Report summary
This CBI market survey discusses the following highlights for the EU market for dried fruit:

- EU production of the dried fruits in 2006 amounted to € 1.7 billion / 428 thousand tonnes and mainly consisted of dried grapes, dates, figs and prunes. Tropical fruits (fresh and dried) are mainly imported.
- The apparent consumption of dried fruits in the EU was in 2006 valued at € 2.3 billion / 871 thousand tonnes. Italy, the UK and Spain are the three largest markets.
- The food processing industry is by far the largest market segment for dried fruits. They use dried fruit as raw material input for further applications in breakfast cereals, bakery, desserts and confectionery products. Retail sector sales are dominated by the supermarket sector, but health stores increasingly gain market share.
- The EU is a net importer of dried fruits. The difference between imports and exports is the smallest for France and the largest for the UK. Dried fruits are regularly imported to a centrally located EU country, often The Netherlands or Germany, and from there re-exported and distributed to other EU countries. Total EU imports increased on average by 9.1% annually in value between 2003 and 2007, totalling € 1.3 billion / 802 thousand tonnes in the latter year.
- The six markets discussed in this survey accounted for about 75% of EU dried fruit imports in 2006. The largest product group imported is dried grapes, accounting for about 34% of total EU dried fruit imports in 2006.
- More than half of EU dried fruit imports comes from DCs. Imports from DCs increased on average by 9.2% annually in the period reviewed, mainly because of increased imports from the largest supplier, Turkey.

This survey aims to provide developing-country exporters of dried fruit with product-specific market information related to gaining access to the EU market(s). By focusing on the EU market(s) for one product(group), this document provides additional in-depth information, complementary to the more general information and data provided in the CBI market survey the preserved fruit and vegetables, 2008, which can be downloaded from http://www.cbi.eu/marketinfo

Detailed information on the selected products is given in appendix A. This survey discusses the EU in general and the following six markets in particular: The United Kingdom (UK), Germany, France, Italy, The Netherlands and Spain.

1 Market description: industrial demand and production

Industrial demand
In this section, data from the Prodcom (production) database and CN (imports and exports) database, as supplied by Eurostat, are used to indicate apparent consumption. Apparent consumption is the sum of production and imports minus exports. Variations in stocks are not taken into account. Sometimes negative consumption is calculated, this being the case when exports are higher than production and imports combined.

Another problem is that the Prodcom production data, which refer to production sold, are incomplete and, in some cases, show large variations between years and individual countries. Because consumption is directly derived from production, consumption data are not complete either. Especially regarding the smaller EU countries, information is incomplete. These figures
are therefore not accurate enough for decision making and they should be used only in conjunction with further market research.

Between 2002 and 2006 the apparent consumption of dried fruit in the EU increased on average by 6.9% per year amounting to € 2,2 billion / 871 thousand tonnes in the latter year. Italy is by far the largest consumer of dried fruits in the EU followed at a distance by Italy, the UK and Spain. In all countries except for Spain the consumption increased in volume. In value terms The Netherlands as well as Spain show a decrease.

Table 1.1 Apparent consumption of dried fruit, 2002-2006, value in € million / volume in thousand tonnes

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</tbody>
</table>

Source (Eurostat, 2008)

Since dried products are mainly used as ingredients for food processing, other data regarding the consumption of dried fruit are scarce and hardly available. Therefore, the consumption of breakfast products, dried end-products and the food processing and packaged food sector are also briefly discussed, as this partly reflects industrial demand for dried fruit in the EU.

Dried fruit is part of the market for preserved fruit and vegetables. In 2005, consumption of preserved fruit and vegetables, excluding edible nuts, amounted to € 29 billion / 29 million tonnes. Between 2001 and 2005, value increased on average by 2.1%. The “preserved fruit and vegetables” is an aggregate of canned, frozen and dried fruits and vegetables; juice; and jams and purées. The dried fruit consumption in 2005 amounted to € 2.2 billion / 900 thousand tonnes. Between 2001 and 2005, the consumption increased by 7.0% on average, per year. For more information on the EU preserved fruit and vegetable market, please refer to the corresponding CBI market survey.

Dried fruit is mainly used as a snack or in breakfast cereals, muesli, bakery products, dairy products and desserts. Bakery products and breakfast cereal mixes are the largest end users of dried fruit. According to the Institute of Food Technologists, dried fruits and fruit chips was the hottest trend in the snack business of 2008. Fruit chips posted a growth of 98% over the previous year and veggie chips were up 32%.

When looking at the import of dried fruit by the EU member states - which gives an indication of consumption as well - it can be concluded that dried grapes, prunes, dates, figs and apricots are the most popular dried fruit products in the EU. The largest product group imported is dried grapes (raisins and currants combined), accounting for about 34% of total EU dried fruit imports in 2007.

Italy
The Italian apparent consumption of dried fruit is the highest of the countries reviewed. In 2006 the apparent consumption was calculated at € 1,031 million / 217 thousand tonnes. The consumption in value is more than 2.5 times as high as the UK, which rank second. The volume of consumption is also the highest of the countries reviewed but the difference is only small, indicating the consumption of more expensive products.

Although convenience will mainly drive the growth of the packaged and dried food market, note that Italians tend to value taste over convenience when purchasing a food product.
The United Kingdom
The dried fruit market in the UK has enjoyed growth, benefiting from the ever growing demand for snacking products and interest in healthy eating. UK sales of nuts, seeds and dried fruit combined was estimated at € 576 million in 2007 (MINTEL, market research company). Please note that this figure cannot readily be compared with data provided by Eurostat (Table 1.1), as here, nuts and seeds are also counted. The UK is a particularly large consumer of sultanas and mixtures of dried fruit, which are added in cereals and cereal bars. A popular dried fruit brand is Crazy Jack Organic (http://www.crazyjack.co.uk).

In the UK, many people skip their breakfast and compensate this during the day with snacks. Healthy and conveniently sized and packed snacks are particularly increasing in popularity. Therefore, new product design and line extensions will not only have to meet convenience and 'enjoyment' needs, but also attract consumers who have long decided to slice breakfast out of their daily routine.

Spain
The apparent consumption in Spain shows a slight decrease. In 2006 the consumption was € 264 million / 82 thousand tonnes. Spain, compared to the other six markets, is a particularly large consumer of dates, prunes and apples. Figs and apricots are also an important part of the Spanish and Mediterranean diet. A wide range of dried fruit is also consumed coated in chocolate, often sold in elegant presentation boxes and the delicacy is very popular among the Spanish public. Interesting to note is that breakfast cereals remain unpopular in Spain.

Germany
Germany is among the world’s largest food and beverage importers and is one of the most important food processing countries in Europe, also for dried fruit. Germany is also Europe's largest organic food market, an important niche market for dried fruit. Dried fruits are mostly used in breakfast cereals and baked goods, but are also popular in snacks, which is a growing segment in Germany as a replacement for breakfast and lunch. The apparent consumption in Germany amounted to € 199 million / 124 thousand tonnes in 2006, ranking the country as the 4th largest EU consumer of dried fruits.

The presence of immigrant populations as well as tastes acquired when travelling abroad have broadened demand for a greater variety of ethnic foods, including lesser known dried fruit. After Japan, Germany is the worlds largest importer of dried prunes.

More information on Germany’s demand for dried fruit can be obtained through the Waren-Verein Hamburg - http://www.waren-verein.de.

France
The apparent consumption showed a more modest development between 2002 and 2006 resulting in € 123 million / 68 thousand tonnes in the latter year. The growth in the French domestic market appears to be in line with rising popularity of dried fruits worldwide as consumers give greater recognition to dried fruits as a healthy snack alternative.

Popular dried fruit brands are:
• Daco Bello - http://www.dacobello.com
• Dattes Deglet Nour (dates) and Figues de Montagne (figs), produced and distributed by Carrefour France SA;
• Laparre et Fils Pruneaux (prunes) produced by Laparre;
• Les Moelleux La Prunille Géante (prunes) and Les Moelleux Le Raisin Golden (raison), produced by Maître Prunille SA - http://www.maitreprunille.com
• Vahiné Raisins Secs (raisons), produced by Vahiné http://www.vahine.fr
Since France is the largest EU producer of prunes, it can be expected this product group is also an important part of the French diet. Domestic consumption is also relatively high, due to the domestic marketing efforts of the French Prune Board (http://www.pruneau.fr). In the French market consumers demand sophisticated (ethnic), low-fat and quality products sold in attractive and practical packaging (Food and Drink Europe). Although the French are pinpointed as being very demanding regarding quality, industry sources stressed that price is a major factor in purchasing decisions within many French packaged food sectors.

The Netherlands
The apparent consumption in The Netherlands is the lowest of the countries reviewed. In 2006 the apparent consumption in the country amounted to € 37 million / 42 thousand tonnes.

When looking at the imports of dried fruit by The Netherlands, it can be concluded that sultanas is the most important dried fruit product in the Dutch market. The Netherlands has an important processing industry, for which dried fruit is used in breakfast cereals and bars. The leading companies in the dried food are H.J. Heinz Company and Unilever. Under the name “SunDream FF snacken”, the Dutch Nut Group released a product assortment based on healthy snacking, consisting of a mixture of nuts and tropical dried fruits. The concept is targeted at young people between the age of 12 and 22, for who obesity is an increasing problem.

The Netherlands holds a strong position in the dried fruits trade and distribution. The reason for this concentration is the relatively high costs of food safety control and documentation associated with the import of dried fruits (and food products in general) into the EU, regardless of the amount imported. Dried fruits are therefore often imported to a central location and from there distributed to other EU countries.

Trends in consumption
For general trends, please refer to the CBI market survey ‘the preserved fruit and vegetables market in the European Union’. A number of more specific tendencies regarding the consumption pattern of dried fruits/on-the-go-food can be distinguished for the six countries discussed:

Broad variety
EU consumers are exposed to a great variety of different kinds of fruits through television cooking programmes, recipes, or when travelling abroad. This exposure makes them interested in trying these exotic foods by including them in their daily diet. In many EU countries, a growing group of ethnic minorities with their own culinary traditions stimulates the consumption of ethnic and exotic ingredients.

Convenience food
As most EU citizens have jobs outside their home and the number of single households increases, less time is left for cooking and the preparation of meals. Therefore, (affluent) Europeans increasingly choose to buy convenience meals. So far, those products doing best are breakfast bars, sandwiches, pies and pasties, and more traditional dried snack foods such as pretzels and crisps - but there is still room for new products and manufacturers. Regarding cereal bar products, it is expected by Datamonitor (market research company) that the market will show an annual average growth of around 7% between 2005 and 2010. Despite a positive forecast, industry sources stress that dried fruits will remain a niche product.

A good example is the increasing availability of large amounts in pre-packaged dried fruit varieties, to eliminate the peeling and preparation elements. In most cases, the unique selling point is to offer easy and functional packaging and make sure consumers are aware of how this assists on-the-go consumption.
Product development
Development in the food market is closely linked to innovation and many new products and product types enter the market every year. This development also means that some products are replaced by other products. An example is mixtures of dried fruits in breakfast mueslis becoming increasingly popular, compared to the more traditional breakfast cereals.

Health food
A greater awareness of healthy eating habits can be noticed among EU consumers. Fruits and vegetables are generally associated with health food. Some dried fruit and nuts mixtures are given appealing names, such as ‘beauty-mix’. Also, different initiatives from public and private institutions can be observed on country level as well as EU level, in order to promote healthy eating and reduce obesity levels and associated diseases.

Organic Food
Finally, a general increase of interest in organic and/or fair-trade food on the EU market has been noticeable over the last decade, although this differs per country. The trend is most notable in the UK, The Netherlands and Germany and less in Spain and France. Organic production is most popular in Italy and Germany. The increased interest in and demand for organic products also affects the consumption of organic dried fruits, although this development has been very modest.

The market share of organic dried fruit is the lowest for The Netherlands (around 2%) and the highest for the UK and Germany. The market share is low, partly because of a shortage of supply and because of the great price difference between organically grown dried fruits and conventional dried fruits: a price difference the average EU consumer is not (yet) willing to pay.

Forecast
The dried fruit market used to be a rather conservative market and consumers of the product used to be the elderly, and health-conscious and ecologically-oriented population. This is clearly changing now. Consumption of dried fruit is actively promoted by industry associations and among dieticians and hospitals; therefore consumption of dried fruit is forecasted to continue to increase. The main trends boosting dried fruit snack consumption in Europe are increased consumer awareness of the contribution of dried fruits to a healthy diet and the need for convenience, on-the-go-snack food, as consumers increasingly skip meals due to a busy lifestyle.

To a large extent, convenience is related to packaging. Therefore, FoodandDrinkEurope.com stresses that manufacturers must adapt an innovative packaging design and marketing approach, in order to tap the increasing consumer demand for on-the-go snacking. In an industry worth about € 66 billion across Europe in 2006, Food and Drink Europe pinpoints the consumer trend of flexi-eating as a relatively unexploited area for leading food processors. People increasingly miss meals and opt for snacks throughout the day. Consumption can be triggered through innovative product design and marketing, but extra sales will remain limited.

Market segments
There are three market segments for dried fruits:

- the food processing market,
- the retail market, and
- the catering market.

The food processing market is by far the largest segment for dried fruits and the catering market is the smallest. There are no specific data available, but it is estimated that the food processing industry accounts for approximately 80% of EU imports of dried fruits. Of these, the major consumers are the breakfast cereal industry (mostly in muesli) and the confectionery industry (in fruit and health bars, ingredients for chocolate bars). Dried fruit products for the retail market are mainly sold as ready-to-eat snacks. Dried tropical fruits such as mangoes,
papayas and bananas are becoming a more common item in European health food stores and supermarkets, where they are sold pre-packed in cellophane bags, as well as in bulk (by weight). Usually, these products are sold with sugar added for sweetness and sulphur added for colour retention, although “all natural” products are preferred by the health food stores.

The dried fruit retail market sector is characterized by a rather straightforward presentation in single product packs, sometimes with a very simple presentation and a dominance of specialised health food brands.

The catering market uses very small amounts of dried fruit. Most fruit, coming in 5 kg bags, is conventional fruit, with sugar and sulphur added.

**Production**

Production data have been obtained through FAO as well as Prodcom (PRODucts of the European COMmunity, provided by Eurostat). As already mentioned, please observe extreme caution when interpreting the Prodcom data as it is an estimation, since declaration of production is not obligatory within the EU. Please also keep in mind that production totals are larger than the numbers given, as the production data is incomplete.

**Table 1.2 Production of dried fruit, 2002-2006, value in € million / volume in thousand tonnes**

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<thead>
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<tr>
<td>The Netherlands</td>
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</tbody>
</table>

Source (Eurostat, 2008)

Italy is by far the biggest producer of dried fruits in the European Union and shows a large increase since 2002. Spain and the UK are the second and third largest producers in the EU. Spain shows a slight decrease and the UK a sizeable increase. France and Germany rank fourth and fifth in the EU while for The Netherlands no production was recorded.

In general, dried grapes (sultanas, currants and other grapes) are principally produced by wine-producing countries, such as France, Germany and the Czech Republic, but also by the United Kingdom. Figs, dates and apricots are produced by southern countries which have a warm, Mediterranean climate.

**Product groups**

Prodcom data recording dried grapes are very scattered and EU totals are not known. Among the countries discussed in this survey, the production by Germany, France and The Netherlands is unknown. Greece is the largest known producer of dried grapes. Of the countries discussed in this survey, the UK was the largest producer with a production amounting to € 26 million / 16 thousand tonnes in 2006, while Italy (€ 15 million / 21 thousand tonnes) and Spain (€ 7.7 million / 3.3 thousand tonnes) also have a considerable dried grapes production.

Due to the mainly Mediterranean, maritime and continental climate, hardly any tropical fruits are grown in the EU. Therefore, production of dried tropical fruit is negligible. EU production of the dried fruits covered in this survey (excluding dried grapes, dates, figs and bananas) totalled € 1.6 billion / 342 thousand tonnes in 2006. Between 2002 and 2006, this production increased on average by 8% per year. Furthermore, Prodcom does not record data on dried bananas.
The United States, France, and Chile are the world’s key prune producers and exporters. Chile typically exports over 90% of its production, while the United States and France usually export around 40%. France’s production of prunes is sufficient to meet domestic demand. The Lot-et-Garonne department, in the Southwest of France is the largest plums-producing area in France. Total planted area in France is about 14,850 hectares and the area under production is 10,638 hectares. France has about 2,000 plum producers and the average surface area per farm is 5.8 hectares (http://www.pruneau.fr/gb/prune-industry/growers.html). Around 60% of the French production of plums is used for domestic consumption. The remaining 40% is exported, mainly to other EU countries. Please note that these numbers describe the production of fresh plums. It can, however, be expected that the production of dried prunes is concentrated around the production of the fresh products, as these form the basic ingredient.

Main players
The food and drink industry consists of many large (multinational) companies and a much larger number of small and medium enterprises (SMEs). In 2005, there were around 309,700 companies (CIAA, 2007). The SMEs accounted for more than 99% of the companies in the industry, but for only 50% of the total turnover. Large companies account for the other 50%. Hence, both SMEs and multinational companies are important in the sector. The largest food and drink companies in the EU relevant to dried fruits / preserved fruit and vegetables are:

- Nestlé, multi-product, including breakfast cereals: http://www.nestle.com
- Unilever, multi-product, including the brand Slim Fast http://www.unilever.com
- Danone, multi-product, including breakfast cereals http://www.danone.com

Interesting producers, specialised in dried fruits are:

- Laparre et Fils Pruneaux, France, manufacturer of frozen and dried fruits. Their main activity is supply to the retail sector in France: http://www.laparre-europe.com
- The Dutch Nut Group, specialist in importing, exporting, trading, packaging and roasting of a wide range of nuts and dried fruits. Has its own production facilities: http://www.dutch-nut-group.nl
- The Weetabix Food Company, accounting for about 8% of UK’s total cereal sales: http://www.weetabix.co.uk

Source: CBI Market Information Database • URL: www.cbi.eu • Contact: marketinfo@cbi.eu • www.cbi.eu/disclaimer
Preserved fruits and vegetables
CBI MARKET SURVEY: THE EU MARKET FOR DRIED FRUIT

- Whitworths, UK's largest manufacturer of dried fruit: http://www.whitworths.com
- Eat Natural, UK manufacturer of mixed nuts and fruit bars and cereal, under its own brand. Supplies the UK retail market: http://www.eatnaturalstore.com
- Importaco, leading Spanish importer and producer: http://www.importaco.com

The above-mentioned producers and exporters can be competitors to developing country suppliers. However, at the same time, these companies can also import dried fruit, making them a potential trade channel for developing country suppliers aiming to enter the EU market. Depending on the fruit you produce, companies could either be competitors, buyers, or are active in entirely different trade channels/industries. Please refer to chapter 2 for a more complete list of interesting players in the EU dried fruit market.

Trends in production
- The overall trend in new fruit products is "added value", thus providing increased convenience for the consumer by offering a much greater variety of ready prepared fruit products, to be consumed as snack on-the go.
- The addition of dried fruits to food products is a popular strategy of producers to differentiate their products when targeting the European market. For instance, exotic and superfruits high in antioxidants give a more attractive, additional edge to the products.
- Increased interest in 'natural' organic dried fruit and so-called 'superfruits'.
- Internationalisation and the introduction of new exotic dried fruit, as demand is increasing influenced by international travel and media like cooking programme on TV or magazine recipes.
- Producers are looking for alternative production methods as the freeze-drying of fruits can affect the flavour and texture of the fruit. This can have a negative effect on consumer acceptance. Next to this dried fruits are currently often sweetened with sugar and this is a practice that many companies are trying to reduce in the light of healthier eating habits.

Opportunities and threats
+ The interest in tropical and exotic dried fruits is increasing. Because production is not possible in the EU, this provides opportunities for DC exporters.
+ There is an increasing interest in different (organic) products, addressing key consumer demands such as health, wellness, enjoyment and convenience.
+ DC producers can be more cost-effective in value adding (processing and packing) in the country of origin (comparative advantage of lower labour costs).
- European regulations on food are very strict and importers demand a consistent high quality and reliable supply. Advanced technologies and machinery for preservation as well as suitable packaging materials, can limit export opportunities.
- Increased competition in the retail market, with discounters and private labels accounting for the greatest market shares in the different countries. Increased concentration and internationalisation of the retail sector strengthens the negotiation power of large retailers, forcing producers to cost-efficient and large-scale production and making it more difficult for small-scale and new producers to target the EU market.
- There is strong competition on price and quality within the dried fruits market. Next to this there is competition between domestic and tropical dried fruits and with other preserved fruits, such as canned and frozen tropical fruits.

Useful sources
- FRUCOM, is the umbrella organisation of the European Institutions of the European Federation of the trade in dried fruit, edible nuts, honey, spices , canned fruits and vegetables and similar foodstuffs: http://www.frucom.org
- Organisation of the European Industries Transforming Fruit and Vegetables (OEITFL): http://www.oeitfl.org
- International nut and dried fruit Foundation: http://www.nutfruit.org
- Confederation of the Food and Drink Industry in the EU (CIAA): http://www.ciaa.be
- EUROPA - Eurostat - Data Navigation Tree - Crops data: http://epp.eurostat.ec.europa.eu

Source: CBI Market Information Database • URL: www.cbi.eu • Contact: marketinfo@cbi.eu • www.cbi.eu/disclaimer
Trade channels
The distribution channel for dried fruits, presented in Figure 2.1, is relatively short. A more detailed diagramme of the sector covering the preserved fruit and vegetables is provided in the CBI EU Market Survey. Dried fruits are regularly imported to a single centrally located EU country, often The Netherlands and Germany, and from there re-exported and distributed to other EU countries.

Figure 2.1  Most common distribution channels for dried fruit entering the EU

![Diagram of distribution channels]

Source: The Danish Import Promotion Programme, adjusted by ProFound - Advisers in Development

The bulk of dried fruit entering the EU is imported by specialised brokers/agents and importers/traders, who import on their own account and sell to packers/processors. They buy mainly in bulk. In most countries, importers or agents act as intermediaries, but many of the packers and food processors also import directly. Importers/traders are well-informed about the market and have strong relationships with suppliers and buyers all over the world. They are the most interesting business partner for exporters in DCs. Particularly in the case of speciality and lesser-known dried fruit, co-operation with a specialised European importer is advisable. His role will also be in quality controlling and in logistics service provision. Moreover, the importer/trader serves as the contact and additional risk-taking party for the industry/supermarkets so the risks can are shared among the partners.

A processor/packer may carry out some processing and conditioning of product, but is mainly involved mainly in re-packing dried fruit into smaller packs for the food processing, retail and catering sector (the same procedures are also frequently undertaken by importers). The imported product is mainly repacked in Europe. The size and branding of these products depends on the marketing strategy of the processor/packer. Some will have their own brand, while others are also or exclusively contracted by supermarkets to pack a branded consumer product (private labelling) on the supermarkets’ behalf. Larger packers/processors are increasingly buying directly from processors/exporters in the countries of origin.

The food processing industry is by far the largest market segment for dried fruits. They are used as raw material input for breakfast cereals, bakery products, desserts and confectionery products. The catering sector is a small buyer of dried fruit.

Retail sector sales are dominated by the supermarket sector, but health stores increasingly gain market share. In the retail sector, "loose" dried/dehydrated fruit is hardly sold anymore, being found only in health food shops, specialist dried fruit and nut shops, and in stalls at street markets in the southern EU countries. Supermarkets prefer to ‘tailor’ their own mixtures of dried fruit, for various reasons, among which increased value addition. This also explains why only 5.5% of mixed dried fruit imports comes from DCs, while on average DCs account for half of dried fruit supplies.
**Trends**

**Concentration of the value chain**

Multinational food companies are present in almost all EU countries and have a large share of the market. At the other end, there are numerous small and medium companies active in the preserved fruit and vegetable market. Their number is, however, decreasing in many EU countries. Many multinational food companies arrange imports themselves or use an agent. Regarding specific products, multinational companies may even have production facilities at the source or have strong relations with a small group of suppliers.

**Concentration at the retail level**

An ever-smaller number of retailers dominates food distribution and sales in the EU countries discussed. The process of concentration is most advanced in the UK, The Netherlands, Germany and France. Importers and other suppliers to multiple retailers must supply consistent volumes of guaranteed quality on a year-round basis, and moreover be very efficient, flexible and alert to new developments. Private label sales in the countries discussed showed a steady increase in turnover sales. Improvements in quality have led consumers to accept that many private label products are just as good as the leading brands, only lower priced. This results in increased competition between branded and private label products and lower margins for branded manufacturers. On the other hand, it is observed that discounters increasingly offer branded products.

**Interesting players**

For more interesting players and links, please also refer to the preserved fruit and vegetables survey of the country of interest.

**Retailers:**
- Greenline, UK web shop supplying organic and Fair Trade food products, among which a wide range of dried fruit: [http://www.greenol.co.uk/organic-a01.php](http://www.greenol.co.uk/organic-a01.php)
- Greenways Natural Food Stores, based in the UK: [http://www.greenwaystores.co.uk](http://www.greenwaystores.co.uk)

**Brokers**
- Torriglia Vincenzo, import agent for dried fruits and nuts, Italy, Genoa: [http://www.torrigliage.com](http://www.torrigliage.com)
- Activa, international brokers and agents for edible nuts, dried fruits, dehydrated fruits etc, Italy, Genoa: [http://www.activabrokers.com](http://www.activabrokers.com)
- Eurobroker, International brokers and agents of edible nuts and dried and dehydrated fruits etc, located in Paris, France: [http://www.eurobroker.fr](http://www.eurobroker.fr)

**Traders**
- Catz International BV, Rotterdam, The Netherlands. Importer and distributor of dried fruits: [http://www.catz.nl](http://www.catz.nl)
- King Nuts & Raaphorst, importer and distributor of dried fruit. Located in The Netherlands: [www.kingnuts-raaphorst.com](http://www.kingnuts-raaphorst.com)
- The Dutch Nut Group, specialised in importing, exporting, trading, packaging and roasting of a wide range of nuts and dried subtropical fruits. Located in The Netherlands: [http://www.dutch-nut-group.nl](http://www.dutch-nut-group.nl)
- Daras, shipper, packers and traders of a variety of products, among which dried fruits. Located in the port of Marseille, France: [http://www.daras.com/](http://www.daras.com/)
- Palm Nuts & More, Germany, specialised in nuts and dried fruit, supplies the German industry and retail: [www.palm-nutsandmore.de](http://www.palm-nutsandmore.de)
- Community Foods, specialised in the procurement, sales and marketing of organic and conventional dried fruits, and branded health foods: [http://www.communityfoods.co.uk](http://www.communityfoods.co.uk)
Price structure

Variations in prices and margins apply throughout the different trade channels mentioned. The margins depend on the value added at the different stages of the supply chain. Value addition not only comprises the different production and transportation costs involved in coming to an end-product, but also price setting by the selling party. Value addition at producer/exporter level can for example comprise of organic certification of the fruit. In general, the agent/broker adds little value, but takes a relatively large margin. Packing and mixing of dried fruit mostly takes place in the EU countries and there is little value addition in the countries of origin.

European industry sources stress that margins are continuously under pressure and that margins in the dried fruit sector are much smaller than in the fresh fruit sector. While retailers generally accept a price increase for fresh fruit, for instance as a results of bad weather conditions, this does not apply to the trade in dried fruits. The margins are the highest at the retail level (30-40%), while importers and wholesalers only manage to grasp a couple of percentages.

Selecting a suitable trading partner

Selecting a suitable trading partner depends on the dried fruit you can offer and whether or not it is organically certified. European food trade fairs are in general the best place to meet buyers, to gain insight into trends unfolding in your branch and evaluate whether or not your product is ready for the market, or if minor adjustments first need to be made.

Interesting trade fairs:

On-line company databases for finding companies working in the dried food market are:
- Food world, an extensive online food business directory with full EU coverage. Fruit products are a separate product group: http://www.thefoodworld.com/food_exporters_importers

Business-to-business sources include the following;

3 Trade: imports and exports

Imports

Total EU imports increased 9.1% in value on average annually between 2003 and 2007, to a total of € 1.3 billion / 802 thousand tonnes in the latter year. This increase in imports is in line with the increasing demand from the industrial and consumer market as discussed previously. The six markets discussed in this survey accounted for more than 75% of EU dried fruit imports in 2007.

About 13% of EU dried fruit imports came from countries outside the EU (excluding DCs), 52% from DCs and 35% from EU countries. Imports from the EU countries showed the largest increase with 13% on average annually, mainly because of increased imports from France, Germany, The Netherlands and Italy. More than half of EU dried fruit imports comes from DCs. Imports from DCs increased on average by 9.2% annually in the period reviewed, mainly because of increased imports from the largest suppliers Turkey (+9.2%) and Chile (+13%). Imports from extra-EU countries increased on average by 0.9% annually between 2003 and 2007, mainly because the imports from the USA on average increased by 0.2% annually. The USA is the second largest supplier of dried fruit to the EU.
Table 3.1: Imports and leading suppliers of dried fruit 2003 – 2007, share in % of value

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Total EU, of which from</td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Intra-EU:</td>
<td>922</td>
<td>1,099</td>
<td>1,309</td>
<td>France (8%), Germany (8%), The Netherlands (5%), Italy (4%), Greece (3%)</td>
<td>35%</td>
</tr>
<tr>
<td>Extra-EU ex. DC*:</td>
<td>282</td>
<td>374</td>
<td>462</td>
<td>USA (10%), Israel (2%), Australia (1%)</td>
<td>13%</td>
</tr>
<tr>
<td>DC*:</td>
<td>166</td>
<td>151</td>
<td>172</td>
<td>Turkey (29%), Chile (5%), Tunisia (5%), Iran (4%), China (3%), Argentina (1%)</td>
<td>52%</td>
</tr>
<tr>
<td>The United Kingdom, of which from</td>
<td>230</td>
<td>276</td>
<td>304</td>
<td>France (11%), Italy (9%), Germany (6%), Greece (5%), The Netherlands (5%)</td>
<td>37%</td>
</tr>
<tr>
<td>Intra-EU:</td>
<td>81</td>
<td>102</td>
<td>112</td>
<td>USA (13%), Israel (4%), Australia (1%), Canada (0.2%)</td>
<td>16%</td>
</tr>
<tr>
<td>Extra-EU ex. DC*:</td>
<td>54</td>
<td>47</td>
<td>50</td>
<td>Turkey (33%), Chile (4%), Iran (3%), China (2%), South Africa (2%), Tunisia (1%), Pakistan (0.3%)</td>
<td>47%</td>
</tr>
<tr>
<td>DC*:</td>
<td>95</td>
<td>127</td>
<td>142</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Germany, of which from</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Intra-EU:</td>
<td>197</td>
<td>213</td>
<td>276</td>
<td>France (8%), The Netherlands (7%), Slovakia (6%), Belgium (4%), Italy (3%)</td>
<td>35%</td>
</tr>
<tr>
<td>Extra-EU ex. DC*:</td>
<td>63</td>
<td>67</td>
<td>95</td>
<td>USA (11%), Australia (2%)</td>
<td>14%</td>
</tr>
<tr>
<td>DC*:</td>
<td>26</td>
<td>25</td>
<td>37</td>
<td>Turkey (31%), Chile (6%), Tunisia (4%), China (3%), Iran (2%)</td>
<td>52%</td>
</tr>
<tr>
<td>France, of which from</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Intra-EU:</td>
<td>121</td>
<td>136</td>
<td>155</td>
<td>Germany (12%), The Netherlands (5%), Belgium (3%), Spain (2%), the UK (1%)</td>
<td>26%</td>
</tr>
<tr>
<td>Extra-EU ex. DC*:</td>
<td>24</td>
<td>30</td>
<td>41</td>
<td>USA (16%), Israel (4%), Canada (2%), Australia (0.5%)</td>
<td>6%</td>
</tr>
<tr>
<td>DC*:</td>
<td>10</td>
<td>9</td>
<td>9</td>
<td>Turkey (33%), Tunisia (16%), Algeria (8%), South Africa (3%), China (3%)</td>
<td>68%</td>
</tr>
<tr>
<td>Italy, of which from</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Intra-EU:</td>
<td>77</td>
<td>70</td>
<td>87</td>
<td>France (6%), Germany (4%), Greece (3%), the UK (2%), Spain (1%)</td>
<td>17%</td>
</tr>
<tr>
<td>Extra-EU ex. DC*:</td>
<td>17</td>
<td>14</td>
<td>15</td>
<td>USA (16%), Israel (4%), Canada (2%), Australia (0.5%)</td>
<td>22%</td>
</tr>
<tr>
<td>DC*:</td>
<td>43</td>
<td>43</td>
<td>53</td>
<td>Turkey (39%), Tunisia (12%), Chile (6%), Iran (1%), Serbia (1%), China (0.5%)</td>
<td>61%</td>
</tr>
<tr>
<td>The Netherlands of which from</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Intra-EU:</td>
<td>80</td>
<td>98</td>
<td>101</td>
<td>Greece (6%), France (5%), Germany (3%), Belgium (3%)</td>
<td>18%</td>
</tr>
<tr>
<td>Extra-EU ex. DC*:</td>
<td>23</td>
<td>29</td>
<td>19</td>
<td>USA (8%), Israel (2%)</td>
<td>10%</td>
</tr>
<tr>
<td>DC*:</td>
<td>13</td>
<td>12</td>
<td>10</td>
<td>Turkey (43%), Chile (9%), South Africa (5%), Iran (5%), China (4%), Argentina (4%)</td>
<td>72%</td>
</tr>
<tr>
<td>Spain, of which from</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Intra-EU:</td>
<td>33</td>
<td>47</td>
<td>63</td>
<td>France (23%), Italy (4%), Belgium (4%), Germany (4%)</td>
<td>37%</td>
</tr>
<tr>
<td>Extra-EU ex. DC*:</td>
<td>5</td>
<td>15</td>
<td>23</td>
<td>Israel (6%), USA (3%)</td>
<td>9%</td>
</tr>
<tr>
<td>DC*:</td>
<td>5</td>
<td>5</td>
<td>6</td>
<td>Turkey (18%), Tunisia (14%), Argentina (10%), Chile (8%), Algeria (2%)</td>
<td>54%</td>
</tr>
</tbody>
</table>

Source: Eurostat (2008)

*Developing Countries
The largest imported product group was dried grapes, accounting for about 34% of total EU dried fruit imports in 2007. This group consists of sultanas, currants and other dried grapes. Sultanas amounted for 60% of the dried grapes imports, currants for 7.4% and the other grapes for 32%. Between 2003 and 2007, EU imports of all dried grapes increased on average by 7.2% annually. Dried prunes and dates were the second and third largest product groups with respectively 14% and 12% of the EU dried fruit imports in 2007. Between 2003 and 2007, imports of mixtures of dried fruit increased considerably by 20% annually, amounting to 9.8% of the total imports. Figs and dried apricots accounted for respectively 7.9% and 8.2% of EU imports. ‘Other dried fruit’ accounts for 6.0% of EU imports, dried apples for 5.4%. Dried bananas, dried peaches including nectarines and dried pears account for about 1% of EU imports. Dried papaya and dried tamarind, with an import value of € 3 and € 1.7 million respectively, constitute the smallest products in imports, with a share of less than 1%. Dried apples, pears and papaya showed a large relative increase with an average annual increase of respectively 18%, 15% and 15% in the review period. Only the import of dried peaches decreased, by on average 1.3% annually in the same period.

**The UK**
The UK was the largest EU importer of dried fruit. British imports grew between 2003 and 2007 by an average increase by 7.2% annually in value, totalling € 304 million / 184 thousand tonnes in the latter year. In the period reviewed, imports from Turkey, the largest supplier, increased considerably by 12%. The imports from the second largest supplier, the USA, decreased by 3.3%. Imports from Italy, the fourth largest supplier, increased very strongly by 41%. Also supplies from The Netherlands, Chile and Iran show a considerable growth.

The UK, compared to the other six markets, is a particularly large importer of dried grapes, accounting for 46% of British dried fruit imports in 2007. Mixtures of dried fruit account for 19%, dates for 8.3%, dried apricots for 7.8%, dried prunes for 6.2%, ‘other dried fruit’ for 5%, dried apples for 4.7%, figs for 2.9%. Dried bananas, peaches and pears, dried papaya and dried tamarind constitute the smallest products in British imports, each accounting for an import market share of less than 1%. Interesting to note is that the UK imports 61% of all dried tamarind imported by the EU.

**Germany**
German imports increased between 2003 and 2007 on average by 9% annually in value, totalling € 276 million / 164 thousands tonnes in the latter year. In particular, imports from Slovakia, the country’s fifth largest supplier, and France (3rd) increased considerably by 94% and 23% respectively per year. Germany’s leading developing country supplier is Turkey, with an import market share of 31%, followed by Chile, with a market share of 6.2%. The leading extra-EU supplier is the USA (11%) and leading intra-EU supplier is France (7.7%). All these countries increased their supplies of dried fruit to the German market in the period reviewed.

Just as for total EU imports, dried grapes are the largest product group in German dried fruit imports, with a share of 31%. Dried prunes account for 17% of German imports, figs for 9.4%, ‘other dried fruit’ for 9.1% and mixture of dried fruit for 8.5%. Dried dates (7.9%), apricots (7.4%) and apples (7.4%) are also important groups. Dried pears, bananas, peaches, papaya and tamarind are the smallest product groups in German imports, accounting for an import market share of less than 1% each.

**France**
French imports increased between 2003 and 2007 on average by 6.5% annually in value, totalling € 155 million / 82 thousand tonnes in the latter year. DCs had a 68% share in imports, far above the EU average share, and this is still growing. The two leading suppliers are DCs, Turkey and Tunisia, together supplying almost half of French imports. In particular, imports from Germany and The Netherlands, the country’s third and sixth largest suppliers, increased strongly by respectively 19% and 30% annually. Notable is the small import market share of the USA (1%), compared to the other main import markets discussed in this survey.
The strong growth in the imports from China which increased on average by 98% per year in the review period, is also interesting.

France, compared to the other six markets, is a particularly large importer of dates, accounting for 31% of French dried fruit imports in 2007. The second largest product is dried grapes with an import market share of 20%. Figs account for 13%, dried apricots for 12%, and mixtures of dry fruit for 8.2%. Dried prunes, ‘other dried fruit’, and apples account for respectively 5.6%, 5.0%, and 2.5%. Dried pears (1.1%) and dried bananas (1.0%) are small product groups but dried peaches, tamarind and dried papaya each account for an import market share of less than 1%.

The Netherlands
Imports by the Netherlands increased between 2003 and 2007 on average by 5.9% annually in value, totalling € 101 million / 78 thousand tonnes in the latter year. This occurred while the intra-EU as well as the extra-EU imports decreased by respectively 5.5% and 5.1% on average per year.

DCs, with an import market share of 72%, account for an above EU average share in Dutch imports. In particular Turkey, with a market share of 40%, supplies the lion’s share of imports. Chile, the second largest supplier, experienced strong growth in their supplies, in the period reviewed, on average by 23% per year. China and Argentina also show a strong increase with 46% and 93% respectively.

Dried grapes comprise a very large share in The Netherlands’ dried fruit imports, with an import market share of 58% in 2007. Dried prunes account for 12% of dried fruit imports and dates for 7.3%. Dried apricots, apples and figs account for respectively 5.8%, 5.2% and 4.1% of Netherlands’ imports. ‘Other dried fruit’ (2.9%), mixtures of dry fruit (2%) and dried bananas (1.6%) are smaller product groups. Dried pears, dried peaches, papaya and tamarind constitute the smallest products in The Netherlands’ imports, accounting for an import market share of less than 1%.

The large imports by The Netherlands compared to its size and consumption can be explained by the important distribution function the country has. Because of the high costs involved in importing dried fruits to the European union, dried fruits are often imported by one EU country in a large quantity and from there re-exported in smaller quantities to other EU countries.

Italy
Italy was the fifth largest EU importer of dried fruits. Between 2003 and 2007, Italian imports increased on average by 3.1% annually in value, totalling € 87 million / 47 thousands tonnes in the latter year. This was below the European average of 9.1%. The intra-EU imports show a negative development with a decrease of 2.6%. The imports from DCs showed the largest growth with 5.0%. Especially imports from Chile, the country’s fourth largest supplier, increased considerably by 14% annually. Imports from Greece decreased, on average by 11% annually in the period reviewed, while the imports from the UK increased by 76% per year.

Just as for total EU imports, dried grapes is the largest product in Italian dried fruit imports, with an import market share of 28% in 2007. Italy, compared to the other six markets, is a particularly large importer of prunes, accounting for 25% of Italian dried fruit imports. Dates account for 17% of Italian imports, figs for 14%. ‘Other dried fruit’ and dried apricots account for 7.0% for 4.6% respectively. Mixtures of dry fruit account for 1.7%. Dried apples, peaches, bananas, pears, papaya and tamarind constitute the smallest products in Italian imports, each accounting for an import market share of less than 1%.

Spain
Of the six countries concerned, imports by Spain increased between 2003 and 2007 the most, on average by 17% annually in value, totalling € 63 million / 46 thousand tonnes in the latter year. France is the main supplier with an import market share of 23%. Also, imports from
France increased on average by 57% annually in the period reviewed. Turkey, Tunisia, Argentina and Chile are the other leading suppliers, accounting for about half of Spanish imports. The four countries experienced considerable growth in the supplies in the review period.

Spain, compared to the other six markets, is a particularly large importer of dates, accounting for 25% of Spanish dried fruit imports in 2007. Imports of dried grapes, compared to the other markets, are very low at an import share of 12%, far below the EU average. Other large groups are dried prunes and dried apples, which account for an import market share of 20% and 16% respectively. Dried apricots account for 6.6%, figs for 6.5%, mixtures of dry fruit for 4.9%, dried pears for 3.6% and dried bananas for 2.6% and ‘other dried fruit’ for 1.3%. Dried peaches and papaya constitute the smallest products in Spanish imports, each accounting for an import market share of less than 1%. Dried tamarind fruit is not imported by Spain.

Exports
Total EU exports of dried fruit increased on average by 8.3% annually between 2003 and 2007, totalling € 508 / 200 thousand tonnes in the latter year. The EU is a net importer of dried fruits. However, there are differences between the various countries discussed. For example, the difference between import and export in France is rather small, while the UK is a very strong net importer.

France is the largest exporter of dried fruit in the EU, accounting for 24% of EU exports in 2007. Between 2003 and 2007, exports increased on average by 7.6% annually, totalling € 123 million / 38 thousand tonnes in the latter year. Germany is the second largest exporter of dried fruit in the EU, accounting for 23% of EU exports. Between 2003 and 2007, Germany’s exports increased on average by 6.4% annually, totalling € 115 million / 34 thousand tonnes in the latter year. Germany’s exports show a large increase in volume (14%) compared to the increase in value (6.4%) of the exports suggesting lower prices. With a market share of 9.8% Italy is the third largest exporter of dried fruit in the EU and is showing a rapid increase in exports. In the review period, the exports increased on average by 17% per year accounting for € 50 million / 9.8 thousand tonnes. Note the difference in export unit value between Italy and other companies. This is primarily because Italy mainly exports high value dried fruit products. Almost half of the Italian exports are mixtures of dried fruit. The Italian exports of mixtures of dried fruit shows a large increase of 30%.

The Netherlands is the fourth largest exporter of dried fruit in the EU, accounting for 9.4% of EU exports. Between 2003 and 2007, exports increased on average by 5.4% annually, totalling € 48 million / 26 thousand tonnes in the latter year. After Greece, Spain is the sixth largest exporter of dried fruit in the EU, accounting for 5.5% of EU exports. Between 2003 and 2007, exports increased on average by 3.1% annually, totalling € 28 million / 21 thousand tonnes in the latter year. Finally, the UK is number eight after Belgium, in the list of the largest EU exporters and a very strong net importer of dried fruit. Between 2003 and 2007, export value increased on average by 17% annually, totalling € 18 million / 6.5 thousand tonnes in the latter year while the volume remained the same.

About 85% of exports is (re)-exported to intra-EU destinations, the main destinations being the UK (21%) and Germany (16%). Exports to Slovakia increased relatively the most, by 61% annually, currently being the destination of about 2.1% of EU dried fruit exports.

Opportunities and threats
+ More than half of EU dried fruit imports comes from DCs and imports from these countries increased on average by 9.2% annually in the period reviewed.
+/- The EU is a net importer of dried fruit, offering opportunities for DC suppliers. Overall imports increased by 9.1%. Especially the imports of mixtures of dried fruit, dried apples, dried pears and dried papaya show a large increase. Imports of these products however remain limited.
Imports from DCs are dominated by Turkey, which accounts for an EU import market share of 29%. Furthermore, imports from Turkey increased on average by 9.2% annually.

Please note that the same development or trend can be an opportunity for one exporter and a threat to another. You should therefore analyse if the developments and trends discussed in chapter 1 provide opportunities or threats, as the outcome of the analysis depends on the specific situation of an exporter and is not so straightforward. Please also refer to chapter 7 of the CBI market survey 'The preserved fruit and vegetables market' in the EU for an example of such an analysis.

Useful sources
- EU Expanding Exports Helpdesk
  ➔ http://exporthelp.europa.eu
  ➔ go to: trade statistics
- Eurostat – official statistical office of the EU
  ➔ http://epp.eurostat.ec.europa.eu;
  ➔ go to ‘themes’ on the left side of the home page
  ➔ go to ‘external trade’
  ➔ go to ‘data – full view’
  ➔ go to ‘external trade - detailed data’
- Understanding eurostat: Quick guide to easy comext

4 Price developments

The dried fruit market is not a commodity market and world market prices are therefore determined (but not ‘set’) by importers and wholesaler. The dried fruit market is characterized by high prices, but low margins. The high prices are to a large extent inherent to the expensive and rather difficult production process, which requires large quantities of fresh fruit and tight quality control.

Domestic and import/export prices of dried fruit vary according to a number of factors:
- The quantities, and the type of dried fruits in question.
- Harvest output in the supplying countries in relationship to demand.
- Negotiations between the different chain partners and the number of intermediaries buying and selling.
- The quality of fresh fruit (and vegetables) aimed at the consumer markets. When quality is not up to standard, the products will be diverted to the industry for processing, thus putting pressure on prices.

Because of the wide variations in availability caused by fluctuating harvests, weather conditions or disasters, changes in supply have a much larger effect on price levels than changes in demand. Other factors which have a significant effect on prices are the exchange rate of the dollar, quality, grade, presentation (whole, shelled, pitted, broken etc.) and the method of drying/processing which has been used prior to export. The major country of origin for a particular product often determines the basic reference price for that product worldwide. For example, the USA is the reference for raisins and Turkey for apricots.

Margins in the international trade in dried fruits are under pressure and, subsequently, there is room for fewer players in the distribution chain. When possible, larger retailers will therefore limit the number of importers and/or agents to cut costs. Margins and value addition are the highest for fair trade, organic and naturally dried fruits. Below, fair trade minimum prices and premiums for dried fruit are shown in table 4.1. They are stated for the indicated countries of production as Farm Gate, Ex Works and FOB in Euro, and refer to one kilogramme.
### 4.1 Dried Fruit Price and Premium Information, 2008

<table>
<thead>
<tr>
<th>Fruit</th>
<th>Country</th>
<th>Fairtrade Minimum Price</th>
<th>Fairtrade Premium per kg</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Farm Gate per kg</td>
<td>Ex Works per kg</td>
</tr>
<tr>
<td>Dried Apricot</td>
<td>Pakistan</td>
<td>€ 0.37 (excluding transport to the factory)</td>
<td>€ 0.09</td>
</tr>
<tr>
<td>Dried Apricot</td>
<td>Pakistan</td>
<td>€ 0.39 (excluding transport to the factory)</td>
<td>€ 0.09</td>
</tr>
<tr>
<td>Dried Wild Apricot</td>
<td>Pakistan</td>
<td>€ 0.24 (excluding transport to the factory)</td>
<td>€ 0.06</td>
</tr>
<tr>
<td>Dates, to be processed (dried) conventional</td>
<td>Tunisia</td>
<td>€ 0.81</td>
<td>€ 0.15</td>
</tr>
<tr>
<td>Dates, to be processed (dried) organic</td>
<td>Tunisia</td>
<td>€ 0.89</td>
<td>€ 0.15</td>
</tr>
<tr>
<td>Dried Mango organic</td>
<td>Western Africa</td>
<td>€ 5.20</td>
<td>€ 6.40</td>
</tr>
<tr>
<td>Dried Pineapple</td>
<td>Uganda</td>
<td>€ 2.96</td>
<td>€ 0.29</td>
</tr>
<tr>
<td>Dried Pineapple</td>
<td>Togo</td>
<td>€ 8.40</td>
<td>€ 0.60</td>
</tr>
<tr>
<td>Dried Raisins</td>
<td>South Africa</td>
<td>€ 0.43</td>
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</tr>
<tr>
<td>Dried Sultanas</td>
<td>South Africa</td>
<td>€ 0.45</td>
<td></td>
</tr>
</tbody>
</table>

Source: FLO, 2008

The market price for dried fruits is determined by market conditions and the individual supplier is not able to influence prices. No detailed price information on the dried fruits market is available for the six individual countries, but the following homepages can be used as sources of information with regard to the EU price structure on dried fruits:

- The Public Ledger: [http://www.agra-net.com/portal](http://www.agra-net.com/portal)
- Foodnews: [http://www.foodnews.co.uk/commodity](http://www.foodnews.co.uk/commodity)

### 5 Market access requirements

As a manufacturer in a developing country preparing to access the EU market, you should be aware of the market access requirements of your trading partners, the EU and its member states’ governments. Requirements are demanded through legislation and through labels, codes and management systems. These requirements are based on environmental, consumer health and safety and social concerns. You need to comply with EU legislation and have to be aware of the additional non-legislative requirements that your trading partners in the EU might request.

EU rules and regulations are very strict for trade in food products. The most important ones for dried fruits are:

- **Maximum Residue Levels (MRLs) / Pesticides.** Regulations on the approved level of pesticides found in imported dried fruits on the EU market are stated in Council Directive 90/642/EEC. For a comprehensive overview of the approved levels of pesticides, please refer to: [http://europa.eu.int/comm/food/plant/protection/pesticides/index_en.htm](http://europa.eu.int/comm/food/plant/protection/pesticides/index_en.htm).
- **Approved Additives Regulation.** This regulation is based on Directive 95/2/EC and deals with the non-nutritive substances, which can legally be added to some or all food products. Sulphur dioxide (for lightening and to help preserve colour) is permitted for certain groups of dried fruit, but limited to a certain concentration. Apricots, peaches, grapes, plums and figs may contain 2000 mg/kg; bananas 1000 mg/kg; apples and pears 600 mg/ kg; others
500 mg/ kg (http://www.europa.eu.int). The additives should be mentioned in the list of ingredients on the label of the dried fruits in the consumer packs.

For more information on legislative and non-legislative requirements, go to ‘Search CBI database’ at http://www.cbi.eu/marketinfo, select preserved fruits and vegetables and the country of your interest in the category search, click on the search button and click on market access requirements.

**Production, packaging and labelling**

Bear in mind that some steps in the production process and/or export of dried fruit depend on buyer specifications. In The Netherlands, Germany and the UK, but also to a lesser extent in the other three countries discussed, there is a trend towards recycling of product packaging. The EU legislation requires that packaging for consumer products is taken back and collected by retailers and producers. If the products are packed in a material which is not recyclable, a contribution has to be paid. Generally, packaging policy does not affect foreign producers because the importer will be held responsible for the packaging. Bulk-packaged, dried (tropical) fruits are usually packaged in export carton boxes lined with polyethylene, containing two or four 5 kg boxes. Nowadays, dried fruits are mostly packed in polyethylene. The latter is generally used in the form of a closed bag inside paperboard cartons, fibreboard corrugated boxes (bag-in-box system) or multi-wall sacks. Polyethylene liners may be heat-sealed to give an airtight closure, although some air permeates gradually through the polyethylene itself. Vacuum packaging is also used, but on a small scale. Packages suitable for pallets are gaining in popularity, since they reduce handling costs and damage to the product. Rectangular boxes are more suitable for pallets than paper sacks or drums. Packages normally vary between 5 kg and 25 kg. Additional information on packaging can be found at the website of ITC on export packaging: http://www.intracen.org/ep/packaging/packit.htm

Concerning the labelling of the products when exporting to one of the six countries, it should always be possible to trace the dried fruits back to the foreign producer and exporter of the products. As a minimum, labels should therefore contain information about the country of origin, the date, month, year of packaging as well as the name of the producer and exporter of the dried fruits. If the products are imported in consumer packages, more extensive information has to be provided. It is recommended that the requirements regarding packaging and labelling should always be agreed upon and specified in the contract between the exporter and the EU importer, in order to meet expectations and to comply with EU regulations. Usually, the importer informs the foreign supplier of the requirements regarding packaging and labelling.

Information on tariffs and quota can be found at http://exporthelp.europa.eu

**6 Doing business**

For general information on doing business in the EU, including information on methods of payment and terms of delivery, please refer to the CBI market survey ‘The preserved fruit and vegetable market in the EU’. Common practices for sales promotion of dried fruit can be found on the Internet or by visiting product specific or sector-related trade fairs. Trade fairs offer companies in DCs the opportunity to establish contacts and a trustworthy image through several participations, to promote their products and conduct EU market orientation. Refer to Chapter 2 for the most important trade fairs in the six countries discussed.

Trade press can function as a means for gaining insight into market developments and competition, but can also have a promotional function. This concerns finding potentially interesting companies, as well as promotion of your own activities and products. Trade press addressing the EU market, which could be interesting for players in the dried fruit sector or the food sector in general, are:
Some dried fruit associations exist, the Organisation of the European Industries Transforming Fruit and Vegetables (OEITFL) being probably the most important. Please refer to Chapter 1 for an overview of national dried fruit associations.

General information on doing business like approaching potential business partners, building up a relationship, drawing up an offer, handling the contract (methods of payment, and terms of delivery) can be found in CBI's export manuals 'Export Planner' and 'Your image builder'. Furthermore, cultural awareness is a critical skill in securing success as an exporter. Information on cultural differences in the EU can be found in chapter 3 of CBI's export manual 'Exporting to the EU'. These manuals can be downloaded from http://www.cbi.eu/marketinfo - go to search publications.

Also, the Internet provides many sources on business practices and culture, such as - http://www.kwintessential.co.uk/resources/country-profiles.html. Please keep in mind that these pages only give general remarks. Therefore, when conducting business, use your intuition and an understanding attitude.
Appendix A General product description

Dried fruit is fruit that has been dried, either naturally or through use of a machine, such as a dehydrator. Vine fruits make up over three-quarters of the total global dried fruit volume. Prunes (also referred to as plums) and dates are other examples of popular dried fruits in the EU.

Dried fruit has a long shelf life and can therefore provide a good alternate to fresh fruit, allowing out of season fruits to be available. Drying is a good way to preserve fruit in the absence of refrigeration. Dried fruit and vegetables are whole, cut, sliced, broken or powdered, but not prepared further. In addition to drying, certain preservatives may be added to maintain the equality. For instance, sulphur dioxide is added to prevent fruit discolouring. The use and content of preservatives in food is regulated by the EU (see also paragraph 10 on legislative requirements in the CBI market survey ‘The preserved fruit and vegetable market in the EU’ and chapter 5 of this Survey). Organic dried fruit is produced without sulphur which results in dark fruit and the flavour is much more characteristic.

Product groups
This product survey covers those product groups of dried fruit, which are interesting for developing country producers. The choice of groups was taken based on trade data, competitor analysis and whether there is a market for the particular fruit in Europe. Product groups representing dried and fresh products together (such as pineapples, avocados, guavas, mangoes, mandarins and other citrus fruit) are not discussed in this product survey. Trade in these products mainly consists of fresh fruit. Moreover, the product group of (dried) citrus fruit has been left out, because it is produced by a few countries, which supply large bulk quantities to the EU.

Vine fruits
Vine fruits are essentially dried grapes and comprise sultanas, raisins and currants. The sultana is a soft, juicy, amber coloured fruit with a very sweet flavour. It is largely produced from a seedless white grape and varies in shape from round to oval according to variety. The majority is produced from the Thompson seedless grape. The sultana has its own distinctive sun-drying treatment which varies depending on origin, but which differentiates it from a raisin. One method is to spray the grape with a vegetable-based drying oil, prior to sun-drying. The actual sun-drying process can also vary, depending on country of origin. One method is to sun-dry the clusters of fruit on racks in partial shade. Another method is to place the fruit in the open sun on specially shaped drying areas. Drying can take from a week to ten days until the moisture content has been reduced sufficiently (to around 16%) to produce succulent sultanas. The fruit is then washed and cleaned and given a fine coating of vegetable oil. This keeps the fruit moist and prevents the berries from sticking together.

Raisins, dark brown and wrinkled with a sweet mellow flavour, are produced from unseeded or seeded, white or black grapes. The vast majority is, however, produced from the seedless white Thompson grape. A grape becomes a raisin when its moisture content has been reduced through sun-drying, to around 16%. The grape is harvested when ripened to its fullest and is picked in clusters. At this stage the methods implemented for sun-drying vary greatly in accordance with the different countries of origin. Methods used include drying the grapes on clean paper trays between the vines, or placing the grapes on special concrete drying areas. The fruit lies in the full blaze of the sun, as opposed to partial shade, for 2-3 weeks until the grape's moisture content has been reduced to around 16% into the caramel brown raisin we are familiar with. The raisins, as with sultanas, are packed into storage bins to keep the fruit moist, and are washed and oiled before export.

Currants are dried, black, seedless grapes. All currants derive from the same variety of grape known as the Corinth and this is from where the word “currant” originated. The methods for sun-drying currants vary according to the climate and soil of the region, but keeping the grape in the shade for the first part of the drying period is said to produce the best quality currants.
The main producing countries are Greece, responsible for about 90% of the world currant crop.

**Tree fruits**
These have, in recent years, become increasingly popular and more widely available. Dried tree fruits comprise

- Apples (peeled, cored, sliced; then cut into rings), has a chewy texture and is mainly produced in the USA, Italy, China, Chile and South Africa.
- Apricots, available either halved or whole, sharp or sweet, have a rich exotic flavour. Mainly produced in Turkey, USA, Australia, South Africa and Iran.
- Dates, renowned for their great nourishing properties. Main producers are Pakistan, Iraq, Iran, Algeria and the USA.
- Figs, a sweet, chubby dried fruit, yellow brown in colour. Mainly produced in Turkey, the USA and Greece.
- Peach, firm or tender, but fleshy and with a slightly sharp flavour, peaches are sold either in halves or slices. Produced in the USA, Australia, South Africa and China.
- Pears are sweet and chewy with a pleasant granular texture. Mainly produced in the USA, South Africa, Australia, China and Chile.
- Prunes (also referred to as plums) are a popular dried fruit in the EU. It is a rich, dark dried fruit, available whole or pitted. Mainly produced in California (USA), Eastern Europe, France, South America, South Africa, Australia.

**Tropical dried fruits**
- Bananas, including plantains. Native to tropical regions, all varieties have a sweet fragrance when ripe and contain a soft creamy flesh inside that may be white, yellow or pinkish cream coloured. Dried bananas make a sweet nutritious snack and have a concentrated flavour. Plantains, a bland and starchier variety, are most often cooked and eaten as a vegetable. They are a popular ingredient in many African and West Indian dishes.
- Papaya, native to and also widely cultivated in tropical regions, is a melon-like fruit, with yellow-orange flesh. They vary widely in size and shape, depending on variety and type of plant.
- Tamarind fruit is native to tropical Africa, grows wild throughout the Sudan and is extensively cultivated in tropical Asia, Australia, Latin America and the Caribbean. The fruit is a brown pod-like legume, which contains a soft acidic pulp and many hard-coated seeds.

In this survey, trade data based on the Combined Nomenclature are used. These data are provided by Eurostat, the statistical body of the EU. The abbreviation CN stands for Combined Nomenclature. This Combined Nomenclature contains the goods classification prescribed by the EU for international trade statistics. The CN is an 8-digit classification consisting of a further specification of the 6-digit Harmonised System (HS). HS was developed by the World Customs Organisation (WCO). The system covers about 5,000 commodity groups, each identified by a six-digit code. More than 179 countries and economies use the system. Dried fruit products discussed in this survey are covered by chapter 8 of the Harmonised System and fall under the product category “edible fruits & nuts”. The relation between the names used throughout the report and the adjoining official product definition with HS codes are given in the table below.

<table>
<thead>
<tr>
<th>Product groups</th>
<th>HS codes</th>
<th>Product description</th>
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<tbody>
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<td>Dried bananas</td>
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<td>Dried bananas, including plantains</td>
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<tr>
<td>Dates</td>
<td>0804 10 00</td>
<td>Dates, fresh and dry</td>
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<td>Figs</td>
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<td>Dried figs</td>
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<td>Dried grapes</td>
<td>0806 20</td>
<td>Dried grapes including raisins and currants</td>
</tr>
<tr>
<td>Dried apricots</td>
<td>0813 10 00</td>
<td>Dried apricots</td>
</tr>
<tr>
<td>Dried prunes</td>
<td>0813 20 00</td>
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<tr>
<td>Dried apples</td>
<td>0813 30 00</td>
<td>Dried apples</td>
</tr>
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<td>Dried peaches</td>
<td>0813 40 10</td>
<td>Dried peaches, including nectarines</td>
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<td>Dried pears</td>
<td>0813 40 30</td>
<td>Dried pears</td>
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<tr>
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<td>Dried fruit; other than bananas; dates; figs; pineapples; avocados; guavas; mangoes; mangosteens; citrus fruit and grapes; mixtures of nuts or dried fruits</td>
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This survey was compiled for CBI by ProFound - Advisers In Development

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