

Guidelines for exporters of selected fruits and vegetables to the German market



Prepared by the Commonwealth Secretariat's
Export Market Development Division and funded by the
Commonwealth Fund for Technical Co-operation



Commonwealth Secretariat

Guidelines for exporters of selected fruits and vegetables to the German market

Prepared by the Commonwealth Secretariat's
Export Market Development Division and funded by the
Commonwealth Fund for Technical Co-operation

This is one of a series of publications providing practical
guidelines on exporting for the benefit of
Commonwealth producers



Commonwealth Secretariat

1991

Contents

	Page
INTRODUCTION	3
THE NATURE AND STRUCTURE OF THE MARKET	4
Map of the Unified Germany	4
The Nature of the Market	5
Reunification and Demand	5
Tropical and Off-Season Fruits and Vegetables	6
Produce Retailing	7
Market Channels	8
Where to Send It	10
SERVICING THE MARKET	11
Working with German Importers	11
Trends in Produce Sales	14
Promotion and Branding	14
Starting an Export Business to Germany	15
PRODUCTS	16
Introduction	16
Avocados	17
Lychees	21
Mangoes	24
Pawpaw	29
Sweet Melons	33
Passionfruit	38
Persimmon	41
Pineapples	44
Strawberries	48
Peaches and Nectarines	53
Raspberries and Blackberries	58
Cape Gooseberries	62
Asparagus	64
Green Beans	71
Cherry Tomatoes	76
APPENDICES	
APPENDIX 1 - LEGISLATION AND PROCEDURES	80
APPENDIX 2 - IMPORTANT BIBLIOGRAPHY	86
APPENDIX 3 - GUIDE TO FOREIGN TRADE RELATED INSTITUTIONS IN GERMANY	92
International Organisations	92
German Government Information Sources and Contact Offices.....	92
Organisations in the Private Sector	93
Useful Addresses	95
APPENDIX 4 - HANDLING COMPLAINTS	106
APPENDIX 5 - PRICE CALCULATIONS	108
APPENDIX 6 - GLOSSARY OF TERMS	110

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.

— The Nature and Structure of the Market —

Map of the Unified Germany



KEY

- Major markets ●
- Markets ●
- Major international airports (airplane in circle)
- International airports (airplane)
- Seaports (ship)

The Nature of the Market

To an exporter the German market appears highly attractive. It is the second largest market in the world and imports approximately 40% of its produce requirements. The consumers are amongst the most wealthy in Europe. Since the reunification of East and West Germany the country has the largest population of any EC member. It is, however, one of the most competitive markets in the world and is regularly oversupplied, particularly with tropical produce.

The market is highly decentralised, with no single city or market dominating. There are some differences in emphasis between the markets depending on their access to different transport links. For example, Frankfurt is well located for airfreighted produce transported by national airlines, particularly Lufthansa. Dusseldorf and Cologne are better serviced by charter flights as landing costs are lower. Seafreighted produce enters Germany through Bremen, Hamburg, Antwerp and Rotterdam. Munich is the first market for produce trucked from Southern Europe.

It is not easy to break into the German market, and it is certainly not a market for one-off shipments, for disposing of surplus supplies, or for second-rate produce. It is a buyer's market. The traders are highly organised. The technical regulations and procedures are strict and complicated. It is therefore highly advisable for foreign suppliers to seek long term business relationships with technically qualified German partners.

Reunification and Demand

The reunification of Germany has increased the population by 17 million, or by 25%, and will have an influence on demand. The East German market, particularly in the short and medium term, will retain even more conservative attitudes to exotic fruit and vegetables. These new populations will create an increased demand for major tropical and sub-tropical fruits such as citrus, bananas, kiwi fruit and pineapples. The East German market is expected to be particularly appreciative of off-season supplies of traditional produce such as strawberries, peaches and asparagus. East German consumers have rapidly upgraded their quality expectations to be in line with those of the rest of Germany. They are price conscious consumers and will cease purchasing a product if its price rises too steeply. The old East German government trading organisations are in terminal decline. In the short to medium term these new markets can only be accessed through major West German import organisations which are currently forming joint ventures with new private sector produce marketing companies. In the longer term, perhaps in two to four years, enterprising exporters should try to form direct contacts with successful East German marketing companies.

———— The Nature and Structure of the Market ————

Tropical and Off-Season Fruit and Vegetables

For its size Germany is a relatively small market for tropical fruit and especially for tropical vegetables. The country has no history of large scale colonialism in the tropics. Its immigrant population is mainly from the Mediterranean and there is little influence of ethnic cooking on German eating habits. In addition, the official import statistics on tropical fruit, although comparatively small, are nevertheless thought to overstate the size of the German market as they do not reflect the high levels of waste and unsold produce. To some extent the country's lack of appreciation of tropical produce is counterbalanced by the promotional campaigns of organisations such as GTZ's Protrade and by the influence of foreign travel. Exotic fruit markets have been created, for example, for both pineapples and kiwi fruit. In both cases large volumes of seafreighted product are available throughout the year at reasonable prices. The German consumer is concerned about taste, convenience, presentation, value for money and the health characteristics of new products.

The trade will often divide exotic produce into 'first generation' and 'second generation' products. 'First generation' exotics have become mainstream products, available all the year round and often sold by supermarkets at highly competitive prices. 'Second generation' are lower volume, niche products often with limited availability. Examples are set out below.

First Generation

Avocados
Mangoes
Melons
Pineapples

Second Generation

Lychees
Passionfruit
Mangosteen
Persimmon

Germany is a massive market for fruit, especially temperate and Mediterranean fruit. These products are well understood by the consumer. Opportunities exist for a large scale trade in traditional and mainstream fruits outside the main supply season. For example, the annual sales volume of peaches and nectarines is ten times greater than the sale of pineapple but these sales are almost wholly concentrated in a four-month period.

Eating habits play an important role in vegetable marketing. There is no tradition of serving a choice of vegetables with a meal. Normally the one vegetable is prepared with a sauce. Exotic vegetables are hardly used in Germany. Sales of produce like okra, chillies and ginger are insignificant. Newer vegetables such as capsicums, courgettes and aubergines have mainly been introduced as a result of the eating preferences of foreign guestworkers from Italy, Yugoslavia and Turkey. Most of these products can be supplied all the year round under protected cropping in Europe.

The best opportunities for exporters are to supply the higher priced, labour intensive and perishable vegetables, such as asparagus and green beans, outside the main season.

— The Nature and Structure of the Market —

Produce Retailing

Since the early 1960s very notable changes have occurred in food retailing. Many general food retailers have set up their own fresh produce departments in direct competition with traditional greengrocers. At the same time there has been a trend away from counter service towards self service in fresh produce departments. The extent of the changes is clearly illustrated by the figures below:

Retail Trade	1966	1978	1989
Self-service department stores	61	1,210	1,624
Counter-service retailers	91,242	9,298	7,021
Supermarkets	1,300	4,778	7,682
Food retailers in total	153,999	77,703	61,088

Counter-Service Retailers are generally independent greengrocers or delicatessens who purchase their produce primarily in wholesale markets. After a serious decline in their number over the last two decades there has been a re-emergence of counter-service retailers who have specifically set out to offer high quality produce.

Independent Buying Groups and Co-operatives consist of small retail outlets or voluntary co-operatives of independent shops which are supplied from a central buying organisation.

Supermarkets and Discount Stores usually offer a wide range of products, such as cosmetics and household goods in addition to food. They are primarily self service, and fresh fruit and vegetables are either offered pre-packed or for customers to make their own selection from bulk display. Discount stores are similarly organised, but with a smaller range of fresh fruit and vegetables, often sold at low prices.

Department Stores nowadays have excellent food departments which offer both counter service and pre-packed produce. Many of the fresh produce departments have moved up-market and compete with the high quality specialist retailers and delicatessens mentioned above.

Weekly Markets account for 30% of all fresh fruit and vegetable purchases by consumers. However, few stalls sell exotic produce, although the larger volume and traditional exotic fruits may be found in the weekly markets of big cities such as Munich, Hamburg and Dusseldorf. Weekly markets are popular with all income groups. According to recent studies, many consumers would prefer to buy from a market than from a shop. Many of the department stores have tried to re-create the ambience and visual appearance of a market in their fresh produce departments. Market stall holders purchase produce both from local growers and wholesale markets.

The Nature and Structure of the Market

The following seven retail chains control more than half the German market.

Other important companies are Rewe, Spar, Hertie, Edeka, Kaufhof and Allkauf.

KARSTADT	5.0%
COOP	6.0%
ASKO	6.0%
LEIBBRAND	6.5%
TENGELMANN	7.0%
METRO	10%
ALDI	10%

Marketing Channels

The structure of the fresh produce trade in Germany can be conveniently divided into two segments:

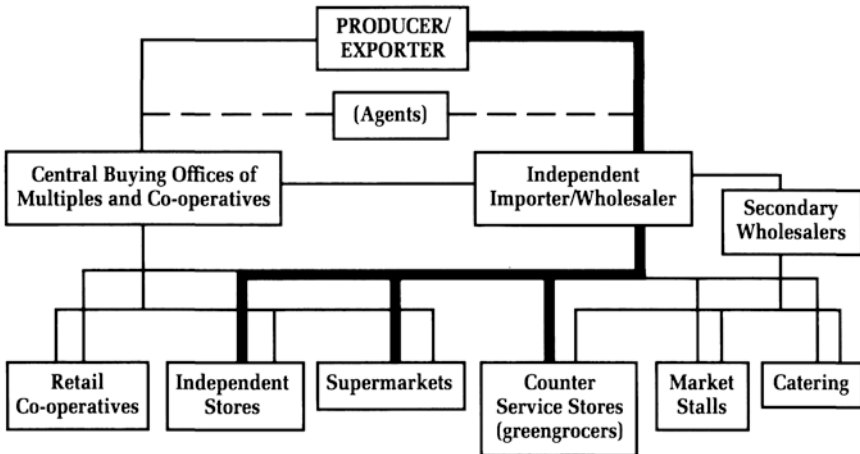
- independent import and wholesale trade
- import through central purchasing organisations

In Germany approximately 75 to 80% of produce is channelled through independent importers and importer/wholesalers. Around 80% of this throughput (equivalent to around 60% of all imports) is controlled by 10 to 12 big import organisations. Their market share of exotics is believed to be even higher. They are usually represented on all the major markets.

The wholesale markets have a central distributing function. Distribution from the wholesale market is either by collection or delivery service. In recent years the import and wholesale trade has taken on a number of additional functions such as packaging produce into food containers for the retail trade and delivery services to customers.

— The Nature and Structure of the Market —

The following diagram provides a schematic view of the major ways in which imported exotic produce reaches the market.



Importers, particularly the big importers, maintain direct contact with their foreign suppliers. They will make regular visits abroad to discuss product choice, quality, quantity, delivery time, form of packaging, transport and customs as well as other legal requirements. Prices are not agreed in advance but are determined by the balance of supply and demand at the time of delivery. Most big importers will place firm orders for quantities and delivery times but will determine price on arrival of the produce into Germany.

Importers usually have their headquarters including purchasing, trading and administration departments, warehouses, ripening and cooling rooms, packaging facilities and stalls within the geographical location of the wholesale markets. Sales are carried out by telephone for large quantities and across the market floor for smaller quantities. Some importers specialise in exotic produce and exceptionally high quality fruit and vegetables.

Agents act as intermediaries between exporters and importers but they do not trade in products on their own account. They maintain contacts with foreign suppliers and procure the merchandise for their customers, who may be wholesalers as well as retailers. If an exporter decides to use agents he would be advised only to use those who specialise in fresh produce and to select different agents in different parts of the country. Agency trading is mostly done by telephone, fax or telex.

Discount stores, retailer co-operatives and multiple stores all have **central buying organisations**. They directly import large volume items such as citrus and deciduous fruit but buy smaller volume produce through the big import organisations.

———— The Nature and Structure of the Market ————

Where to Send It

The choice of market contact for the exporter depends to a large extent on the volumes and quality to be exported and whether the exporter is looking for a long term commitment from a buyer.

The small exporter of exotic produce is best advised to work through a specialist importer or agent who concentrates on selling to high quality greengrocers and the fresh produce sections of department stores. In the first instance the exporter should concentrate on building up his business with one specialist importer in one geographic region. Subsequently the exporter can develop sales by working through similar importer companies in different markets. Small importers, however, are likely to be less secure financially than the major importers and may not be able to access the supermarkets and multiple stores. The catering trade uses very small volumes of exotic produce and therefore direct exports are not recommended.

A medium scale exporter may consider doing business with one of the big importer companies. These large scale importers provide opportunities to access the supermarket trade. They may be prepared to offer buying contracts but only after the exporter has proven himself reliable and if he has a product which the markets demands. Importers can offer contracts for specific volumes with prices to be agreed on a weekly basis. Buyers are more likely to consider contractual terms for products where there have been problems of quality and quantity. However, if the shipments are not up to standard, or the exporter's price is considered too high, the importer is likely to discontinue business. The market is very competitive.

Well organised and large export companies who can assure steady supplies of high quality and well packaged produce may consider working directly with the central buying organisations of one of the retail chains. Even if retailers have an existing relationship with an importer they are keen to identify new suppliers themselves, and to communicate their requirements direct to producers. However, programmed volumes and shipping dates must be rigorously adhered to, and the exporter may not have an accurate idea of what returns will be made until the produce has been marketed.

Whichever way the produce is traded the onus is on the exporter to identify a buyer and convince him his produce is worth buying. It is not an easy market, since competition for the available demand is very strong. Nevertheless, the major buyers are always keen to identify reliable new suppliers, particularly to cover seasonal gaps in demand. If they think their standards can be met, buyers are willing to work with exporters or even growers. The exporter who finds the right buyer will have the best possible help in the initial market entry.

Working with German Importers

Type of Export Company

German importers look to work with exporters who can supply significant volumes of quality produce reliably. Preferences are given to countries with good infrastructure and to exporters who can consistently abide by their commitment to reliability, quality and the timing of deliveries. Importers are most comfortable working with marketing boards as they can guarantee the necessary quantity, quality and reliability of supply.

Common complaints against exporters are that they:

- often fail to pre-alert either the importer or the clearance agent of the arrival of produce. This is especially important with highly perishable produce like strawberries as prompt notification saves between three and five hours on clearance times.
- omit important paper work such as phyto-sanitary certificates or certificates of origin.
- ship produce that is over-ripe or is harvested too early.
- use weak packing which results in bruised produce and poor presentation.
- export produce that does not match either EC or German grading standards. Incorrect labelling is the single biggest complaint and cause of rejection by the Government Quality Officers.

Few import companies issue their own written specifications for produce. Specifications are normally based on EC or OECD quality standards, and the specifications of the German Commercial Grades law coupled with the expertise of the buyers. In situations of short supply importers will accept lower quality produce.

Terms of Trade

There are a number of different types of buying agreements. The most frequent terms of purchase are:

Firm purchase (Festkauf):

A fixed FOB or C and F price is agreed between the seller and the buyer, which the seller will receive either by letter of credit or payment on receipt of the merchandise. The buyer pays for customs duties and all expenses incurred in his own country.

Servicing the Market

Conto a meta:

The supplier states his cost price (Einstandspreis) plus delivery costs and freight, to which the buyer will then add his own costs including customs duties etc and a sales commission. Once the produce has been sold, the profit or loss is shared equally between the two partners.

Consignment with guaranteed price (Consignment mit Garantiepreis):

The importer agrees to pay a guaranteed price to the exporter irrespective of the price the importer manages to realise. Where the net sales price (after deduction of customs duties, other costs and the sales commission) is higher than the guaranteed price, the exporter will also receive the difference. The guaranteed price is usually set to be below the net sales price and may not even cover the exporter's costs.

Consignment free (Consignment frei):

The exporter bears the whole risk and will only receive the net proceeds after the consignment has been sold and commission and costs deducted. Currently commission charges are around 8%, but when other costs such as storage, transport and handling are included the percentage deductions can be much higher (see Appendix 5) and are typically in the range of 20% for small volumes of low to medium priced produce to 12% for high priced products.

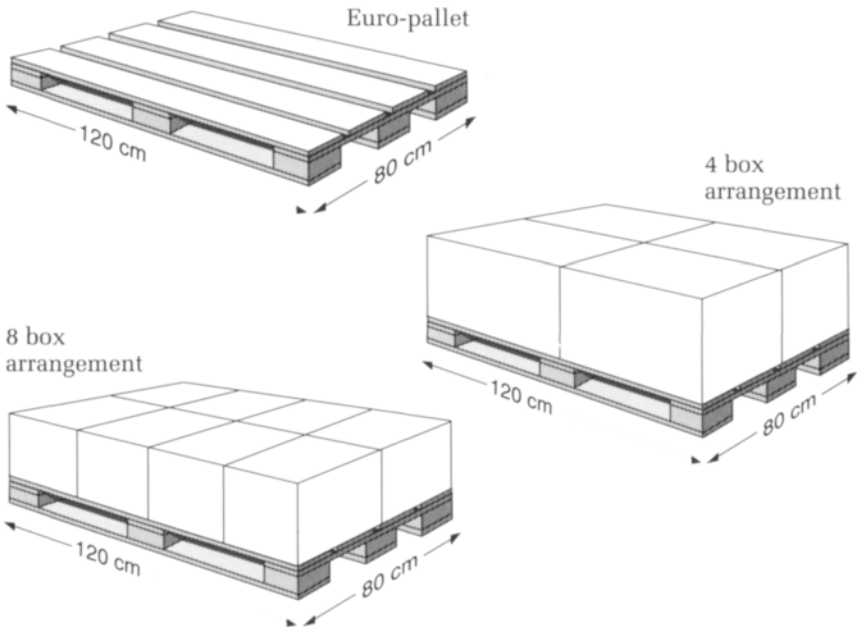
The majority of sales (i.e 80%) of exotic produce are made on a commission basis. Commission selling is, however, a high risk option for the exporter since the importer can make deductions for quality deficiencies and waste from perished produce. The exporter is strongly advised to obtain sufficient references about the reputation and solvency of his German partner before entering into commission sales. The exporter must also be aware that the market is prone to oversupply. Staggering figures of wastage are sometimes quoted by the trade. Suppliers are often forced to sell good quality produce at very low prices. Intense competition exists, not only between suppliers, but also between importers, wholesalers and retailers, putting further downward pressure on prices.

In the case of firm orders the quantities are specified in the contract but the price is fixed on arrival in Germany. Contracts of this nature are negotiated by the major importers including the big purchasing departments and organisations of the multiples.

— Servicing the Market —

Packaging

There is a definite move in the European, and particularly the German, market to boycott packaging which does not comply with the module measurements of: 20 x 30cm, 30 x 40 cm, 30 x 60 cm or 40 x 60 cms. Already many multiples and department stores have informed their importers that consignments will be returned at their expense if the packaging does not conform to these measurements, which have been chosen to conform to the Euro-pallet size of 80 cm x 120 cm. It is therefore strongly recommended that all exporters planning to supply the German market observe these requirements when planning packaging materials. The height of the packaging can vary. Packaging should also be strong, white, attractive and clean.



Future Planning

In the future, informed opinion suggests that quality, and particularly eating quality, will become important. The trend towards improved quality will continue. It is felt that commission sales will decline and that importers will increasingly enter into contractual relationships with exporters. The major supply gaps for individual products will close.

Trends in Produce Sales

For the mainstream big volume market, price is the most important consideration for consumers, followed by appearance and size. There is, however, a trend developing in some market sectors for higher priced and better quality fruit and vegetables. There is a debate in the industry about eating quality. In the past retailers may too often have purchased new exotic produce which did not sell quickly. By the time of sale the eating quality may have deteriorated and consumers, possibly trying a new produce for the first time, may have been disappointed. There is growing belief in the trade that the educated consumer will increasingly demand excellence of taste. Evidence of this belief can be seen in the campaign run by one retail group to sell fruit which is harvested ripe and marketed under the name 'Reife Ernte', meaning ripe harvest. Prices are higher than for grade 1 produce. Consumer response has been good. Airfreighted pineapples from Ghana have achieved success from being marketed in this manner.

Exotic fruit and vegetables are in greater demand in the winter months. During the summer months the German consumer will in general prefer traditional seasonal fruit such as berries, cherries, plums and peaches. The autumn garden supplies depress demand for exotics. Peak demands tend to occur just before the traditional holidays of Christmas, Whitsun and Easter.

A key factor is the extremely high level of wastage of exotic produce. Trade sources suggested that 65% of all exotic fruit imported is not consumed. This wastage takes place at all steps in the marketing chain and reflects the fact that a proportion of exotic produce is purchased as an interesting display product rather than for its eating qualities.

Promotion and Branding

The creation of a well recognised brand name is one of the best ways to achieve success. The exporter must be consistent and reliable in everything he does if the consumer is to build a loyalty to his produce and brandname. Once that brandname and reliability is established there will be a change in retailer purchasing habits.

Marketing boards can organise advertising and promotional campaigns and work with the importer and retailer on a cost sharing basis. The German market is particularly keen for developing countries to establish marketing boards to build up sales and create confidence. By and large developing countries have not so far recognised the benefits they will achieve from the establishment of their own marketing and promotional presence in countries in which their produce is sold.

Starting an Export Business to Germany

The potential exporter should identify from details set out in Appendix 3 a short list of possible specialised agents, importers, importer/wholesalers and, if appropriate, retail organisations who might be suitable marketing partners.

The exporter should then arrange appointments with these companies in Germany. Ideally he should arrive with produce samples. If that is not possible he should bring packaging samples and photographs of the proposed export products.

The exporter must be able to tell potential partners the volumes that can be supplied, crop seasonality, the varieties grown and 'break even' C & F prices. In addition the exporter must be able to discuss transport options in terms of price, reliability, regularity and volume. The exporter must ask the importer to specify the acceptable pesticide residue levels for the specific products. The German marketing companies will themselves look for positive evidence of the exporter's ability to export fresh produce successfully.

At the end of the market tour the exporter should select the most suitable and appropriate trading partners and send them samples of fresh produce. Depending on their reaction, enthusiasm and commitment the exporter should choose one or two potential trading partners with whom he should carry out a test marketing programme. Each partner will be able to determine the reliability and commitment of the other. The exporter will be able to establish the C & F and market prices his produce will obtain and the time it takes for his accounts to be settled.

Products

Introduction







The information provided on each product falls into three broad categories.

First, basic market requirements that relate directly to the farm and production are outlined, including recommended varieties, external appearance and important characteristics, followed by advice on harvesting.

Information is then presented on post-harvest processes to prepare the produce for market. Wherever possible, international, EC or national grading standards are set out as well as the quality standards the trade require. (As these are constantly being revised, however, exporters are advised to ensure that they obtain the latest standards.) A section on packaging describes labelling requirements and typical packaging materials and methods currently being used. Internal volume to weight ratios are supplied wherever possible to assist exporters in specifying new packaging dimensions to match Euro-pallet sizes, and post-harvest systems are described and recommendations made.

Finally, an indication of market size is provided, together with import trends, monthly supply patterns and the seasonality of supply from major sources. There is also an indication of gross wholesale prices - the recorded price at which wholesalers sell to retailers. All prices are given before the deduction of commission, handling, duty, clearance and transport costs, and no account is taken of the high levels of unsold produce. (Appendix 5, however, gives examples of ways to calculate likely net returns.) The figures which indicate typical gross wholesale prices in the past should therefore be treated with great care, but should nevertheless give exporters a broad indication of the profitability of products they are considering for export. It is nevertheless important to obtain more specific information from potential importers and to conduct extended test marketing to assess actual prices before commencing commercial scale export. In conclusion, each product section ends with an outline of transport options and trends, tariff details, optimum supply periods, and how to promote the product and develop sales.

Throughout this handbook the following codes have been used:

Size grades:	*acceptable	**strongest demand
Supply patterns:	 peak supply	 restricted supply
Market windows: eg.		
	 possible months to send	 good months to send
		 best months to send

Avocados



Varieties: Green varieties are most popular. Fuerte, then Ettinger and Nabal. Hass with its dark, crumpled skin is not popular.

Appearance: Fruit should be pear shaped, green, with no marks on the skin and without a stalk.

Internal characteristics: Firm but not too unripe, no bruising. Smooth creamy taste with no fibre, 'soapy' taste or dark spots in pulp.

Production and harvesting

Fruit must be fully mature but hard when harvested. No reliable method of assessing maturity is available. With small scale growers, maturity is often based on experience coupled with fruit appearance, such as the fruit skin losing its glossy appearance, the fruit taking on a full rounded appearance and fruit stalk colour changing from green to yellow. Methods of maturity assessment such as % oil content and, more recently, dry matter content are more complex and need to be prescribed for variety and location. Harvest fruit early in the day. Use clippers to cut fruit stalk to 1.5 cm and trim stem back to 2-3 mm before packing.

Grading

Standards set to define quality at export (see UN/ECE No. FFV-42). The EC minimum requirements are that the fruit must be:

- whole, intact,
- sound: rotting & deteriorating produce which is unfit for consumption must be excluded,
- clean and practically free of foreign matter,
- maximum stalk length of 10 mm, absent stalk acceptable,
- free of abnormal external moisture,

Avocados

- free of foreign smell or taste and the ripe fruit free of bitterness,
- free of damage due to low temperature,
- sufficiently mature so that ripening process can be completed,
- in packages that are uniform in terms of origin, variety, quality and size.

There are three classes: 'Extra' class, Class I and Class II.

'Extra' class avocados must be of superior quality and typical in shape and colouring of the variety. The skin must be free of defects except for very slight, superficial marks. If the stalk is present it must be intact. Tolerances in terms of quality are that no more than 5% of fruit should fall short of 'Extra' class quality standards and then not below Class I standards. A maximum of 10% can be outside the size range stated but not above or below the size standard immediately above or below the size marked. This size tolerance covers all classes of fruit.

Class I avocados must be of good quality and typical in terms of shape and colouring of the variety. The following slight defects are allowed provided they do not affect the general appearance, keeping quality and presentation: slight defects in shape and colour, slight skin defects not exceeding 4 cm square, and slight stalk damage. The fruit flesh must be free of defects. No more than 10% of the fruit should fall below Class I standards and then not below Class II standards.

Class II avocados must retain their essential characteristics and satisfy the minimum requirements. There can be defects in shape and colouring, the skin defects must not exceed 6 cm square and the stalk can be damaged. The flesh must be free of defects. Up to 10% of the fruit can be below Class II standards and minimum standards provided the fruit is not rotting, badly bruised or unfit for human consumption.

Size grade should be coded.

Size Code	Grammes	Size Code	Grammes
4	781 - 1220	14**	266 - 305
6	576 - 780	16*	236 - 265
8	461 - 575	18	211 - 235
10*	366 - 460	20	191 - 210
12**	306 - 365	22	171 - 190

The market's optimum fruit (key **) are 270 to 330 grammes (counts of 12 and 14) but fruit within the range 10 to 16 are acceptable (key *).

Packaging

Single layer, fibreboard box of around 4 kg net weight. The boxes are telescopic, folding and die-cut. Typical internal dimensions are 370 x 270 x 80/85 mm with good ventilation. New cartons are normally 40 x 30 10/12 cm.

Avocados

The labelling on each package must be clearly legible and visible, and should state:

- identification, name and address of packer or dispatcher,
- produce, Avocados and variety name,
- country of origin,
- commercial specifications, class, net weight, size in maximum and minimum weight, code number of size scale and number of fruits, if different from reference number.

It is strongly recommended that this information is included in the labelling, although it is not legally demanded by the EC. The following is useful information which will assist in marketing:

- 'this side up' symbol, 'fragile' symbol, temperature symbol with indication of correct storage temperature for fruit i.e maximum 8 degrees C, minimum 5 degrees C,
- date of packing, often in code,
- tare weight in kg with maximum deviation in %,
- identity of grower.

FUERTE	HASS	AVOCADO	COUNT				
ETTINGER	BOOTH ^{OP}		7	8	9	10	11
VARIETY			12	13	14	15	16
CLASS I/II			4 Kg. Net.				
NAME OF EXPORTER		EXPORTER	PRODUCE OF COUNTRY		↑		
ADDRESS			STORE AT 12-13°C (54-56°F)		↑		
FAX NUMBER							

Post-harvest

Prior to packing keep in cool, ventilated, shady conditions. Fruit should not be washed but can be cleaned with a damp cloth. Cool within 24 hours of harvest. Mature unripe, cold-tolerant varieties can be stored at 5 degrees C. Most varieties need to be stored in the range 7 to 9 degrees C, but West Indian varieties need temperatures of 10 to 13 degrees C. Relative humidity should be 85 to 90%. Storage times vary according to variety and range between 2 and 5 weeks. The produce both gives off ethylene and is sensitive to the gas. Ripening occurs best at 15 to 25 degrees C. The fruit is ready for consumption when skin gives way to slight pressure. (See ISO International Standard No 2295, Avocados - Guide for Storage and Transport.)

Supply

Germany is the third largest import market in Europe with around 8% of total imports. Imports have risen from about 2,000 tons in 1980 to about 7,000 tons by the late 1980's. Israel is the dominant supplier with some 45% of the market, followed by South Africa, Kenya and the USA. The market takes about 700 tons per month from October to March, but supplies fall to about 400 tons per month from April until September.

Avocados



Price

Avocados have low to medium prices, with gross wholesale prices around DM 3 to 4 per kg. Prices are highest in the summer, and particularly in September and October (10 to 15 % above average), and lowest in January and February.

Transport

Product is mainly seafreighted in containers. Some product is airfreighted, particularly to obtain higher prices during the period between the two major suppliers' seasons.

Import tariffs

Rates in percentages ad valorem. Tariff number 0804 40100100 (December 1 to May 31) and 0804 4090010 (June 1 to November 30).

	Full	Israel	Maghreb	Turkey	ACP	GSP	LDDC
December 1 to May 31	4%	0.8%	0.8%	0%	0%	3.5%	0%
June 1 to November 30	8%	1.6%	1.6%	0%	0%	6%	0%

Successful Selling

The rapid market growth phase is now completed, and the main opportunities are to supply during the highest priced months from May to October. The market is highly competitive and well serviced by two well organised countries.

Lychees



Varieties: No specific varieties but the Mauritius (Tai So) cultivar is most commonly exported, and others include Maclean, Bengal and Brewster. Haak Yip is noted for its fine quality.

Appearance: Size 2.5 to 4 cm long, in oval and round shapes. Skin covered with tiny scales, cherry red to dull brown. The German market prefers red skinned fruit.

Internal characteristics: The shell must be easy to peel. The flesh should be firm, juicy, translucent and a white mother of pearl colour, slightly scented of roses. Key quality aspect is the fruit to stone ratio.

Production and harvesting

Fruit does not ripen after harvest and for air freighting should be harvested when fairly ripe. Unripe fruit has a longer shelf life and can be transported in a better condition, but suffers from lack of taste and aroma.

Grading

No specifications or standards available but the fruit must be sound and free from disease and graded to size, the acceptable size ranges being 25 to 40 mm. Fruit skin should be reddish in colour and not crinkled and brown. Larger lychees sell better than smaller ones.

Packaging

2 kg fibreboard cartons are generally used. The fruit is jumble packed and requires approximately 3 litres of internal volume per kg of fruit. Internal dimensions of 285 x 190 x 110 mm or 290 x 200 x 105 mm are generally

Lychees

used. This package normally contains about 150 to 200 fruits. There is some movement toward shipping in 250 gramme punnets with eight fruit each.

The labelling on each package must be clearly legible and visible, and should state:

- identification, name & address (or code) of packer or dispatcher,
- produce, Litchis - Lychees
- origin, country,
- net weight, net contents in kg.

It is strongly recommended that this information is included in the labelling. The following is useful information which will assist in marketing:

- 'this side up' symbol, temperature symbol with indication of correct storage temperature for fruit e.g. minimum 2 degrees C, maximum 4 degrees C,
- date of packing, often in code,
- tare weight in kg with maximum deviation in %,
- identity of grower.

Post-harvest

Shelf life of between two and three weeks at 7 to 10 degrees C at 90-95% RH. Longer shelf life of 3 to 5 weeks can be obtained at 0 to 1.5 degrees C. The most important disorder is physiological browning when lychees lose their fresh red colour within a couple of days of harvest. Market value, but not eating quality, is significantly reduced. Control strategies include prompt pre-cooling either by hydro-cooling or forced air, fumigation with SO₂ and reduction of moisture loss by use of plastic film packaging.

Supply

Statistics are not available for this product, but the German market is estimated to be about 2,000 tons per year. The major suppliers are Madagascar, South Africa and Reunion. All three supply about 700 tons and market during the winter months - December through to March/April.



Lychees

There is a demand for further supplies throughout the year. In the months shaded in mid-grey there is a good market window and the months shaded in dark grey offer the optimum future market opportunities. (See key on page 16).

Price

Lychees are medium to high priced items with prices about DM 7.5 to 9 per kg in November and December. They normally fall in January to March to around DM 5.75 to 7.5 per kg. During the summer months when supplies are short prices are normally above DM 10 per kg.

Transport

Lychees are almost exclusively airfreighted. Development work is under way to make seafreighting possible. This work involves a combination of fungicide treatments, often using sulphur, and packing under plastic film to maintain moisture levels.

Import tariffs

Rates in percentages ad valorem. Tariff number 0810 90 30.

Full 7.5%	Turkey 0%	ACP 0%	GSP 6%	LDDC 0%
---------------------	---------------------	------------------	------------------	-------------------

Successful Selling

There is a small but expanding demand for lychees. Additional supplies are acceptable throughout the year but the preferred market window is from March through to October. In the longer term some production is expected in Spain and Italy and there will be increased supplies from Israel during July and August. The very best supply periods are from March to June and from September to November. When lychees are available for every month of the year a further increase in the sales is expected as purchasing becomes habitual amongst consumers. However, when lychees become established prices will be lower. The market prospects for lychees, and for some other exotic fruit in Germany, have been damaged by retailers buying unusual produce at high prices and attempting to sell it over too long a period. Sales volumes can be increased by offering first class produce which is not kept too long on the shelf. Promotion and marketing will help sales but the real key to sales increase is the ability to offer fruit with good appearance, size and stone to fruit ratio.

Mangoes



Varieties: Most popular varieties at present are Haden, Tommy Atkins, Keitt and Kent (Florida group), with a specialist demand for Alphonso (Indian group).

Appearance: The fruit should have an oval shape and smooth skin: colour depends on variety. Preferred colour is reddish-yellow.



Internal characteristics: The fruit has to be ripe with tender flesh, non-fibrous, yellow, an aromatic taste and quite strong scent.

Production and harvesting

Harvest at fully mature green stage. Indicators of correct harvesting stage vary between cultivars and locations. Characteristics used include fruit appearance, such as the shoulders' of the fruit raised above the hollow where the stem joins the fruit, a colour change from pale to dark green, 'cheeks' are full and well rounded and fruit stalk changes colour to yellow or brown and dry. Avoid harvesting in early morning to reduce latex staining problems. Cut fruit with secateurs. Leave stem of 1.5 cm which is trimmed back to 2 to 3 mm at packing.

Grading

Export quality standards are provisional (see UN/ECE AGRI/WP.1/R.142 Rev. 3). The EC minimum requirements are that the fruit must be:

- whole, intact and firm,
- sound: rotting & deteriorating produce which is unfit for consumption must be excluded,
- clean and practically free of foreign matter,
- free of marked bruising,

Mangoes

- free of damage caused by insects and/or other parasites,
- free of damage caused by low temperatures,
- free of abnormal external moisture,
- free of foreign smell or taste,
- sufficiently mature for the ripening process to be completed,
- the contents of each package should be uniform in terms of origin, variety, quality and size.

There are two classes, Class I and Class II.

According to new standards to be published shortly, weights and tolerances will be as follows:

The maximum permissible difference between fruit in the same package belonging to either size group A, B or C shall be 75, 100 and 125g respectively. The minimum weight of mangoes must not be less than 200g.

Tolerances in respect of quality and size shall be allowed in each package for produce not satisfying the requirements for the class indicated.

Class I: 10 per cent by number or weight of mangoes not satisfying the requirements of the class but meeting those of Class II or, exceptionally, coming within the tolerances of that class.

Class II: 10 per cent by number or weight of mangoes satisfying neither the requirements of the class nor the minimum requirements, with the exception of fruit affected by rotting, marked bruising or any other deterioration rendering it unfit for consumption.

For all classes: 10 per cent by number or weight of mangoes conforming to half of the permissible difference of the related size group above or below the range specified on the package with a minimum of 180g for those packed in the smallest size range and a maximum of 925g for those in the largest size range.

Mangoes should be graded to size and coded.

Size Code	Grammes
A	200 - 350
B **	351 - 550
C	551 - 800

For the German market the most saleable weights are 300-550 grammes per fruit. Importers prefer fruit to be graded by maturity.

Mangoes

Packaging

Net weight per box 4.5 kg (+ or - 500g). Fruit wrapped individually in tissue in only one layer. Numbers per box are between 6 and 14, but preferred sizes are 9, 10 and 12. There are numerous different box sizes. Internal volume for 5 kg of fruit without inserts, 8.5 to 9.5 litres, whilst a cell pack requires 11 to 13 litres per 5 kg of fruit. New carton sizes are expected to be 40 x 30 x 10/12 cm.

The labelling on each package must be clearly legible and visible, and should state:

- identification, name and address (or code) of packer or dispatcher,
- produce, Mangoes - Mangues and variety name,
- country of origin,
- commercial specifications, class, size in maximum and minimum weight or the size code number set out above, number of fruit, net weight in kg.

It is strongly recommended that this information is included in the labelling, although it is not legally demanded by the EC. The following is useful information which will assist in marketing:

- 'this side up' symbol, 'fragile' symbol, temperature symbol with indication of correct storage temperature for fruit, e.g. minimum 12 degrees C, maximum 14 degrees C,
- date of packing, often in code,
- tare weight in kg with maximum deviation in %,
- identity of grower.

Post-harvest

Cool as quickly as possible, preferably within 24 hours of harvest. For most commercial varieties storage temperatures should be 12 to 14 degrees C, with 85 to 90% RH. Storage time of 2 to 3 weeks is possible. Fruit can be ripened by importer using a warm room at 20 to 25 degrees C. Anthracnose is the most important post-harvest problem. Control involves a regular field spray programme from flowering until a few weeks before harvesting. In addition a hot water post-harvest treatment is used, comprising hot water at 55 degrees C containing a fungicide for 5 minutes (see ISO standard ISO 6660, Mangoes - Guide to Storage).

Supply

The volume of imports has expanded from less than 1,000 tons at the start of the 1980's to 1,750 tons in 1985 and over 5,000 tons by 1989. The German market is the fourth largest in the EC with around 15% of total imports and is regularly over supplied.

Mangoes



The peak supply months are April and May when some 650 tons per month are imported. From June to September monthly imports stand at about 450 tons. October - November is a period of low supplies, with imports amounting to about 300 tons per month. There is a peak in December for the Christmas market of about 500 tonnes, and then imports fall back to about 400 tons per month in January and February.

Price

A medium priced product with gross wholesale prices typically in the range of DM 4 to 5 per kg, with prices about 10% below the annual average in the summer months.

Transport

Mangoes are mainly transported by air but are increasingly being seafreighted. This is achieved by using controlled atmosphere containers or reefer containers coupled with excellent in-field and post-harvest chemical control methods. Using such methods, a maximum shelf life of 4 weeks from harvesting to marketing has been achieved.

Import tariffs

Rates in percentages ad valorem. Tariff number 0804 500091.

Full 4%	Israel 0%	Turkey 0%	ACP 0%	GSP 0%	LCCD 0%
-------------------	---------------------	---------------------	------------------	------------------	-------------------

Successful Selling

Mangoes appear on the German market but the relatively high price is a limiting factor. New exporters should treat the market with caution as it is often oversupplied. Optimum marketing period is from November to April. In the longer term it is expected that mangoes will increasingly be seafreighted and prices will fall. The long term future opportunities are for exporters who can supply high quality and well coloured mangoes during the winter months by sea.

Pawpaw



Varieties: The German market is only interested in the smaller, tastier fruits of the solo types such as Solo, Solo Sunrise, Solo Sunset and Red Amazon.

Appearance: Skin colour green turning yellow. There is a stronger demand for yellow and orange colour. Small brown marks do not impair quality.



Internal characteristics: Flesh should be 2.5 to 5 cm thick, butter soft, pale yellow to orange in colour. Consumer prefers sweeter fruit types with reddish flesh. Ideally sugar percentages should be above 10% brix - normally about 12% and certainly not below 8%.

Production and harvesting

Fruit must be harvested after the first signs of colouring (normally 5 to 10% colour) at the blossom end if it is subsequently to ripen. Some growers estimate readiness for harvesting by making a pin-prick on a typical fruit and observing sap flow. Fruit is best cut from the tree using a knife. Alternatively give a sharp twist but trim the stem to 0.5 to 1 cm length with a clean cut. High fruit can best be harvested by combining the use of a knife on a pole with a catching net. Harvesting rates of about 450 kg per day per picker should be achieved. The fruit is extremely delicate and must be handled with great care. Field crates should be lined with sponge.

Grading

There are no national or international standards for pawpaw. Grade to size typically into counts of 8, 10 and 12, into 3.5 to 4 kg net weights. A similar ripeness grading system to that used for

Pawpaw

pineapples can be used for pawpaw. Fruit should be graded to size and maturity. The maturity grades are:

Maturity Grade	Description
M1	Green fruit with yellow tip
M2	Fruit one third yellow
M3	Fruit half yellow or more

Packaging

Fruits are packed in a single layer with a protective layer of paper wool, wood wool or similar materials in the base of the carton. The fruits are often individually wrapped in tissue paper and laid diagonally in the box. 4 kg of pawpaws require 11 to 12.5 litres of internal space. The Brazilian export fibreboard box has external dimensions of 31 x 41 x 11 cm. New size specifications are 30 x 40 x 10/12 cm.

The labelling on each package must be clearly legible and visible, and should state:

- identification, name and address of packer or dispatcher,
- produce, Papayas - Pawpaws,
- country of origin,
- commercial specifications, number of fruit in the package, net weight in kg.

It is strongly recommended that this information is included in the labelling, although it is not legally demanded by the EC. The following is useful information which will assist in marketing:

- 'this side up' symbol, 'fragile' symbol, temperature symbol with indication of correct storage temperature for fruit, e.g. minimum 7 to 10 degrees C, maximum 9 to 12 degrees C,
- date of packing, often in code,
- tare weight in kg with maximum deviation in %, and
- identity of grower.

Post-harvest

Extreme care in post-harvest handling is critical as many post harvest fungus diseases are the result of attack on damaged tissue. The fruit can be washed for 1 to 2 minutes in a mild bleach at 0.1% and allowed to dry. The optimum

Pawpaw

storage temperature is generally given as 7 degrees C for ripe fruit and 10 to 12 degrees C for green fruit with 85-95% RH. Shelf life of 2 to 3 weeks is normally possible. Major post-harvest problems are anthracnose and black rot. Both diseases can be controlled by a carefully timed orchard spray programme coupled with post-harvest treatment. Mild infections can generally be controlled by a suitable fungicide in the washing water. More serious infections will require a hot water treatment, often combined with a fungicide, at 47 degrees C for 20 minutes. In addition, fungicidal wax applications can assist with anthracnose control.

Supply

Imports of pawpaw have risen from 100 tons in 1979 to 1,700 tons in 1989, making Germany the largest import market in Europe with about 20% of total European imports. Although the figures suggest a strong expansion in market size, the trade believes that import volumes exceed demand and that there are high levels of unsold fruit.

	J	F	M	A	M	J	J	A	S	O	N	D
Brazil												
Costa Rica												

The market is supplied all the year round by Brazil, which has a 55% share of the market. Brazil's peak supply months are from October to April when the monthly export figures are around a third higher than during the summer months. Costa Rica has been increasing its supply to the German market. Approximately 150 tons per month are imported.

Price

A medium priced fruit with typical gross wholesale prices in the range DM 4.50 to 5.50 per kg for airfreighted produce and DM 2.50 to 3.50 per kg for seafreighted fruit. Prices are about 5% higher than average in the winter months, and 5% lower during the mid-summer months.

Transport

Most shipments are made by air. Efforts are being made to use sea freight, but sea shipment will only be possible if excellent post-harvest handling methods are used. In general, sea shipment makes it impossible to move fruit from harvest to market within the 15 days recommended limit.

Pawpaw

Import tariffs

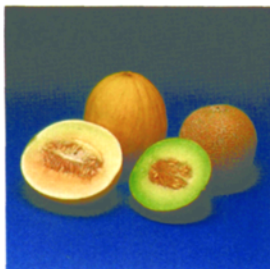
Rates in percentages ad valorem. Tariff number 0807 20 00.

Full 2%	Turkey 0%	ACP 0%	GSP 0%	LCCD 0%
-------------------	---------------------	------------------	------------------	-------------------

Successful Selling

There is a small demand in Germany for papaya and there is a danger of oversupply. New exporters should treat the market with caution. The German market is relatively low priced and European prices in general are in long term decline. Future suppliers should access the market either by supplying superior quality fruit, specifically yellow skinned and orange/pink fleshed, or by successfully shipping by sea. Sea shipment times must not exceed 14 days.

Sweet Melons



Varieties:

In the winter melon group the Yellow Honeydew types - honey melon, or yellow honey melon - are popular but not the White Honeydews or the green Tendril types. In the net melon group Galia is the most popular in Germany. Amongst the cantaloupe group there is a small but increasing demand for the Charentais variety. Ogen melons are becoming less popular.

Appearance:

Honeydew melons are typically oval in shape and should be yellow in colour with longitudinal grooves in the skin but there should be no ribs.

Galia melons have a greenish yellow colour, with a net pattern on the skin.

Charentais has a light green to cream coloured skin.

Internal characteristics:

Honeydew melons have a light green to yellow flesh and are juicy.

Galia has light green flesh with an excellent aroma and taste. Minimum sugar content of about 10% brix.

Charentais has orange flesh which is very juicy and has an excellent flavour.

Sweet Melons

Production and harvesting

Harvesting should take place at night under lights, or in the early morning. Optimum harvesting is often based on sugar content of the pulp and is dependent on variety and shipping time. Net and cantaloupe types are best harvested at 'full slip', when the fruit stalk is ready to separate naturally from the vine. The fruit then has the potential to develop its full flavour. For more distant markets harvesting often occurs at 'half slip', or when the stem-crack is still forming. At this stage of ripening the fruit will still develop an acceptable flavour. It is more difficult to judge the correct harvesting time of honeydew types. Often a change in colour of the ground spot is used. Sometimes ethylene is applied to honeydew melons to trigger ripening and to ensure uniformity. Melons are very sensitive to damage and must be handled with great care. Because of their short shelf life they are often harvested too early.

Grading

Standards aim to define quality at export (see UN/ECE FFV-23 and OECD: No 38). The adherence to these standards is under the supervision of the Bundesamt für Ernährung und Forstwirtschaft in Frankfurt. The minimum requirements are that the fruit must be :

- whole, intact and firm,
- sound: rotting and deteriorating produce which is unfit for consumption must be excluded,
- clean and practically free of foreign matter,
- sufficiently developed and ripe,
- of typical shape and colouring of the variety, a pale rind being allowed where the fruit touched the ground,
- fresh in appearance,
- free of abnormal external moisture,
- free of foreign smell or taste,
- able to withstand transport and handling,
- able to arrive in satisfactory condition,
- each crate/box to be uniform and contain melons of the same origin, variety, commercial grade, size, shape, colour and state of development.

There are two classes, Class I and Class II.

Class I melons must be of good quality. The fruit must be well developed and free of cracks and bruises, although slight cracks of less than 2 cm in length around the peduncle which do not reach the pulp are not considered a defect. If present, the peduncle must not exceed 3 cm. The fruit must be sized by either weight or diameter. The heaviest melon must not weigh more than half as much again as the smallest. If the size is expressed in diameter, the largest melon must not exceed the diameter of the smallest by more than 20%. No more than 10% of fruit, by number or weight, can be below Class I

Sweet Melons

standards, and none can fall below Class II standards.

Class II melons must satisfy the minimum requirements. Provided that they retain their essential characteristics with regard to quality, shelf life and presentation, slight defects are allowed. Acceptable slight defects include shape, discolouration of the rind and pulp, and surface bruises and cracks. No more than 10% of fruit, by number or weight, can be below Class II standards or the minimum requirements, and all fruit must be fit for human consumption.

The German market requires Yellow Honeydews to be packed 8, 9, 10 or 12 for a 10 kg box. Galia melons should be in counts of 4, 5, 6, 8 and 9 in a 5 kg box. Charentais should be in counts of 8, 10 and 12 for a 5 kg box.

Packaging

Honeydew melons are mostly sold in 10 kg units, while other varieties are sold in smaller units, normally 5 kg net. Approximately 2.5 litres of internal volume is required per kg of melons.

Melons normally have to be packed with filling materials or in compartmented trays to prevent fruit-to-fruit damage. Wood wool, glassine wool or tissue paper is normally used. Expanded plastic nets can also be used.

Honeydew melons are generally packed on their sides, whereas other melons are packed on their base.

The labelling on each package must be clearly legible and visible and should state:

- identification, name and address (or code) of packer or dispatcher,
- produce, Melone - Melons and type or variety name,
- country of origin,
- commercial specifications, class, size (when sized) by either weight or diameter, weight or number of fruits.

It is strongly recommended that this information is included in the labelling, although it is not legally demanded by the EC. The following is useful information to assist in marketing:

- 'this side up' symbol, 'fragile' symbol, temperature symbol with indication of correct storage temperature for fruit, e.g. minimum 2 degrees C, maximum 10 degrees C,
- date of packing, often in code,
- tare weight in kg with maximum deviation in %,
- identity of grower.

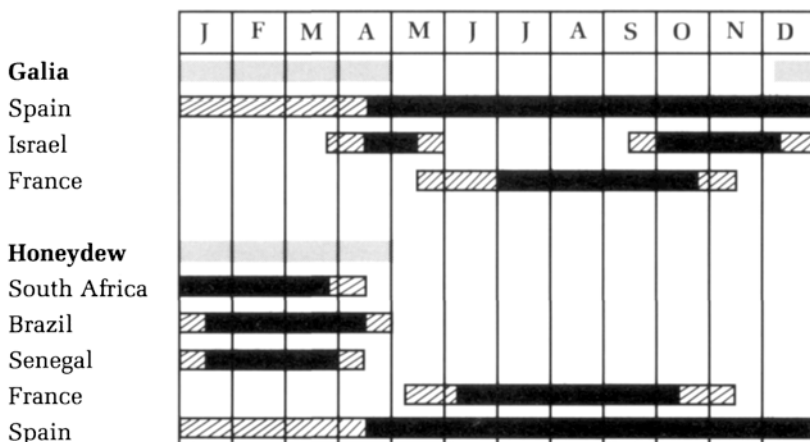
Sweet Melons

Post-harvest

Rapid cooling is strongly recommended to maintain sugar levels. Ideally Galia melons should start cooling within 2 hours of harvest at 2 degrees C. Optimum storage is 2 to 4 degrees C at 95% RH. The shelf life can be up to 2 weeks. Waxes incorporating fungicides can also be used. The temperature can be slowly increased to 25 degrees C to ripen. Condensation should be dried off. Honeydew melons can be stored at between 7 and 10 degrees C 95% RH for a maximum of one month. Melons are ethylene gas producers.

Supply

The tonnage of imported sweet melons has risen from less than 20,000 tons in the early 1980's to over 30,000 tons by the end of the decade. The fruit is available all the year round but is mainly supplied in the summer. The peak import months are July and August when some 6,000 tons a month are imported. Imports stand at about one tenth of this figure during the first four months of the year. Sales of Yellow Honeydew melons are estimated to be twice those for Ogen and Galia melons.



The major exporters to the German market are Spain (50%), Israel (10%), Turkey, France and Italy (all about 7%). South Africa, Brazil and Senegal are the main extra-regional suppliers with between 2 and 4% of the import market.

During the summer months Honeydew melons are supplied from France and Spain, while in the winter they are seafreighted from Brazil, South Africa and Senegal.

Sweet Melons

Ogen and Galia melons are supplied in the summer months from Spain, France and Israel. Israel also supplies up until about mid-December.

Charentais is supplied by France in the summer, and small volumes are airfreighted from Senegal in the winter.

Price

Gross wholesale prices for Yellow Honeydews are around DM 1.3 to 1.6 per kg during the January to March period. Galia melon wholesale prices are approximately DM 3.75 to 4.5 per kg. Charentais should sell for around DM 3.5 to 4.5 per kg.

Transport

Honeydew melons are seafreighted. Other cultivars are mainly airfreighted, but rarely command prices to justify airfreighting. Trial shipments in controlled atmosphere containers from Costa Rica are under way and seem promising.

Import tariffs

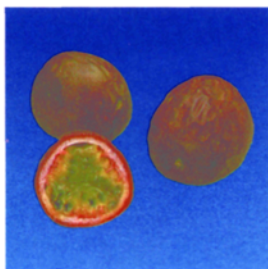
Rates in percentages ad valorem. Tariff number 0807 10 90.

	Full	Israel	Turkey	ACP	GSP	LCCD
June 1 to October 31	11%	11%	11%	0%	11%	0%
November 1 to May 31	11%	5.5%	0%	0%	11%	0%

Successful Selling

The largest market is for Yellow Honeydew melons. Export opportunities are for winter supplies (January to April) by sea to compete with Brazilian supplies. There has been some dissatisfaction with existing suppliers because of variability in quality and taste. New suppliers can create a market for themselves by maintaining the highest standards. Winter supplies of Galia are also of interest from the start of December, provided that airfreight rates are highly competitive. Rapid seafreight is possible.

Passionfruit



Varieties: Purple skinned passion fruit (*Passiflora edulis*) and Granadilla (*Passiflora ligularis*) are most popular. The yellow or golden skinned passion fruit (*Passiflora edulis f. flavicarpa*), commonly called Maracuya, is not acceptable because it is often considered too sour.

Appearance: The purple passion fruit should have dark purple skin. Some light wrinkling is acceptable. Granadilla has a strong golden/orange colour with a hard shell. It is larger than the other two types, having diameter of about 70 to 80 mm. Maracuja has yellow, smoother, shiny skin.

Internal characteristics: The purple passion fruit has a lemon yellow coloured pulp with brown seeds turning to black. The pulp has a sweet/sour flavour with a strong and characteristic aroma. Granadilla has a white/grey pulp and a sweeter flavour. Maracuya has a sharper flavour than the purple passion fruit.

Production and harvesting

The purple passion fruit are picked when colour is showing on the fruit. When the fruit is ready for harvest the fruit stalk separates easily from the vine. Skin damage can be reduced by picking into a fibreboard carton in picking bags.

Grading

There are no international standards for passion fruit. Fruits should be fresh and the fruit in each package should be uniform in terms of origin, size, colour and ripeness. Exporters should be

Passionfruit

aware that some European importers of purple passion fruit specify maximum and minimum weights of individual fruits of 30 grammes and 45 grammes respectively, with 40 to 48 fruits per 1.7 to 2 kg carton. Size grades can be 45 to 50 mm in diameter.

Packaging

Fibreboard cartons, 1.7 to 2 kg net weight with an internal volume of around 6 litres. The fruit is generally packed in two layers separated by a sheet of paper. Jumble packing is also accepted. One layer cell packed cartons are also used.

Granadilla often comes in 3.5 kg trays.

The labelling on each package must be clearly legible and visible, and should state:

- identification, name & address (or code) of packer or dispatcher,
- produce, Passionfrucht - Passion Fruits,
- country of origin,
- net weight, net contents in kg and the count when arranged in layers.

It is strongly recommended that this information is included in the labelling. The following is useful information which will assist in marketing:

- 'this side up' symbol, temperature symbol with indication of correct storage temperature for fruit, e.g. minimum 7 to 12 degrees C, maximum 9 to 14 degrees C,
- date of packing, often in code,
- tare weight in kg with maximum deviation in %,
- identity of grower.

Post-harvest

Store for 3 to 5 weeks at 7 to 10 degrees C at 85-95% RH. Passion fruit has a very high output of ethylene gas, and therefore can affect sensitive fruit such as avocados.

Supply

There are no statistics on market size. The market is probably no more than a few hundred tons per annum. Supplies are dominated by Kenya and Colombia. There is some suggestion that there is a shortage of purple passion fruit from November to February.

Passionfruit

Price

Purple passion fruit is a relatively high priced product with gross wholesale prices around DM 7 per kg in the summer, rising to around DM 10 per kg in the winter. Granadilla obtains wholesale prices of DM 7 to 8 per kg.

Transport

Passion fruit is mainly transported by air. Although seafreighting is often possible in a practical sense, the size of demand cannot warrant the volumes involved in seafreighting, even for a single 20 foot container.

Import tariffs

Rates in percentages ad valorem. Tariff number 0810 908020.

Full 11%	Turkey 0%	Cyprus 7%	ACP 0%	GSP 6%	LCCD 0%
--------------------	---------------------	---------------------	------------------	------------------	-------------------

Successful Selling

There is a small market in Germany, which is probably the fourth or fifth largest market in Europe, with a total demand of less than 1,000 tons. There is some evidence that demand has been restricted by sales of poor quality product at the end of its shelf life. Some importers prefer the Colombian Granadilla due to its superior size and taste, while others want the purple skinned passionfruit. Some possibilities exist for sale of purple passionfruit to German importers for onward sale into the Scandinavian market.

Persimmon



Varieties: Only non-astringent varieties are marketed, but there is an increasing demand for the Sharon variety in particular.

Appearance: Smooth shiny reddish orange skin.

Internal characteristics: Orange flesh with few or no seeds. Smooth pulp turns sweet when fully ripe with a mild vanilla-like aroma. Main varieties become soft when ripe; Sharon fruit remains firm.

Production and harvesting

Harvest when hard ripe and according to skin colour and sugar.

Grading

There are no international standards.

At marketing the fruit should be firm, ripe and ready to eat. It should have its characteristic flavour. The fruit should be of a uniform size in each carton and be free from pests, diseases, damage or contamination. Colour should be bright orange and without a green tinge. The calyx should be fresh and without excessive browning, and the skin should be free from marking or browning.

Grade to uniform size, counts of 15 to 18 per box with individual weights 154 to 180 grammes or 127 to 154 grammes respectively.

Packaging

Fibreboard single layer carton.

The labelling on each package must be clearly legible and visible, and should state:

Persimmon

- identification, name & address of packer or dispatcher,
- produce, Kaki - Persimmon,
- country of origin,
- commercial specifications, count and weight grade.

It is strongly recommended that this information is included in the labelling. The following is useful information which will assist in marketing:

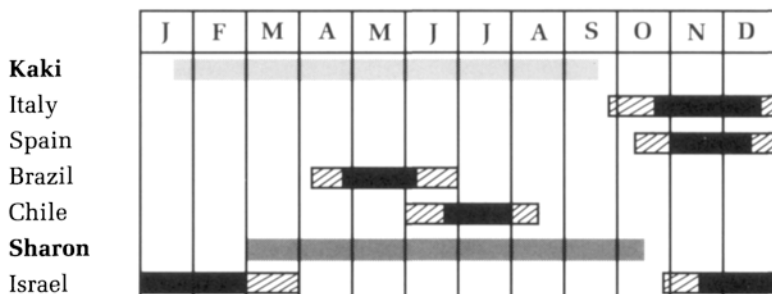
- 'this side up' symbol, temperature symbol with indication of correct storage temperature for fruit, e.g. minimum 0 degrees C, maximum 2 degrees C,
- date of packing, often in code,
- tare weight in kg with maximum deviation in %,
- identity of grower.

Post-harvest

Storage can extend to 3 to 4 months at 0 degrees C, relative humidity 90%. Sharon fruit should be stored at 2 degrees C. When ripe, product can be held for 14 days at 0 to 3 degrees C, 95% relative humidity.

Supply

The main supply of Kaki and Persimmon is from Italy in October to December, and of Sharon fruit from Israel from September to March. Some supplies of Persimmon Kaki types come from the Southern Hemisphere, particularly Brazil, in April, May and June.



Persimmon

Price

In the main season Kaki obtains prices of DM 2 to 4 per kg, while Sharon fruit prices are in the region of DM 4 to 6 per kg. Off-season Kaki obtains prices of DM 4 to 6 per kg from Brazil and DM 7 to 10 per kg from Chile.

Transport

Seafreighted under refrigeration.

Import tariffs

Rates in percentages ad valorem.

	Full	Israel	Cyprus	ACP	GSP	LCCD
December 1 to July 31	11%	4.9%	7%	0%	6%	0%
August 1 to November 30	11%	11%	11%	0%	6%	0%

Successful Selling

The trade considers the prospects for Sharon fruit in particular are good. Israel is expected to carry out extensive promotion as its production builds up to create a demand for this product. This in turn will generate opportunities for potential off-season suppliers in much the same way that the Israeli promotion campaign for avocados created market opportunities for Southern Hemisphere avocado suppliers. New suppliers should have access to refrigerated seafreight and be able to supply product during the April to October market window. Exporters of Sharon fruit should aim to match Israeli quality standards and specifications. Market opportunities also exist for non-astringent persimmon or Kaki from January to September.

Pineapples



Varieties: Major variety is Smooth Cayenne, with some sales of Red Spanish and Queen or Victoria.

Appearance: Reddish yellow skin with crown between one third and two thirds the height of the fruit. The market prefers strong coloured fruit with colour of 50% and over at marketing (M2 to M3). Green fruit is not acceptable.



Internal characteristics: A yellow to pale yellow flesh with a brix 12% to 14%.

Production and harvesting

Fruit production is programmed by means of hormone treatments to ensure continuity of supply. The fruit is normally treated with ethylene prior to harvest to ensure good coloration. For air freight, harvest when fruit is coloured up to half its height (M2), and for sea freight, harvest when fruit is turning orange/yellow at base (M1). Fruit should be harvested with the stalk trimmed to about 20-30 mm and dipped into a fungicide solution (usually 500ppm Benomyl or Thiabendazole) immediately before packing to control watery heart or black rot.

Grading

There are no international OECD or UN/ECE standards for pineapples. However, by convention Ivory Coast grading standards are applied. The German market takes fruit graded by weight according to the following codes:

Pineapples

Size Code	Size Specification	
A	1.5 kg and over	(best airfreighted)
B	1.1 to 1.5 kg	(best seafreighted)
C	0.8 to 1.1 kg	(seafreight)
D	less than 0.8 kg	
Baby	about 0.55 kg	

Fruit is harvested according to stage of maturity.

Maturity Grade	Description
M1	fruit on the turn
M2	half ripe fruit
M3	ripe fruit

M1 fruit is used for seafreighting, while M2 fruit is airfreighted.

Packaging

Pineapples are normally packed with 6 fruits for size A, 12 for sizes B and C, and 20 for size D. Seafreighted produce is being increasingly shipped horizontally.

The labelling on each package must be clearly legible and visible, and should state:

- identification, name & address (or code) of packer or dispatcher,
- produce, Ananas - Pineapple,
- country of origin,
- commercial specification, size of fruit according to letter code and number of fruit.

It is strongly recommended that this information is included in the labelling. The following is useful information which will assist in marketing:

- 'this side up' symbol, temperature symbol with indication of correct storage temperature for fruit, e.g. minimum 10 degrees C, maximum 13 degrees C,
- maturity stage at packing,
- date of packing, often in code,
- tare weight in kg with maximum deviation in %,
- identity of grower.

Pineapples

Post-harvest

For sea freight, field heat must be removed as rapidly as possible and dropped to 10 to 13 degrees C. Pineapples can be stored for three weeks at 90 to 95% relative humidity. Ripe fruit should be held at a lower temperature of 6 to 7 degrees C, and can be held for up to two weeks. Below 5 degrees C chilling injury of black spots can occur.

Supply

Germany is the second largest market in Europe for pineapples. Imports rose from 12,500 tons in 1980 to around 36,000 tons by 1986 and have since remained static. The fruit is imported all the year round, but monthly totals are lower from July to September and peak at Easter and at Christmas. The major change has been the decline of the Ivory Coast's market share from about 85% to 50% by 1989. Costa Rica and Honduras have expanded their supply.

	J	F	M	A	M	J	J	A	S	O	N	D
Ivory Coast	█									█		
Honduras	█											
Costa Rica	█											

Price

Seafreighted produce obtains low gross wholesale prices of around DM 1.25 to 1.75 per kg. Airfreighted pineapples obtain prices around 70% higher, but still relatively low for airfreighted produce - DM 2.75 to 3.25 per kg.

Transport

Mainly shipped by refrigerated vessels. Higher quality is achieved in reefer containers. For seafreighting, time from harvest to marketing should not exceed 21 days. Top quality pineapples can be airfreighted if air freight rates are competitive.

Import tariffs

Rates in percentages ad valorem. Tariff number 0804 30 0090.

Pineapples

Full	ACP	GSP	LDDC
9%	0%	9%	0%

Successful Selling

Pineapples are among the few exotic fruits for which a demand is expected to develop in Eastern Germany in the short to medium term. The market size is likely to expand, particularly for the seafreighted product. The Ivory Coast as a supplier is in decline and is criticised because of variable quality. The new supplies from the Caribbean and Central America have a weakness in product colour.

Seafreighted fruit constitutes the bulk of the business and comprises mainly B size fruit with some A's and C's. There are opportunities for new suppliers of seafreighted pineapples with good coloration and a competitive price.

The market for airfreighted fruit is much smaller. The airfreighted fruit tends to be mainly A size and demand is higher in the summer period when there is less Ivory Coast fruit available. The market has reacted positively to airfreighted Ghanaian produce marketed as 'ripe harvest' fruit. Airfreighted produce can only compete if cargo rates are low (below \$ 1.00 per kg) and excellent and consistent quality is maintained.

Strawberries



Varieties: Main varieties grown in tropical regions are short day varieties or day-neutral types. Examples are Parker, Chandler, Pajaro, Fern, Princelle, Oso Grande and Selva. Other varieties imported from outside Europe include Tufts, Fresno, Tioga, Hecker, Douglas and Brighton.

There is a small and specialised demand for the wild strawberry. The Wood Strawberry is the best known variety.

Appearance: Calyx and short fresh stalk attached. Fruit should be of a bright red colour.

Internal characteristics: Flesh red to pink, and sweet.

Production and harvesting

Under tropical conditions strawberries are normally grown on annually imported cold-stored runners. The use of mulches and trickle irrigation helps to restrict grey mould and anthracnose respectively. The fruit is often selected for residue analysis to detect the presence of fungicides. Pluck fruit by holding the stem between the thumb, fore and middle finger. Colour stage at harvest is dependent on length of shipment. Fruit will colour after harvest, but the taste will not improve. Extreme care in handling is required. Fruit is often picked into a one layer field box with a sponge floor, and taken to field or central packhouse for packing into punnets.

Grading

EC grading standards apply (see Strawberries VO (EC) Nr 899/87 of March 30, 1987). The minimum requirements are that the strawberries must be:

Strawberries

- whole, intact, undamaged,
- sound: rotting and deteriorating produce which is unfit for consumption must be excluded,
- clean and practically free of foreign matter,
- with the calyx and a short green unwithered stalk attached,
- free of damage caused by pests and disease,
- fresh but not washed,
- free of abnormal external moisture,
- free of foreign smell or taste,
- carefully picked and fully developed, and with a state of ripeness and colouring that will withstand transport and handling so that they arrive in a satisfactory condition,
- each package must be uniform and contain only fruit of the same origin, variety and quality.

There are three classes, 'Extra' class, Class I and Class II (which should not be exported).

The 'Extra' class strawberries must be of superior quality and typical in shape and colouring of the variety. The fruit must be particularly uniform and regular with respect to ripeness, colouring and size. In addition the fruit must be bright in appearance and free of earth.

Size, measured as the diameter across the equatorial section, must be above 25 mm. Tolerances in terms of quality are that no more than 5% of fruit should fall short of 'Extra' class quality standards and not below Class I standards. Spoilage cannot exceed 2%. A maximum of 10% can be below the minimum size specifications.

Class I strawberries must be of good quality. They may be slightly less uniform in size, shape and appearance than 'Extra' quality. They are allowed a small white colour patch but must be practically free of earth. Minimum size is 22 mm in diameter (except for Princelle variety). Up to 10% of the fruit can be below Class I standards and minimum standards, provided that the fruit is not rotting, badly bruised or unfit for human consumption. Spoilage cannot exceed 2%. A maximum of 10% can be below the minimum size specifications.

Fruit should be graded according to size and degree of ripeness. Normally between 10 and 12 fruits are packed into a 250 gramme punnet, but to make up for weight loss in transport aim to pack 270 grammes per punnet.

No minimum sizes are specified for wild strawberries and the uniformity requirements are less strict.

Strawberries

Packaging

The labelling on each package must be clearly legible and visible, and should state:

- identification, name and address (or code) of packer or dispatcher,
- produce, Erdbeere - Strawberries (variety in the case of Princelle),
- country of origin,
- commercial specifications, class, number of punnets and weight.

This information is demanded by the EC. The following is useful information which will assist in marketing:

- 'this side up' symbol, 'fragile' symbol, temperature symbol with indication of correct storage temperature for fruit, e.g. minimum 0 degrees C, maximum 12 degrees C,
- date of packing, often in code,
- variety name,
- tare weight in kg with maximum deviation in %,
- identity of grower.

Packing is generally into plastic or papier-mache punnets with some movement towards the use of transparent lidded plastic types. Punnets are 250 grammes each and there are normally 10 or 12 punnets per tray. In the German market there is a reaction against non-biodegradable packaging materials such as PUVC's. Polysterol and fibreboard are preferred.

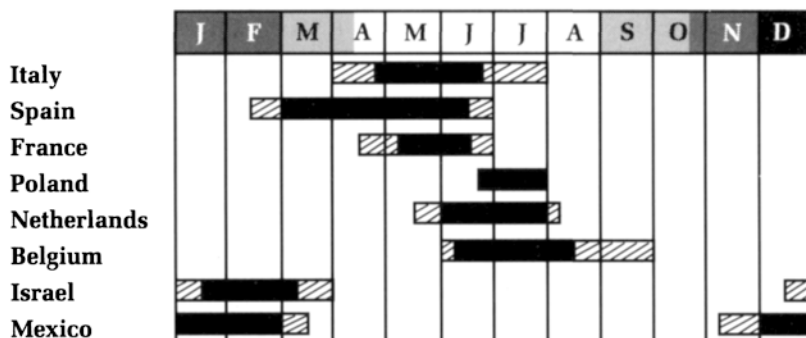
Post-harvest

Pre-cooling should be achieved within two to four hours of harvesting. Storage should be at 0 degree to 1 degree centigrade, 85-95% relative humidity, to give a shelf life of a few days and possibly up to two weeks. Pulp temperatures on arrival should be in the 2 to 12 degrees C range.

Supply

Germany imports over 100,000 tons of strawberries per annum and grows a further 50,000 tons itself. The volume of imports has doubled during the 1980's.

Strawberries



Price

Strawberries are a high priced item with gross wholesale prices of around DM 9 to 10 per kg during the months of October, November, January and February. In December, prices tend to rise to about DM 11 to 13 per kg. By March, prices fall to around DM 6 per kg.

Transport

Exclusively transported by air and requires fast customs clearance and the maintenance of a cool-chain.

Import tariffs

Rates in percentages ad valorem. Tariff number 0810 10 10 and 10 90.

	Full	ACP	GSP	LDDC
May 1 to July 31	16%	16%	16%	16%
August 1 to April 30	16%	16%	10%	16%

Strawberries

Successful Selling

Germany is a large market with a good and expanding off-season demand. In addition, there is good growth potential in Eastern Germany. Currently less than 4% of total imports arrive in the period from September to the end of February. The optimum import season is from mid-November to mid-February, but within this period December is a good month while January is slack. Exporters are recommended always to pre-alert importers and clearance agents of shipments.

Peaches and Nectarines



Varieties: There are numerous main season varieties including, among peaches, Amsden, Cardinal, Coronet, Dixie Red, O'Henry, Junegold and Redhaven and ,among nectarines, Le Grand, E.S. Grand, Late Le Grand, Sun Grand, Early Le Grand, Regal Grand, September Grand, Armking, Independence and Nectared 4.

Appearance: Yellow blushed with red. Nectarines are smooth skinned and more vividly coloured, whereas peaches are covered with a slightly furry down.

Internal characteristics: Flesh colours range from white to yellow. Yellow juicy aromatic varieties with free stones are preferred by German consumers.

Production and harvesting:

Harvest by holding fruit in the palm of the hand to reduce damage. If harvesting at the hard green stage fruit will not ripen fully and achieve its typical aroma. Tree-ripened fruits must have rapid transport times.

Grading

EC grading standards apply for peaches and nectarines (see Peaches VO (EC) Nr 3596/90 of December 12, 1990). The minimum requirements are that the peaches or nectarines must be:

- whole, intact,
- sound: rotting & deteriorating produce which is unfit for consumption must be excluded,
- clean and practically free of foreign matter,
- free of abnormal external moisture,

Peaches and Nectarines

- free of foreign smell or taste,
- carefully picked and fully developed, and with a state of ripeness and colouring that will enable them to withstand transport and handling and arrive in a satisfactory condition,
- each package must be uniform and contain only fruit of the same origin, variety, quality, degree of ripeness and size.

There are three classes, 'Extra' class, Class I and Class II, which is not recommended for export.

The 'Extra' class peaches and nectarines must be of superior quality. The fruit must be typical of the variety in terms of shape, development and colouring, allowing for some differences according to the district in which they are grown. They must have no defects and the fruit in each package must be uniform in colour. 'Extra' class fruits must be above 56 mm in diameter or 17.5 cm in circumference. Tolerances in terms of quality are that no more than 5% of fruit should fall short of 'Extra' class quality standards and then not below Class I standards. A maximum of 10% can be up to 3 mm more or less than the diameter size stated on the case (or 1 cm when circumference is used).

Class I peaches and nectarines must be of good quality. They must have the characteristics typical of the variety, allowing for differences in the location grown. Slight defects are allowed in shape, development or colouring. The flesh must be undamaged, and splits where the stem joins are not allowed. Skin defects may be allowed provided that these do not affect the general appearance, its quality, shelf life or presentation. These defects must not exceed:

- 1 cm in length for defects with an elongated shape,
- 0.5 cm square in total area for other defects.

Up to 10% of the fruit can be below Class I standard, but must be within the quality standards of Class II. Size tolerances are the same as those for 'Extra' class.

Class II peaches and nectarines must satisfy the minimum requirements. The flesh should not show any serious defects. Splits where the stem joins the fruit are only acceptable if they are within the quality tolerances. Skin defects are allowed provided that the fruit retains its essential characteristics for quality, shelf life and presentation. These defects must not exceed:

- 2 cm in length for defects of an elongated shape,
- 1.5 cm square in total area.

Peaches and Nectarines

Up to 10% of the fruit can be below Class II standard and the minimum requirements, provided that it is fit for consumption. Size tolerances are the same as those for 'Extra' class.

Peaches and nectarines must be graded to size. There are eight different size classes.

Size Code	Diameter	Circumference
AAAA	90 mm & over	28 cm & over
AAA*	80-90 mm	25-28 cm
AA**	73-80 mm	23-25 cm
A**	67-73 mm	21-23 cm
B**	61-67 mm	19-21 cm
C*	56-61 mm	17.5-19 cm
D	51-56 mm	16-17.5 cm

Packaging

The labelling on each package must be clearly legible and visible, and should state:

- identification, name and address (or code) of packer or dispatcher,
- produce, Pfirsiche - Peaches or Nektarinen - Nectarines and name of variety for classes 'Extra' and I,
- country of origin,
- commercial specifications, class, size according to coding or as maximum and minimum diameters or circumference.

This information is demanded by the EC. The following is useful information which will assist in marketing:

- 'this side up' symbol, 'fragile' symbol, temperature symbol with indication of correct storage temperature for fruit, e.g. minimum 0 degrees C, maximum 4 degrees C,
- date of packing, often in code,
- tare weight in kg with maximum deviation in %,
- identity of grower.

'Extra' class must be packed in a single layer carton with thermoformed PVC trays to ensure fruits are kept from inflicting fruit-to-fruit damage or in 0.5 or 1 kg punnets.

Peaches and Nectarines

Class I can be packed in two layers or four layers when fruit is placed in rigid pockets.

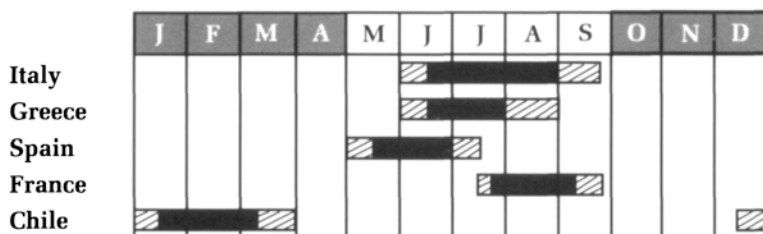
Typical packing is 8 to 9 kg of fruit in a plastic tray-pack or panatpack system. The contents range from 42 to 72 fruits.

Post-harvest

Only short term storage is possible. Pre-cooling helps to restrict post-harvest diseases, as does careful post-harvest handling. Major diseases are blue mould rot, brown rot, grey mould rot and rhizopus rot. Storage times at -1 to 0 degrees C, 90% humidity, are two to four weeks for peaches and two to six weeks for nectarines.

Supply

Imports have risen from about 200,000 tons at the start of the 1980's to nearly 300,000 tons by the end of the decade. The major suppliers are Italy and Greece. The major off-season suppliers are Chile and South Africa.



Currently the split between peaches and nectarines is about 50:50, but nectarines have a wider availability in the January to March period.

Price

Average prices for nectarines are about 25% above the average price for peaches. The off-season prices for nectarines tend to be in the range of DM 6 to 9 per kg.

Transport

Off-season supplies are mainly imported by air from the Southern Hemisphere. Some varieties of nectarine and peach are sufficiently robust for seafreighting in containers.

Peaches and Nectarines

Import tariffs

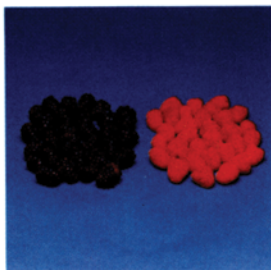
Rates in percentages ad valorem. Tariff number 0809 30 00.

	Full	Turkey	ACP	GSP	LDDC
December 1 to December 31	22%	0%	9.7%	22%	22%
January 1 to February 28	22%	0%	7.3%	22%	22%
March 1 to March 31	22%	0%	7.3%	22%	22%
April 1 to November 30	22%	0%	7.3%	22%	22%

Successful Selling

Less than 1% of imports occur during the October to April period. Opportunities for off-season supply are excellent, and there is also good growth potential in Eastern Germany. Demand is stronger and prices higher for nectarines. If an exporter aims to supply airfreighted fruit he should promote the product as 'tree ripened' and possessing the best quality taste and appearance.

Raspberries and Blackberries



Varieties: Raspberry varieties include Glen Moy, Glen Prosen, Malling Promise, Meeker, Willamette, Rode Radboud and Autumn Bliss. Blackberry varieties are Bedford Giant, Himalaya, Oregon Thornless and Cut-leaf.

Appearance: Raspberries have plum red coloured drupelets. Blackberries have black drupelets.

Internal characteristics: Juicy and sweet.

Production and harvesting

Both cane fruits require a cool period during the year, but there is some evidence that this can be partially substituted by chemical treatment. Fruit is picked with thumb, fore and middle finger using gentle pressure. Pick directly into punnets. Under warm conditions the fruit requires daily picking.

Grading

German national grading standards apply to raspberries *Rubus indeans* and blackberries *Rubus fruticosus* (leaflet Part 1 103 October 20,1971). The minimum requirements at the point of export are set out below:

- whole, no part missing or damaged
- sound: rotting and deteriorating produce which is unfit for consumption must be excluded,
- clean and practically free of any visible foreign matter,
- fresh in appearance and fully turgid at loading,
- free of abnormal external moisture (traces of juice are allowed),
- free of foreign smell or taste,
- healthy, free from disease or faults or damage or physiological disorders,

Raspberries and Blackberries

- raspberries can be with or without a stalk attached; however, fruit without stalks must be free of calyces and tori,
- the raspberries must be able to withstand transport and handling and arrive in a satisfactory condition.
- each package must be uniform and contain only fruit of the same origin, variety and quality.

There are three classes, 'Extra' class, Class I and Class II, which should not be exported.

The 'Extra' class raspberries and blackberries must be of highest quality. The fruit must be free of defects. Cultivated raspberries must be typical of the variety in shape, development and colour. The fruit must be uniform and regular in ripeness, colouring and size. Tolerances in terms of quality are that no more than 5% of fruit should fall short of 'Extra' class quality standards and then not below Class I standards.

Class I raspberries and blackberries must be of good quality and must possess the characteristics typical of the variety. The fruit can vary slightly in ripeness, colour and shape and should be free of any serious defects. Fruit with hard drupelets are not permitted.

They may be slightly less uniform in size, shape and appearance than 'Extra' quality. Tolerances in terms of quality are that no more than 10% of fruit should fall short of Class I in quality standards and then not below Class II standards. The percentage of maggoty fruit cannot exceed 5%.

Packaging

The labelling on each package must be clearly legible and visible, and should state:

- identification, name and address (or code) of packer or dispatcher,
- produce, Himbeeren - Raspberries, Brombeeren - Blackberries
- country of origin,
- commercial specifications, class, number of punnets and weight.

This information is demanded by the EC. The following is useful information which will assist in marketing:

- 'this side up' symbol, 'fragile' symbol, temperature symbol with indication of correct storage temperature for fruit, e.g. minimum 0 degrees C, maximum 12 degrees C,
- date of packing, often in code,
- variety name,
- tare weight in kg with maximum deviation in %,
- identity of grower.

Raspberries and Blackberries

Packing is in plastic or papier-mache punnets, with some movement towards the use of transparent lidded plastic types. Punnets are 125g each and there are normally 8 or 12 punnets per tray. In the German market there is a reaction against non-biodegradable packaging materials such as PUVC's. Polyester and fibreboard are preferred. Punnets should be wrapped with ventilated film. The trays are often packed into a master container of polystyrene which is used to contain the cold temperature within the fruit.

Post-harvest

Fruit should be pre-cooled to 2 degrees C within four hours. Average shelf life when held at 0 degrees C and 85-90% RH is from 2 to 6 days dependent on variety. Dry ice is often used in each polystyrene master container. This has the dual function of cooling and raising the carbon dioxide levels. This modified atmosphere with carbon dioxide concentrations of 10 to 30% extends the storage life.

Supply

Some 8,000 tons of raspberries and 1,000 tons of blackberries, loganberries and mulberries are imported annually. The main supply season for raspberries is late June to August, and for blackberries from August to October.

	J	F	M	A	M	J	J	A	S	O	N	D
% imports												
Raspberries	0	0	1	0	0	4	50	40	2	1	0	1
Blackberries	0	1	0	0	0	0	0	49	39	9	0	1

The main off-season suppliers are Chile and Argentina, but New Zealand and Australia also have supply potential.

Price

Very high prices are possible for off-season supplies. These could be over DM 15 per kg for raspberries and perhaps DM 10 per kg for blackberries.

Transport

Air transport with cool chain and rapid customs clearance.

Raspberries and Blackberries

Import tariffs

Rates in percentages ad valorem. Tariff number 0810 20 10 for raspberries and 0810 20 90 for blackberries.

	Full	ACP	GSP	LDDC
Raspberries	11%	11%	9%	0%
Blackberries	12%	5%	5%	0%

Successful Selling

There is good demand for off-season supply from October to June for raspberries and from December to June for blackberries. The only market is for high priced superior quality product. Exporters are recommended always to pre-alert importers and clearance agents of shipments en route.

Cape Gooseberries



Varieties: No specified varieties of the *Physalis peruviana*.

Appearance: The berry is enclosed in a papery, brown, translucent 'Chinese lantern' some 45 to 50 mm long. The fruit itself is smaller. When fully ripe the berry is light green to orange-red with a smooth skin. The market prefers large fruit with a strong yellow to orange colour.

Internal characteristics: Ripe berries are pleasantly tart, with a characteristic aroma.

Production and harvesting

An annual crop grown from seed. Pick by holding stem between thumb, fore and middle finger.

Grading

No ECE or OECD or national grading standards.

Packaging

The labelling on each package must be clearly legible and visible, and should state:

- identification, name and address (or code) of packer or dispatcher,
- produce, *Physalis* - Kap- Stachelbeeren,
- country of origin,
- commercial specifications, number of punnets and weight.

The following is useful information which will assist in marketing:

- 'this side up' symbol, 'fragile' symbol, temperature symbol with indication of correct storage temperature for fruit, e.g. minimum 10 degrees C, maximum 14 degrees C,
- date of packing, often in code,
- identity of grower.

Cape Gooseberries

Packing is normally 8-10 punnets of 100 grammes in a fibre-board carton or plastic container.

Post-harvest

Optimum storage conditions are 14 degrees C at 80% RH.

Supply

Supplies from South Africa initiated interest but South Africa exports only small quantities and Colombia is now the biggest supplier. Other suppliers are New Zealand, Kenya and Madagascar. Imports arrive throughout the year.

Price

A high priced product, at DM 6 to 8 per kg.

Transport

Exclusively airfreighted.

Import tariffs

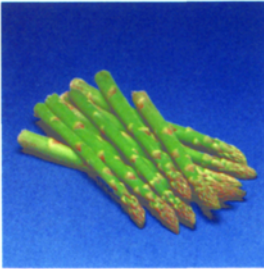
Rates in percentages ad valorem. Tariff number 0810 90 80.

Full	ACP	GSP	LDDC
11%	0%	0%	0%

Successful Selling

Although the quantities imported are still small, the fruit has gained increasing interest in recent times. It is considered to be very healthy because of its high levels of vitamin A. Exotic fruit importers and traders consider that it has a good chance for the future, provided that there is some marketing and promotion, and all consignments are of top quality and taste. This is very much a fruit for high-class specialist retailers and department stores. Exporters should be careful to avoid market oversupply.

Asparagus



Varieties: Numerous different varieties are grown. Some notable varieties are University of California (UC) 157, F1 & F2 UC 157, UC 72, Mary Washington and improved types such as Mary Washington 500 W, Lucullus, Argenteuil, UC-800, Balanco Aleman, Franklin, Rutgars Beacon and Boomlin.

Appearance: Asparagus spears are classified into three groups according to colour - white, violet (with tips and part of the shoot coloured between pink and purple) and green, when the tips and part or all of the stem are green in colour.

The market prefers white asparagus, which accounts for about 80% of sales. Green asparagus accounts for about 20% of sales but its share is slowly increasing. Purple tipped varieties are also acceptable. The spear tips should be closed, undamaged and with a straight stem.

Internal characteristics: Asparagus should break easily and exude juice when a fingernail is pushed into the spear. German consumers expect white asparagus to be extremely soft (as soft as butter or butterzart) whereas the green varieties can have more bite. Asparagus must not be stringy or in any way woody.

Asparagus

Production and harvesting

Where crowns do not become dormant, tropical production techniques can be used, enabling harvesting to be programmed so that each bed can give two to three crops per year. This technique can be used to programme production either to supply specific high priced windows or to produce an all year round crop, and thus build up regular consumer buying habits. White asparagus is grown in beds that have been earthed up, and as a result harvesting is twice as labour intensive as for green asparagus. Sharp clean knives are used including specialist knives with serrated edges and angled blades. Harvesting normally has to be carried out daily, except in cool (below 18 degrees C), dull conditions.

Grading

Asparagus grades are defined by the ECE regulation Nr 183/64 with the last amendment 1677/88 of June 15, 1988, and quality standards have also been issued by UN/ECE: No FFV-04 and by the OCED: No 19. The EC minimum requirements are that the vegetable must be:

- whole, intact,
- sound, rotting & deteriorating produce which is unfit for consumption must be excluded,
- clean and practically free of foreign matter,
- fresh in appearance and fresh smelling,
- free of damage caused by rodents or insects,
- practically unbruised,
- free of abnormal external moisture, i.e. adequately 'dried' if it has been washed (spears should not be soaked),
- free of foreign smell or taste,
- have a clean square cut at the base of the spear,
- be able to withstand transport and handling and arrive in satisfactory condition,
- the contents of each package should be uniform in terms of origin, quality, colour and size (if sized).

The asparagus must not have been treated to preserve or restore its fresh appearance, apart from cooling. In addition the shoots must not be hollow, split, peeled or broken. Small cracks which appear during harvesting are allowed provided that they do not exceed the specified tolerances.

Some differences are allowed in spear colour. 'White' asparagus can have up to 10% violet asparagus, and 'violet' and 'green' asparagus can have up to 10% of another colour.

Asparagus

There are three classes, 'Extra' class, Class I and Class II.

The 'Extra' class asparagus spears must be of superior quality, well formed and practically straight. The spears should have very compact tips. A trace of rust is allowed, provided it can be easily removed by peeling. 'White' asparagus tips must be white. Only a faint tint of pink is allowed provided it appeared after cutting. 'White' and 'violet' asparagus should not have any traces of woodiness, but 'green' asparagus can have a slight trace. To improve the presentation of bundled asparagus, the outside spears can be bevelled up to a height of 1 cm.

The length of the spears must be:

- 17 cm to 22 cm for long asparagus,
- 12 to 17 cm for short asparagus.

Green asparagus can have a maximum length of 27 cm, but at least one third must be green. Sizes under 12 cm are called asparagus tips.

The diameter of a spear is measured at its mid-point.

'Extra' class must have a diameter of 12 to 16 mm. Spears of 16 mm must not have a diameter variation of over 8 mm in each bundle. Tolerances in terms of quality are that no more than 5% of the spears should fall short of 'Extra' class quality standards and then not below Class I standards. Slight scarred cracks which appeared after harvesting are allowed. Up to 10% can be outside the size indicated subject to a maximum deviation of 1 cm in length and 2 mm in diameter.

Class I asparagus must be of good quality and well formed. They may be slightly curved. Their tips must be compact. A trace of rust is allowed provided that it can be easily removed by peeling. 'White' asparagus tips may be slightly coloured before cutting, and a faint tint of pink is allowed provided it appeared after cutting and disappears after cooking. 'White' asparagus should not have any traces of woodiness but 'violet' and 'green' asparagus can have a slight trace.

The length specifications are the same as for the 'Extra' class.

Class I must have a diameter of 10 to 16 mm. Over 16 mm is allowed provided that the maximum variation within the bundle does not exceed 10 mm. Tolerances in terms of quality are that no more than 10% of the spears should fall short of Class I quality standards and then not below Class II standards. Slight scarred cracks which appeared after harvesting are allowed. A maximum of 10% can be outside the size indicated subject to a maximum deviation of 1 cm in length and 2 mm in diameter.

Asparagus

Class II asparagus is rarely exported to Germany.

The German market requires large sizes of white asparagus - over 16 mm in diameter and 18 cm long.

Size gradings are :

	'Extra' class	Class 1	Class 2
* 20 mm and over	*	*	*
** 16 mm to 20 mm	*	*	*
10 mm to 16 mm		*	*
8 mm to 10 mm			*

Packaging

The labelling on each package must be clearly legible and visible, and should state:

- identification, name and address (or code) of packer or dispatcher,
- produce, Asparagus - Spargel, White - Weisse, Violet - Lila Green - Grune, followed by short - Kurz, long - Lang or tips - spitzen,
- country of origin,
- commercial specifications, class, size in maximum and minimum diameters, net weight in kg and, when packed in consumer units, the number of units.

It is strongly recommended that this information is included in the labelling but produce, class and origin are legally demanded by the EC. The following is useful information which will assist in marketing:

- 'this side up' symbol, 'fragile' symbol, temperature symbol with indication of correct storage temperature for asparagus, e.g. minimum 0 degrees C, maximum 4 degrees C,
- date of packing, often in code,
- tare weight in kg with maximum deviation in %,
- identity of grower.

Asparagus is generally packed in bundles or packed in trays which are over-wrapped with micro-perforated PVC film. 6 kg bulk packed asparagus requires about 15 litres of internal volume but when packed in 500 gramme units the internal space required is 14 litres for 4 kg. Winter asparagus should be packed in 500 gramme or 1 kg bundles. Crates should contain 8 to 10 bundles or trays.

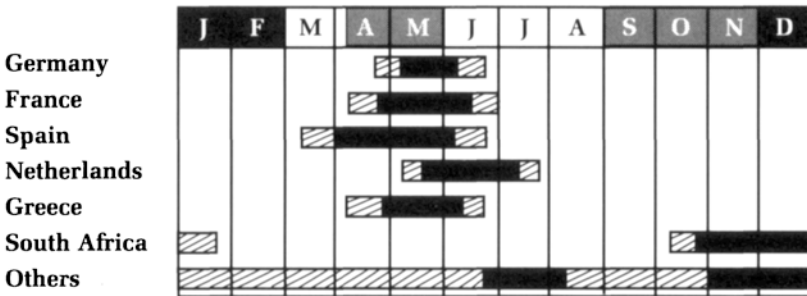
Asparagus

Post-harvest

After cutting, the spears should be washed, dried, trimmed to size, bundled and cooled rapidly to remove field heat. Forced air cooling must have very high humidity, or hydro-cooling should be used to maintain freshness. Reduce temperature to 1 degree C. Note that although standing in water can increase weight by 10%, spears that have been treated in this way can be easily identified. There is a noticeable colour change to grey/yellow, when squeezed water comes out. The spears are often blotchy and do not make a squeaky sound when rubbed. Ideally the spears should be packed so that the freshly cut stems are standing on a wetted sponge or wetted soft cardboard. Storage is possible for up to 10 days at 0 to 2 degrees C and for up to 20 days at 2 to 4 degrees C. Relative humidity must be 95% or above. The respiration heat is high, the crop is sensitive to ethylene but does not itself produce a significant amount. (See International standards: ISO 4186. Asparagus - Guide to Storage & ISO 6882. Asparagus - Guide to Refrigerated Transport.)

Supply

In addition to the local production of some 16,000 tons of asparagus, German imports have more than doubled during the 1980s from around 12,000 tons at the start of the decade to about 27,000 tons at the end. Sources and seasonality of supply are as follows:



Asparagus

Price

Winter prices are around 50% higher than in the summer months. Asparagus is a high priced product, with prices for white asparagus in the winter at DM 12 to 18 per kg and for green DM 6 to 10 per kg, although oversupply in the last season forced prices as low as DM 3 per kg. There are very significant differences in prices between sizes with spears over 16 mm selling at prices approximately 50% higher than 12 to 16 mm spears.

Transport

Asparagus is imported almost exclusively by air.

Import tariffs

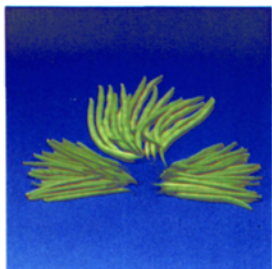
Rates in percentages ad valorem. Tariff number 0709 20 00.

	Full	Cyprus	Turkey	ACP	GSP	LDDC
March 1 to September 30	16%	16%	0%	16%	16%	16%
October 1 to October 31	16%	8.3%	0%	9.6%	12%	0%
November 1 to December 31	16%	10.2%	0%	9.6%	12%	0%
January 1 to January 15	16%	10.2%	0%	7.2%	12%	0%
January 16 to January 31	16%	10.2%	0%	9.6%	12%	0%
February 1 to February 28	16%	16%	0%	16%	12%	0%
October 1 to January 31	16%		0%	9.6%	12%	16%

Successful Selling

White asparagus is consumed as a meal in itself and will always remain a large volume product. Import opportunities exist from September to March, but the optimum periods are December to February. The size of the market is expected to increase in response to demand from new consumers in Eastern Germany. The green and purple types are used as side dishes and are considered likely to develop as consumers become more sophisticated in their cooking. They are not likely to replace the white asparagus. The same market window should be targeted.

Green Beans



Varieties: Stringless bobby bean types are the dominant green beans consumed. Fine and very fine beans are often called Princess beans.

Appearance: Green, fresh, whole and healthy in appearance with straight pods.

Internal characteristics: Stringless bobby beans have round cross sections and are harvested when the seeds are still small and the pod stringless but beginning to swell.

Production and harvesting

Fine beans normally need to be harvested daily while bobby beans can be harvested on alternate days. Harvesting should be completed as early as possible in the day. Harvested beans must be kept out of direct sunlight in the field by keeping the field box covered with a clean damp cloth. Produce should be moved to grading stations as soon as possible. Picking should include a short portion of the stem.

Grading

Green bean grades are defined by the EC regulation No 58/62 (the most recent amendment Nr 920/89 of April 10, 1989) and quality standards have been issued by UN/ECE: No FFV-06 and by OCED: No 15. The EC minimum requirements are that the vegetable must be:

- whole, intact,
- sound: rotting and deteriorating produce which is unfit for consumption must be excluded,
- clean and practically free of foreign matter,
- fresh in appearance,
- free of damage caused by insects and/or other pests,

Green Beans

- free of abnormal external moisture,
- free of foreign smell or taste,
- able to withstand transport and handling and arrive in satisfactory condition,
- the contents of each package should be uniform in terms of origin, variety and quality, and, in the case of needle beans, the same size.

Beans are divided into two groups, beans 'en filet' (needle beans) or fine beans, and other beans such as bobby beans.

Fine beans are graded into three classes, 'Extra' class, Class I and Class II, while other beans are graded into two classes, Class I and Class II.

'Extra' class needle beans must be of superior quality. They must be turgescient, very tender, seedless, stringless and free of defects. 'Extra' class beans must be classified as very fine or extra fine with a maximum pod width of 6 mm. Quality tolerance is that no more than 5% of the beans can fall short of 'Extra' class quality standards and then not below Class I standards. A maximum of 10% can be outside the size specifications.

Class I needle beans must be of good quality but slight colouring defects, soft seeds and short soft strings are allowed provided that they do not affect the general appearance of the produce. Beans can be graded into two sizes - very fine and fine with a maximum width of 9 mm. Quality tolerances are that no more than 10% of the beans can fall short of Class I quality standards and then not below Class II standards, but no more than 5% may have strings. A maximum of 10% can be outside the size specifications.

Class II needle beans must satisfy the minimum requirements, be sufficiently tender and the seeds should not be large. Slightly superficial defects are allowed provided the beans retain their essential characteristics of quality, shelf life and presentation. Beans can be graded into three sizes - very fine, fine and average with a pod width exceeding 9 mm. Quality tolerances are that no more than 10% of the beans can fall short of the minimum requirements with the exception of gloeosporium, bean spot and rotting for which there can be no shortfall. A maximum of 10% can be outside the size specifications.

Class I for other beans, such as bobby beans, must be of good quality. The beans should be young and tender, stringless, easily broken and practically free of spots caused by wind but free of other blemishes. The seeds must be small and tender. The quality tolerances are the same as those for Class I needle beans.

Green Beans

Class II beans must satisfy minimum requirements. They must be reasonably young and tender. Provided that the beans retain their essential characteristics of quality, shelf life and appearance the following defects are allowed: the seeds can be slightly larger than those in Class I, slight superficial defects and blemishes caused by wind are acceptable, but must be free of rust spots. Beans with strings are allowed.

Packaging

The labelling on each package must be clearly legible and visible, and should state:

- identification, name and address (or code) of packer or dispatcher,
- produce, beans - Prinzessbohnen, with size classes, very fine -Sehr fein; fine - Fein; average - Mittelfein, green beans - Grune Bohnen or Bobby Bean - Bobbybohnen,
- country of origin,
- commercial specifications, class, net weight in kg.

It is strongly recommended that this information is included in the labelling but produce, class and origin are legally demanded by the EC. The following is useful information which will assist in marketing:

- 'this side up' symbol, 'fragile' symbol, temperature symbol with indication of correct storage temperature for asparagus, e.g. minimum 7 degrees C, maximum 10 degrees C
- date of packing, often in code,
- tare weight in kg with maximum deviation in %,
- identity of grower.

Beans are packed in cartons of net weights of 5 kg and 2.7 kg and prepacked in 250 and 500 gramme consumer containers. The 2.7 kg cartons require an internal volume of 6 litres.

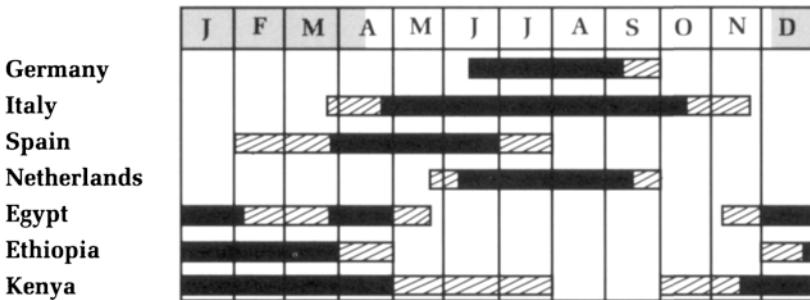
Post-harvest

Grading and packing should be completed within the hour. Storage should be set at 10 to 12 degrees C. Cooling below this point will result in desiccation and excessive condensation if the beans are exposed to warm moist air. Relative humidity should be 90 to 95%. The respiration rate is high, ethylene production is low but sensitivity high. Maximum shelf life is 1 to 2 weeks.

Green Beans

Supply

Imports amount to 14,000 to 16,000 tons per annum. Import figures have been static over the last half of the 1980s. The major suppliers are Italy (35%), Spain (30%) and the Netherlands (10%). Of these only Spain continues to produce beans throughout the winter. Kenya, Egypt and Ethiopia are the main non-EC suppliers and collectively provide about 15% of total imports -about 500 tons each per annum.



The peak import month is June when around 3,000 tons are imported. During the months from April to November about 1,000 to 1,500 tons are imported. The lowest supply period is January to March.

Price

Bobby bean prices for airfreighted produce are in the low range of DM 4 to 5 per kg during the optimum winter import period. Fine beans sell at DM 5.5 to 6.5 per kg during the months from November to April.

Transport

Produce is airfreighted.

Import tariffs

Rates in percentages ad valorem. Tariff numbers 0708 2010 and 2090.

Green Beans

	Full	ACP	GSP	LDDC
October 1 to June 30	13%	0%	13%	0%
July 1 to September 30	17%	0%	17%	0%

Successful Selling

The biggest market is for bobby beans. The best opportunities for high prices are from January to March. Prices are relatively low for bobby beans and exporters should only contemplate the market if cheap airfreight rates can be obtained. The fine and extra fine bean market is small and well supplied by Kenya.

Cherry Tomatoes



- Varieties:** Sweet 100, Cherita, Evita and Gardeners' Delight.
- Appearance:** Small sized with a good red colour. Yellow types do not sell in Germany.
- Internal characteristics:** Cherry tomatoes must have a distinctive flavour and should meet the minimum acid/sugar levels flavour balance - titratable acids 1.1%, and sugars by refractometry 5.5% of minimum soluble solids, tested three days after picking.

Production and harvesting

Rapid harvesting and washing in the early part of the day. Primary grading should be carried out by the picker. This reduces post-harvest handling. Fruit is normally harvested at threequarter ripe stage to achieve full flavour development in the fruit.

Grading

Cherry tomatoes are subject to the same standards as other tomatoes, except for size (see EC No 778/83 of March 30, 1983). The EC minimum requirements are that the vegetable must be:

- whole, intact,
- sound: rotting and deteriorating produce which is unfit for consumption must be excluded,
- clean and practically free of visible foreign matter,
- fresh in appearance,
- free of abnormal external moisture,
- free of foreign smell or taste,
- able to withstand transport and handling and arrive in satisfactory condition,

Cherry Tomatoes

- the contents of each package should be uniform in terms of origin, variety and quality, the same size and practically uniform in ripeness and colour.

Only two classes are defined for cherry tomatoes, 'Extra' class and Class I. Cherry tomatoes must be round. The size specifications below are sometimes used by commercial buying organisations.

'Extra' class cherry tomatoes must be of superior quality. They must be firm and free from 'green-backs' and other defects, with the exception of very slight superficial defects which do not affect the general appearance of the produce, quality, shelf life and presentation. Quality tolerances are that no more than 5% of the cherry tomatoes can fall short of 'Extra' class quality standards and then not below Class I standards.

Class I cherry tomatoes must be of good quality, reasonably firm and characteristic of the variety. The fruit must be free of cracks and visible 'green backs'. Provided that the general appearance, quality, shelf life and presentation is not affected some defects are allowed. Slight defects in shape, colouring, skin and very slight bruises are all permitted. 'Extra' class size grading specifications and tolerances apply. Quality tolerances are that no more than 10% of the beans can fall short of Class I quality standards and then not below Class II standards.

Packaging

The labelling on each package must be clearly legible and visible, and should state:

- identification, name and address (or code) of packer or dispatcher,
- produce, Cherry Tomatoes or Cocktail Tomatoes - Kirschtomaten, and optionally variety,
- country of origin,
- commercial specifications, class, net weight in kg and minimum and maximum diameters.

It is strongly recommended that this information is included in the labelling but produce, class and origin are legally demanded by the EC. The following is useful information which will assist in marketing:

- 'this side up' symbol, 'fragile' symbol, temperature symbol with indication of correct storage temperature for cherry tomatoes, e.g. minimum 7 degrees C, maximum 12 degrees C,
- date of packing, often in code,
- tare weight in kg with maximum deviation in %,
- identity of grower.

Cherry Tomatoes

Packing is normally in 250 gramme punnets with 8 to 12 per tray from Senegal and 9 punnets per tray from the Netherlands. At the time of packing it is advisable to include an additional 5 to 10% weight to make up for weight loss.

Post-harvest

Washing the fruit may not always be necessary but serves two purposes. It helps to remove dust and sprays as well as reducing field heat. Optimum storage temperatures are 8 degrees C to 10 degrees C for threequarter ripe fruit and a relative humidity of 90%. If the temperature falls below 10 degrees C the flavour is impaired and there is a tendency for fruit to become bladdery. Shelf life of up to two weeks is possible.

Supply

Imports of cherry tomatoes cannot be separated in the statistics from total imports of tomatoes, which amount to over 400,000 tons per year. There is some production of cherry tomatoes in Germany. The chief source of imports is the Netherlands and other sources include Senegal, Zimbabwe and South Africa. Zimbabwean produce in particular is considered to have superior taste and aroma. Imports from countries outside the EC are greater during the winter months when the volume of production in Northern Europe is restricted.



It is generally believed the German market for cherry tomatoes is not as developed as the French and British markets.

Price

Prices in the winter are approximately DM 4 to 6 per kg.

Transport

An airfreighted product.

Cherry Tomatoes

Import tariffs

Rates in percentages ad valorem. Tariff numbers 0702 0010 and 0090.

	Full	Cyprus	ACP	GSP	LDDC
November 1 to November 14	11%	11%	11%	11%	11%
November 15 to April 30	11%	2.8%	11%	11%	11%
May 1 to May 14	11%	2.8%	11%	11%	11%
May 15 to October 31	18%	18%	18%	18%	18%

Successful Selling

The demand for cherry tomatoes is likely to expand with the growing interest in well flavoured produce. The optimum supply period for exporters is from December to February. Southern European production from Spain - the Canary Islands - traditional suppliers to the German winter tomato market, is likely to offer keen competition to airfreighted imports.

Appendix 1 - Legislation and Procedures

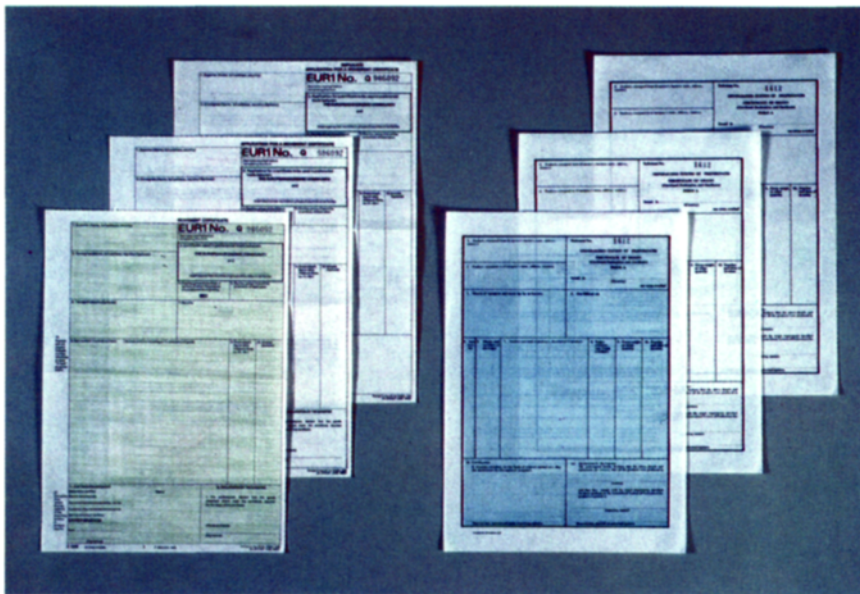
Import legislation

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 LDDC or GSP exports. Dealing with the Customs and Excise Department, which regularly handles such procedures, may be more straightforward for an exporter.

ACP Exports



— Appendix 1 - Legislation and Procedures —

Form EUR 1 (see page 82) 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 Department, which is responsible for classifying the goods as originating from an ACP source, the Ministry of Trade or the Chamber of Commerce. Alternatively, the importer should be able to offer assistance in acquiring these forms.

GSP and LDDC Exports

Form A must accompany produce sent from qualifying countries, to benefit from the lower GSP or LDDC 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).

List of the Tariff Status of Commonwealth and Major Horticultural Exporting Nations from the Developing World

Country	ACP	GSP	LDDC	Country	ACP	GSP	LDDC
Afghanistan		•	•	Dominican Republic	•	•	
Algeria		•		Dominica	•		
Angola	•	•		Egypt		•	
Antigua and Barbuda	•			Ethiopia	•	•	•
Argentina		•		Fiji	•	•	
Bahamas	•	•		Gabon	•	•	
Bangladesh		•	•	Gambia	•		
Barbados	•	•		Ghana	•	•	
Belize	•	•		Grenada	•	•	
Bhutan	•	•		Guatemala		•	
Botswana	•	•	•	Guinea	•	•	•
Brazil		•		Guinea Bissau	•	•	•
Cameroon	•	•		Guyana	•	•	
Chile		•		Haiti		•	•
China		•		Honduras		•	
Colombia		•		Hong Kong		•	
Congo	•	•		India		•	
Costa Rica		•		Indonesia		•	
Cuba		•		Iran		•	
Cyprus		•		Ivory Coast	•	•	

— Appendix 1 - Legislation and Procedures —

Country	ACP	GSP	LDDC	Country	ACP	GSP	LDDC
Jamaica	•	•		St Vincent	•		
Kenya	•	•		Senegal	•	•	
Kiribati	•	•		Seychelles	•		
Lesotho	•	•	•	Sierra Leone	•	•	•
Madagascar	•			Singapore		•	
Malawi	•	•	•	Solomon Islands	•	•	
Malaysia		•		Somalia	•		
Mali	•			Sri Lanka		•	
Mauritius	•	•		Sudan	•	•	•
Mexico		•		Surinam	•	•	
Morocco		•		Swaziland	•	•	
Mozambique	•	•		Tanzania	•	•	•
Nepal		•	•	Thailand		•	
Nicaragua		•		Togo	•	•	•
Nigeria	•	•		Tonga	•	•	•
Pakistan		•		Trinidad/ Tobago	•	•	
Papua New Guinea	•	•		Tuvalu	•		
Peru		•		Uganda	•		
Rwanda	•			Zaire	•	•	
Samoa				Zambia	•	•	
Western Samoa	•	•	•	Zimbabwe	•	•	
St Kitts	•						
St Lucia	•						

Legislation

The two most important regulations are the **EC Quality Standards** and the **German Commercial Grades Law** (Handelsklassengesetz). These two sets of regulations provide a common denominator for quality and are used as the basis for international trading of fresh fruit and vegetables. In addition, the **German Food Laws** are applied. Since the law enforcement authorities cannot take any action against foreign producers German importers are held to be wholly responsible.

It is the responsibility of the importer to point out to the exporter the relevant points of law. A prudent exporter should ask relevant questions before the contract is concluded. Ignorance and non-observance may later give rise to disputes between exporter and importer. While the importer is ultimately responsible for ensuring that all standards are met, all claims with regard to quality are automatically passed on to the exporter.

The Bundesamt für Ernährung und Forstwirtschaft has overall responsibility for ensuring compliance with EC standards and the German national

— Appendix 1 - Legislation and Procedures —

regulations. It makes random checks of imports at entry points and at wholesale markets. Furthermore, although Customs officials are not responsible for inspecting produce to ascertain conformity to EC regulations, these officials are authorised to carry out random checks and to refuse entry to products that are below standard. The Federal Government is also empowered to take samples at the retail level to check compliance with EC standards on quality, labelling and chemical residues.

EC Quality Standards

Fresh fruit and vegetables are subject to EC Quality Standards and can only be imported, supplied, sold or otherwise distributed in Germany if they correspond to the specifications of these standards. The Quality Standards, where they apply, are obligatory.

It is strongly recommended that existing OECD Quality Standards and EC draft Standards are observed by exporters. However, since the EC Quality Standards have been subject to the repeated criticism in recent years that they only regulate exterior characteristics (ie appearance) and are not concerned with inherent properties (ie nutritional value, vitamin and mineral contents, flavour etc) it is expected that future legislation may also take such aspects into consideration.

German Commercial Grades Law (Handelsklassengesetz)

The German Commercial Grades Law is generally applicable to horticultural products and aims to promote production for quality and to facilitate the assessment of standard quality attributes.

The Commercial Grades Law for fresh fruit and vegetables is not based on any Common Market regulations, and is therefore only applicable in Germany. Its use is facultative, i.e. not obligatory but highly advisable. However, the law stipulates that produce which has been sorted and prepared according to the grades and specifications of the Commercial Grades Law must correspond with the criteria of the law. It also includes various labelling provisions.

Aspects of German Food Law

Foreign Substances Used in Agriculture

The 'Regulation on Maximum Amounts of Plant Protection and other Agents as well as other Pesticides in or on Foods and Tobacco Products of June 24, 1982' establishes the maximum amounts of pesticide residues which can be found on food products. It lists approximately 270 chemicals which may be used in agriculture and horticulture, by both their trade names and chemical

— Appendix 1 - Legislation and Procedures —

formulae. The regulation also lists the types of plants (fruit and vegetables) for which the individual pesticides are permitted to be used and the maximum levels of residue allowed expressed in parts per million (ppm), that is, mg per kg of fresh weight. The maximum levels must not be exceeded if the goods are intended to be sold.

The regulation does not only apply to residues in or on plants sprayed in the field during growth but also to residues of fumigants against pests after harvest.

Foodstuffs are not allowed to be sold if they contain more than a specified maximum level of agro-chemicals. The agro-chemical present must have been passed as safe by the relevant authority which sets safe levels of the agro-chemical in the end product. Agro-chemicals have different levels of effective life. The material level which is established as harmless is then divided by 100 to give an acceptable daily intake value (E.D.I) for the human body. Any product with levels above this level cannot be sold.

Responsibility for the acceptability of the produce lies with importers, since German law offers no control over foreign producers. Therefore the importer must verify the acceptability of the product, and should engage an accredited food chemist to undertake an examination of imported produce.

In addition, the official foodstuff control board takes samples of produce at all levels of trade. This is then examined in government laboratories. When these random samples are taken the government body must also take a second sample to enable the importer to carry out an independent analysis. In 98% of cases, complaints go back to the importer.

The Ministry of Health (Bundesministerium für Gesundheit) drafts residue tolerance ordinances in consultation with other ministries. Tolerances are published in the Residue Tolerance Ordinance for Plant Protection Materials, which is regularly amended. Importers should be asked to supply the updated specifications.

Treatment of Fruit with Additives

When produce must travel a long distance between its area of production and its ultimate market, protective treatment against mould and putrefaction may be necessary. It is usually the surface of the goods that is treated.

Additives can only be used if they are officially approved as being totally harmless and if they are also proven to be technologically necessary. In citrus fruits a number of conservation materials are available but the produce must be labelled. However, the use of thiabendazole on bananas does not have to be labelled.

— **Appendix 1 - Legislation and Procedures** —

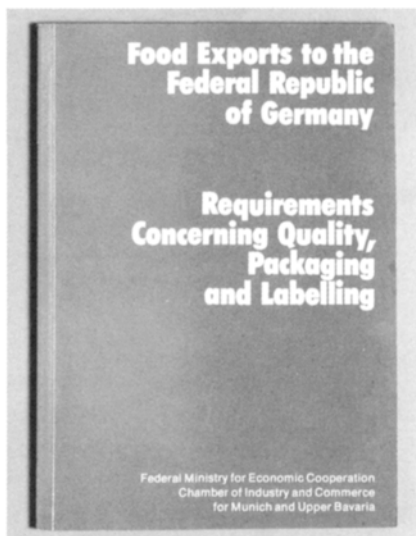
Health and Hygiene Legislation

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

Radiation of Food

The sale of imported ionised (or irradiated) fresh fruit and vegetables in Germany is forbidden by law.

Appendix 2 - Important Bibliography



Food Exports to the Federal Republic of Germany

Requirements Concerning Quality, Packaging and Labelling. (Available in German, English, French, Spanish.)

Published by the Federal Ministry for Economic Co-operation Chamber of Industry and Commerce for Munich and Upper Bavaria.

Can be obtained free of charge from:
Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ) GmbH
B.O. Box 5180
D-6236 Eschborn 1
Tel: 06196-790
Fax: 06196-791115
Telex: 4075010 GTZD

Quality Standards and Commercial Grades for Horticultural Produce and Potatoes - Qualitätsnormen und Handelsklassen für Gartenbauerzeugnisse und Kartoffeln.

Laws, Regulations and Comments.

Second edition loose-leaf format constantly being updated.

Can be obtained from:
Verlag E. Appelhans GmbH & Co
Postfach 10 01 09
Marienbruchstr 52
D-3320 Salzgitter 1
Tel: 05341/44641

Appendix 2 - Important Bibliography

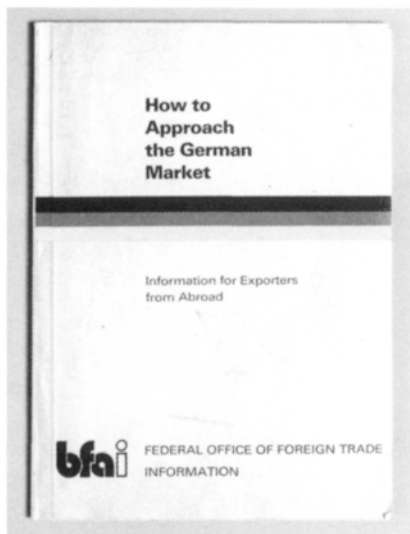
How to Approach the German Market

Information for exporters from abroad.

Published by the German Foreign Trade Information Office.

Can be obtained free of charge from:

**Bundesstelle für
Aussenhandels-information**
Blaubach 13
P.O. Box 108007
D-5000 Cologne 1
Tel: 0221/20571
Fax: 0221/2057-212/275



White Asparagus - Weiber Spargel

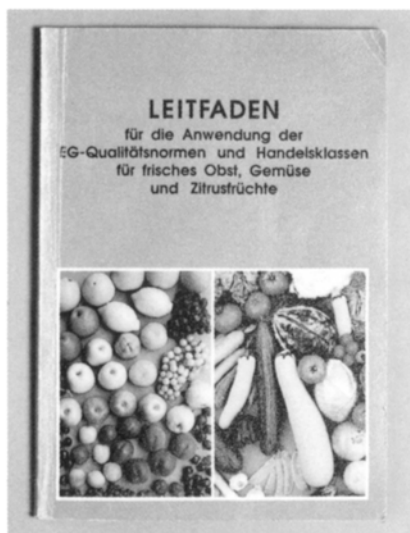
Grading Instructions for the produce based on EC quality standards for Asparagus.

Price DM 2 + VAT + P & P.

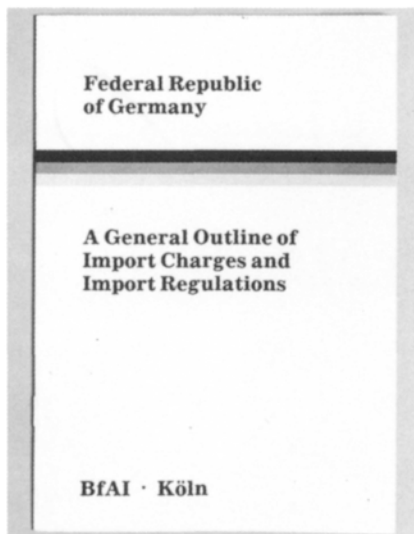
Guide to the EC Quality Standards and Handling Classes for Fresh Fruit and Vegetables - Leitfaden für die EG-Qualitätsnormen und Handelsklassen für frisches Obst und Gemüse.

Both can be obtained from:

**Verband der
Landwirtschaftskammern**
e.V., Godesberger Allee 142-148
D-5300 Bonn 2
Tel: 0228/375066



Appendix 2 - Important Bibliography



A General Outline of Import Charges and Import Regulations

Published by BfAI - Cologne 1990.

Can be obtained free of charge from:

**Bundesstelle für
Aussenhandelsinformation (BfAI)**

Blaubach 13

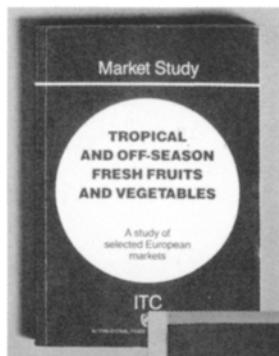
P.O. Box 108007

D-5000 Cologne 1

Tel: 0221/20571

Fax: 0221/2057-212/275

Telex: 8882735 bfad



Tropical and Off-Season Fresh Fruits and Vegetables

Manual on the Packaging of Fresh Fruit and Vegetables

Both can be obtain from:

International Trade Centre

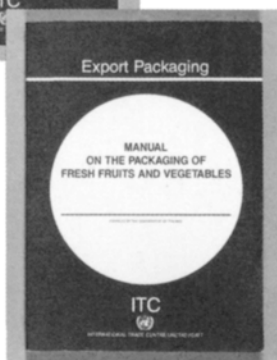
UNCTAD/GATT,

Palais des Nations, 1211 Geneva 10
Switzerland

Tel: 022/7300111

Fax: 022/7334439

Telex: 289052 ITC-CH



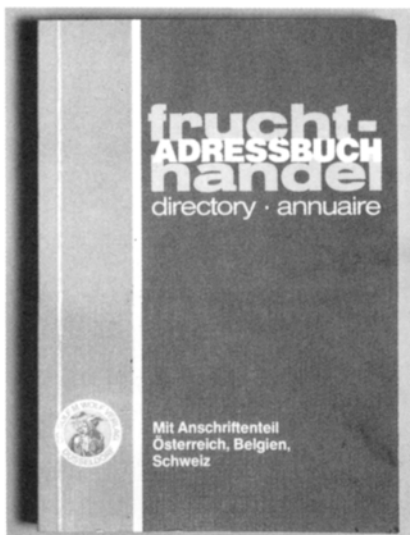
Appendix 2 - Important Bibliography

Fruchthandel Adressbuch

Directory of the German Fruit Import Trade, published annually.

Obtainable from:

Dr Rolf Verlag GmbH
Lindemannstraße 12
P.O. Box 8806,
4000 Dusseldorf 1
Tel: (0211) 68 32 08
Fax: (0211) 66 31 62
Tlx: 8586585 frut d



Fruchthandel

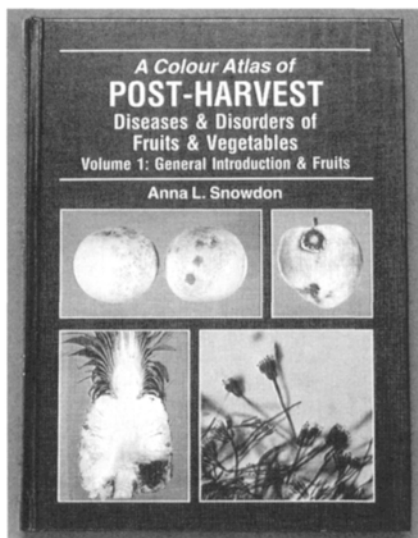
Trade Magazine of the German Fresh Produce Trade.

Published by :

Dr Rolf Verlag GmbH
Lindemannstraße 12
P.O. Box 8806,
4000 Dusseldorf 1
Tel: (0211) 68 32 08
Fax: (0211) 66 31 62
Tlx: 8586585 frut d



Appendix 2 - Important Bibliography



A colour atlas of post-harvest diseases and disorders of fruit and vegetables, by Anna L Snowden

Volume 1 : Fruits
Volume 2 : Vegetables

ISBN 0 7234 0931

Published by:
Wolfe Publishing Ltd.
2-16 Torrington Place
London WC1 7LT, UK



Warenkunde

Vol. 1 Obst (Fruit)

Vol. 2 Gemüse (Vegetables),
by: Prof. Dr. Gunther Liebster

ISBN 3 7750 0187 5
ISBN 3 7750 0195 6

A two volume series on fruit and vegetables which is extensively used as a source of technical information by the trade.

Published by:
Walet Hadecke Verlag
D 7252, Weil der Stadt

———— **Appendix 2 - Important Bibliography** ————

Integrated Tariff of the UK & EC

Volume 1. Index explanation and country classification.

ISBN0 011 7289035

Volume 2. Detailed tariff information for fruit and vegetable products.

Available from:

HMSO Books

P.O. Box 276

London SW8 5DY

Tel: 071-873 9090

These loose-leaf updatable volumes provide information on tariffs into the EC.

Guide to Foreign Trade Related Institutions in Germany

In Germany there are many agencies, organisations and associations that foreign companies and businessmen may call upon for advice and information.

What follows is intended to provide an overview of the multitude of international and German institutions and organisations that the reader can to approach.

International Organisations

COLEACP, ITC and the **Commonwealth Secretariat** are all able to provide market information and assistance in developing export trades; in general though the initial request has to come through the government. **OECD** and **ITC/UN** are gradually drawing up international standards for fruit and vegetables.

German Government Information Sources and Contact Offices

The Federal Office of Foreign Trade Information - Bundesstelle für Außenhandelsinformation (BfAI)*: is the official, central information and intermediary agency for all foreign trade questions. It can also provide support to exporters seeking to trade with German companies. The BfAI maintains close contact with German diplomatic and consular offices overseas, and also with chambers of industry and commerce and a multitude of associations which deal with foreign economy and trade promotion.

Potential exporters can field their queries to the BfAI either direct or via intermediary offices (German and national diplomatic posts, chambers of commerce or trade missions). The BfAI will either provide the requested information itself or forward the queries to the appropriate agencies.

The BfAI offers an 'Auslandsanfragen' or foreign enquiries service. Here exporters can disseminate information about their export capabilities and their products to potential importers. This service is provided free of charge. Requests may be forwarded to the BfAI without any particular formalities.

One of the functions of the BfAI is to support export initiatives from developing countries. Efforts include reporting on the goods which these countries can supply, compiling market data, and providing information on legal and customs affairs. The BfAI does not, however, prepare market studies for specific products in Germany. Queries of this nature can be directed to the German professional associations: the latter can name member companies which are able to carry out such market studies on a commercial basis.

Appendix 3

GTZ's PROTRADE programme provides assistance to exporters from developing countries and is particularly active in fresh produce. Amongst the services they can provide are:

- advising developing countries in planning and sector development programmes,
- tailor-made advisory packages,
- grants for groups of companies to participate at German trade fairs
- developing co-operative programmes with German companies to market new products from developing countries.

Diplomatic Representatives of Germany in Foreign Countries: The commercial affairs offices at German diplomatic missions overseas are often the starting point for foreign business people when seeking information and contacts. They will often refer an enquiry to other institutions: in particular to the responsible **German Chamber of Foreign Commerce (AHK)***, where present, and the BfAI.

The Federal Statistical Office - Statistisches Bundesamt (StaBuA)*: this organisation compiles and publishes extensive statistical data for almost every area of economic and social activity in Germany. Exporters from other countries may find the publications in Group 7, 'Aubenhandel' (Foreign Trade) to be of special interest, and particularly Series 5.1: 'Ausbenhandel mit Entwicklungslandern'* - **Foreign Trade with Developing Countries**. Some StaBuA publications also appear in English and French.

Organisations in the Private Sector

The Chambers of Industry and Commerce - Industrie und Handelskammern (IHK)*: taking up contact with the network of IHK is often useful for gaining access to German companies. The 69 German IHK Chambers in former West Germany are public institutions, organised along regional lines: each is responsible for a precisely defined geographic area within the Federal Republic. All industrial, trading and service companies in a particular region are members of the local IHK. The German Chambers of Industry and Commerce also have an umbrella organisation, the **Association of German Trade and Industry- Deutscher Industrie- und Handelstag (DIHT)***. The DIHT is the intermediary organisation which also provides support to the **AHKs** in their efforts to assist companies both in the host country and in Germany.

The AHKs are set up overseas in accordance with the laws of their host country. Among the many functions of the IHKs and the AHKs are mediation in business disputes and the appointment of qualified experts and arbitrators.

Appendix 3

Professional Associations within the German Business Community: about 80% of the businesses in former West Germany are members of one or more trade associations in addition to the IHKs. Each organisation relates to a specific industrial or service sector. They represent the interests of their member companies, and provide members with business data and information specific to their industry. They also forward to their members offers or queries arriving from foreign countries. The most important associations of German manufacturers are organised in the **Federal Association of German Industry - Bundesverband der Deutschen Industrie (BDI)***. This important umbrella organisation maintains relations between commercial enterprises, the government, and the economy as a whole. Membership of the BDI is voluntary.

Of significance for foreign companies which are interested in exporting to Germany is the **Federal Association of German Wholesale and Foreign Trade - Bundesverband des Deutschen Gros und Ausenhandels (BGA)***.

Regional Associations: The world regional associations play an important role in overseas trading. Members of these associations are companies in various sectors of business: German firms which as a rule have long-standing business activities in the particular region. The regional associations observe and report on economic developments in the countries of their world region. They also advise their members on opportunities for new business and provide the addresses of potential business associates. They are a cornerstone of the 'Business Advisory Service for the Developing Countries'. The names indicate the region to which each of the existing associations devotes its efforts:

- Afrika-Verein e.V.* (Africa Association)
- Ibero -Amerika-Verein e.V.* (Ibero-America Association)
- Nah-und Mittelost-Verein e.V.* (Near and Middle East Association)
- Ostasiatischer Verein e.V.* (East Asia Association)
- Australien-Neuseel -Sudpazifik - Verein e.V.* (Australia/New Zealand/South Pacific Association)

The Central Association of German Fruit Importers - Zentralverband Des Deutschen Fruchte-Import und Grosshandels e.V.: is a national trade organisation representing the interests of fruit and vegetable importers throughout Germany. This organisation works closely with the IHK and represents its members in negotiations with governments and international bodies in all matters relating to imports of fruit and related products into the German market. The association maintains a list of produce surveyors in all major cities in Germany and will pass on trade enquiries from exporters to suitable member companies.

Appendix 3

The German Finance Company for Investments in Developing Countries - Deutsche Finanzierungsgesellschaft für Beteiligungen in Entwicklungsländern GmbH (DEG)* is the German financial and consulting institute which deals with direct business investments in developing countries. It is a special-purpose credit institute which supports direct investments undertaken in the Third World by German firms. The DEG also fosters the establishment of private enterprise in developing countries by helping to finance German firms' joint venture investment projects in the Third World.

Useful Addresses

INTERNATIONAL ORGANISATIONS

COLEACP

5 Rue de la Corderie
Centra 342
94586 Rungis Cedex
France

Tel: 010 33 1 468 70206
Fax: 010 33 1 468 63315
Telex: 205166 F

Offers trade information, trade promotion and technical assistance to ACP fruit exporters.

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

Tel: 010 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.

Food Standard Officer
FAO/ECE Agriculture & Timber Division United Nations, Economic Commission for Europe
Palais des Nations
CH-1211
Geneva 10
Switzerland

Tel: 010 41 227 346011

An organisation attempting to produce agreed international standards, particularly for mangoes, pineapples and papaya.

OECD Standards Officer
OECD
2 Rue Andre Pascal
F 75775
Paris Cedex 16

OECD standards for fresh fruit and vegetables

Dun & Bradstreet,
Holmerfarm Way
High Wycombe, Bucks,
UK, HP12 4UL

Tel: (0)494-422333
Fax: (0)494-422260

Assesses credit rating of potential trading partners.

Confederation of Importers and Marketing Organisations in Europe of Fresh Fruit and Vegetables (CIMO)
Avenue de Broqueville 272
Bte 4,
1200 Brussels
Belgium

Tel: 010 32 2 771 36 35
Fax: 010 32 2 762 94 25
Telex: 26458

Europäische Union des Obst- und Gemüse- Groß- und Außenhandels (EUCOFEL)
Avenue de la Brabançonne,
18 B 8
B-1040 Brussels
Belgium

Tel: 010 32 2 736 16 54
Fax: 010 32 2 734 87 71
Telex: 24395

Appendix 3

GERMAN GOVERNMENT INFORMATION SOURCES AND CONTACT OFFICES

The Federal Office of Foreign Trade Information - Bundesstelle für Außenhandelsinformation (BfAI)

Blaubach 13
Postfach 10 80 07
D-5000 Köln 1

Tel: 0221/20 57-1
Telex: 8 882 735
Fax: 0221/20 57-212

The German Agency for Technical Co-operation and PROTRADE - Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ) GmbH

Dag-Hammarskjold-Weg 1
Postfach 51 80
D-6236 Eschborn 1

Tel: 06196/79-0
Fax: 06196/79-1115
Telex: 417 405 gtz d

Statistisches Bundesamt (StaBuA)

Gustav-Stresemann-Ring 11
Postfach 55 28
D-6200 Wiesbaden 1

Tel: 06121/75-1
Telex: 4 186 511
Fax: 06121/75 34 25

*Compiles and publishes
extensive statistical data
for almost every area of
economic and social
activity in Germany.*

The Federal Office for Food and Industry Bundesamt für Ernährung und Forstwirtschaft (BEF)

Adickesallee 40
Postfach 18 02 03
D-6000 Frankfurt/Main 18

Tel: 069 15 64-0
Telex: 411 165
Fax: 069 15 64 445

*Official federal quality
control institution.
Involved in development
of standards.*

Bundesamt für Wirtschaft (BAW)

Frankfurterstr 29-31
Postfach 51 71
D-6236 Eschborn 1

Tel: 06196/404-1
Telex: 415 603 baw d
Fax: 06196/404-212

*Supplies information on
import quotas for
agricultural products.*

ORGANISATIONS IN THE PRIVATE SECTOR

Federal Association of German Wholesalers and Foreign Trade -

**Bundesverband des
Deutschen Groß-und
Außenhandels e.V. (BGA)**
Kaiser-Friedrich-Str 13
Postfach 13 49
D-5300 Bonn 1

Tel: 0228/2 60 04-0
Telex: 886 783
Fax: 0228/2 60 04-55

German Finance Company for Investments in Developing Countries DEG - Deutsche Finanzierungsgesellschaft für Beteiligungen in Entwicklungslandern GmbH

Belvederestr 40
Postfach 45 03 40
D-5000 Köln 41

Tel: 0221/49 86-1
Telex: 8 881 949
Fax: 0221/49 86 290

*Financial and consulting
institute. Deals with direct
business investment in
developing countries. Also
fosters the establishment of
private enterprise in
developing countries by
helping to finance joint
venture investment projects
in the Third World.*

Zentrale Markt und Preisberichtsstelle für Erzeugnisse der Land, Forst und Ernährungswirtschaft GmbH

(ZMP)
Godesberger Allee 142
5300 Bonn 2

Tel: (0 228) 8 88-0
Fax: (0 228) 8 88-237
Telex: 858 767

*Weekly gross wholesale
price information.*

Appendix 3

RETAIL TRADE

**Aussenhandelsvereinigung
des Deutschen
Einzelhandels e.V.**
Foreign Trade Association
of the German Retail
Trade
Weyerstrasse 2
D-5000 Cologne 1

Tel: (0 221) 216617/217617
Telex: 88 81 563

*Acts as a contact bureau
and provides addresses of
importing retail firms.*

AGENTS

**Zentralvereinigung
Deutscher
Handelsvertreter- und
Handelsmakler Verbände -
Central Organisation of
German Commercial
Agents' and Brokers'
Association**
Geleniusstrasse 1
D-5000 Cologne 41

Tel: (0 221) 40 43 44
Telex: 88 81 743 d)

*Addresses and a specimen
agency agreement
(available in English) can
be obtained from the above
address.*

REGIONAL ASSOCIATIONS

**Ibero-America Association
Ibero-Amerika Verein e.V.**
Alsterglaciis 8
D-2000 Hamburg 36

Tel: 040/41 20 11
Telex: 215 693

**Australian-New Zealand &
South Pacific Association -
Australien-Neuseeland-
Südazifik-Verein e.V.**
Neuer Jungfernstieg 21
D-2000 Hamburg 36

Tel: 040 356 25 51
Telex: 2 11 728 oav d

**East Asia Association
Ostasiatischer Verein e.V.**
Neuer Jungfernstieg 21
D-2000 Hamburg 36

Tel: 040/34 04 15
Telex: 211 728
Fax: 040/34 18 15

**Near and Middle East
Association - Nah- und
Mittelost-Verein**
Mittelweg 151
D-2000 Hamburg 13

Tel: 040/44 02 51
Telex: 212 253

**Africa Association - Afrika
Verein e.V.**
Neuer Jungfernstieg 21
D-2000 Hamburg 36

Tel: 040 34 30 51
Telex: 2 162 311 afdo d
Fax: 040 35 47 04

FAIRS AND EXHIBI- TIONS

**The Exhibit & Trade Fair
Committee - Ausstellungs-
und Messe-Ausschuß der
Deutschen Wirtschaft e.V.
(AUMA)**
Lindenstr 8, D-5000 Köln 1

Tel: 0221/2 09 07 0
Telex: 8 881 507
Fax: 0221 2 09 07 12

Grüne Woche

*The biggest international
consumer fair for
agricultural produce
including fresh fruit and
vegetables held every year
in Berlin end of January/
beginning of February.
Organisers are:*

**AMK Berlin
Ausstellungs-Mess-
Kongress GmbH**
Messedamm 22
Po Box 1917 40
D-1000 Berlin 19

Tel: (0 30) 30380
Fax: (0 30) 30382325
Telex: 182908 amkbd

ANUGA (World Food Market)

*The biggest international
trade fair for food held
every two years in Cologne
in the autumn. Organisers
are:*

**Messe &
Ausstellungsgesellschaft
mbH**
Messeplatz 1
Po Box 21 07 60
D-Cologne 21

Tel: (0 221) 821-1
Fax: (0 221) 821-2574
Telex: 8873426

*Contacts with importers
and also processing
companies plus all the
relevant organisations and
governmental institutions.*

Appendix 3

FRUIT AND VEGETABLE ORGANISATIONS

Central Association of German Fruit and Vegetable Importers - Zentralverband des Früchte-Import-und-Großhandels e.V
Schedestraße 11
5300 Bonn 1

Tel: 02 28 21 32 60, 67
Telex: 8 869 625
Fax: 21 02 00

WHOLESALE MARKET AUTHORITIES

Berlin

Berliner Großmarkt GmbH
Beusselstraße 44 n-g 1000
Berlin 21

Tel: (0 30) 3 96 40 91
Fax: 3 95 32 85

Bremen

Großmarkt Bremen GmbH
Paul-Feller-Straße 25
2800 Bremen 1

Tel: (0421) 552009/552000

Düsseldorf

Schlachthof und Marktamt
Hugo-Vlehoff-Straße 82
4000 Düsseldorf 30

Tel: (0211) 42 40 55
Fax: 8 99 47 73

Essen

Großmarkt Essen GmbH
Lotzowstraße 26
4300 Essen 1

Tel: (0201) 32 70 92
Fax: 32 70 95

Frankfurt

Marktbetriebe der Stadt Frankfurt
Rückerstraße 6
6000 Frankfurt am Main 1

Tel: (0 69) 2 12 36 98
Telex: 413064

Hamburg

Großmarkt Obst und Gemüse
Bankstraße 1
2000 Hamburg 1

Tel: (0 40) 24 86-23 70
Fax: 3 49 12-6 20
Telex: 211 100

Hannover

Großmarkt Hannover GmbH
Am Tonnlesberg 16-18
3000 Hannover 91

Tel: (0 511) 46 30 77

Köln

Marktamt der Stadt Köln
Markstraße 10, 5000 Köln 51

Tel: (02 21) 221-4474
Fax: 221-2211

Munich

Großmarkthalle München
Thalkirchner Straße 81
8000 München 70

Tel: (0 89) 2 33 33 81

Stuttgart

Marktamt der Landeshauptstadt Stuttgart
Langwiesenweg 30
7000 Stuttgart 60

Tel: (0 711) 216-1
Fax: 46 60 58

REGIONAL ORGANISATIONS OF THE GERMAN FRUIT TRADE

Berlin

Verband des Berliner Frucht-Import- und Großhandels e.V.
Beusselstraße 44n-q
1000 Berlin 21, Fruchthof

Tel: 30 3 95 11 89

Hamburg

Verband des Hanseatischen Frucht-Import- und Großhandels Hamburg-Bremen e.V.
Oberhafenstraße 3
2000 Hamburg 1

Tel: 40 33 76 24/33 59 60/
33 51 62
Fax: 40 33 77 75

Munich

Verband des Bayerischen Frucht-Import- und Großhandels e.V.
Thalkirchner Straße 81
Städt. Kontorhaus
München 70
Tel: 89 76 48 22
Fax: 89 76 30 72
Telex: 5218233

OFFICES OF THE GERMAN QUALITY CONTROL SERVICE - Bundesamt für Ernährung und Forstwirtschaft

Berlin

Beusselstraße 44n-q
Fruchthof
1000 Berlin 21

Tel: 30 3 95 40 78
Telex: 183858

Appendix 3

Frankfurt (Head Office)

Adickesallee 40
Postfach 180203
6000 Frankfurt (Main) 18

Tel: 69 1564-0 (switchboard)
357/319/336 (direct)

Fax: 1564-445
Telex: 411165

Hamburg

Sachgebiet Obst und
Gemüse
Süderstraße 149-153
Postfach 261252
2000 Hamburg 26

Tel: 40 25 11 33-35
Fax: 25 11 35
Telex: 214763

Köln

Sechtemer Straße 6
5000 Köln 51

Tel: 2 21 37 44 63
Fax: 37 44 63
Telex: 8883432

Munich

Thalkirchner Straße 81
Postfach 750170
8000 München 75

Tel: 89 77 33 46/76 40 70
Fax: 77 33 46
Telex: 5212552

TRANSPORT SERVICES

Lufthansa Cargo
Deutsch Lufthansa AG
Lufthansa-Basis Tor 21
D-6000 Frankfurt/Main 75

Tel: (069) 6963814
Fax: (069) 6966489
Telex: 411763 LHXTD

Contact Lothar Eiser

Nagel Airfreight GmbH
Flughafen Frachtzentrum
6000 Frankfurt 75

Tel: (0 69) 69 34 16
Fax: (0 69) 69 20 74
Telex: 417659 nairf d

Contact Rüdiger Kasper
Clearance Agents and
Distribution

German Cargo Services
GmbH

Langer Kornweg 34i
Postfach 1244
6092 Kelsterbach

Tel: (06107) 777666
Fax: (06107) 777881
Telex: 4189142 gcs d

PRODUCE SURVEYORS

Berlin

Hans-Joachim Niebisch
1000 Berlin 33
Dohnenstieg 19a

Richard Poesche
1000 Berlin 21
Beusselstr. 44 N-Q

Tel: 30 83 13 03 3

Bremen

Ludwig Geerken
2800 Bremen 1
Leipziger Str. 47

Tel: 0421/35 52 26

Hans Tietze
i.Fa. Scipio & Fischer
2800 Bremen 1
Breitenweg 29/33

Tel: 0421/30 92 1

Dortmund

Karl Niedermeiser,
4600 Dortmund 1,
Landgrafenstr. 40

Tel: 0231/12 62 04

Manfred Stellberg,
4600 Dortmund 1,
GroBe Heimstr 14

Tel: 0231/52 33 06

Asmus Schröder,
4600 Dortmund 50,
Bahnebreite 16

Tel: 0231/73 08 06

Werner Ehrhardt,
5810 Witten 5,
Kresstr. 111 a

Tel: 02302/80 77 8

Düsseldorf

Günther Batzdorf,
4030 Ratingen,
Rostocker Str. 5

Tel: 0211/41 16 00

Karl Beutler,
4000 Düsseldorf 13,
Harffstr. 189
Tel: 0211/21 26 21

Heinz Wilhelm Hendricks,
4000 Düsseldorf 30,
Großmarkt

Tel: 0211/42 41 23

Köln

Wilfried Schilling
5000 Köln 41,
Clarenbachstr. 247

Tel: 0221/40 60 95 3

Appendix 3

Frankfurt

Karl Bandhauer
6000 Frankfurt/M
Teplitz-Schonauer-Str. 34

Tel: 069/63 29 21

**Ulrich Wehe,
Fa. Canellas**
6000 Frankfurt/M
Großmarkthalle

Tel: 069/43 17 52 or
44 30 05

Hamburg

Dietrich Baumann
2000 Hamburg 73,
Hoher Berg 14 a,

Tel: 040/64 74 94 0

Walter Fourestier,
2000 Hamburg 1,
Veilingsgebäude,
Großmarkt

Tel: 040/32 41 46

Heinrich Peter Osse,
2000 Hamburg 96,
Estedeich 64

Tel: 040/74 59 33 4

**Rolf Stier,
i.Fa. IRIS Fruchtagentur
GmbH**
2000 Hamburg 1,
Oberhafenstr. 1

Tel: 040/32 25 25 26

Munich

Joese Stiebitz
8000 München 75,
Thalkirchner Str. 128

Tel: 089/77 45 45

Christian M Henn
8000 München 70,
Kruckenburgstr. 3

Tel: 089/71 32 57

Ludwig Kessler,
8011 Kirchseeon,
Wasserburger Str. 49

Tel: 08091/93 21

Felix Huber,
8000 München 75,
Großmarkthalle

Tel: 089/76 48 84

Helmut Bertling
8000 München 70,
Großmarkthalle

Tel: 089/77 91 75

Kurt Ehrenstorfer
8000 München 83,
Goldschaggbogen 71

Tel: 089/76 88 71

Peter Luksch,
8000 München 70,
Thalkirchner Str. 81

Tel: 089/7 25 60 21

Richard Griessmeyer,
8000 München 71,
Wilbrechtsstr. 85

Tel: 089/7 91 33 90
Buro: 089/72 68-131

Stuttgart

Hans Bieger,
Frunkartoffeln
7000 Stuttgart 60,
Munderkinger Str. 25

Tel: 0711/42 41 39 und
46 60 58

NAMES AND ADDRESSES OF IMPORTERS/ WHOLESALEERS BY LOCATION

Berlin

**Hars & Hagebauer Markt
GmbH**
Fruchthof
Beusselstraße 44n - q
Berlin 21

Tel: 3 95 10 22/23
Fax: 3 95 20 66
Telex: 181435 hars d

Kopke, Wilhelm
Fruchthof
Beusselstraße 44n - q
Berlin 21

Tel: 3 95 70 56
Telex: 181890

Sagasser, Max
Fruchthof
Beusselstraße 44n - q
Berlin 21

Tel: 3 95 50 23
Telex: 181342 sagab

Wolke Rudolf O.H.G
Fruchthof
Beusselstraße 44 n - q
Berlin 21

Tel: 3 95 40 61
Telex: 181460 wolke d

Bremen

**Fruchthandel Gesellschaft
Scipio & Fischer**
Bretenweg 29-33
Postfach 105069

Tel: 3092-1
Telex: 245121
Fax: 4212098

Appendix 3

Hansa-Frucht GmbH

Paul-Feller-Str 25, Bremen 1

Tel: 554033
Telex: 244109

Harder, Meiser & Co Zweigniederlassung der Scipio & Co

Paul-Feller-Straße 25

Tel: 53730
Telex: 244523

Scipio & Co

Breitenweg 29-30
Postfach 105069, Bremen 1

Tel: 30921
Telex: 245211
Fax: 4212098

Tengelmann

Warenhandels-gesellschaft,
Großmarkt
Paul-Feller-Straße

Tel: 559128/559129

Afrikanische Frucht- Compagnie GmbH & Co

Buckingstraße 8
Bremerhaven

Tel: 413934

Edeka Bremen eG

Arsterdamm 102-106
Postfach 61 01 20

Tel: 8404-0
Telex: 8404-0
Fax: 5373179

Cologne

Bocchi Fruit Trade International GmbH

Marktstraße 8-10
(Bayenthal)
5000 Köln 51

Tel: 380221-26
Fax: 375424
Telex: 8883299 boci d

Fruchthansa

Grelinger, Haessy & Heep
Großmarkt, Köln 51

Tel: 376810
Telex: 8882753/8881769
Fax: 3768154

Hermanek & Rademacher GmbH & Co KG

Großmarkthalle, Köln 51

Tel: Sa-Nr 380311/382400
Telex: 8882594

Merimex

**Fruchthandelsgesell-
schaft mbH**
Sechtemer Straße 12, Köln 51

Tel: 388031 34
Telex: Sa-Nr 8882383
Fax: 388034

Montag-Frucht J., GmbH

Großmarkthalle, Köln 51

Tel: Sa-Nr 386032/384874
Telex: 8882918

Rewe Zentral AGC

Domstraße 20
Postfach 101528, Köln 1

Telex:: Sa-Nr 1655-1
8885283

Dortmund

Doego Fruchthandel und Import eG

Feldstraße 84
Postfach 1038, Dortmund 1

Tel: 5408-1
Telex: 822416

EXA-Fruchtimport GmbH & Co KG

Heiliger Weg 60
Großmarkt St. 1-2
Dortmund 1

Tel: 57 92 64-65
Fax: 57 11 16
Telex: 8227077

Düsseldorf

Agrexco Agricultural Co Ltd

Großmarkt, Düsseldorf 30

Tel: 428775
Telex: 8585520 crmi

Deutscher Supermarkt Handels GmbH

An der Piwipp 86
Düsseldorf 30

Tel: 424135/427049
Telex: 858417

Fruchtimport, P. van Wylick GmbH

Rather Straße 25
Düsseldorf 30

Tel: 484428
Telex: 8584048
Fax: 460944

Frutera

**Obst-u Gemüsehandelsges-
mbH**

Wanheimer Straße 39
Düsseldorf 30

Tel: 411002
Telex: 8586634

Harder, Meiser & Co Zweigniederlassung der Scipio & Co

Großmarkt, Düsseldorf 30
Postfach 30 04 45

Tel: Sa-Nr 411011
Telex: 8584952

Kaiser's Kaffee-Geschäft

Großmarkt,
Ulmenstraße 275
Düsseldorf 30

Tel: 424404/41 1600
Telex: 8584874

Appendix 3

**Metro SB-Großmarkte
GmbH & Co KG**
Schlüterstraße 3
Düsseldorf 1

Tel: 6875-0
Telex: 8586656/7
Fax: 6875-373

**Sapeica Fruchthandels-
gesellschaft mbH**
Gerresheimer Straße 21
Düsseldorf 1

Tel: 360948
Telex: 8582812

Frankfurt

**Agrexco
Agricultural Export
Co Ltd**
Großmarkthalle 27
Frankfurt 1

Tel: 4075-0
Telex: 416826 aviv d
Fax: 439269

Durbeck Anton GmbH
Großmarthalle
Frankfurt 1

Tel: 49 02 82
Fax: 43 93 12
Telex: 412011

**Edeka Fruchtkontor
GmbH**
Großmarkthalle
Hausbriefkasten 116
Frankfurt 1

Tel: 43 01 31
Telex: 416192

Exoten Frucht GmbH
Großmarkt,
Frankfurt 1

Tel: 439327
Telex: 413269

**Fa. AIR-Frucht
Bernhard Zeh GmbH**
Strahlenberger Straße 123
6050 Offenbach

Fink-Frucht GmbH
Großmarkthalle
Frankfurt 1

Tel: 490218
Telex: 411404

Massa, Alfred, GmbH
Großmarkthalle
Frankfurt 1

Tel: 445068

Hamburg

**Afrikanische Frucht-
Compagnie GmbH**
Trostbrücke 1
Postfach 112304
Hamburg 11

Tel: 3688-1
Telex: 211417 afc d
Fax: 366450

**Atlanta
Handelsgesellschaft
Harder & Co
Zweigniederlassung
der Scipio & Co**
Oberhafenstraße 1
Fruchthof
Postfach 10 49 40
Hamburg 1

Tel: 321001
Telex: 2161 151 atha
Fax: 32100250

Bey, Gustav
Fruchthof,
Hamburg 1

Tel: Sa -Nr 32 14 56
Fax: 32 60 62
Telex: 2161403 Gusabey

**Die Fruchtpalette
Vertriebs-GmbH**
Fruchtimport
Großmarkt St. K 414/415
Hamburg 1

Tel: 330530
Telex: 2161 601 frpa d

**Dole Fresh Fruit Europe
Ltd & Co**
Oberhafenstraße 1
Hamburg 1

Tel: 3283-0
Telex: 211477 pa d
Fax: 3283-269

**Edeka Fruchtkontor
GmbH**
Amsinckstraße 66
Großmarkt, Hamburg 1

Tel: 30209-0
Telex: 2162808
Fax: 30209260

Exotic Fruchtimport GmbH
Lippeltstraße 1, Hamburg 1

Tel: 335317
Telex: 2173211
Fax: 327549

**Fruchtring
Handelsgesellschaft
GmbH & Co KG**
Lippeltstraße 1, Hamburg 1

Tel: 32 13 51
Fax: 32 13 70
Telex: 2165369 frur d

**Fruco Früchtenhandels-
Compagnie Bruns GmbH &
Co**
Zentrale Fruchthof
Postfach 102209, Hamburg 1

Tel: 3084-0
Telex: 2162421 frz d
Fax: 327022 + 327876

Appendix 3

**Fruitimex
Im-und Export GmbH**
Oberhafenstraße 1
Hamburg 1

Tel: 321456
Telex: 211144/2163626

**Internationale
Fruchtimport Gesellschaft
Weichert & Co**
Fruchthof
Hamburg 1

Tel: 331241
Telex: 335730
Fax: 336083

**Karstadt AGC
Lebensmittelzentrallager**
Werner-Siemens-Straße 63
Hamburg 74

Tel: 73111-1
Telex: 214845 und
213494

**Pacific Fruchtimport
GmbH**
Fruchthof
Oberhafenstraße 1
Hamburg 1

Tel: 336318
Telex: 2162841

Port T (GmbH & Co)
Kontorhaus, Großmarkt
Postfach 105120
Lippeltstraße 1
Hamburg 1

Tel: Sa - Nr 301000-0
Fax: 402272/336064

**Tengelmann
Warenhandelsgesellschaft**
Großmarkt, Keller 410
Hamburg 1

Tel: 338922/32

**Trofi Tropenfrucht-
import GmbH**
Lippeltstraße 1
Kontorhaus
Großmarkt, Hamburg 1

Tel: 335596
Telex: 2173211 trof d
Fax: 327549

Munich

Agos GmbH
Agentur für Gemüse, Obst
Südf Früchte
Thalkirchner Straße 81
(Großmarkthalle)
Postfach 750113
München 70

Tel: Sa-Nr 778005
Telex: 522999

**Agrexco Agricultural
Export Co Ltd**
Thalkirchner Straße 81
München 70

Tel: Sa-Nr 776784

**Atlanta Beschaffungsstelle
Handelsgesellschaft
Harder**
Zweigniederlassung der
Scipio & Co
Gotzinger Straße 48
Postfach 750430
München 75

Tel: 72061
Telex: Sa Nr 5212710/
524121

**BayWa AGC (Bayerische
Warenvermittlung landw.
Genossenschaften AGC)**
Großmarkthalle
München 70

Tel: 778081/83
Telex: 5212604 bwmg d

Bocci Fruchthandel GmbH
Widenmayerstraße 81
München 70

Tel: 779091-95
Telex: 5212615 Buro
5212556 Stand

**Deutscher Supermarkt
Handels-GmbH**
Ingolstadter Straße 170
München 45

Tel: 7255031 and 7255839
Telex: 522894 dsma

**Dole Fresh Fruit Europe
Ltd & Co**
Thalkirchner Straße 81
Großmarkthalle 5
München 70

Tel: 772003/04/05
Telex: 5215735 asth d
Fax: 777883

**Elitefrucht Verdini &
Hisarli oHG**
Kockelseestraße 10
München 70

Tel: 764974
Telex: 5212419

**Frutera Obst-und Gemuse-
Handelsgesellschaft mbH**
Thalkirchner Straße 81
München 75
Postfach 750359/360

Tel: 7253043
Telex: 5212481

**Globtrade
Export-Import GmbH**
Clemensstraße 30
München 40

Tel: 340940
Telex: 5216050

Appendix 3

Harder, Meiser & Co
Zweigniederlassung
der Scipio & Co

Thalkirchner Straße 81
München 75

Tel: 72960-0

Telex: 5212010 + 5212358

Hauslanden,
Fruchthandels-
gesellschaft mbH

Schaftlarnstraße 8
München 70

Tel: Sa-Nr 720140

Telex: 5212398

Fax: 7201450

Hey, Hinrich

Großmarkthalle
Thalkirchner Straße 81
München 70, Postanschrift
Postfach 750440
München 75

Tel: 773100/764236

Telex: 5212529

Interfrutta GmbH

Thalkirchner Straße 81
Postfach 750480
München 70

Tel: 775575/764894

Telex: 5214227 infu d

Kaiser's Kaffeegeschäft AGC

Landsberger Straße 350
München 21

Tel: 569342

Karstadt AGC
Regionaleinkauf Obst u
Gemüse

Bahnhof Süd,
Rupperstraße 1,
München 2

Tel: 774079

Telex: 5216888 kaob d

Kolla Fruchtagentur
GmbH

Königsdorfer Straße 13
Postfach 750525
München 75 A

Tel: Sa-Nr 773058

Telex: 5212233 KOC D

Kretschmer, W., GmbH
& Co Ltd

Thalkirchner Straße 81
+ Kochelseestraße 8
Postfach 750526
München 70

Tel: 779081-82

Buchhaltung

Tel: 7257262

Telex: 5212018 and
5216230

La Frutta - Fruchtehandels-
gesellschaft mbH

Großmarkthalle
Göttinger Straße 46/11
München 70

Tel: Sa-Nr 771007

Telex: 5216100

Oettle & Griessmeyer
GmbH

Frucht-Import-Agentur
Postfach 750670
Thalkirchner Straße 81
München 75

Tel: 7268-0

Telex: 5212924

Tengelmann

Warehandelsgesellschaft
Heidemannstraße 166
(Euro-Industriepark)
München 45

Tel: 3114771/3164365/
3114760

Telex: 5212470

Tremml, Hans,
Fruchtimport

Großmarkthalle, München 75

Tel: 761363/67

Telex: 5112436

Stuttgart

Agrexco

Agricultural Export Co Ltd
Langwiesenweg 30
Stuttgart 60

Tel: 481496 + 48 1617

Andretta & Co

Großmarkt, Stuttgart 60

Tel: 460850

Fax: 46085-32

Telex: 723663 Andretta

Appendix 3

**Co op AG Neiderlassung
Sud**

Fruchtkontor
Inselstraße 37
Stuttgart 60

Tel: 334012/334024/
337432
Telex: 723316

Dais Frucht-Import GmbH

Großmarkt
Halle 5
Boxe 12
Stuttgart 60

Tel: 466624
Telex: 7254532

**Harder, Meiser & Co
Zweigniederlassung
Stuttgart der Scipio & Co**

Großmarkt
Stuttgart 60

Tel: 4607-0
Telex: 723809
Fax: 486708

**Kaiser's Kaffeegeschäft
AGC**

Grazer Straße 22
Stuttgart 60

Tel: 465490/466576

**Rebhorn, Heinrich
Fruchtimport GmbH**

Großmarkt, Stuttgart 60

Tel: 482040+462425
Telex: 721918 rebh d

**Spar-Großhandelszentrum
Sudwest GmbH & Co KG**

Großmarkt, Stuttgart 60

Tel: 481070/481079

**Veigel, Adolf, GmbH & Co
Fruchtimport KG**

Großmarkt, Stuttgart 60

Tel: 464642
Telex: 723369

Appendix 4 - Handling Complaints

As the majority of exotic fresh produce is sold on a commission basis, exporters quite rightly feel extremely exposed and utterly reliant on their importer's honesty. Three types of situation typically cause problems and concerns. Firstly, if the exporter is informed that his produce only obtained very low prices. Secondly, if it is claimed that a high proportion of produce remains unsold. Thirdly, if there are problems of quality and rejection.

In the first instance the disputes can be minimised by choosing a trustworthy importer. It is the exporter's responsibility to identify reliable importing companies with a reputation for honesty and integrity. Such importers will normally have an established track record and be members of trade organisations such as Chambers of Commerce and the Central Organisation of German Fruit Importers and Wholesalers. Credit references can be carried out by organisations such as Dunn and Bradstreet who provide business information reports which give an insight into a company's credit rating and its financial strength. In addition, informal references from other German traders are advised.

Exporters must fully understand the different deductions, duty and commissions chargeable so that they can establish from any given gross wholesale price the likely C&F price. It is always useful for an exporter to be able to show, albeit subtly, that he knows how to check wholesale prices against published figures and that he is prepared to call in local surveyors in the event of a dispute.

Low Prices

Gross wholesale prices received can be cross checked against three sources of weekly published information. These are the Market News Service of the International Trade Centre (ITC) in Geneva, COLEACP in Paris and the German Zentrale Markt und Preisberichtsstelle (ZMP). These three organisations collect wholesale prices from a number of respondents in the German market. However, the actual prices obtained for an exporter's produce can be justifiably lower than the published figure because of individual circumstances. The published figures are useful in that they provide a comparison and over a period of time can demonstrate how an individual importer is comparing against a standard average figure. Addresses of all three organisations are provided in Appendix 3.

———— **Appendix 4 - Handling Complaints** ————

Unsold Produce

The German market is especially prone to high levels of unsold produce. This can have a dramatic effect on importers' profitability. In order to verify that the produce was unlikely to be sold, the price data referred to above should indicate that average prices have fallen during the period that the produce was unsold. Additionally, the exporter can call upon a crop surveyor to independently verify market conditions during the period in question. He can identify produce surveyors, either directly from Appendix 3 in this handbook, or by routing a complaint via the local Chamber of Commerce.

Low Quality Produce

Good clearance agents often offer a service by which all consignments are independently surveyed by a Lloyds produce surveyor. This service is very cheap, e.g. DM 20 per consignment. This provides the exporter with an independent report of the quality of the produce on arrival. If the produce is rejected on the basis of its failure to conform to EC or German grading standards, then the German authorities, Bundesministerium für Ernährung und Fortstwirtschaft, will provide a report to the exporting country or its embassy. In addition, the exporter may want to call upon an independent surveyor, as mentioned above, to check the quality of the produce at the importer's premises.

Appendix 5 - Price Calculations

As the majority of exotic fresh produce is sold on a commission basis, the exporter will only be provided with what the gross wholesale sale price was and a listing of the deductions to give the net price which is returned to the grower. In addition, in the first instance the exporter will need to be able to accurately estimate the level of deductions likely to be made from a typical gross wholesale price to establish whether the C&F price can cover costs and generate sufficient margin to warrant the risks and effort of supplying the German market.

In the two examples set out below we have assumed that both products are airfreighted from ACP states.

EXAMPLE 1

Consignment 1,500 kg of green beans, in 300 x 5 kg cartons, arriving at Frankfurt. The produce is split between two destinations: Cologne 750 kg and Frankfurt 750 kg.

Sales

	DM
50 cartons x DM 25	1,250
150 cartons x DM 22.5	3,375
75 cartons x DM 20	1,500
25 cartons x DM 15	375
	<hr/>
Total gross sales (300 cartons)	6,500
Less commission at 8% of gross sales	520
	<hr/>
Total net sales	5,980

Less Expenses

Handling charges, with 50% surcharge	151.80
SVS/RVS insurance + ALFA charge	15.50
Papers	17.50
Sorting for two destinations	90
Transportation inside airport	22.50
Cool storage for one day for 150 cartons	45
Inspection surveyor	20
Loading single cartons	67.50
Transport to Cologne	225
Transport to Frankfurt	75
	<hr/>
Total expenses	729.30
	<hr/>
Total return to exporter	5,250.70

Appendix 5 - Price Calculations

Average gross wholesale price DM 6,500/1,500 kg	4.333 DM/kg
LESS commission deductions DM 520/1,500 kg	.346
LESS expenses & costs DM 729.3/1,500 kg	.486
Average C & F price to exporter	3.50
Average % deduction from wholesale price	20%

EXAMPLE 2

3 tons of lychees in 1,500 x 2 kg cartons arriving at Frankfurt. The consignment is split between Dusseldorf 2 tons and 3 tons to Frankfurt.

Sales

	DM
250 cartons x DM 22	5,500
750 cartons x DM 20	15,000
375 cartons x DM 18	6,750
125 cartons x DM 16	<u>2,000</u>

Total gross sales (1,500 cartons)	29,250
-----------------------------------	--------

Less commission at 8% of gross sales	<u>2,340</u>
--------------------------------------	--------------

Total net sales	26,910
------------------------	---------------

Less Expenses

Handling charges, with 50% surcharge	151.80
SVS/RVS insurance + ALFA charge	33.00
Papers	17.50
Sorting for two destinations	180
Transportation inside airport	45
Cool storage for one day for 150 cartons	45
Inspection surveyor	20
Loading pallets	45
Transport to Dusseldorf	520
Transport to Frankfurt	<u>100</u>

Total expenses	<u>1,157.30</u>
----------------	-----------------

Total return to exporter	25,752.70
---------------------------------	------------------

Average gross wholesale price DM 29,250/3,000 kg	9.75 DM/kg
LESS commission deductions DM 2,340/3,000 kg	.78
LESS expenses & costs DM 1,157.3/3000 kg	.386
Average C&F price to exporter	8.584
Average % deduction from wholesale price	12%

Appendix 6 - Glossary of Terms

act of God	höhere Gewalt
ad valorem duty	Wertzoll
advertisement	Anzeige (Werbung)
agency commission	Agentur-Provision
agreement	Einigung, Übereinstimmung, Vereinbarung
air waybill	Luftfrachtbrief
artificial fertilizer	Kunstdünger
asparagus	Spargel
available stock	Warenbestand
average price	Durchschnittspreis
avocado (pear)	Avocado
bank charges	Bankspesen
bank overdraft	Banküberziehung
bean	Bohne
bill of delivery	Lieferschein
bill of lading(B/L)	Frachtbrief, Konnossement
blackberry	Brombeere
bonded warehouse	Zollfreilager
bulk order	Großauftrag
bulk purchase	Großeinkauf
business terms	Geschäftsbedingungen
buy firm, to	festkaufen
cancel, to	absagen, streichen, kündigen (Vertrag)
cape gooseberry	Kap-Stachelbeere
cash on delivery (C.O.D.)	Nachnahme
certificate of origin	Ursprungszeugnis
chain store	Fillalbetrieb
channels of distribution	Handelswege, Absatzwege
cold chain	Kühlkette
cold store	Kühlhaus, Kühlager
commission agent	Kommissionar
consignment	Partie, Posten, Sendung
on a consignment basis	in Konsignation, Kommission
container	Behälter
contamination	Verunreinigung
contract	Vertrag
cost price	Selbstkostenpreis, Einstandspreis
country of origin	Ursprungsland
customs	Zoll (Behörde)
customs clearance	Verzollung, Zollabfertigung
customs declaration	Zollanmeldung, -erklärung
delivery date	Liefertermin
delivery note	Lieferschein

Appendix 6 - Glossary of Terms

disease	Krankheit
exhibition	Ausstellung, Messe, Schau
expiry date	Haltbarkeitsdatum
fine bean(Bobi)	Bobi-Bohne
foodstuffs	Lebensmitteleinzelhändler
perishable	verderbliche
forwarding agent	Frachtagent, Spediteur
freight charges - costs	Frachtkosten
freight rates	Frachtraten
fruit trader	Fruchthändler
guide price	Orientierungspreis
handling costs	Beförderungskosten
health certificate	Gesundheitszeugnis
honeydew melon	Honigmelone
illegal	ungesetzlich
insecticide	Spritzmittel
inspection	Untersuchung
insurance	Versicherung
invoice	Rechnung
invoice value	Rechnungswert
labeling	Etikettierung
legislation	Gesetzgebung
letter of credit	Akkreditiv
mange-tout	Zuckererbsen, Mangetout, Kefen (schweiz.)
mango	Mango
market requirement	Markterfordernis
market research	Marktforschung
maturity	Reife
melon	Melone
merchandise	Waren, Güter
outstanding debt	Guthaben, Aussenstande
passion fruit	Passionsfrucht
pawpaw	Papaya
peach	Pfirsich
persimmon	Kaki
pineapple	Ananas
pre-cooling	Vorkühlung

Appendix 6 - Glossary of Terms

pre-packaging	Vorverpackung
price range	Preislage
production calendar	Anbaukalender
punnet	Körbchen
raspberry	Himbeere
refrigerated transport	Kühltransport
retail market	Einzelhandelsmarkt
ripe for eating	genussreif
ripe for harvesting	erntereif
sales	Absatz, Umsatz
shipment	Lieferung, Verschiffung
shipping agent	Reedereiagent
shortage	Fehlmenge, Knappheit, Mangel
special offer	Sonderangebot
special promotion	Reklameverkauf
strawberry	Erdbeere
supermarket chain	Filialbetrieb
surveyor	Gutachter
sweet corn	Zuckermais
tax	Steuer
trader	Händler
transport costs	Beförderungs-, Transportkosten
value added tax (VAT)	Mehrwertsteuer (MWST)
variety	Vielfalt
waybill number	Frachtbriefnummer
wholesale market	Großmarkt
wholesale trade	Großhandel

ACKNOWLEDGEMENTS

The Commonwealth Secretariat wishes to thank the organisations, institutions and individuals involved in the horticultural sector in Germany who generously provided the information and technical support required to produce this publication.



Commonwealth Secretariat
Marlborough House, Pall Mall, London SW1Y 5HX
Phone: 071 839 3411 Fax: 071 930 0827 Telex: 27678

ISBN 978-1-84859-619-1



9 781848 596191