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## Germany

Fresh Deciduous Fruit
Annual
2005

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## Report Highlights:

For CY 2005, German commercial apple production is forecast at 915,000 MT, down 3 percent from the previous year. Non-commercial apple production is forecast at 500,000 MT, and commercial pear production at 58,000 MT. Production of concentrated apple juice (CA), 70.5 brix) is forecast at 59,000 MT in MY 2005/2006.

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## Production

## Apple Production

Germany is the fourth largest apple producer in the EU, after Poland, Italy and France. As of mid-July, German apple production for $\mathrm{CY}^{1} 2005$ was estimated at $915,000 \mathrm{MT}^{2}$ for commercial production, down 3 percent compared to the previous year. The crop for CY 2004 was revised upwards to 945,000 MT from the previous estimate of $860,000 \mathrm{MT}$, in line with official data from the German Federal Ministry of Consumer Protection, Food and Agriculture (BMVEL). The production potential is estimated at 1 million MT.

The quality of commercial fruit is better than in 2004, when about 13 percent of the total area had been affected by hail.

Table 1: Commercial Apple Production in the EU-15 and New Member States (NMS) by Country and Year in 1,000 MT

| Country | 2000 | 2001 | 2002 | 2003 | 2004 r | 2005 f | Change in percent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Italy | 2,206 | 2,172 | 2,171 | 2,152 | 2,035 | 2,145 | 5 |
| France | 2,260 | 1,938 | 1,966 | 1,728 | 1,708 | 1,778 | 4 |
| Germany | 1,131 | 922 | 763 | 818 | 945 | 915 | 3 |
| Spain | 683 | 806 | 646 | 704 | 553 | 671 | 21 |
| Netherlands | 500 | 475 | 370 | 405 | 435 | 380 | - 13 |
| Belgium | 500 | 337 | 349 | 319 | 356 | 325 | 9 |
| Portugal | 206 | 240 | 295 | 280 | 284 | 288 | 1 |
| Greece | 288 | 194 | 244 | 165 | 282 | 265 | 6 |
| UK | 195 | 212 | 124 | 156 | 163 | 183 | 12 |
| Austria ${ }^{1)}$ | 161 | 156 | 163 | 152 | 163 | 169 | 4 |
| Denmark | 31 | 29 | 25 | 25 | 26 | 26 | 0 |
| Sub-total EU-15 | 8,162 | 7,480 | 7,115 | 6,905 | 6,949 | 7,143 | 3 |
| Poland ${ }^{2}$ | 2,000 | 2,484 | 2,168 | 2,428 | 2,522 | 2,200 | - 13 |
| Hungary | 695 | 605 | 527 | 508 | 700 | 489 | - 30 |
| Lithuania ${ }^{2}$ | 100 | 155 | 120 | 180 | 70 | 130 | 86 |
| Czech Republic | 195 | 141 | 164 | 152 | 164 | 121 | - 26 |
| Slovenia | 59 | 38 | 42 | 62 | 60 | 57 | 5 |
| Slovakia | 27 | 27 | 27 | 34 | 31 | 29 |  |
| Sub-total NMS | 3,077 | 3,451 | 3,048 | 3,369 | 3,547 | 3,026 | -15 |
| Total EU-25 | 11,239 | 10,931 | 10,163 | 10,269 | 10,496 | 10,169 | 3 |

$r=$ revised
$\mathrm{f}=$ Forecast
1 = Steiermark/Styria
2 = including non-commercial production
Source: German Central Market and Price Reporting Agency (ZMP), based on Eurofel-databaseand own calculations

[^0]Table 2: Commercial Apple Production in Germany by Variety and Year in 1,000 MT

| Variety | 2000 | 2001 | 2002 | 2003 r | 2004 r | 2005 f | Change <br> $05 / 04$ |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| Jonagold | 210 | 148 | 149 | 152 | 169 | 151 | $-10.7 \%$ |
| Elstar | 156 | 139 | 119 | 126 | 178 | 162 | $-9.0 \%$ |
| Jonagored | 96 | 93 | 70 | 90 | 103 | 116 | $12.6 \%$ |
| Golden Delicious | 77 | 66 | 59 | 63 | 67 | 58 | $-13.4 \%$ |
| Gloster | 81 | 66 | 40 | 47 | 43 | 42 | $-2.3 \%$ |
| Idared | 70 | 59 | 49 | 52 | 61 | 46 | $-24.6 \%$ |
| Boskoop | 87 | 68 | 44 | 38 | 50 | 54 | $8.0 \%$ |
| Cox Orange | 57 | 54 | 24 | 30 | 29 | 28 | $-3.4 \%$ |
| Gala | 29 | 28 | 33 | 39 | 45 | 51 | $13.3 \%$ |
| Braeburn | 17 | 16 | 14 | 20 | 39 | 39 | $0.0 \%$ |
| Other $*$ | 251 | 186 | 162 | 161 | 161 | 168 | $4.3 \%$ |
| Total | 1,131 | 922 | 763 | 818 | 945 | 915 | $-3.2 \%$ |

r = Revised
$\mathrm{f}=$ Forecast.

* Includes Pinova, Topaz, Gravensteiner, James Grieve, Glockenapfel, Ingrid Marie Source: German Central Market and Price Reporting Agency (ZMP)

German authorities stopped issuing official figures for non-commercial production (private gardens and meadows) in 1992. However, industry estimates CY 2005 non-commercial production at approximately $500,000 \mathrm{MT}$, down 50 percent from approximately 1 million MT in CY 2004. Non-commercial production tends to alternate between good and poor crop years. The reason for this is that during the fruit growing season, the trees are already developing the buds for next year's apple blossom and crop. In "good" years the trees use most of the assimilates for fruit growth and have less available for bud development. Commercial orchards alternate or vary much less from year to year because good farming practice, such as thinning, are used to ensure a more even production.

Non- commercial production includes apples grown in house gardens and production in meadows. Typically, non-commercial production is used for fresh consumption, must and spirits production, baking (cakes, tarts) or preserved foods (canned, dried, cooked). Approximately 50 percent of this production is grown in house gardens and is consumed by private households; 40 percent is comprised of must apples used in apple juice production; and the remaining 10 percent is processed into spirits. These percentages may vary depending on the price for must apples. Higher must apple prices generally result in a higher proportion of fruit entering juice production, lower prices generally result in less fruit going into processing.

## Pear Production

While Germany is the fourth largest apple producer in the EU, for pears, Germany only ranks eighth. Commercial pear production in CY 2005 is estimated at 43,000 MT versus 61,000 MT in 2004, a reduction of 30 percent. These figures originate not from the German Federal Ministry of Consumer Protection, Food, and Agriculture (BMVEL) but from the German Central Market- and Price Reporting Agency (ZMP). According to industry sources, the official final numbers from BMVEL for the German pear production have been largely
overestimating the actual crop ever since CY 2002. Therefore FAS/Berlin decided to go with the widely accepted ZMP figures instead.

Table 3: Commercial Pear Production in the EU- 15 and Select New Member States (NMS) by Country and Year in 1,000 MT

|  | $\mathbf{2 0 0 0}$ | $\mathbf{2 0 0 1}$ | $\mathbf{2 0 0 2}$ | $\mathbf{2 0 0 3}$ | $\mathbf{2 0 0 4}$ | $\mathbf{2 0 0 5}$ | Change in <br> percent |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| Italy | 876 | 793 | 948 | 831 | 854 | 842 | -1 |
| Spain | 597 | 660 | 603 | 641 | 521 | 573 | 10 |
| France | 259 | 254 | 237 | 191 | 248 | 230 | -7 |
| Belgium | 180 | 89 | 173 | 176 | 231 | 212 | -8 |
| Netherlands | 195 | 70 | 180 | 170 | 225 | 200 | -11 |
| Portugal | 94 | 135 | 102 | 80 | 178 | 137 | -23 |
| Greece | 53 | 47 | 39 | 32 | 54 | 56 | 4 |
| Germany | 65 | 47 | 56 | 49 | 61 | 43 | -30 |
| UK | 34 | 33 | 35 | 35 | 34 | 27 | -21 |
| Denmark | 6 | 6 | 5 | 4 | 5 | 5 | 0 |
| EU-15 | $\mathbf{2 , 3 5 9}$ | $\mathbf{2 , 1 3 4}$ | $\mathbf{2 , 3 7 8}$ | $\mathbf{2 , 2 0 9}$ | $\mathbf{2 , 4 1 1}$ | $\mathbf{2 , 3 2 5}$ | $\mathbf{- 4}$ |
| Poland 1) | 82 | 77 | 90 | 77 | 87 | 65 | -25 |
| Czech Republic | 3 | 2 | 2 | 2 | 2 | 2 | -9 |
| NMS | $\mathbf{8 5}$ | $\mathbf{7 9}$ | $\mathbf{9 2}$ | $\mathbf{7 9}$ | $\mathbf{8 9}$ | $\mathbf{6 7}$ | $\mathbf{- 2 5}$ |
| EU-25 | $\mathbf{2 , 4 4 4}$ | $\mathbf{2 , 2 1 3}$ | $\mathbf{2 , 4 7 0}$ | $\mathbf{2 , 2 8 8}$ | $\mathbf{2 , 5 0 0}$ | $\mathbf{2 , 3 9 2}$ | $\mathbf{- 4}$ |

$r=$ revised
$\mathrm{f}=$ Forecast
$1=$ including non-commercial production
Source: German Central Market and Price Reporting Agency (ZMP), based on Eurofel-database and own calculations

No reliable data for non-commercial pear production is available. Also, only small quantities of non-commercial pear production enter the pear market; most are consumed directly by households or on farms either as fresh or processed fruit. Therefore, FAS/Berlin does not enter any data for the non-commercial pear crop into the PSD table. The three most important pear varieties grown in Germany are Alexander Lucas, Williams Christ (Bartlett), and Conference.

## Concentrated Apple Juice (CAJ) Production

The total volume of apple juice concentrate ( 70.5 degrees brix) pressed from domestic and imported must or diverted table apples amounted to 91,520 MT in MY 2004/05, versus 78,100 MT the previous year. This increase of 17 percent can be attributed to the higher non- commercial apple crop of 1 million MT in CY 2004 compared to CY 2003. For MY 2005/06, CAJ production is estimated at 56,000 MT due to the lower non-commercial apple crop of 500,000 MT in CY 2005 (CY 2004: 1.0 million MT) and lower hail damage of the commercial crop. However, as prices for must apples are expected to be much higher than in the previous MY, a higher share of apples is expected to be delivered to processors. Therefore the reduction in CAJ production is expected to be more moderate than the reduction in the non- commercial crop.

German must apples, and to a small extent domestic table apples, form the basis of apple juice production in Germany, especially since German must apples provide the quality (acid content) required by the German apple juice processors. For MY 2005/06, the number of apples processed into apple juice is expected to amount to approximately 480,000 MT, compared to 779,000 MT in MY 2004/05, and 664,000 MT in 2003/04.

## Consumption

Apples are by far the most popular fresh fruit in Germany, followed by bananas and oranges. Pears rank number 6 in popularity with German consumers.

Table 4: Per Capita Consumption of Commercially Grown Fresh Fruit in Germany in kg per person per year

|  | $1997 / 98$ | $1998 / 99$ | $1999 / 00$ | $2000 / 01$ | $2001 / 02 \mathrm{r}$ | $2002 / 03 \mathrm{r}$ |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: |
| Apples (market) | 18.0 | 17.7 | 20.6 | 19.1 | 17.5 | 17.6 |
| Bananas | 11.2 | 10.3 | 11.0 | 12.1 | 11.1 | 11.2 |
| Oranges | 6.4 | 5.8 | 6.1 | 7.0 | 6.0 | 6.5 |
| Easy Peelers | 5.2 | 3.8 | 4.1 | 4.2 | 3.6 | 4.2 |
| Grapes | 3.8 | 3.8 | 4.3 | 4.0 | 3.8 | 3.3 |
| Pears | 2.3 | 2.7 | 2.8 | 2.6 | 2.3 | 2.6 |
| Strawberries | 2.4 | 2.5 | 2.7 | 2.4 | 2.7 | 2.3 |
| Lemons | 1.5 | 1.5 | 1.6 | 1.6 | 1.7 | 1.6 |
| Cherries | 1.0 | 1.1 | 1.5 | 1.4 | 1.2 | 1.0 |
| Plums | 1.1 | 1.1 | 1.2 | 1.1 | 1.0 | 1.0 |
| other | 27.9 | 28.0 | 33.1 | 30.5 | 29.2 | 28.5 |
| Total Fresh Fruit | 62.8 | 60.6 | 68.4 | 66.9 | 62.6 | 62.2 |

Source: ZMP Bilanz Obst 2004, table 11

## Apple Consumption

Domestic consumption of fresh apples from commercial and non-commercial production combined was 1.62 million MT in MY 2004/05 (July/June). Consumption for processing was 945,000 MT. 779,000 MT thereof were processed into apple juice, 100,000 MT into spirits, 54,000 into apple sauce and 12,000 into apple preserves. 287 MT were withdrawn from the market by means of EU intervention program. That is the highest use of intervention in Germany since 2001, but still well below the levels of the 1990s. In MY 2004/05, fresh consumption is estimated at 1.477 million MT and processing is expected to decrease to 600,000 MT due to the smaller non-commercial crop and better quality of the commercial crop. Intervention is estimated to be marginal as prices for must apples are expected to be above the maximum intervention price of 8.81 Euro per 100 kg and any possible excess table apples are therefore expected to enter processing rather than intervention.

## Pear Consumption

Per capita consumption of table pears (without house gardens) varies between 2.2 and 2.8 kg in recent years. Consumption of fresh table pears in MY 2004/05 (July/June) adds up to 214,724 MT. About 75 percent of the pear supply in Germany originate from imports and only 25 percent from domestic production. Intervention of pears is traditionally marginal in Germany. Therefore the intervention of 349 MT of pears in MY 2004/05 was exceptionally high by German standards.

Pears for processing are used mainly for spirits and originate from commercial production. In MY 2004/05, this amounted to 2,270 MT compared to 3,236 MT in MY 2003/04. However, when assessing this seemingly large drop one has to remember that processing was exceptionally high in MY 2003/04 due to the 2003 drought which resulted in a higher than usual proportion of pears not meeting the marketing standards for table pears. These were processed into juice or spirits instead. For MY 2005/06, a further reduction in the use of pears for processing is expected due to lower availability of pears.

## CAJ Consumption

Fruit juices and fruit juice drinks are very popular in Germany. The per capita consumption of more than 40 liters per year is the highest in the EU- 25 and about 18 percent above per capita consumption in the United States (see table 5.) The high increase of consumption in CY 2003 can be attributed to the extremely warm summer of 2003. In CY 2004 fruit juice consumption dropped back to average levels. For CY 2005 consumption is expected to remain stable.

Apple juice enjoys the highest popularity among the juices, followed by orange juice and other citrus nectars (see table 6.)

Table 5: Per Capita Consumption of Fruit J uices/ Nectars in European Countries and the USA (in liters per year)

|  | 2000 | 2001 | 2002 | 2003 r | 2004 p |
| :--- | ---: | ---: | ---: | ---: | ---: |
| Germany | 40.6 | 40.5 | 40.4 | 42.0 | 40.3 |
| Finland | 26.1 | 35.0 | 32.0 | 32.0 | 32.2 |
| Austria | 37.8 | 35.6 | 32.0 | 29.1 | 28.0 |
| Denmark | 19.0 | 22.7 | 24.0 | 24.9 | 24.8 |
| Netherlands | 26.1 | 25.5 | 24.4 | 24.8 | 24.7 |
| Spain | 16.5 | 21.0 | 22.0 | 24.4 | 25.3 |
| Sweden | 21.5 | 23.0 | 23.7 | 24.5 | 23.8 |
| UK | 19.0 | 20.5 | 21.3 | 22.8 | 23.2 |
| France | 20.5 | 21.8 | 21.7 | 22.4 | 21.7 |
| Belgium/Lux. | 20.5 | 19.9 | 19.7 | 20.2 | 20.8 |
| Ireland | 13.3 | 15.6 | 16.2 | 16.6 | 16.8 |
| Greece | 8.5 | 16.3 | 15.1 | 14.9 | 15.1 |
| Italy | 10.5 | 11.7 | 11.9 | 15.3 | 14.6 |
| Portugal | 7.1 | 10.8 | 11.1 | 11.1 | 11.4 |
| TOTAL EU-15 | 22.6 | 24.2 | 24.4 | 25.7 | 25.3 |
|  |  |  |  |  |  |
| Poland | 16.2 | 16.9 | 19.2 | 20.3 | 20.7 |
| Slovenia | 19.1 | 17.8 | 17.7 | 18.2 | 18.5 |
| Estonia | 12.8 | 14.0 | 15.7 | 16.8 | 17.3 |
| Latvia | 12.0 | 12.7 | 14.4 | 14.1 | 15.1 |
| Hungary | 18.3 | 19.1 | 17.5 | 13.0 | 13.6 |
| Czech Republic | 10.7 | 10.8 | 11.2 | 11.7 | 12.1 |
| Lithuania | 8.1 | 8.4 | 8.6 | 9.4 | 11.3 |
| Slovakia | 10.9 | 10.1 | 10.8 | 8.4 | 8.6 |
| Total NMS-8 | 14.8 | 15.2 | 16.5 | 16.4 | 16.9 |
|  |  |  |  |  |  |
| Norway | 25.5 | 31.4 | 33.3 | 32.2 | 33.3 |
| Switzerland | 30.0 | 27.7 | 29.1 | 29.1 | 30.7 |
| United States | 30.0 | 30.0 | 35.7 | 35.7 | 32.5 |
| r = revised |  |  |  |  |  |
| p provisional |  |  |  |  |  |
| Source: VdF, Association | of the | German Fruit Juice Industry, Annual | Report 2004. |  |  |
|  |  |  |  |  |  |

Table 6: Per Capita Consumption of Select J uices and Fruit Drinks in Germany (in kg per year)

|  | 1995 | 2000 | 2001 | 2002 | 2003 | 2004 | \% Change |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| Apple J uice | 11.79 | 12.20 | 12.15 | 12.17 | 13.10 | 12.78 | $-2.4 \%$ |
| Orange Juice | 9.83 | 9.53 | 9.52 | 9.52 | 9.66 | 8.94 | $-7.4 \%$ |
| Grape Juice | 1.19 | 1.32 | 1.32 | 1.31 | 1.31 | 1.31 | $0.0 \%$ |
| Grapefruit Juice | 0.33 | 0.39 | 0.37 | 0.34 | 0.32 | 0.32 | $0.0 \%$ |
| Pear Juice | 0.13 | 0.18 | 0.20 | 0.20 | 0.30 | 0.30 | $0.0 \%$ |
| Vegetable Juice | 0.86 | 0.96 | 0.97 | 0.97 | 0.97 | 0.99 | $2.1 \%$ |
| Citrus Nectar | 8.57 | 7.75 | 7.68 | 7.65 | 7.75 | 7.35 | $-5.2 \%$ |
| Other Juice/Nectar | 8.02 | 8.31 | 8.31 | 8.27 | 8.62 | 8.26 | $-4.2 \%$ |
| Total | 40.72 | 40.64 | 40.52 | 40.43 | 42.03 | 40.25 | $-4.2 \%$ |

Source: VdF, Association of the German Fruit Juice Industry, Annual Report 2004.

## Trade

## Apple Trade

In MY 2004/05, German imports of apples amounted to 708,759 MT, a decrease of 8 percent from the 768,822 MT in MY 2003/04. The decline was due to the higher domestic crop of CY 2004. 9 percent or 65,331 MT of the imported apples consisted of must apples for juice production. In MY 2004/05, an increase in apple imports to 750,000 MT is expected due to the estimated lower domestic apple crop.

The largest supplier by far was Italy with 36 percent of the imports, followed by the Netherlands (13 percent), New Zealand (10 percent), France ( 8 percent), and Argentina (4.8 percent). US apple exports to Germany are marginal and amounted to 336 and 249 MT in MY 2004/05 and 2003/04, respectively.

Germany exports only small quantities of apples, about 85 percent of which are destined to other EU- 15 member states. Exports of apples amounted to 88,225 MT in MY 2004/05, an increase of about 14 percent compared to the previous season. Russia had been number 6 in export destinations in MY 2003/04 but dropped to rank 16 in MY 2004/05 as Russia had closed its border for plant products from Germany from November 15, 2004, until May 15, 2005, due to findings of the pest "western flower thrips" (frankliniella occidentalis) on flower shipments and disputes about phytosanitary certificates.

## Pear Trade

Pear imports amounted to 176,368 MT in MY 2004/05, an increase of 8 percent compared to MY 2003/04. The main suppliers were Italy with about 39 percent of the imports, followed by Argentina (about 18 percent), South Africa ( 14 percent), and Spain (8 percent). Pear imports contributed roughly 74 percent to the supply on the German market, while domestic production contributes 26 percent in MY 2004/05. The correspondent figures for 2003/04 were 77 and 23 percent. Pear imports are expected to drop by 4 percent in MY 2005/06, despite the lower domestic production, due to lower availability in Italy.

Imports from the United States are small and fluctuate widely. They amounted to 3,091 in MY 2004/05 after 4,372 MT in MY 2003/04, 2,490 MT in MY 2002/03, 4,132 MT in MY 2001/02 and 2,103 in MY 2000/01. In MY 2003/04 the United States ranked the number nine supplier of fresh table pears to Germany and number four as a non- EU supplier, after Argentina, South Africa and Chile.

Pear exports from Germany were up 39 percent in MY 2004/05 at 20,025 MT compared to 14,527 MT in MY 2003/04. The majority of German pear exports consist of re-exports. Main destinations were other EU- 15 countries.

## CAJ Trade

Accurate trade figures are difficult to retrieve, since there is little ascertainable information about the strength (concentration) of imported/exported CAJ. Therefore the calculated figures for CAJ at 70.5 brix should be viewed as a guesstimate.

Traditionally, the German apple juice industry depends heavily on imports of apple juice concentrates of various densities. In MY 2004/05, calculated German imports of CAJ at 70.5 brix were at 378,876 MT versus 455,773 MT in the previous MY. The apparent drop was partly due to the higher non-commercial crop and the higher share of hail damage in the commercial crop. However, imports from Poland and some other new EU member states may have been underreported in MY 2004/05 due to changes in the reporting requirements ${ }^{3}$ for imports from new EU member states as a result of EU enlargement. Imports of CAJ are expected to increase in MY 2005/06. Reportedly, the stocks of high acid CAJ are fairly low and the lower domestic non-commercial crop will not suffice to close the gap.

Seventy- eight percent of the German CAJ imports came from the top 5 suppliers, which were Poland, Switzerland, Hungary, China, and Austria. Their individual market shares were 33, 17, 12, 10 and 8 percent in MY 2004/05. In 2003/04 the combined market share of the top five supplier amounted to 68 percent. The most notable change is the increase of imports from Switzerland, which ranked $11^{\text {th }}$ in MY 2003/04 with 11,979 MT and came second in MY 2004/05 with 64,315 MT.

German CAJ exports consist mainly of reprocessed concentrates from eastern European countries or blends of such concentrates with domestic production. In MY 2003/04 they amounted to 138,849 MT (at 70.5 brix), 5 percent more than in the previous MY. In 2005/06 exports are expected decrease due to lower production of CAJ.

The United States, traditionally the largest single export market for German CAJ, ranked number four in export destinations after the Netherlands, the U.K., and France in MY 2004/05. Exports to the United States totaled 13,019 MT in MY 2004/05 versus 23,347 MT in MY 2003/04. This drop of 44 percent can be attributed to the strong Euro, which makes German exports less competitive compared to products from countries outside the Euro zone. Also U.S. trade statistics ${ }^{4}$ show a tremendous increase of U.S. CAJ imports from Brazil that could well have resulted in lower imports from Germany.

[^1]
## Stocks

While the previous harvest of apples and pears was usually sold out by the end of July in previous years, for apples it is expected to last well into the new season in MY 2005/06.

Table 7: Apple stocks in Germany on J une 30 in MT by year and variety

| Variety | $2002 / 03$ | $2003 / 04$ | $2004 / 05$ |
| :--- | ---: | ---: | ---: |
| Jonagored | 705 | 714 | 13,025 |
| Joangold | 3,045 | 1,130 | 12,594 |
| Golden Delicious | 404 | 75 | 3,419 |
| Total | 4,946 | 2,309 | 33,433 |

Source: German Central Market and Price Reporting Agency (ZMP)

## Policy

In the past, support for the German fruit sector was limited to what is available for producer organizations under the EU common market organization for fruits and vegetables (regulation 2200/96). For details please refer to GAIN report GM3011.

The 2003 reform of the EU common agricultural policy (CAP) partly changed this. With the decoupling of direct payments from production and the transition to uniform area payments, fruit and vegetable area becomes eligible for direct payments under CAP. However, this does not apply to permanent crops such as apples and pears.

As of September 1, 2005, EU member states are authorized to reduce the frequency of phytosanitary inspections on imports of U.S. apples to their territory from the previous level of 100 percent to any level between 15 and 100 percent. Germany has decided to keep the inspection rate at 100 percent.

## Marketing

In MY 2004/05, market prospects for fresh table apples are very different from those for must or processing apples. The small non-commercial crop in combination with the low high- acid CAJ stocks will result in a stronger market for must apples. Average prices that were as low as 7.30 Euro per 100 kg in MY 2004/05 and 7.94 Euro per 100 kg in MY 2003/04, are expected to be in reach of 10.00 Euro per 100 kg in MY 2005/06.

For table apples the prospects are less favorable, especially at the beginning of this season, despite a lower projected commercial harvest in Germany and the other Northern EU countries. The reason for this are comparatively large quantities of last year's EU harvest as well as from the Southern hemisphere that are disturbing the market. Industry sources nicknamed this the "market of the 3 crops" meaning last year's European crop, this year's Southern hemisphere crop and the new European crop. However, the market is expected to improve, once the two old crops no longer disturb the market.

For detailed information about the German fruit retail market please see our product brief on fruit (GM5002). This report includes information on market distribution of fruit sales by retail segment, labeling requirements, phytosanitary requirements and tariffs.

## Trade fairs

In Germany, trade fairs play a key role in presenting new products to the trade or in finding additional buyers and importers. The major international trade fair for the fruit and vegetable trade is held each February in Berlin:

| Fruit Logistica | Next Fair: | U.S. Pavilion Organizer: |
| :--- | :--- | :--- |
| Berlin, Germany (Interval: yearly) | February 02- | B*FOR International |
| Target Market: Germany/EU/Central \& | 06,2006 | Tel: (540) 373-9935 |
| Eastern Europe |  | Fax: (540) 372-1414 |
| Good venue for exhibiting fresh and |  | http://www.fruitlogistica.de |
| dried fruit, nuts and related products |  |  |

For organic products there is a special trade fair held annually in Nuremberg

| Bio Fach | Next Fair: | U.S. Pavilion Organizer: |
| :--- | :--- | :--- |
| Nuremberg, Germany (Interval: yearly) | February 16- | B*FOR International |
|  | 19,2006 | Tel: (540) 373-9935 |
| Target Market: Germany/Europe |  | Fax: (540) 372-1411 |
| The leading European trade show for |  | http://www.biofach.de |
| organic food and non-food products |  |  |

## Food safety

The number of food scandals that occurred in Europe in recent years involving various commodities - including fresh produce - have prompted the food industry to come up with various programs to ensure the safety of the traded food. For fruits and vegetables two main programs evolved in Germany - the $\mathrm{Q}+\mathrm{S}$ and EUREPGAP. While $\mathrm{Q}+\mathrm{S}$ is a 3 tier system that involves everyone who handles the produce from producers, to wholesalers and the retail chains, EUREPGAP mainly focuses on the producer level and is often supplemented by the IFS (International Food Standard) on the wholesalers level. A major component of both systems is the extensive documentation requirement for all stages of the production process.

Both systems are not restricted to German producers but also open to international producers provided they comply with the system and obtain a certification. Also a combined certification for both $\mathrm{Q}+\mathrm{S}$ and EUREPGAP at the same time is possible at the producer level.

Some German retail chains have voiced their preference for one or the other systems: Rewe, Spar and Wal-Mart Germany favor Q+S, Metro focuses on EUREPGAP in conjunction with IFS, while Rewe and Tengelmann accept both systems.

The implementation of both systems is still in the beginning stages, therefore non certified produce is still accepted. However, U.S. exporters should monitor the issue closely in the future.

For detailed information on both systems please view the following websites:
http://www.q-s.info/en
www.eurep.org

Related reports:

| GM3011 | $3 / 17 / 2003$ | EU support for the fruit and vegetable sector in Germany |
| :--- | :--- | :--- |
| GM3025 | $8 / 15 / 2003$ | German Fruit Tree Census |
| GM5002 | $01 / 07 / 2005$ | Product Brief Fresh Fruits |

## Statistical Section:

Note: As the PSD tables apples and concentrated apple juice (CAJ) are connected, the figures for "Processing" in both PSDs include apples for juice production, as well as apples for other processing purposes (e.g. applesauce, canned apples, spirits, bakeries).

Note: Trade data in PS\&D's, trade matrices and text for CAJ are converted to 70.5 brix using a conversion factor of 0.158865 from 11.2 brix or single strength.

Table 8: PSD for Fresh Apples (in ha, 1000 trees, MT)

## PSD Table

## Country Commodity

## Germany

(HA)(1000 TREES)(MT)
2003 Revised 2004 Estimate 2005 Forecast UOM USDA Official [: Estimate[1)A Official [ Estimate[J)A Official [: Estimate[New]

| Market Year Begin |  | 07/2003 |  | 07/2004 |  | 07/2005 | MM/YYYY |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Area Planted | 31219 | 31219 | 31219 | 31219 | 0 | 31219 | (HA) |
| Area Harvested | 31219 | 31219 | 31219 | 31219 | 0 | 31219 |  |
| Bearing Trees | 64182 | 64182 | 64182 | 64182 | 0 | 64182 | (1000 TRE |
| Non-Bearing Trees | 0 | 0 | 0 | 0 | 0 | 0 | (1000 TRE |
| Total Trees | 64182 | 64182 | 64182 | 64182 | 0 | 64182 | (1000 TRE |
| Commercial Production | 818000 | 818000 | 870000 | 945000 | 0 | 915000 | (MT) |
| Non-Comm. Production | 700000 | 700000 | 900000 | 1000000 | 0 | 500000 | (MT) |
| TOTAL Production | 1518000 | 1518000 | 1770000 | 1945000 | 0 | 1415000 | (MT) |
| TOTAL Imports | 768822 | 768822 | 770000 | 708759 | 0 | 750000 | (MT) |
| TOTAL SUPPLY | 2286822 | 2286822 | 2540000 | 2653759 | 0 | 2165000 | (MT) |
| Domestic Fresh Consumf | 1475000 | 1475000 | 1594990 | 1620247 | 0 | 1477000 | (MT) |
| Exports, Fresh Only | 77622 | 77622 | 85000 | 88225 | 0 | 88000 | (MT) |
| For Processing | 734200 | 734200 | 860000 | 945000 | 0 | 600000 |  |
| Withdrawal From Market | 0 | 0 | 10 | 287 | 0 |  | (MT) |
| TOTAL UTILIZATION | 2286822 | 2286822 | 2540000 | 2653759 | 0 | 2165000 | (MT) |

Note: figures for processing include processing for juice as well as for apple sauces and spirits

Table 9 : Import Prices for Fresh Apples in U.S. \$ per MT

## Prices

Table
Country Germany
Commodity Apples, Fresh

| Prices in | U.S.\$ | er uom | MT | 2005\% Change |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Year | 2003 | 2004 | \% Change |  |  |
| Jan | 661.86 | 757.27 | 14\% | 746.32 | -1\% |
| Feb | 731.98 | 839.66 | 15\% | 769.65 | -8\% |
| Mar | 767.07 | 847.14 | 10\% | 833.62 | -2\% |
| Apr | 759.68 | 819.95 | 8\% | 802.95 | -2\% |
| May | 805.86 | 858.99 | 7\% | 769.72 | -10\% |
| Jun | 910.31 | 963.21 | 6\% | 802.1 | -17\% |
| Jul | 849.5 | 989.9 | 17\% |  |  |
| Aug | 892.21 | 1007.7 | 13\% |  |  |
| Sep | 644.46 | 823.68 | 28\% |  |  |
| Oct | 493.75 | 586.01 | 19\% |  |  |
| Nov | 515.66 | 503.95 | -2\% |  |  |
| Dec | 580.32 | 671.85 | 16\% |  |  |

Table 10: German Apple I mports by Country in MT

## Import Trade Matrix

Country Germany
Commodity Apples, Fresh
Time Period
Imports for:
U.S.

| July/June |  | Units: |
| :--- | :--- | :--- |
| 2003 |  |  |
|  | 249 | U.S. |
|  |  |  |



Others

| ITALY | 330184 | ITALY | 258010 |
| :---: | :---: | :---: | :---: |
| NETHERLANDS | 79189 | NETHERLANDS | 93063 |
| FRANCE | 69590 | NEW ZEALAND | 70424 |
| NEW ZEALAND | 62259 | FRANCE | 53638 |
| BELGIUM | 43280 | ARGENTINA | 34159 |
| ARGENTINA | 32349 | CHILE | 32778 |
| BRAZIL | 29346 | CZECH REPUBLIC | 32778 |
| CZECH REPUBLIC | 27541 | BELGIUM | 32271 |
| AUSTRIA | 24810 | BRAZIL | 28973 |
| CHILE | 22534 | SOUTH AFRICA | 23945 |
| Total for Others | 721082 |  | 660039 |
| Others not Listed | 47495 |  | 48384 |
| Grand Total | 768826 |  | 708759 |
| INTRA EU-15 | 551,533 |  | 459,986 |
| NMS | 41,200 |  | 47,564 |
| EXTRA EU-25 | 176,089 |  | 201,209 |

Note: 2003 trade data covers July 2003 through June 2004 2004 trade data covers July 2004 through June 2005 NMS = New Member States (Czech Republic, Cyprus, Estonia, Hungary, Latvia, Lithuania, Malta, Slovakia, Slovenia, Poland)

Table 11: German Apple Exports by Country in MT

## Export Trade Matrix

## Country Germany

## Commodit Apples, Fresh

| Time Period | July/June | Units: | MT |
| :---: | :---: | :---: | :---: |
| Exports for: | 2003 |  | 2004 |
| U.S. |  | U.S. | 0 |

Others Others

| NETHERLAND | 18077 | NETHERLAND | 14936 |
| :--- | ---: | :--- | ---: |
| DENMARK | 11796 | DENMARK | 11125 |
| FRANCE | 6290 | FRANCE | 10214 |
| FINLAND | 6226 | UNITED KING | 7976 |
| UNITED KING | 4748 | SWEDEN | 6644 |
| RUSSIA | 4633 | AUSTRIA | 6131 |
| SWEDEN | 4180 | FINLAND | 5515 |
| AUSTRIA | 4062 | ITALY | 4504 |
| ITALY | 3270 | LITHUANIA | 2709 |
| BELGIUM | 2816 | SPAIN | 2254 |
| Total for Others | 66098 | 72008 |  |
| Others not ListE | 11524 | 16217 |  |
|  |  |  |  |
| Grand Total | 77622 | 88225 |  |


| INTRA EU-15 | 66,178 | 75,100 |
| :--- | ---: | ---: |
| NMS | 3,023 | 7,499 |
| EXTRA EU-25 | 8,404 | 5,526 |

Note: 2003 trade data covers July 2003 through June 2004 2004 trade data covers July 2004 through June 2005 NMS = New Member States (Czech Republic, Cyprus, Estonia, Hungary, Latvia, Lithuania, Malta, Slovakia, Slovenia, Poland)

Table 12: PSD for Fresh Pears (in ha, 1000 trees, MT)

## PSD Table

Country
Commodity

## Germany

Pears, Fresh
2003 Revised 2004 Estimate 2005 Forecast UOM
USDA Official [: Estimate[')A Official [ Estimate[ [)A Official [: Estimate[New]

| Market Year Begin | 07/2003 |  | 07/2004 |  |  | 07/2005 MM/YYYY |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Area Planted | 2090 | 2090 | 2090 | 2090 | 0 | 2090 | (HA) |
| Area Harvested | 2090 | 2090 | 2090 | 2090 | 0 | 2090 | (HA) |
| Bearing Trees | 2703 | 2703 | 2703 | 2703 | 0 | 2703 | (1000 TRE |
| Non-Bearing Trees | 0 | 0 | 0 | 0 | 0 | 0 | (1000 TRE |
| Total Trees | 2703 | 2703 | 2703 | 2703 | 0 | 2703 | (1000 TRE |
| Commercial Production | 49000 | 49000 | 58000 | 61000 | 0 | 43000 | (MT) |
| Non-Comm. Production | 0 | 0 | 0 | 0 | 0 |  | (MT) |
| TOTAL Production | 49000 | 49000 | 58000 | 61000 | 0 | 43000 | (MT) |
| TOTAL Imports | 163108 | 163108 | 160000 | 176368 | 0 | 170000 | (MT) |
| TOTAL SUPPLY | 212108 | 212108 | 218000 | 237368 | 0 | 213000 | (MT) |
| Domestic Fresh Consump | 194334 | 194334 | 201500 | 214724 | 0 | 194000 | (MT) |
| Exports, Fresh Only | 14528 | 14528 | 14500 | 20025 | 0 | 18000 | (MT) |
| For Processing | 3236 | 3236 | 2000 | 2270 | 0 | 1000 | (MT) |
| Withdrawal From Market | 10 | 10 | 0 | 349 | 0 |  | (MT) |
| TOTAL UTILIZATION | 212108 | 212108 | 218000 | 237368 | 0 | 213000 | (MT) |

Table 13 : I mport Prices for Fresh Pears in U.S. \$ per MT

## Prices Table

Country Germany
Commodity Pears, Fresh

| Prices in | U.S.\$ | nom | MT | 2005 \% Change |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Year | 2003 | 2004 | \% Change |  |  |
| Jan | 977.02 | 1233.45 | 26\% | 1110.16 | -10\% |
| Feb | 986.43 | 1183.48 | 20\% | 1132.54 | -4\% |
| Mar | 919.69 | 1101.05 | 20\% | 1135.43 | 3\% |
| Apr | 826.68 | 926.58 | 12\% | 891.35 | -4\% |
| May | 872.42 | 965.54 | 11\% | 934.73 | -3\% |
| Jun | 942.08 | 916.62 | -3\% | 1002.23 | 9\% |
| Jul | 924.83 | 1150.64 | 24\% |  |  |
| Aug | 815.37 | 978.99 | 20\% |  |  |
| Sep | 824.93 | 910.97 | 10\% |  |  |
| Oct | 907.39 | 941.27 | 4\% |  |  |
| Nov | 955.8 | 1050.66 | 10\% |  |  |
| Dec | 1072.72 | 1172.54 | 9\% |  |  |

Table 14: German Pear I mports by Country in MT

| Country | Germany |  |
| :---: | :---: | :---: |
| Commodity | Pears, Fresh |  |
| Time Period | July/June Units: | MT |
| Imports for: | 2003 | 2004 |
| U.S. | 4372 U.S. | 3091 |
| Others | Others |  |
| ITALY | 65258 ITALY | 68222 |
| ARGENTINA | 26995 ARGENTINA | 32028 |
| SPAIN | 18662 SOUTH AFRICA | 24578 |
| SOUTH AFRICA | 16067 SPAIN | 14572 |
| CHILE | 9828 CHILE | 9916 |
| NETHERLANDS | 7164 BELGIUM | 7412 |
| FRANCE | 6083 NETHERLANDS | 7412 |
| BELGIUM | 5935 FRANCE | 5520 |
| PR CHINA | 1242 PR CHINA | 2242 |
| AUSTRIA | 551 TURKEY | 241 |
| Total for Others | 157785 | 172143 |
| Others not Listed | 951 | 1135 |
| Grand Total | 163108 | 176369 |
| INTRA EU-15 | 103,668 | 103,335 |
| NMS | 170 | 156 |
| EXTRA EU-25 | 59,271 | 72,877 |

Note: 2003 trade data covers July 2003 through J une 2004 2004 trade data covers July 2004 through June 2005 NMS = New Member States (Czech Republic, Cyprus, Estonia, Hungary, Latvia, Lithuania, Malta, Slovakia, Slovenia, Poland)

Table 15: German Pear Exports by Country in MT

## Export Trade Matrix



Note: 2003 trade data covers July 2003 through June 2004 2004 trade data covers July 2004 through June 2005 NMS = New Member States (Czech Republic, Cyprus, Estonia, Hungary, Latvia, Lithuania, Malta, Slovakia, Slovenia, Poland)

Table 16: PSD for CAJ (in MT)

## PSD Table <br> 

Germany
Apple Juice, Concentrated
(MT)
2003 Revised 2004 Estimate 2005 Forecast UOM USDA Official [: Estimate[D)A Official [t Estimate[N)A Official [: Estimate[New]

| Market Year Begin | $07 / 2003$ |  |  |  | $07 / 2004$ | $07 / 2005$ MM/YYYY |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: |
| Deliv. To Processors | 734200 | 734200 | 860000 | 945000 | 0 | 600000 (MT) |
| Beginning Stocks | 187000 | 187000 | 186000 | 186000 | 186000 | 120000 (MT) |
| Production | 78100 | 78100 | 99600 | 91520 | 0 | 56000 (MT) |
| Imports | 455773 | 455773 | 410000 | 378876 | 0 | 480000 (MT) |
| TOTAL SUPPLY | 720873 | 720873 | 695600 | 656396 | 186000 | 656000 (MT) |
| Exports | 132102 | 132102 | 130000 | 138849 | 0 | 130000 (MT) |
| Domestic Consumption | 402771 | 402771 | 379600 | 397547 | 0 | 396000 (MT) |
| Ending Stocks | 186000 | 186000 | 186000 | 120000 | 0 | 130000 (MT) |
| TOTAL DISTRIBUTION | 720873 | 720873 | 695600 | 656396 | 0 | 656000 (MT) |

Note: figures for processing include processing for juice as well as for apple sauces and spirits

Table 17 : I mport Prices for CAJ in U.S. \$ per MT

## Prices Table

Country Germany
Commodity Apple Juice, Concentrated

| Prices in | U.S.\$ | uom | MT |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Year | 2003 | 2004 | \% Change | 2005 | hange |
| Jan | 574.33 | 857.97 | 49\% | 773.81 | -10\% |
| Feb | 664.85 | 749.70 | 13\% | 719.80 | -4\% |
| Mar | 647.72 | 788.62 | 22\% | 800.88 | 2\% |
| Apr | 654.19 | 769.45 | 18\% | 709.92 | -8\% |
| May | 646.48 | 770.40 | 19\% | 693.64 | -10\% |
| Jun | 708.20 | 764.10 | 8\% | 697.35 | -9\% |
| Jul | 652.78 | 786.29 | 20\% |  |  |
| Aug | 673.84 | 801.02 | 19\% |  |  |
| Sep | 665.75 | 709.85 | 7\% |  |  |
| Oct | 868.53 | 793.28 | -9\% |  |  |
| Nov | 858.17 | 797.35 | -7\% |  |  |
| Dec | 857.35 | 770.01 | -10\% |  |  |

Table 18: German CAJ I mports by Country in MT

## Import Trade Matrix

## Country Germany

Commodity Apple Juice, Concentrated
Time Period
Imports for:
U.S.

Others

| July/June | Units: | MT |
| :---: | :---: | :---: |
| 2003 |  | 2004 |
| 175 | U.S. | 442 |


| POLAND | 164,936 | POLAND | 123,720 |
| :---: | :---: | :---: | :---: |
| CZECH REPUBLIC | 43,797 | SWITZERLAND | 64,315 |
| CHINA | 36,663 | HUNGARY | 43,450 |
| TURKEY | 32,749 | CHINA | 36,848 |
| UKRAINE | 29,758 | AUSTRIA | 28,716 |
| ITALY | 28,038 | TURKEY | 21,684 |
| AUSTRIA | 22,038 | ITALY | 17,465 |
| MOLDOVA | 16,525 | NETHERLANDS | 8,550 |
| HUNGARY | 16,296 | UKRAINE | 8,421 |
| IRAN | 13,823 | ROMANIA | 6,674 |
| Total for Others | 404,623 |  | 359,843 |
| Others not Listed | 50,975 |  | 18,754 |
| Grand Total | 455,773 |  | 379,039 |


| INTRA EU-15 | 68,122 | 56,866 |
| :--- | ---: | ---: |
| NMS | 232,179 | 171,801 |
| EXTRA EU-25 | 155,471 | 150,209 |

Note: 2003 trade data covers July 2003 through J une 2004 2004 trade data covers July 2004 through June 2005 NMS = New Member States (Czech Republic, Cyprus, Estonia, Hungary, Latvia, Lithuania, Malta, Slovakia, Slovenia, Poland)

Table 19: German CAJ Exports by Country in MT
Export Trade Matrix

## Country Germany

Commodity Apple Juice, Concentrated
Time Period
Exports for:
U.S.

| July/June | Units: |
| :---: | :---: |
| 2003 | MT |
| 23,347 | U.S. |

Others
Others

| NETHERLANDS | 29,118 | NETHERLANDS | 27,433 |
| :---: | :---: | :---: | :---: |
| UNITED KINGDOM | 20,381 | UNITED KINGDOM | 26,889 |
| AUSTRIA | 9,503 | AUSTRIA | 15,768 |
| FRANCE | 8,965 | FRANCE | 12,121 |
| DENMARK | 7,780 | DENMARK | 7,894 |
| BELGIUM | 5,626 | BELGIUM | 6,089 |
| ITALY | 3,969 | GREECE | 3,977 |
| GREECE | 3,378 | FINLAND | 3,023 |
| SPAIN | 2,724 | ITALY | 2,679 |
| SWEDEN | 1,424 | SWEDEN | 1,213 |
| Total for Others | 92,868 |  | 107,086 |
| Others not Listed | 15,887 |  | 18,744 |
| Grand Total | 132,102 |  | 138,849 |


| INTRA EU-15 | 97,587 | 111,071 |
| :--- | ---: | ---: |
| NMS | 1,616 | 3,015 |
| EXTRA EU-25 | 32,894 | 24,762 |

Note: 2003 trade data covers July 2003 through June 2004 2004 trade data covers July 2004 through June 2005 NMS = New Member States (Czech Republic, Cyprus, Estonia, Hungary, Latvia, Lithuania, Malta, Slovakia, Slovenia, Poland)


[^0]:    ${ }^{1} \mathrm{CY}=$ Calendar year
    ${ }^{2} \mathrm{MT}=$ Metric ton $=1000 \mathrm{~kg}$

[^1]:    ${ }^{3}$ Importing companies have to report all trade with non-EU countries irrespective of volume or value of the trade. In contrast, trade with other EU member states only has to be reported if a company's trade exceeds the value of 300,000 Euro per year.
    ${ }^{4}$ http://www.fas.usda.gov/ustrade/

