

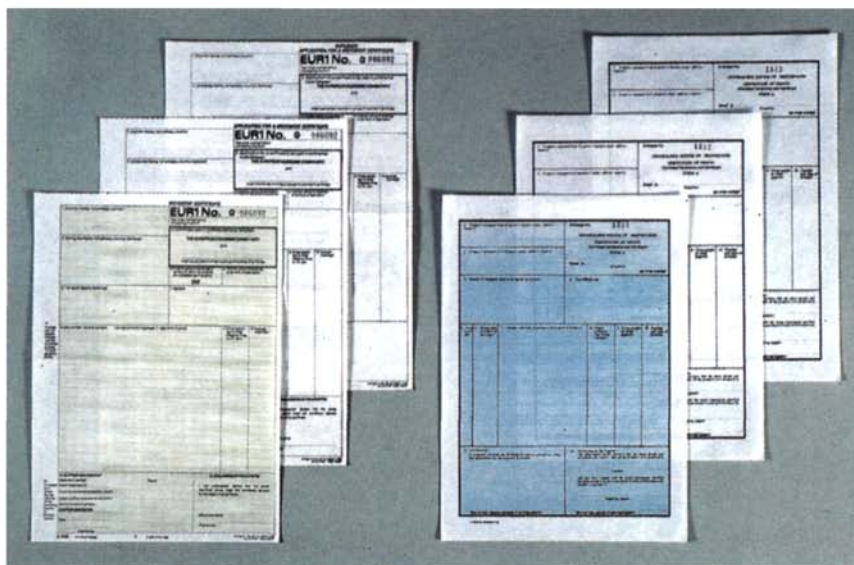
Import legislation

Preferential Tariff Documentation

Commonwealth countries are likely to benefit from preferential tariffs under three categories: those available to ACP countries, the Generalised System of Preferences (GSP), or those available to Least Developed Developing Countries (LDDC). The rules of origin covering the ACP countries are more straightforward than those governing GSP, so, where both systems offer the same tariff, an exporter would generally opt for ACP. For example, produce freighted from an ACP country to the UK, but diverted through another ACP country, is still eligible for the preferential tariff. The same need not apply for produce originating from a country benefiting from GSP.

An additional reason is that generally the exporting country's Customs and Excise Department is responsible for the handling of ACP exports, whereas the relevant Ministry is in charge of LDCC or GSP exports. Dealing with the Customs and Excise, who have to deal regularly with such procedures, may be more straightforward for an exporter.

ACP Exports



(continued)

Appendix 1

Form EUR 1 (see page 27) must accompany produce sent from ACP countries, if the exporter is to benefit from the lower tariffs applicable. These forms should be available from the exporting country's Customs and Excise Office, which is responsible for classifying the goods as originating from an ACP source, the Ministry of Trade, or Chamber of Commerce. Alternatively, the importer should be able to offer assistance in acquiring these forms.

Commonwealth ACP countries are:

AFRICA

Botswana
The Gambia
Ghana
Kenya
Lesotho
Malawi
Mauritius
Nigeria
Seychelles
Sierra Leone
Swaziland
Tanzania
Uganda
Zambia
Zimbabwe

CARIBBEAN

Antigua & Barbuda
Bahamas
Barbados
Belize
Dominica
Grenada
Guyana
Jamaica
St Kitts & Nevis
St Lucia
St Vincent & the
Grenadines
Trinidad & Tobago

PACIFIC

Kiribati
Papua New Guinea
Solomon Islands
Tonga
Tuvalu
Vanuatu
Western Samoa

GSP and LDCC Exports

Form A must accompany produce sent from qualifying countries, to benefit from the lower GSP or LDCC tariff. These forms should be available from the country's Ministry of Trade, or the Chamber of Commerce in the exporting country, but otherwise may be obtained with assistance from an importer.

Customs Entry

The importer is responsible for customs clearance and presentation of the Customs Entry form (C88).

Health and Hygiene Legislation

All fresh fruit entering the EEC must be accompanied by the original of a phytosanitary certificate, submitted by the authority given that responsibility in the exporting country.

There are currently no other regulations in force, but there are certain standards and a number of importers already test for chemical residue in fruit. Legislation governing residue levels in food was brought in in the UK during 1988, but did not cover the fruits dealt with here. However, legislation may eventually be brought into force for all EEC countries.

Appendix 2

Contacts in the market

The organisations included in this list, which is by no means exhaustive, are known to trade or have a wish to trade in the items included in this booklet. However, it should be noted that all exporters should carefully assess the capability of any company with whom they hope to trade, since the Commonwealth Secretariat takes no responsibility for the financial standing of these organisations.

NB Telephones: The international dialling code for the UK is 44, after which the area code and number are dialled, but excluding the 0 at the beginning of the area code. London numbers are to change on 6th May 1990, after which the 01 code will become 071 or 081 instead of 01. The new code is noted in brackets.

MAJOR MULTIPLES (supermarkets)

Argyll Foods PLC

(Argyll, Safeway, Presto)
Argyll House
Millington Rd
Hayes
Middlesex UB3 4AY

phone: 01 848 8744 (081)
telex: 934888

Asda Stores

Asda House
South Bank
Great Wilson Street
Leeds LS11 5AD

phone: 0532 435435
fax: 0532 418666

Budgen Ltd

P.O.Box 9
Stonefield Way
Ruislip
Middlesex

phone: 01 422 9511

Littlewoods Organisation PLC

J M Centre
Old Hall Street
Liverpool
Merseyside L70 1AB

phone: 051 235 2222

Gateway Foodmarkets Ltd

Cater Road
Bishopsworth
Bristol BS99 7TZ

phone: 0272 785555
telex: 44313

Marks and Spencer PLC

Michael House
Baker St
London W1A 1DN

phone: 01 935 4422 (071)
telex: 267141

J Sainsbury PLC

Stamford House
Stamford St
London SE1 9LL

phone: 01 921 6000 (071)
telex: 264241

(continued)

Appendix 2

Tesco PLC

Tesco House
PO Box 18
Delamere Road
Cheshunt
Hertfordshire EN8 9SL

phone: 0992 32222
telex: 24183

Waitrose Ltd

Doncastle Road
Southern Industrial Area
Bracknell
Berkshire RG12 4YA

phone: 0344 424680
telex: 847271

William Jackson & Son PLC

(Grandways)
40 Derrington Street
Hull, North Yorks.

phone: 0482 224131

William Low & Co. PLC

Baird Avenue
Dryburgh Industrial Estate
Dundee

phone: 0382 814022

Wm Morrison Supermarkets

Hilmore House
Thorton Road
Bradford

phone: 0274 687202

WHOLESALE/IMPORTERS

Bluebell International Ltd

616b Finchley Rd
London NW11 7RR

phone: 01 459 4466 (081)
telex: 923940
fax: 01 459 4000

K S Butt & Co Ltd

Smithfield Wholesale Market
Pershore St
Birmingham B5

Compagnie Fruitiere (UK) Ltd

Paddock Wood
Tonbridge
Kent TN12 6UU

phone: 089 283 6111
fax: 089 283 6055

Condor Fruit Ltd

29/33 Wholesale Fruit and
Vegetable Market
Edge Lane
Liverpool

phone: 051 259 1301/2
telex: 627179

Consolidated Fruit Co Ltd

25/26 Humber St
Hull

phone: 0482 24058
telex: 592252
fax: 0482 225090

Dunbar Fruit Importers Ltd

138 Chesterfield Rd
Ashford
Middlesex

phone: 0784 247363
telex: 938226
fax: 0784 248680

(continued)

Appendix 2

Exotic Farm Produce Ltd

628 Spur Road
Feltham
Middlesex TW14 0SX

phone: 01 890 2222 (081)
fax: 01 890 6261 (081)

Fagan

Balmoral Industrial Estate
Balmoral Road
Belfast BT12 6QA

phone: 0232 663691
telex: 747593

FII-Fyffes Ltd

12 York Gate
Regents Park
London NW1 4QS

phone: 01 487 4472 (071)
telex: 919186
fax: 01 487 3644 (071)

Garber Produce PLC

Office C134-143
Fruit & Vegetable Market
New Covent Garden
London SW8 5NN

phone: 01 720 2255 (071)
telex: 917538
fax: 01 489 0406 (071)

The Geest Organisation

White House Chambers
Spalding
Lincolnshire PE11 2AL

phone: 0775 61111
telex: 32481
fax: 0775 60254

Glass Glover & Co Ltd

Coldharbour Road
Elizabeth Way
Pinnacles Industrial Estate
Harlow
Essex CM19 5BE

phone: 0279 35422
telex: 817208
fax: 0279 441509

Hunter Saphir PLC

10 Finsbury Square
London EC2A 1AD

phone: 01 638 8222 (071)
telex: 914952

Janic Import Export Ltd

70 St Paul Street
London EC2

phone: 01 729 0290 (071)
telex: 7395650

JC Exotics Ltd

B60/61 New Covent Garden
London SW8

phone: 01 720 0482 (071)

John Denis Food Group Ltd

Wholesale Market
Pershore St
Birmingham B5 6UN

phone: 021 622 5473
fax: 021 622 6686

J O Sims Ltd

Borough Market
London SE1 9AQ

phone: 01 247 7688 (071)
telex: 886769

(continued)

Appendix 2

Joseph Low & Sons

25-28 NE Wholesale Fruit Market
Teau Valley Trading Estate
Gateshead
Tyne & Wear NE11 0QY

phone: 091 482 2551
telex: 379622
fax: 091 487 9021

JP Fruit Distributors Ltd

Suite H291
East Bridge
New Covent Garden
London SW8 5JB

phone: 01 720 7185/6 (071)
telex: 916942

Kirby International Foods Ltd

17 Swan St
Congleton
Cheshire CW12 4BN

phone: 0477 34506
telex: 367484
fax: 0477 37170

Lambert & Ellice Ltd

111-117 Commercial St
London E1

phone: 01 247 2343 (071)
telex: 817662

Louis Reece Ltd

B124/129 Fruit & Vegetable Market
New Covent Garden
London SW8 5LS

phone: 01 720 6931 (071)
telex: 91759
fax: 01 627 5845 (071)

Mack Multiples Division Ltd

Church Road
Paddock Wood
Kent TN12 6ES

phone: 089 283 5577/3366
telex: 95215
fax: 089 283 4890

Max Levin & Partners Ltd

215 Market Towers
New Covent Garden
London SW8 5NL

phone: 01 622 6255 (071)
telex: 919277

Minor, Weir and Willis

Smithfield Wholesale Market
Pershore Street
Birmingham B5

phone: 021 622 3984

Pascual (Fruit Importers) Ltd

Paddock Wood
Tonbridge
Kent TN12 6UX

phone: 089 283 2333

Poupart Ltd

Station Approach
Waltham Cross
Hertfordshire EN8 7LU

phone: 0992 700711

telex: 266351
fax: 0992 768233

O M Sharif & Co

Wholesale Market Precinct
Pershore St
Birmingham B5

phone: 021 622 3949
telex: 339551
fax: 021 666 6835

(continued)

Appendix 2

SMT Exotics

Unit B39
Fruit and Vegetable Market
New Covent Garden
London SW8 5NN

phone: 01 622 1436

Suma Fruit International Ltd

Suite 22/23
The London Fruit Exchange
Spitalfields Market
Brushfield Street
London E1 6HB

phone: 01 247 3381/6 (071)
telex: 945858

Sunzest Ltd

101 Commercial Road
London E1 1RD

phone: 01 377 9000 (071)
telex: 918083
fax: 01 247 7159 (071)

Wealmoor Ltd

Jetha House
Springfield Road
Hayes
Middlesex UB4 0JT

phone: 01 569 1760 (081)
telex: 888725
fax: 01 569 1755 (081)

William McGrattan & Sons Ltd

Balmoral Fruit Market
Belfast BT12

phone: 0232 663581
telex: 747624

PACKAGING SUPPLIERS**Corby Cases**

Ainsley Road
Weldon Industrial Estates
Corby
Northants NN17 1QW, UK

phone: 0536 60848
fax: 0536 400132

Consolidated Bathurst Inc

PO Box 69
Montreal
Quebec H3C 2R5
Canada

Corrugated Products Ltd

Butlers Leap
Clifton Road
Rugby
Warwickshire CV21 3RQ
UK

phone: 0788 70612

Domtar Packaging

PO Box 7211
Montreal
Quebec H3A 1L6
Canada

Lin Pac

Paper Mill Road
Rawcliffe Bridge
Goole
Northumbria DN14 8SL
UK

phone: 0405 83331

Metal Box Ltd

Queens House
Forberry Road
Reading
Berks, UK

phone: 0734 581177

Reed Corrugated Cases

Aylsford
Maidstone
Kent ME20 7PF
UK

phone: 0622 77755

Transportation and packaging

Transport

Fresh produce goes through at least three stages of transportation and it is in the exporter's interest to monitor the first two of these very carefully. There is initial transport from the growing area to the place of shipment, which is the second stage, by sea or by air, and the final stage is from port of arrival into the UK to point of sale, ultimately to the consumer. Once the produce has reached the importer, with whom the exporter has contracted, his responsibility, apart from selling, includes all other aspects of distribution.

There are a number of factors influencing the state of the produce on arrival and so it is in the exporter's interest to ensure they are correct:-

- timely departure;
- careful loading and stacking;
- temperature control - from pre-cooling, through cold storage/refrigeration;
- adequate ventilation, particularly when using sea freight.

The exporter needs to know the approximate maturity of the fruit. This could vary in relation to a number of different factors, such as when it was picked and whether it has been sufficiently cooled prior to shipment.

It is important that fruits are not transported with items which could impair their quality or flavour. For example, avocados should not be stored with passion fruit, since ethylene is expelled by passion fruit and this causes avocados to ripen. Fruits will take on the flavour of strongly scented goods, if stored alongside, so this should be avoided.

Packaging

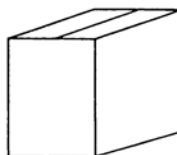
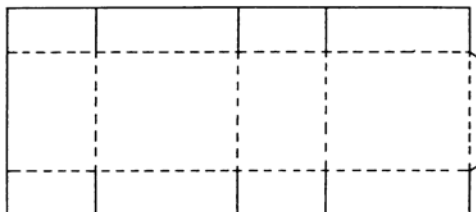
Packaging should be selected with the type of journey in mind, to make sure it is suitable. Strong, neat, easy to handle, preferably by pallet, and well labelled packaging is more likely to be carefully handled at the receiving end. There are a number of types of packaging and it is advisable for the exporter to consult with the importer on the preferred style.

(continued)

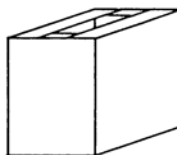
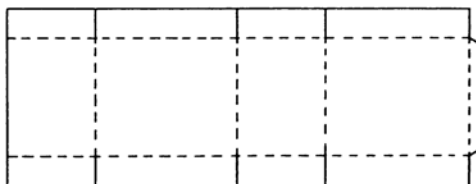
Appendix 3

There is an International Fibreboard Case Code, under which boxes are given reference numbers. Commonly used types for fresh fruits and vegetables are:

Code 0201 a one-piece box.



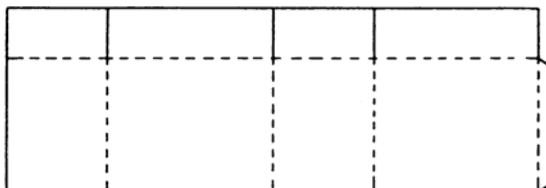
Variation (a)



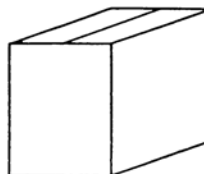
Variation (b)

Code 0320 full telescope box (a two-piece in which the lid slides over the lower part and covers the full height of the box).

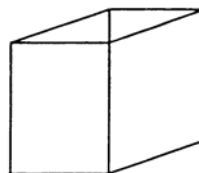
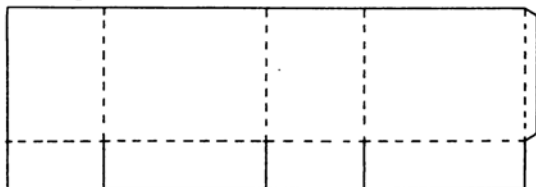
Upper part (lid), blank



Assembled box



Lower part (base), blank



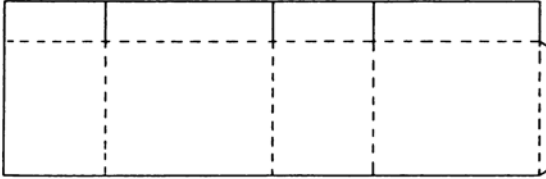
Variation (a)

(continued)

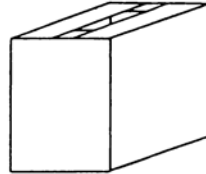
Appendix 3

Code 0320

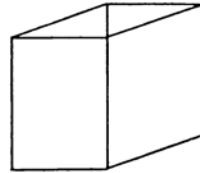
Upper part (lid), blank



Assembled box



Lower part (base), blank

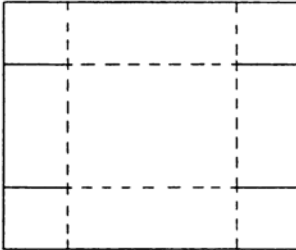


Variation (b)

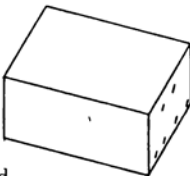
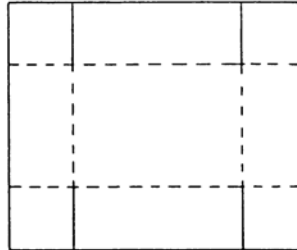
Code 0301

case lid box (a two-piece box without manufacturer's joints, requiring erection using staples or glue).

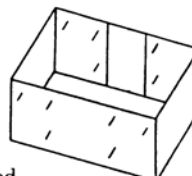
Upper part (lid), blank



Lower part (base), blank



Assembled
upper part (lid)



Assembled
lower part (base)

(continued)

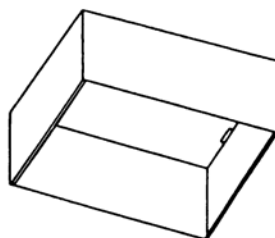
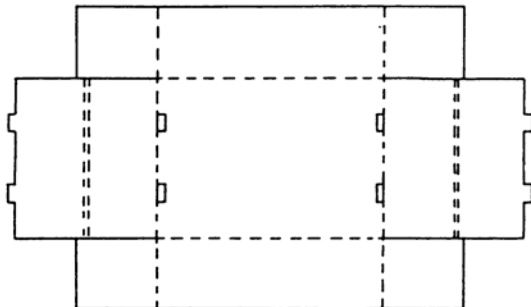
Appendix 3

Code 0422 to 24

two-piece folder type boxes, die-cut (the shape is cut and the creases formed, for easy erection).

Stackable trays are also used, but are not coded.

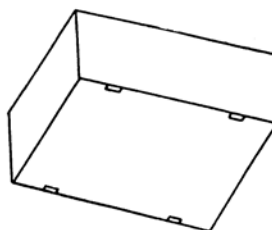
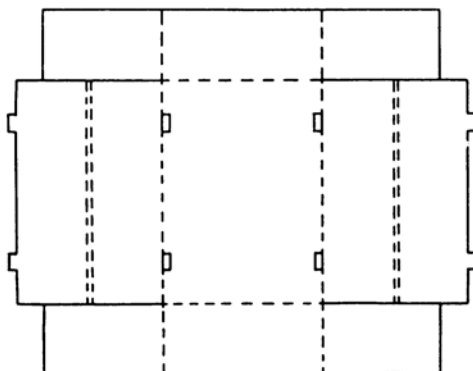
Upper part, blank



Assembled upper part

Code 0423

Lower part, blank



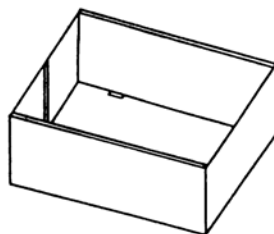
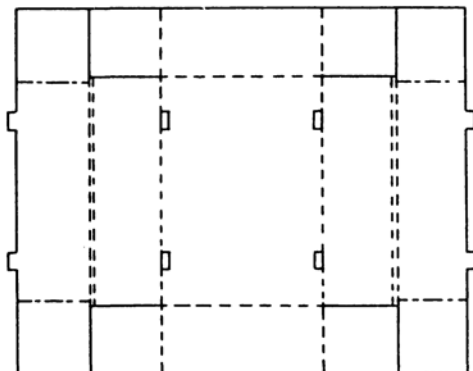
Assembled lower part

(continued)

Appendix 3

Code 0424

Lower part, blank



Assembled lower part

The ITC has recently published a handbook which gives details on how to package fresh fruit and vegetables (Manual on the Packaging of Fresh Fruit and Vegetables: ITC - See Appendix 5). It may be that it is difficult in an exporting country to acquire the correct type of box. A limited list of some possible packaging suppliers is given in Appendix 2.

Appendix 4

Costs to reach the market

Actual costs vary according to country of origin, type and quality of fruit and the quantity being sold, but the exporter needs to take account of all costs listed below in order to calculate whether it is profitable to ship produce to the UK.

Grower	Grading, packing and transport cost between growing area and port of embarkation
Exporter	Letter of credit
	Export duties
	Customs duty
	Freight costs
	Insurance costs
	Commission to importer (8-10% of wholesale price)
	Customs entry
	Handling charge to importer (small charge deducted from wholesale price)
Retailer	Overall mark up range by retailer (35-40%)

With any system of selling (fixed price, joint-account or commission trading, but particularly the latter), it is in the exporter's interest to know overall market prices prevailing at the time of sale, since his own returns are dependent upon the end price. Regular price information is available from a number of sources, such as the International Trade Centre or COLEACP (see Appendix 5), but this is not always detailed enough to enable an exporter to make a decision on whether it is worth shipping produce for a market 48 hours away. This emphasises the need to identify a monitoring source.

(continued)

Appendix 4

An example is given below to illustrate how the system has worked for pineapples, but it must be stressed that each exporter should assess the costs applicable to his or her own situation very carefully.

400 cartons of pineapples were air freighted to the UK and were sold in three separate lots - each realising a different price. The middle of the three prices obtained was £13.20 per carton, and on the assumption that it had cost the exporter a total of £3 per carton to get his produce to the point of despatch, the cost build-up and outcome would have been as follows:

Costs to exporter	£ per carton
Ready packed for export, at point of despatch (assumed cost)	3.00
Letter of credit	0.10
Insurance	0.03
Air freight (charged by kg)	6.84
Airline charge	0.57
Handling (London distribution)	0.25
Commission (10% of gross value of £13.20)	1.32
Total costs to exporter	£12.11

On this basis, a margin of £1.09 per carton would have been made. On the other hand, one of the wholesale prices achieved was much lower, such that the exporter could have incurred a loss on some of the cartons. It is therefore essential to have an estimate of the wholesale price level before shipping, so as to be as certain as one can that a satisfactory margin will be earned.

The costs of trading with multiples can be higher than those shown in the above example (for example, bulk breaking and sorting costs may be added). The rewards, however, can be greater, and prices may be fixed over a period of time - so that the exporter knows the margin he will make before shipping.

Appendix 5

Useful addresses

COLEACP

5, Rue de la Corderie
Centra 342
94586 Rungis Cedex
FRANCE

phone: 331 468 70206
telex: 205166 F
fax: 331 468 63315

Offers trade information, trade promotion and technical assistance to ACP fruit exporters. (Countries from Africa, the Caribbean and the Pacific - see Appendix I for list of Commonwealth countries included)

Commonwealth Secretariat

Marlborough House
Pall Mall
London SW1Y 5HX

phone: 01 839 3411 (071)
telex: 27678
fax: 01 930 0827 (071)

Has market information on fruits available and publishes Fruit and Tropical Products twice yearly. Export Market Development Division can offer technical assistance, if requested by member Government

Developing Countries Trade Agency (DECTA)

69 Cannon St
London EC4 5AB

phone: 01 248 4444
telex: 888941 LCCI G

Provides information on UK market and importing requirements to exporters

Fresh Produce Journal

Lockwood Press Ltd
430-438 Market
New Covent Garden
London SW8 5NN

phone: 01 622 6677 (071)
telex: 915149
fax: 01 720 2047 (071)

Publishes weekly wholesale prices and general information on UK market trends

Fruit Importers Association

Room 408/9 Market Towers
New Covent Garden
London SW8 5NQ

phone: 01 720 1387 (071)
telex: 919219

Trade association representing UK fruit importers, can provide details on association members and market information

International Trade Centre

UNCTAD/GATT
54-56 rue de Montbrillant
1202 Geneva 10
Switzerland

phone: 41 22 34 60 21
telex: 289466 MNS CH (for news service)

Transmits market information on fresh horticultural products through Market News Service (MNS), helps exporters with contacts, provides export packaging and other advisory services. Recent publications:

(continued)

Appendix 5

Manual on the Packaging of Fresh Fruits and Vegetables (1989);

Tropical and Off-Season Fresh Fruits and Vegetables: A Study of Selected European Markets (1987).

Overseas Development Natural Resources Institute (ODNRI)

Central Avenue
Chatham Maritime
Chatham
Kent M4 4TB

phone: 0364 880088

fax: 0364 880077

Scientific Unit of the Overseas Development Administration, which provides technical assistance to developing countries and can offer advice on post-harvest technology. Recent publication:

*Hallam, D with Molina, JP (1988)
The UK Market for Fresh Exotic Fruit
(Bulletin No.13).*