	--
Rice	1175	0	85	278	888	570	403	-29.3
Soybeans	29	56	0	356	3	3	0	--
Tobacco	776	5299	12814	40047	96393	44819	6575	-85.33
Pulses	0	0	306	0	0	0	0	--
Peanuts	35	0	9	0	4	4	0	--
Other Bulk	28	190	58	30	1169	564	1139	101.95
Intermediate	4027	12730	16150	8074	11602	6886	14460	109.99
Soybean Meal	3	3	0	0	0	0	169	--
Soybean Oil	0	50	0	0	23	23	22	-4.35
Vegetable Oils (Ex Soy)	0	132	148	37	66	26	0	--
Feeds & Fodders	252	141	1944	1495	58	23	89	286.96
Live Animals	165	140	366	0	975	0	405	--
Hides & Skins	124	120	61	128	79	64	368	475
Animal Fats	1444	3195	2091	0	0	0	0	--
Planting Seeds	386	5503	8555	4987	6286	5186	9978	92.4
Sugar, Sweetner, Bases	132	145	409	445	810	357	477	33.61
Other Intermediate	1522	3299	2576	981	3303	1206	2953	144.53
Consumer-Oriented	10534	93539	72027	59609	100895	59839	101235	69.18
Snack Foods	37	67	416	308	1018	845	315	-62.72
Breakfast Cereals	4	27	23	35	131	88	217	146.59
Red Meats, Fr/Ch/Fr	81	132	0	106	1644	1637	1356	-17.17
Poultry Meat	5825	85336	62400	49586	83969	48803	85840	75.89
Dairy Products	204	583	318	794	625	269	648	140.89
Eggs & Products	153	145	259	307	0	0	0	--
Fresh Fruit	0	90	0	3	635	107	70	-34.58
Fresh Vegetables	10	51	5	0	289	229	38	-83.41
Processed Fruit & Veg	389	496	450	289	905	659	328	-50.23
Fruit & Veg Juices	58	140	62	93	329	221	269	21.72
Tree Nuts	295	1561	1122	826	3176	1960	4266	117.65
Wine And Beer	10	25	132	57	0	0	0	--
Nursery Products	0	0	30	29	78	78	807	934.62
Pet Foods	2073	2799	4264	6004	6701	4114	5867	42.61
Other Consumer Oriented	1394	2087	2546	1172	1394	828	1214	46.62
Seafood Products	3028	6629	17940	43938	66766	30551	22000	-27.99
Salmon Whole/Evis	1017	929	2940	5416	15844	2528	6103	141.42
Salmon Canned	140	247	92	72	0	0	20	--
Surimi (Fish Paste)	117	317	648	235	184	42	251	497.62
Roe/Urchin/Fish Eggs	826	217	3310	6601	10329	2989	1803	-39.68
Other Seafood	928	4920	10950	31615	40409	24992	13823	-44.69
Agricultural Total	16605	121487	101467	108432	210959	112685	123812	9.87
Ag,Fish,Forest Total	20330	128445	121426	155108	281730	143823	155821	8.34

Source: U.S. Bureau of the Census Trade Data (new trade data from UN Statistics Division for Ukraine is not available)

TABLE C. TOP 15 SUPPLIERS OF CONSUMER FOODS AND EDIBLE FISHERY PRODUCTS to Ukraine (\$ Million)

CONSUMER-ORIENTED AG TOTAL*				FISH & SEAFOOD PRODUCTS (HS-03)			
Country	2005	2006	2007	Country	2005	2006	2007
Russia	70.7	57.9	83.6	Norway	100.1	144.0	179.4
Germany	23.6	31.4	48.2	United States	13.7	25.4	37.7
Netherlands	10.3	12.6	15.6	Iceland	11.8	28.1	35.9
Hungary	7.1	12.6	11.6	Vietnam	0.6	10.3	26.4
Denmark	3.7	4.9	5.7	China	6.8	21.7	25.6
Switzerland	0.9	3.9	4.5	Estonia	5.9	15.6	17.1
United Kingdom	3.4	4.1	3.6	Canada	8.7	16.3	16.3
France	2.5	2.2	3.3	United Kingdom	5.3	14.9	15.5
United States	0.8	0.8	3.1	Argentina	8.4	12.7	13.6
Belarus	4.0	0.9	2.8	Russia	14.3	13.7	10.8
Poland	5.1	3.5	2.3	Chile	5.4	9.9	8.7
Italy	0.4	0.5	2.3	Denmark	2.0	5.9	7.9
Austria	1.0	1.6	2.1	Spain	4.0	6.8	6.7
Belgium	2.1	2.0	1.9	Netherlands	5.5	3.0	6.4
Finland	0.4	0.9	1.6	New Zealand	0.9	2.7	4.6
--The World--	146.1	148.1	201.7	--The World--	221.7	361.2	444.5

Source: State Statistic Committee of Ukraine (trade data from UN Statistics Division for Ukraine is not available)

* Based on Ukrainian Statistics and BICO definition of Consumer-Oriented Products by HS Code.