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Germany

Exporter Guide

Road Map to the German Market

2003

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Report Highlights:
Germany, with its 82.5 million people, has the world's 4th largest economy after the U.S., Japan and China and is the leading market for food and beverages in the European Union. The fastest growing component of Germany's agricultural imports from the United States is consumer-oriented products. In 2002, Germany's imports of U.S. consumer-oriented products amounted to $634 million, slightly more than the $539 million imported in 2001. The increase occurred mainly in fish and fish products.

Includes PSD Changes: No
Includes Trade Matrix: No
Unscheduled Report
Berlin [GM1]
[GM]

SECTION I. MARKET OVERVIEW

Macro Economic Situation

Germany, with its 82.5 million people, has the world's 4th largest economy after the U.S., Japan and China and is the leading market for food and beverages in the European Union.

Since the mid 1990s, the German economy has slowed down. In 2002, the German economy grew by only 0.2 percent and is expected to end in 2003 with the same marginal growth level of 0.1 to 0.2 percent. The German economy is expected to pick up in 2004 reaching about 1.3 percent growth, which would be primarily driven by growing export demand.

The slow growth of the German economy is also plagued by high unemployment and budget deficits. Unemployment in 2003 is forecast to reach 10.5 percent, while the budget deficits rose to an estimated 3.7 percent of GDP in 2002 and 2003. As a result of these negative economic indicators and many negative media reports, demand for consumer products has declined in recent years. Consumers have gradually increased their savings rate from a low 9.8 percent in 1999 to an estimated 10.6 percent in 2003.

Since January 2002, eleven EU countries including Germany replaced their national currencies to the Euro currency. This money exchange process was accompanied with noticeable price increases in the restaurant and gastronomy sector and in parts of the retail sector. However, the officially reported inflation rate remained relatively low at 1.6 to 2.1 percent during the first four months of 2002 and has since fallen back to only 0.7 to 1.3 percent during the remainder of 2002.

With respect to the international markets, the Euro significantly regained value versus the US dollar since the spring of 2002, a recovery of approximately 30 percent. This is expected to continue to have a positive impact on U.S. exports to Germany in 2004.

Key Demographic Trends

- The average German consumer can be characterized as relatively affluent and older. Increases in the number of working women and the number of single-person households, as well as the large immigrant population, are other notable demographic characteristics.

- Germany has one of the lowest birth rates in the world of only 1.4 babies per woman of childbearing age that has led to an older age structure of the German populace. This trend is not expected to reverse in the foreseeable future. Currently, of Germany's 82.5 million inhabitants, 35.4 million, or more than 40 percent, are 45 years of age or older. Given current demographics, by the year 2030, every other German will be 50 years of age or older.

- Along with an aging population, a rising number of single-person households and of women in the workforce has also had a substantial impact on food consumption.

    - Currently there are about 14.2 million single-person households in Germany, about 40 percent of which are accounted for by persons under 45 years of age.
    - Single-person households have about 25 percent more disposable income than individuals in multi-person households.

- The growing number of working women has increasingly contributed to Germany's high average net household income. The percentage of working women in the 15-65 age group is 58.9 percent.

- The high share of single-person households and the rising number of working women has led to strong growth in the consumption of more convenient types of foods and beverages, such as frozen foods, snacks, prepared and other convenience foods. People spend less time preparing meals, which has increased the frequency of dining out and eating on the run.

- More than a decade after reunification, the income gap between the 67 million people living in the western German states and the 15 million in the former East Germany still exists. Average incomes in the eastern states are still markedly lower than in the west and the unemployment rate in the east is more than twice as high than in the west.

- A large immigrant population and the penchant by Germans to travel abroad has also influenced domestic food consumption behavior.

- About 7.3 million foreigners without German passports live in Germany, the majority of whom have been in Germany more than 10 years. These foreign populations, with their special products and cuisines, have exerted considerable influence on the consumption patterns of the entire nation.

- As "world class" travelers, many Germans have been exposed to a large variety of different cultures, which has also been translated into consumer preferences for certain foods.

- German consumers are adopting "healthier" eating habits and are increasing their purchases of natural and organically produced items.
  - Shift toward lower fat meats and dairy products.
  - High consumption of fruits and vegetables, which leveled off during past several years.
  - Increased interest in functional foods.
  - Consumption of most alcoholic beverages is flat.
  - High interest in fruit juices and increasing interest lighter fruit-based beverages.

- Consumer concerns about the environment and the safety of the food supply has led many to look for alternative or organic product sources, which they view as perhaps better for the environment, safer and more nutritious.

Consumer-Ready Food Market Overview

With the largest economy and population in Western Europe, Germany represents the biggest market for consumer-oriented foods and beverages. Germany's consumers spent Euro 188.7 billion (approx. $178 billion) in 2002 on food and beverages, or about 14 percent of total expenditures. Of this amount, about one-third is spent in restaurants, canteens and other places where food and beverages are served on-premise. The remaining two-thirds is spent in retail food and beverage outlets, e.g., supermarkets.

Changing lifestyles have fueled a sharp rise in the consumption of processed, snack and other consumer-ready foods in Germany. Competition in the agriculture, food and beverage markets is fierce, from both domestic and imported products. German imports of these products are large, mostly from neighboring EU member countries. However, U.S.-style snack and processed foods are viewed favorably in Germany, particularly by the younger generation and by German visitors to the USA.

Fierce Retail Competition - Relatively slow growth in overall food and beverage sales and fierce competition among retailers has encouraged buyouts and consolidation in the sector. As a result, a handful of giant retailing companies now dominate food and beverage sales in Germany and throughout Western Europe. However, competition in the market from domestic and imported products is fierce and significant funds are spent on promotion by governments, quasi-governmental organizations and companies.

Tariff and Non-Tariff Barriers - Despite improving access as part of the Uruguay Round, many U.S. agricultural products still face tariff rate quotas and high tariffs entering the EU. Particularly high tariffs are assessed on EU imports from the United States of consumer-oriented products such as animal-based products, fruit and fruit-based products, and processed food products containing added sugar, flour starch or milk. The EU passed Biotech legislation in July 2003, which member states must implement. Therefore, in the near future all products, including processed foods, produced with approved biotech ingredients of more than 0.9 percent must be labeled.

The domestic market for consumer-oriented food products shows diverging trends:

- low prices for basic food products and
- relatively high prices for premium and specialty items

Staple foods are often sold by retailers at, or occasionally even below, cost. Meanwhile, the market for specialty foods (convenience, ethnic, snack foods, etc.), which usually command premium prices, is growing steadily.

The fastest growing component of Germany’s agricultural imports from the United States is consumer-oriented products. In 2002, Germany’s imports of U.S. consumer-oriented products amounted to $634 million, slightly more than the $539 million imported in 2001. The increase occurred mainly in fish and fish products.

Advantages/Opportunities and Challenges Facing U.S. Products in Germany

Advantages/Opportunities	**Challenges**
Germany’s 82.5 million inhabitants have one of the highest income levels in the world.	Very competitive market combined with stagnant growth in retail sales.
Germany is among the largest food/beverage importing nations in the world.	German (EU) import tariffs on certain products are high. EU enlargement will give preferential access to products from accession countries.
Growing market for organic products. Private label products are popular.	German buyers demand quality, but also low prices; discounters are fastest growing segment of retail market.
Germany has many, well-established importers. Distribution system is well developed.	Retailers often charge high listing fees for products.
The “American-Way-of-Life” and U.S.-style	Retailers seldom import products into

foods are popular, principally among the affluent younger generation.	Germany (EU) on their own.
Large non-German population and German's penchant to travel abroad help fuel demand for a variety of foreign products.	Margins on food at retail are very thin.

SECTION II. EXPORTER BUSINESS TIPS

Exporter Business Tips

By law, the German importer has legal liability for imported products marketed in Germany and therefore has a strong interest in working with the foreign supplier to ensure that the product meets all import and marketing requirements. Finding the right partner is the key to success in the German market.

All imported food products must comply with German/EU food law regulations with regard to ingredients, packaging and labeling, as well as with applicable veterinary or phytosanitary requirements. In Germany, no official agency is responsible for food label registration, review, clearance and approval. However, private food laboratories are available to provide these types of services.

All food and beverage products imported into Germany for retail sale must:

- be labeled in German,
- use metric units of measure,
- list the ingredients and any additives,
- contain a minimum shelf-life date, and
- list the name and address of the manufacturer, packer, or importer within the EU.

In addition, special labeling requirements exist for nutritional value and for vitamin-enriched and dietetic foods. Germany also identifies mandatory and non-mandatory standard container sizes for specific products.

EU regulations maintain a positive list of allowable food additives. With the exception of a limited number of additives approved for general use, most additives, colorings and artificial sweeteners are approved only for specific purposes and foods. With the exception of dried aromatic herbs and spices, irradiated foods are prohibited in Germany, although such imports are allowed in some other EU countries. Germany's irradiation prohibition is currently under discussion.

Meat, poultry and seafood products (including game) from the United States can only be imported into Germany from plants approved by EU veterinarians. An EU-wide ban on growth-promoting hormones used for beef production has sharply reduced U.S. access to the EU beef market. Despite a favorable ruling by the World Trade Organization (WTO) the EU has yet to lift the ban. Due to EU import regulations, U.S. poultry meat is currently not permitted entry into the EU.

U.S. exports to Germany (EU) of fresh fruits and vegetables and unprocessed/raw nuts must be accompanied by a USDA phytosanitary certificate.

Any product produced or legally imported into one EU-member country can -- in principle -- be distributed in all other EU-member countries, even though national food laws are not yet fully harmonized. Competition remains keen among European food processors and manufacturers, importers, distributors, and retailers as they seek to expand market share, especially in the more affluent EU food markets such as Germany.

*For additional information on EU/German Regulations see the Food and Agricultural Import Regulations & Standards (FAIRS) report on the FAS Home Page - http://www.fas.usda.gov .

The German market offers good opportunities for U.S. exporters of consumer-oriented agricultural products and other food items. However, Germany is not a market to “dump” excess product or to look to "make a fast buck." U.S. suppliers of consumer-ready foods and beverages interested in developing a market for their products in Germany must be prepared to:

- offer a product that meets German/EU food law, packaging and labeling requirements,
- invest time and money to develop the market (e.g. provide samples to test the market),
- start with smaller shipments (pallets instead of container loads), and
- assist the German importer with sales promotion support, especially when such products are not well known to German consumers

Because of transportation costs, duties and other costs associated with importing, many U.S. products sold in Germany become relatively high-priced specialty items and may only be sold in smaller quantities. This also pertains to products that are almost considered “staple” foods in the United States, such as pre-mixes, pancake syrup, etc. Once a U.S. processed food product is sold in large quantities, or meets a current trend in the market, production is often relocated to somewhere in the EU. For example, this substitution has increasingly occurred in the very popular Mexican or Tex-Mex segment.

Import and Distribution

In Germany the import and distribution of food and beverage products, primarily from countries outside the EU, is usually handled by specialized importers. German retail organizations rarely import directly from countries outside the EU, except for items that they purchase in large quantities. These volume imports are often made through agents or brokers.

Traditional importers normally specialize in products or product groups. Due to regular intensive contact with their customers, they usually have an in-depth knowledge of the requirements of individual retailers and of the market conditions in Germany. They source products, handle import (customs) formalities, logistics, supply maintenance and often even pricing and labeling. They also typically advise foreign exporters and insure that imported products meet food law, labeling, packaging, packaging material disposal (including "Green Dot" licenses and fees) and other market requirements.

Importers can also arrange for consolidated shipments of products; for example, specialty foods to test the market in order to gain distribution. Importers normally distribute nation-wide, either through their own sales force or through a network of independent sales agents. Choosing the right partner and developing an appropriate marketing strategy is a key component in gaining access to and insuring success in the German food market.

Direct sales to the central purchasing organizations of food retailers may be the most desirable system for a foreign supplier. Due to their wide range of distribution, central buyers are generally flooded with offers from competing suppliers. Purchasing organizations often have only a limited interest in working with new suppliers, unless particular advantages in quality, price or promotional support are offered.

For U.S. suppliers, gaining a foothold in the German market and adequate distribution in the retail trade, while a challenge, can be very rewarding.

New products on the German market require some 12 to 18 months in order to test for market acceptance and potential.

Keen competition for shelf space coupled with among the lowest retail price margins in Europe requires strong and defensible arguments for new-to-market products.

Listing (slotting) fees in the equivalent of several thousand dollars or more per product are not unusual and do not assure shelf space for long if a profitable turnover is not achieved. The exception may be a retailer's desire to maintain a competitive edge with a full-service assortment.

Competition / Promotion

Food promotions under a national banner have a solid founding within the trade and retail sectors and, when appropriately designed and stocked, can yield effective results for the exporter and the domestic sales partner.

Third-country promotions for food products in Germany strongly focus on generic aspects. Examples of these types of promotions are: in-store promotions, special combined editorial and advertising sections in trade magazines and national exhibits at trade and consumer fairs. In department stores, a country may be featured with a full line of food and non-food products as well as other economic segments, such as tourism.

Well over half of Germany’s agricultural imports, including consumer-oriented products, are sourced from other EU-member countries, principally France, the Netherlands and Italy. Germany’s major consumer-oriented agricultural imports from other EU-member countries are: meat and products, dairy products, fresh and processed fruit and vegetables, wine, flowers and nursery products, and processed food.

In addition to the United States, Germany also imports significant quantities of agricultural products from other non-EU countries. In 2002, Germany’s agricultural imports from all non-EU member countries, excluding those from the United States, totaled $14.5 billion. Primary suppliers are countries in Eastern Europe, the Mediterranean region, Latin America and the Caribbean, and South Africa. Germany’s major consumer-oriented product imports from these countries include: fresh and processed fruit and vegetables, nuts and dried fruit, and meat and products.

EU import restrictions and food law requirements effectively act to limit the range of products imported from third countries. Thus, large promotion campaigns typically concentrate on products not available in the EU, or products not available in sufficient quantity because of season or climate, for example, Chilean fresh fruits; New Zealand apples, pears and kiwifruit; New Zealand lamb and game meats; South African deciduous and citrus fruits; and tropical fruits, spices and coffee from countries throughout the world.

The German food retail market is highly diversified and extremely price competitive, with domestic and foreign suppliers fiercely competing for shelf space. Staple foods are typically sold strictly on price, with extremely low margins. Retailers have increasingly sold such products as milk, sugar, and flour at bare minimum prices, while high-quality specialty foods command premium prices. The higher mark-ups on these high-quality specialty items sometimes allow the more basic products to be sold at extremely low margins or to be "subsidized."

During special promotions, original U.S. products may be featured which do not meet German labeling laws. However, any U.S. supplier seriously interested in marketing products in Germany must comply with German regulations. Also, marketing and promotional support is normally expected from a foreign (United States) supplier.

SECTION III. MARKET SECTOR, STRUCTURE AND TRENDS

Food Retail

Germany is the largest retail food and beverage market in Europe. In 2002, Germany's consumers spent approximately $178 billion on food and beverages. Of this amount two-thirds is spent in retail food and beverage outlets such as supermarkets and discount stores. Although Germany continues to be an excellent market for U.S. products, Germany's stagnant economy has affected retail sales.

In 2002, Germany's food and beverage retailers registered annual sales (turnover) of Euro 148 billion (equivalent to about $ 140 billion). Growth in sales remains relatively flat, with food/beverage sales growing only about 5 percent over the last five years. Taking into account retail price inflation, real growth in sales over this period was about zero.

The slowth in sales has affected how food and beverages are being marketed in Germany. Small local shops and supermarkets still comprise the bulk of outlets but they are increasingly being replaced by large hypermarkets and discount food stores. The latter now accounts for about 60 percent of all retail food and beverage sales, despite accounting for less than one-quarter of all the outlets. Metro AG is Germany's largest operator of hypermarkets and Aldi and Lidl are the leading operators of discount markets.

The discount segment is the most dynamic in Germany. Discounters have prospered in recent years, as German consumers have become more and more price conscious. Currently, in terms of sales, discount stores comprise close to 35 percent of the retail food market, up from 24.3 percent a decade ago. Aldi is the largest discounter with close to 48 percent of the discount market.

German retailers are some of the largest in Europe and the world. Many of the major German retailers already generate a significant portion of their total sales from non-German operations. For example, the following German retailers had significant sales outside of Germany in 2000: Metro (41.3 percent), Aldi (28.5 percent), Tengelmann (22.5 percent), Rewe (20.2 percent).

German retailers, including buying associations such as Markant normally source most if not all of their imported products from specialized importers. Most U.S. companies interested in exporting to Germany and in developing a position in the German market are advised to work with an importer(s) or with an agent/broker that services these sectors.

For more information on the retail market, please see the report entitled Germany's Retail Food Sector on the FAS home page at http://www.fas.usda.gov.

Hotel, Restaurant and Institutional (HRI)

The German food service sector is currently undergoing a period of major structural change, partly as a result of changing consumer behaviour, with increasing demand for ethnic foods, local specialties, variety, health foods, low prices and prestige. Albeit slowly, and at different rates across the country, Germany is heading towards the anytime, anywhere food service culture that prevails in the U.S. today.

The market is, however, highly fragmented can be split into two major sub-sectors, notably:

- for profit: hotels, full service restaurants, fast-food (QSR), in-store catering, business and industry in-house catering

- not-for-profit: education, healthcare, and other (including the armed forces, welfare and prisons)

Food procurement (from domestic and imported sources alike) within the food service sector is centered on ingredients that form the basis for dishes prepared for sale within the food service industry. There is currently only limited evidence of highly processed meal solutions entering the German food service sector. The exception to the rule, however, is to be found within the so-called organized sector (restaurant and fast food chains, in particular) where operators are increasingly demanding a range of ready-prepared foods.

Imports (from the U.S. and other sources) into the food service sector closely mirror those into the retail sector.

The food service sector, too, is responding to the consumer’s need for flexibility. A growing number of operators are looking to creatively offer food service anywhere, anytime - establishing outlets in high traffic areas such as train stations, shopping centers, and leisure outlets such as cinemas or sports centers.

SECTION IV. BEST HIGH-VALUE PRODUCT PROSPECTS

Despite the existence of a “single” EU market, consumer demand and the structure of the food and beverage market vary substantially between the individual member-countries of the EU, as well as between north, south, east, and west Germany. Generally, those U.S. products with the best export opportunities in the German market meet one or more of the following criteria:

product is not grown/produced in Europe
the basic product is not produced in Europe in sufficient quantities or quality
a fresh product is not currently in season
the product is specifically unique to the U.S. or to a region within the U.S.

The following products from the United States have good potential for finding markets in Germany:

- **Specialty Items:** Specialty food items and products, particularly those with little or no competition from European production, have good sales potential in Germany. These products include: delicatessen and snack foods, novelty products, prepared meals or food products germane to the United States, spices, dried vegetables, wild rice, health foods, nutritional and functional foods, and nutritional supplements.

- **Ethnic Foods:** One of the fastest growing segments of the German food trade is ethnic foods. European ethnic foods, for example Italian, Greek, and Spanish foods, have been popular in Germany for years. In recent years, Asian and Mexican or Tex-Mex foods have experienced increasing popularity due in part to the extensive international travel by Germans. These ethnic products have become so popular, and sold in sufficient quantities, that they are now being produced by the German/European food industry and adapted to local tastes. Such domestically produced products can often be sold at lower prices than imports, because of price mark-ups on imported products due to transportation costs, import duties, etc. However, there are still opportunities in the German market for U.S. suppliers of Tex-Mex products, including salsa and corn chips, and other innovative "ethnic" products, particularly prepared and convenience items.

- **Organic Products:** The organic market in Germany is another market segment with good potential for U.S. exporters. Germany is the largest organic food market in Europe, with retail organic sales of about $ 3 billion in 2002. Good prospects exist for a wide range of organic products, either consumer-ready or as food ingredients. Particularly attractive are prospects for organic snacks and prepared foods or other convenience items.

- **Nuts:** Germany imports significant quantities of a wide assortment of tree nuts, as well as peanuts and sunflower seeds. In Germany, most tree nuts are used as ingredients by the food processing sector, e.g., ice cream, confectionery, breakfast cereals, baked goods, etc. Sunflower seeds are also used mostly as a food ingredient, particularly in very popular sunflower seed bread and bread rolls. The German market offers good opportunities for U.S. exporters of almonds, walnuts, hazelnuts, pecans, pistachios, as well as peanuts and confectionery quality sunflower seeds.

- **Dried Fruit:** Like nuts, Germany imports a significant quantity and a wide assortment of dried fruits. Dried fruit is mostly used as an ingredient by the food-processing sector for use in breakfast cereals, baked goods, etc. Dried fruit is also popular as a snack, often in combination with nuts.

- **Wine:** Wine consumption in Germany has been growing during recent years. In particular, the demand for red wine is strong. Good prospects exist for "new world" wines, including those from the United States. Germany is the world's largest importer of wine, with imports accounting for about one-half of domestic consumption.

- **Fresh Fruits and Vegetables:** Opportunities are greatest for products which are not grown Europe, or are grown in only limited quantities. Potential also exists for fresh products that can be supplied when EU product is off-season, which may be a period of several weeks prior to or after the local crop is marketed. Green asparagus, grapefruit, pears and certain soft fruits and berries offer the best opportunities.

- **Fruit Juices:** Germany has one of the highest rates of per capita juice consumption in the world. The most popular juices are apple and orange, and these two items also account for most imports. The best opportunities for U.S. products in the German market are citrus (orange and grapefruit) and specialty (cranberry and prune) juices.

- **Pet Food:** The German market for pet food and pet-related products is large, reflecting a large pet population and German's affinity for their pets -- particularly dogs, cats, birds and horses. Several large companies for prepared pet food dominate the German market; however, U.S. pet food and ingredients used in producing pet food still face good prospects in the German market.

- **Fish and Seafood:** Fish and certain seafood products (Alaska pollock, Alaska salmon lobster, etc.) from the United States have enjoyed success in the German market in recent years.

Limited or qualified market potential exist for U.S. exporters of the following product groups:

- **Dairy Products:** Opportunities in this sector are mostly limited to niche products, as the EU is a net exporter of dairy products. EU import tariffs typically increase the price for imported dairy products well beyond that of domestic product, which leaves only limited potential for specialty products at relatively high prices.

- **Meat and Poultry Products:** Limited opportunities exist for hormone-free, high quality beef, certain pork cuts, variety meats, processed turkey and specialty products, including game. All meat must originate from plants certified and approved by EU authorities before it can be shipped to or sold in the German market. Currently, U.S. poultry is not allowed entry into the EU.

SECTION V. KEY CONTACTS AND FURTHER INFORMATION

German Trade Shows for Consumer-Oriented Products

Participating or simply attending a trade show can be a very cost-effective way to test the German market, introduce a product or to expand sales. Germany offers a wide variety of trade show venues for food and beverage products. The following table provides details on major trade shows for food, beverages and other agricultural and related industries taking place in Germany.

Important German Trade Shows		
IBA (International Bakers Show) Duesseldorf, Germany, (Interval: 3 years) Target Market: Germany/Europe International show for bakery and confectionery trade.	October 3-9, 2003	Show Organizer: Duesseldorf fair authorities, Tel: (49-2224) 770 40 Fax: (49-2224) 77 04 40
ANUGA Cologne, Germany,(Interval: 2 years) Target Market: Europe/International One of the leading international trade shows for food and beverages and the premier show of its kind held in Germany. Traditionally a large U.S. Pavilion at this show featuring about 150-200 U.S. companies and associations. USDA-endorsed show.	October 11-15, 2003	U.S. Pavilion Organizer: B*FOR International, Tel: (540) 373-9935 Fax: (540) 372-1414 http://www.koelnmesse.de/anuga

Important German Trade Shows		
IPM(International Plant Show) Essen, Germany (Interval: yearly) Target Market: Germany/Europe European trade fair for the horticultural and nursery industry. The Southern Nurserymen and SUSTA participate jointly in the U.S. Pavilion at the show.	January 29 - February 1, 2004	U.S. Pavilion Organizer: Essen fairground's U.S. office: Tel: (212) 356-0406 Fax: (212) 356-0404. http://www.messe-essen.de
ISM (International Sweets and Biscuit Show) Cologne, Germany (Interval: yearly) Target Market: Europe/International World's largest show for snacks and confectionery products.	February 1 -4, 2004	U.S. Pavilion Organizer: National Confectioners Association (NCA) Tel: (703) 790-5750 Fax: (703) 790-5752 http://www.koelnmesse.de/ism
Fruit Logistica Berlin, Germany (Interval: yearly) Target Market: Germany/Central & Eastern Europe Good venue for exhibiting fresh and dried fruit, nuts and related products.	February 5-7, 2004	U.S. Pavilion Organizer: B*FOR International: Tel: (540) 373-9935 Fax: (540) 372-1414. http://www.fruitlogistica.de
FISCH International & Seafood Europe Bremen, Germany (Interval: 2 years) Target Market: Germany and Eastern Europe Largest German trade show for fish and seafood.	February 12-15, 2004	Show Organizer: MGH Messe- und Ausstellungsgesellschaft Hansa GmbH Tel (49-421) 3505-260 Fax: (49-421) 3505-681 http://www.fishinternational.com info@fishinternational.de
Bio Fach Nuremberg, Germany (Interval: yearly) Target Market: Germany/Europe The leading European trade show for organic food and non-food products.	February 19-22, 2004	U.S. Pavilion Organizer: B*FOR International: Tel: (540) 373-9935 Fax: (540) 372-1411. http://www.biofach.de
ProWein Dusseldorf, Germany, (Interval: yearly) Target Market: Germany/Europe Leading German trade show for wine and other alcoholic beverages.	February 29 – March 2, 2004	U.S. Pavilion Organizer: Ca. Wine Institute (Netherlands) Tel: (31-172) 47 15 71 Fax: (31-172) 475545 http://www.prowein.de
Internorga Hamburg, Germany, (Interval: yearly)	March 5-10, 2004	Show Organizer: Hamburg fair authorities,

Important German Trade Shows		
Target Market: Northern Germany Show for the hotel, restaurant, catering, baking and confectionery trades.		Tel: (49-40) 35 69 0 Fax: (49-40) 36 69 21 80 http://www.hamburg-messe.de
Interzoo Nuernberg, Germany, (Interval: 2 years) Target Market: Germany/Europe Leading trade show for pet food and supplies.	May 13-16, 2004	U.S. Pavilion Organizer: Nuremberg fairground's U.S. representative, Tel: (978) 371-2203 Fax: (978) 371-7121 http://www.interzoo.com
InterCool Duesseldorf, Germany, (Interval: 2 years) Target Market: Germany/Europe Trade show for frozen foods, ice cream, and refrigeration technology. Held in conjunction with InterMeat and InterMopro.	September 26 –29, 2004	Show Organizer: Duesseldorf fair authorities, Tel: (49-211) 45 60 01 Fax: (49-211) 45 60 668

Note: More information about these and other German exhibitions and trade shows can be found under the following Internet address: http://www.auma-messen.de.

Additional Market Information

Internet Home Pages

Internet home pages of potential interest to U.S. food and beverage exporters are listed below:

AUMA	www.auma-messen.de
U.S. Mission to the European Union	www.useu.be/agri/usda.html
FAS/Washington	www.fas.usda.gov
European Importer Directory	www.american-foods.org

If you have questions or comments regarding this report, or need assistance exporting to Germany, please contact the U.S. Agricultural Affairs Office in Berlin at the following address:

Agricultural Affairs Office
American Embassy
Clayallee 170
14195 Berlin
tel: (49) (30) 8305 - 1150
fax: (49) (30) 8431 - 1935
email: AgBerlin@usda.gov
Home Page: http://www.usembassy.de/

Please view our Home Page for more information on exporting U.S. food and beverage products to Germany, including market and product “briefs” available on specific topics of interest to U.S. exporters.

For more information on exporting U.S. agricultural products to other countries, please visit the Foreign Agricultural Service Home Page at http://www.fas.usda.gov

APPENDIX/ STATISTICS

A. KEY TRADE & DEMOGRAPHIC INFORMATION

Key Trade & Demographic Information	
Agricultural Imports (Million U.S. Dollars)/U.S. Market Share (%)	$37,292 / 4%
Consumer-Ready Food Product Imports (Value)/U.S. Market Share (%)	$23,650 / 2.7%
Edible Fishery Imports	$2,283 / 6%
Population (million)/Annual Growth Rate	82.54 / 0%
Urban Population (Millions)/Growth Rate	26.6 / -0.2%
Number of Major Metropolitan Areas	5
Unemployment Rate	10.3%
Size of Middle Class (Millions)	N.A.
Per Capita Gross Domestic Product (U.S. Dollars)	$24,089
Per Capita Food Expenditures (U.S. Dollars)	$2,165
Percent of Female Population Employed	65.3
Exchange Rate (Average Annual for 2002)	U.S. $1 = 1.0575

Table B: Consumer Food and Edible Fishery Product Imports									
Germany - Imports	**Imports from the World**			**Imports from the U.S.**			**U.S Market Share**		
	1999	**2000**	**2001**	**1999**	**2000**	**2001**	**1999**	**2000**	**2001**
	(In Millions of Dollars)						**(Percent)**		
CONSUMER-ORIENTED AGRICULTURAL TOTAL	25,890	24,083	24,420	492	485	461	2	2	2
Snack Foods (Excl. Nuts)	1,426	1,221	1,360	7	9	9	1	1	1
Breakfast Cereals & Pancake Mix	115	94	94	1	1	1	0	1	0
Red Meats, Fresh/Chilled/Frozen	2,166	2,085	1,774	7	1	1	0	0	0
Red Meats, Prepared/Preserved	703	788	957	2	2	2	0	0	0
Poultry Meat	827	767	942	1	0	0	0	0	0
Dairy Products (Excl. Cheese)	1,193	1,225	1,216	1	1	1	0	0	0
Cheese	1,739	1,565	1,625	1	1	1	0	0	0
Eggs & Products	281	284	292	6	8	5	2	3	2
Fresh Fruit	3,231	2,959	2,997	22	16	19	1	1	1
Fresh Vegetables	2,395	2,352	2,345	2	1	1	0	0	0
Processed Fruit & Vegetables	2,802	2,463	2,553	72	74	71	3	3	3
Fruit & Vegetable Juices	766	788	738	10	12	7	1	2	1
Tree Nuts	688	648	619	193	188	152	28	29	25
Wine & Beer	2,154	1,882	1,837	50	66	65	2	3	4
Nursery Products & Cut Flowers	1,679	1,491	1,444	27	26	21	2	2	1
Pet Foods (Dog & Cat Food)	351	395	418	29	8	8	8	2	2
Other Consumer-Oriented Products	3,376	3,077	3,208	65	72	98	2	2	3
FISH & SEAFOOD PRODUCTS	2,192	2,122	2,266	39	35	76	2	2	3
Salmon	335	339	275	9	12	9	3	4	3
Surimi	40	44	57	8	7	4	19	16	8
Crustaceans	290	304	313	4	4	3	1	1	1
Groundfish & Flatfish	798	774	937	12	5	53	1	1	6
Molluscs	48	50	54	1	1	1	1	0	0
Other Fishery Products	680	613	629	6	6	6	1	1	1
AGRICULTURAL PRODUCTS TOTAL	36,495	34,266	33,979	1,439	1,401	1,329	4	4	4
AGRICULTURAL, FISH & FORESTRY TOTAL	43,592	40,944	40,053	1,752	1,698	1,597	4	4	4
Source: FAS' Global Agricultural Trade System using data from the United Nations Statistical Office									

Table C: German Imports			
Consumer-Oriented Ag Total ($1,000)			
Country	**1999**	**2000**	**2001**
Netherlands	6,517,939	5,865,340	5,213,395
France	3,694,815	3,383,202	2,859,334
Italy	3,143,021	2,943,029	2,640,694
Spain	2,365,428	2,134,834	2,146,952
Belgium	0	1,472,660	1,502,326
Denmark	1,101,188	928,436	1,012,015
Austria	621,492	685,114	759,129
Turkey	693,675	672,241	576,245
Poland	491,479	477,639	514,033
Brazil	441,867	464,676	500,140
Ireland	908,434	800,242	571,785
United States	559,595	492,268	485,284
Switzerland	467,599	494,992	451,821
United Kingdom	511,570	466,361	429,540
Hungary	382,239	357,895	339,359
Other	6,120,637	4,251,577	4,080,115
World	28,020,674	25,890,116	24,082,647

Fish & Seafood Products ($1,000)			
Country	**1999**	**2000**	**2001**
Denmark	372,047	385,897	367,718
Norway	453,129	351,890	314,592
Netherlands	199,526	200,413	193,191
Russia	225,706	113,151	153,321
China	87,193	79,853	80,544
Poland	107,208	120,872	114,381
Iceland	123,926	105,195	80,629
United States	46,883	38,510	35,069
Thailand	106,989	73,955	68,358
United Kingdom	56,809	67,101	73,458
France	67,511	70,584	59,677
Spain	32,301	29,792	31,177
Philippines	45,631	40,728	39,212
Canada	25,752	24,785	25,037
Ireland	28,089	24,172	23,202
Other	462,850	465,078	462,348
World	2,441,472	2,191,884	2,122,041