
Introduction

These guidelines are designed to address basic questions which exporters of fresh fruit and vegetables will need answered before they try to venture into as difficult and demanding a market as that of the Federal Republic of Germany: WHAT, HOW, WHERE AND WHEN?

Successful marketing involves:

- **finding out what your customer wants**, both in terms of product and market servicing, and then
- **supplying those needs at a profit.**

This handbook provides the exporter with basic information requirements on the German market and identifies where more detailed data can be found. Consumer demand is not static and can be influenced both by market promotion and the supply of high quality produce. The handbook sets out key quality characteristics of the selected products and provides useful marketing guidance.

This is the third in a series of practical handbooks published by the Export Market Development Division of the Commonwealth Secretariat and has been written in response to requests from exporters and exporting countries for detailed information on the German market.

The handbook can conveniently be divided into three parts.

The first section provides:

an overview of the market covering market channels, market size, products, packaging and terms of business. This section will help the exporter to **identify potential outlets** and correctly to **service the market.**

The second section concentrates on:

individual fresh horticultural products. These have been selected both because they are suitable for supply by small and medium sized Commonwealth exporters and because they are acceptable to the market. Each product section provides information **relevant to production** and basic product requirements such as variety, appearance, taste, and timing of harvesting. It then goes on to describe those **post-harvest activities** such as grading, packing, labelling and technology that are necessary for the product to be acceptable to the market. Finally, it reviews the **German market and marketing methods**, describes the existing supply situation, gives broad price indications and sets out key transport and tariff information.

The third section of the handbook contains:

appendices providing information on procedures, addresses of organisations and commercial businesses, advice on the handling of disputes, cost calculations and a glossary of terms.