FRESH FRUIT AND VEGETABLES

The EU market for pineapple

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Report summary
This CBI market survey discusses the EU market for pineapple, the main highlights of the report include:

- The market for pineapples is growing in all EU counties. Germany, Italy and the UK are the largest markets, while the new EU members offer good prospects for the future.
- Since 2002 imports of pineapples doubled in volume but the value increased by just 50%.
- There is extensive trade of pineapples in the EU, with a few EU countries acting as suppliers.
- Belgium and the Netherlands are the leading importers and distributors of pineapples in the EU.
- Supermarkets are the main outlets for pineapple sales, but they are also sold through greengrocers, street markets and catering outlets.
- The supply of pineapples to large supermarkets is highly concentrated. They are supplied by large agro-multinationals. Aside from these companies, many importers are active in trading pineapples.
- Developing countries are the main supplier of pineapples. Costa Rica is, by far, the leading supplier. Other Latin American countries have a strong position, while imports from African countries are in decline.

This survey aims to provide exporters of pineapples from developing countries (hereafter DCs) with product-specific market information about 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 general information and data provided in the CBI’s market survey ‘The fresh fruit and vegetables market in the EU’, which can be downloaded from [http://www.cbi.eu/marketinfo](http://www.cbi.eu/marketinfo)

Detailed information about pineapples is given in appendix A. This survey discusses the EU in general and particularly the markets in: Belgium, France, the United Kingdom, Germany, the Netherlands and Italy.

1 Market description: consumption and production

Consumption
Fresh pineapples are one of the fastest growing products in the EU market for fresh produce. Total consumption of fresh pineapples in 2006 was 616 thousand tonnes, twice as much as in 2002 (Table 1.1).
Germany is the leading consumer of pineapples in the EU, accounting for 20% of EU consumption in 2006. The German market has developed rapidly, with supermarkets being the main outlet. Discounters have contributed to the success by introducing them in their assortment. Consumers in Germany are price-sensitive but do value the quality of fresh produce. Italy is the second largest market in the EU. Italian consumers appreciate tropical fruit, as reflected in the growing sales over the last years. After bananas, pineapples are the most popular tropical fruit in Italy and their consumption is expected to continue to increase. The UK is the fastest growing market in the EU. Pineapple consumption increased by 150% between 2002 and 2006. This growth is expected to continue but the growth rate may be lower.

**Market segmentation**

Pineapples are appreciated by people in all EU countries and of all ages. It has become a common product in many supermarkets, especially in urban areas. The high-income, western European, countries have the highest consumption levels but the low-income, eastern European countries are rapidly moving towards western consumption patterns and demanding more exotic fruits such as pineapples.

**Trends in consumption**

The intention to adopt a healthier lifestyle and the growing interest in experiencing new tastes and enjoyment are important drivers for fresh fruit consumption in general and favour the consumption of pineapple in particular. Convenience is another influential trend. Though many people like fresh pineapple, they find it cumbersome to cut a fresh pineapple into consumable portions. By offering more pre-cut and ready-to-eat fresh pineapple products, retailers can lower the threshold for consumers to buy fresh pineapple.

There are also opportunities for other ‘types’ of pineapples. In some EU countries the baby pineapple is now available in the market. This pineapple is much small than regular varieties one and meets the demand for smaller portions or single-servings. While the MD2 variety is popular, there are also opportunities for other varieties which are mainly sold at street markets, ethnic shops and greengrocers. However, the overall preference is for sweet and juicy pineapples.

Consumption of pineapples is increasing in the new EU countries as well. Though consumption levels in many of these countries are low compared to the older and larger EU countries, the market is potentially very large. Incomes are rising and consumers in those countries are interested in new and exotic products.

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1 apparent consumption is calculated as: production + imports – exports. Negative figures may arise because of exports from stocks, delays between imports and exports, or errors in trade statistics.
The organic food market is growing in many EU countries. Germany and the UK have a large market and growth in sales is expected to continue. Organic fresh fruit is performing well. The underlying interests in organic food are health, quality, sustainable production and locally-sourced food. Although the latter might suggest objections to products sourced outside the EU, there is substantial demand for tropical produce, especially when it is fair-trade certified and produced in a sustainable way.

The CBI market survey ‘The fresh fruit and vegetables market in the EU’ contains more information about consumer trends and can be downloaded from http://www.cbi.eu/marketinfo.

Production
World production of pineapples was 18 million tonnes in 2006 (Table 1.2) and has increased by 15% since 2002 (FAOSTAT 2008 - http://faostat.fao.org/). Thailand, the Philippines and Indonesia are major producers of preserved pineapple products (cans and juice concentrates) for the export market. India and China are major producers but they have a large domestic market and do not supply much to export markets. The major players on the world export market are Costa Rica, the United States, Ecuador, Panama and Guatemala. Kenya and Nigeria also have a substantial share in the world trade of pineapple.

<table>
<thead>
<tr>
<th>Country</th>
<th>2002</th>
<th>2004</th>
<th>2006</th>
</tr>
</thead>
<tbody>
<tr>
<td>World production</td>
<td>15,850</td>
<td>16,798</td>
<td>18,261</td>
</tr>
<tr>
<td>Thailand</td>
<td>1,739</td>
<td>2,101</td>
<td>2,705</td>
</tr>
<tr>
<td>Brazil</td>
<td>2,150</td>
<td>2,216</td>
<td>2,487</td>
</tr>
<tr>
<td>Philippines</td>
<td>1,639</td>
<td>1,760</td>
<td>1,834</td>
</tr>
<tr>
<td>China</td>
<td>1,247</td>
<td>1,269</td>
<td>1,400</td>
</tr>
<tr>
<td>India</td>
<td>1,180</td>
<td>1,234</td>
<td>1,229</td>
</tr>
<tr>
<td>Costa Rica</td>
<td>992</td>
<td>1,077</td>
<td>1,200</td>
</tr>
<tr>
<td>Indonesia</td>
<td>556</td>
<td>710</td>
<td>925</td>
</tr>
<tr>
<td>Nigeria</td>
<td>889</td>
<td>905</td>
<td>895</td>
</tr>
<tr>
<td>Mexico</td>
<td>660</td>
<td>669</td>
<td>628</td>
</tr>
<tr>
<td>Kenya</td>
<td>620</td>
<td>600</td>
<td>600</td>
</tr>
<tr>
<td>Côte d’Ivoire</td>
<td>272</td>
<td>249</td>
<td>195</td>
</tr>
</tbody>
</table>

Source: FAOSTAT (2008)
*includes production of pineapples for canning

Many changes in the production of fresh pineapples have occurred over the last 30 years. West Africa used to be the most important source of fresh pineapples for the EU market. Côte d’Ivoire was the leading supplier to the EU market, mainly supplying the variety ‘Smooth Cayenne’. Nowadays it accounts for only 7% of total supply. Due to the country’s growing political instability, drought and the introduction of new commercial varieties in other countries, Côte d’Ivoire’s supply to the EU market has decreased (CIRAD http://www.cirad.fr/en/index.php).

Nowadays, Latin American countries have taken over the leading position in the world market.

Costa Rica has made a remarkable rise and over the last 10 years has developed into a major exporter to the world market. Currently, 63% of all fresh pineapples that the EU imports from DCs come from Costa Rica. The introduction of the MD2 variety (extra sweet flavour), developed by the large agro-multinational Delmonte (http://www.delmonte.com), is the main cause of this success. This variety is the main variety planted in Costa Rica, has proven to be a major commercial success is now the standard variety for almost all large pineapple producers in Latin America and Asia.
Recent trends in pineapple production are a reflection of the fierce competition between the global agro-food giants Del Monte, Chiquita (http://www.chiquita.com) and Dole (http://www.dole.com), which all have large plantations in Latin America. The supply chain is increasingly controlled by these large producing-packing-exporting firms.

As global demand for pineapple is expected to grow, production is likely to increase. The large agro-multinationals are expected to capture most of this growth as they are their major suppliers to the large supermarkets where most pineapples are sold.

Organic pineapple production is increasing globally as a result of strong demand (see also paragraph 1.1). Most organic pineapples for the EU market are produced in Ghana, but an increasing amount is coming from Costa Rica.

Though still very small, a growing amount of fresh pineapples are cut and packed in the country of origin and shipped to the EU. Because the shelf life of these products is limited, they are transported by air. Those African countries which have regular flight to the main EU markets are main supplier of these value-added fresh products.

Portugal is the only EU country where pineapples are produced on a commercial basis. The harvest is very modest compared to imports and consumption. In 2006, Portugal produced 2 thousand tonnes of pineapples. Production has been stable over recent years.

**Opportunities and threats**

- Though the growth rates may slow down in the future, the market for pineapples is growing in all EU countries
- The EU countries relies on imports as there virtually no production of pineapples in the EU.
- Next to the well-known MD2 variety, there are niche markets for other pineapples with different taste characteristics and sizes.
- There is a small niche for value-added produce, such as pre-cut, ready-to-eat pineapple. The UK has is the most interesting market for these convenience products, though the market is increasing in almost all EU countries.
- There is a clear demand for organic and fair-trade pineapples, with the UK and Germany as leading countries.
- The Netherlands and Belgium are of particular interest as they are the main distributors of imported pineapples to other EU countries.
- More information on the opportunities and threats can be found in Chapter 7 of the CBI’s market survey ‘The fresh fruit and vegetable market in the EU’.

Trends and market developments offer opportunities and threats to exporters. Any given trend can be a threat to some and an opportunity to others. Therefore, they should always be analysed in relation to one’s specific circumstances. For further information, please consult chapter 7 of the CBI’s market survey ‘The fresh fruit and vegetables market in the EU’.

**Useful sources**

- FreshInfo – News and services for the (international) fresh fruit and vegetables business - http://www.freshinfo.com/
- Freshplaza – News service on fresh fruit and vegetables in the Netherlands - http://www.freshplaza.com/
- CIRAD, news and information on the market for fresh fruit and vegetables in France - http://passionfruit.cirad.fr/
- Fruchthandel – Website and magazine on the fresh fruit and vegetables market in Germany – http://www.fruchthandel.de/.
2 Trade channels for market entry

Trade channels
The bulk of the pineapples are imported by a few EU countries. The ports of Antwerp in Belgium and Rotterdam in the Netherlands are the most important entry points into the EU. Both harbours serve as important European transit ports for the pineapple trade. They have modern cool storages and are well connected by water and road for further transport to destinations in the EU. Other EU countries with harbour facilities also serve as an entry point for pineapples, but to a lesser extent.

The large retailers in the EU led the remarkable increase in pineapple consumption by introducing them into their product range years ago. Canned pineapple has been a common product in retailing for a long time. The introduction of fresh pineapple in the major supermarkets led to a wider group of consumers becoming acquainted with them and an increase in sales. The very sweet MD2-variety has more or less become the standard variety consumed in many EU countries. A few large multinational companies largely control the supply of pineapples to the large retailers is concentrated in Exporters from DCs may need to seek other market segments where they can trade smaller amounts of pineapples. This may be best done by clearly differentiating the produce from that of these large companies. One interesting example of the potential of such a strategy is that of fair-trade pineapples, which have achieved market shares in several European countries.

Supermarkets are not however the only outlet for pineapples. Greengrocers and street markets still have a fair share of exotic fruit sales in many EU countries. Another market opportunity, though smaller, is the restaurant and catering channel.

Large retailers have tightly structured supply chains with the agro-multinationals being their main suppliers. This integrated supply chain has become very strongly established. The main agro-multinationals dominating the supply of pineapples are:
- Del Monte Fresh Produce (Europe), http://www.freshdelmonte.com;
- Dole Fresh Fruit Europe Ltd. Co. (Germany), http://www.doleeurope.com;

Apart from the large retailers, there are other outlets for pineapples. Smaller and independent supermarkets, greengrocers, street markets and catering outlets also sell or use pineapples. They mainly buy through importers or agents who are the most important potential business partners for DC exporters. They have experience and knowledge of the international market and strong relationships with suppliers and buyers. Exporters are advised to contact and co-operate with specialised importers to find ways of distributing their products. Besides focusing on the home market, these importers may also be active in exporting to other EU countries. Some companies that import exotic fruits are:
- Bud Holland (the Netherlands) - http://www.bud.nl;
- FTK (the Netherlands) - http://www.ftk.nl;
- Atlanta Gruppe (Germany) – http://www.atlanta.de;
- Cobana Fruchtring (Germany ) - http://www.cobana-fruchtring.com;

Price structure
Supply and demand on the world market are the main factors that influence the export prices of fresh fruit. Prices can therefore fluctuate over time. Variety, quality and origin are other important factors in determining prices. Quality requirements vary greatly but are generally high in most EU markets.

A substantial portion of the trade in pineapples is through spot markets. Trade margins vary a lot depending on the variety and quality of product, the distribution channel, the continual changes in supply and demand and resulting price fluctuations.
It is estimated that European importers need a trade margin of some 5-10 percent to cover their business costs and risks but this may vary between countries as business costs and risks are not always the same. Wholesalers and retailers also need to take a margin, which varies even more than import margins. It is recommended to closely monitor markets and prices in order to quote realistic prices.

More information on margins can be found in Chapter 5 of the CBI’s market survey 'The fresh fruit and vegetable market in the EU'.

**Selecting a suitable trading partner**

General information on selecting suitable trading partners is available in the CBI’s market survey covering the EU fruit and vegetables market and the CBI’s Export planner. Both documents are available at [http://www.cbi.eu/marketinfo](http://www.cbi.eu/marketinfo).

Information on importers and agents in specific EU countries can be found in the survey covering the fruit and vegetables market in specific countries. These documents are available at [http://www.cbi.eu/marketinfo](http://www.cbi.eu/marketinfo).

The Internet site [http://www.europages.com](http://www.europages.com) is a useful source for finding contact details for importers and information on their activities. The most interesting contacts at Europages can be found under the category Agriculture & Livestock, subcategory Fruits and Vegetables. Other interesting websites are:

- FreshPlaza (the Netherlands) – [http://www.freshplaza.com](http://www.freshplaza.com);
- German Association of fruit and vegetables traders DFHV - [http://www.dfhv.de/](http://www.dfhv.de/);
- Fresh Produce Consortium (UK) - [http://www.freshproduce.org.uk/](http://www.freshproduce.org.uk/);
- Rungis (France) - [http://www.rungisinternational.com/](http://www.rungisinternational.com/).

### 3 Trade: imports and exports

**Imports**

Pineapples are one of the fastest growing fruit imports into the EU. In 2006, the EU imported 1.2 million tonnes of pineapple with a value of €839 million (Table 3.1). Compared to 2002, this is 50% increase in value and almost twice as much in volume. DCs are the main suppliers with a 62% share of 62% in the value of imports in 2006. The remaining 38% consisted of intra-EU trade of pineapples (re-exports).

Belgium is the largest importer, with the Netherlands a close second. Belgium has a strong reputation in the imports of bananas and pineapples. Dutch imports of pineapples have grown strongly over recent years and it may become the largest importer in the near future. Both countries act as trade intermediaries (intra-EU trade). Their domestic markets are small and the bulk of imports are re-exported to other EU countries. Belgium imported 95% of its pineapples from DCs and the Netherlands 83%. The UK and France also import more pineapples directly from DCs than from other EU countries. By contrast, Germany, the largest consumer, imported 70% of its pineapples (by value) in 2006 from other EU countries. However, German imports directly from DCs show a strong growth. Italy occupies a mid-position, importing around 50% from DCs. These DC imports are growing faster than imports from other EU countries.
### Table 3.1 Imports of pineapple and leading suppliers to the EU, 2002 – 2006, share in % of import value

<table>
<thead>
<tr>
<th>Product</th>
<th>2002 C mln</th>
<th>2004 C mln</th>
<th>2006 C mln</th>
<th>Leading suppliers in 2006 Share in %</th>
<th>Share (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>EU27 Total</strong></td>
<td></td>
<td></td>
<td></td>
<td><strong>Leading suppliers in 2006 Share in %</strong></td>
<td></td>
</tr>
<tr>
<td>EU countries</td>
<td>562</td>
<td>698</td>
<td>839</td>
<td>The Netherlands (13%), Belgium (10%), Germany (4.7%), France (4.1%), Spain (1.8%) Costa Rica (39%), Ivory Coast (7%), Ghana (4.9%), Ecuador (2.8%), Panama (2.3%)</td>
<td>37%</td>
</tr>
<tr>
<td>Developing countries</td>
<td>223</td>
<td>252</td>
<td>314</td>
<td>Costa Rica (58%), Ivory Coast (14%), Honduras (9%), Ghana (7%), Brazil (3.0%)</td>
<td>63%</td>
</tr>
<tr>
<td>Other extra-EU countries</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>-</td>
<td>0%</td>
</tr>
<tr>
<td><strong>Belgium</strong></td>
<td></td>
<td></td>
<td></td>
<td><strong>Leading suppliers in 2006 Share in %</strong></td>
<td></td>
</tr>
<tr>
<td>EU countries</td>
<td>116</td>
<td>181</td>
<td>162</td>
<td>The Netherlands (2.5%), France (1.4%), Germany (0.4%), Italy (0.3%), Spain (0.0%) Costa Rica (58%), Ivory Coast (14%), Honduras (9%), Ghana (7%)</td>
<td>95%</td>
</tr>
<tr>
<td>Developing countries</td>
<td>4</td>
<td>9</td>
<td>8</td>
<td>Costa Rica (58%), Ivory Coast (14%), Honduras (9%), Ghana (7%)</td>
<td>5%</td>
</tr>
<tr>
<td><strong>The Netherlands</strong></td>
<td></td>
<td></td>
<td></td>
<td><strong>Leading suppliers in 2006 Share in %</strong></td>
<td></td>
</tr>
<tr>
<td>EU countries</td>
<td>29</td>
<td>51</td>
<td>149</td>
<td>Germany (9%), Belgium (3.6%), France (2.2%), United Kingdom (1.5%), Spain (0.4%) Costa Rica (69%), Panama (9%), Ecuador (1.5%), Honduras (1.3%), Ghana (0.7%)</td>
<td>83%</td>
</tr>
<tr>
<td>Developing countries</td>
<td>14</td>
<td>24</td>
<td>25</td>
<td>Costa Rica (69%), Panama (9%), Ecuador (1.5%), Honduras (1.3%), Ghana (0.7%)</td>
<td>17%</td>
</tr>
<tr>
<td><strong>Germany</strong></td>
<td></td>
<td></td>
<td></td>
<td><strong>Leading suppliers in 2006 Share in %</strong></td>
<td></td>
</tr>
<tr>
<td>EU countries</td>
<td>76</td>
<td>81</td>
<td>115</td>
<td>The Netherlands (39%), Belgium (19%), France (8%), Spain (2.0%), Italy (1.8%) Costa Rica (17%), Ecuador (10%), South Africa (0.5%), Sri Lanka (0.4%), Togo (0.4%)</td>
<td>71%</td>
</tr>
<tr>
<td>Developing countries</td>
<td>71</td>
<td>64</td>
<td>81</td>
<td>Costa Rica (17%), Ecuador (10%), South Africa (0.5%), Sri Lanka (0.4%), Togo (0.4%)</td>
<td>29%</td>
</tr>
<tr>
<td><strong>Italy</strong></td>
<td></td>
<td></td>
<td></td>
<td><strong>Leading suppliers in 2006 Share in %</strong></td>
<td></td>
</tr>
<tr>
<td>EU countries</td>
<td>84</td>
<td>90</td>
<td>97</td>
<td>The Netherlands (18%), Belgium (15%), France (8%), Ireland (6%), Germany (3.0%) Costa Rica (37%), Brazil (3.9%), Ecuador (3.2%), Ghana (2.3%), Thailand (0.3%)</td>
<td>53%</td>
</tr>
<tr>
<td>Developing countries</td>
<td>55</td>
<td>44</td>
<td>52</td>
<td>Costa Rica (37%), Brazil (3.9%), Ecuador (3.2%), Ghana (2.3%), Thailand (0.3%)</td>
<td>47%</td>
</tr>
<tr>
<td><strong>United Kingdom</strong></td>
<td></td>
<td></td>
<td></td>
<td><strong>Leading suppliers in 2006 Share in %</strong></td>
<td></td>
</tr>
<tr>
<td>EU countries</td>
<td>30</td>
<td>54</td>
<td>84</td>
<td>The Netherlands (6%), Germany (2.7%), France (2.0%), Belgium (0.9%), Ireland (0.5%) Costa Rica (60%), Ghana (10%), Ivory Coast (6%), Panama (3.8%), South Africa (3.4%)</td>
<td>47%</td>
</tr>
<tr>
<td>Developing countries</td>
<td>10</td>
<td>9</td>
<td>10</td>
<td>Costa Rica (60%), Ghana (10%), Ivory Coast (6%), Panama (3.8%), South Africa (3.4%)</td>
<td>12%</td>
</tr>
<tr>
<td><strong>France</strong></td>
<td></td>
<td></td>
<td></td>
<td><strong>Leading suppliers in 2006 Share in %</strong></td>
<td></td>
</tr>
<tr>
<td>EU countries</td>
<td>101</td>
<td>102</td>
<td>77</td>
<td>Belgium (17%), the Netherlands (8%), Germany (3.8%), Italy (1.6%), Spain (0.6%) Ivory Coast (39%), Ghana (22%), Benin (2.4%), Cameroon (1.4%), Togo (1.4%)</td>
<td>88%</td>
</tr>
<tr>
<td>Developing countries</td>
<td>12</td>
<td>16</td>
<td>24</td>
<td>Ivory Coast (39%), Ghana (22%), Benin (2.4%), Cameroon (1.4%), Togo (1.4%)</td>
<td>68%</td>
</tr>
</tbody>
</table>

Source: Eurostat (2007)

Costa Rica has rapidly developed into the leading supplier of pineapples to the EU. It accounted for 63% of all imports (by value) from DCs in 2006 (€331 million and 498 thousand tonnes). Since 2002, imports from Costa Rica have more than doubled. It is the main supplier to Belgium (57% of import value in 2006), the Netherlands (69%), the United Kingdom (60%) and Italy (37%). As most of these countries are also re-exporters, Costa Rican pineapples are on the market in almost all EU countries. Other important DC exporters are Côte d’Ivoire, Ghana, Ecuador, Honduras, Brazil and Panama. Imports from all these countries increased, except from Côte d’Ivoire.

Germany imports most of its pineapples from the Netherlands and Belgium, although imports from Costa Rica and Ecuador are growing rapidly. France still imports most of its pineapples from Côte d’Ivoire but these imports are decreasing and being displaced by imports from Ghana, Belgium and the Netherlands. Italy imports mostly from Costa Rica, followed by the Netherlands and Belgium.
Exports
In 2006, EU exports of pineapples amounted 564 thousand tonnes with a value of €429 million. Between 2002 and 2006, exports increased by 83% in volume and 49% in value. More than 90% was exported to other EU countries. The main exporting countries were Belgium (43% of the EU export value in 2006) and the Netherlands (33%). They are important supplier to the countries with the largest markets for pineapples. They supplied 7% of the market share to France, 6% to Germany, $5 to Italy 4% and 2% to the UK.

Exports to all these selected markets experienced a growth between 2002 and 2006, except for France. Exports from the Netherlands and Germany increased the most. France’s exports decreased because the supply from Côte d’Ivoire decreased, which is their largest supplier.

Eastern European countries are increasingly becoming an export market for Germany and to a lesser extent the Netherlands and Belgium. As incomes in these countries are gradually rising, demand for exotic fruit is increasing.

Opportunities and threats
+ Though Costa Rica has a strong position in imports, there are good opportunities for other exporting countries. The market for pineapples is growing and there is a demand for diverse varieties.
+ Though the bulk of the imports is concentrated in a few EU countries, direct imports of pineapples from DCs is growing in many EU countries.
+ Belgium and the Netherlands will remain of particular interest as they are leading distributors of imported pineapples to other EU countries.
+ Apart from the selected markets, imports of pineapples in all other EU countries are increasing, though most pineapples are not imported from other EU countries.
  • More information on the opportunities and threats can be found in Chapter 7 of the CBI’s market survey ‘The fresh fruit and vegetable market in the EU’.

Trends and market developments offer opportunities and threats to exporters. A given trend can be a threat to some and an opportunity to others at the same time. Therefore, they should always be analysed in relation to one’s specific circumstances. For further information, refer to chapter 7 of the CBI’s market survey ‘The fresh fruit and vegetables market in the EU’.

Useful sources
• EU Expanding Exports Helpdesk - http://exporthelp.europa.eu/;

4 Price developments

Overall import prices of pineapples from DCs decreased by 22% between 2002 and 2006. Pineapples from Latin American countries fetched a significantly lower price than those from other origins. Average import prices for Latin American pineapples were between €620 and €690 per ton. Though the prices of pineapples from all origins decreased, the decline was largest for Latin American pineapples.

The CBI’s market survey ‘The fresh fruit and vegetables market in the EU’ and the surveys covering individual countries provide more information on price levels for fresh fruit in the EU. These surveys can be downloaded from http://www.cbi.eu/marketinfo. Other sources include:
• ITC’s Market News Service (MNS) – http://www.intracen.org/mns/;
• Today’s Market Prices – http://www.todaymarket.com (subscription fee);
• AgribusinessOnline - http://www.agribusinessonline.com;
• FreshPlaza PriceWatch (for Dutch market) – http://www.freshplaza.com/

Price information in the individual EU countries can be found in the CBI’s market country specific surveys on the fresh fruit and vegetable markets.
5 Market access requirements

Manufacturers in a developing country preparing to access the EU should be aware of the market access requirements of their trading partners, the EU and national governments of EU countries. Requirements are specified 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.

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

Additional information on packaging can be found at the website of ITC on export packaging: http://www.intracen.org/ep/packaging/packit.htm

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

6 Doing business

General information on doing business, such as 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 the CBI’s export manuals ‘Export Planner’ and ‘Your image builder’ and the market survey ‘The fresh fruit and vegetables market in the EU’. These documents can be downloaded from http://www.cbi.eu/marketinfo.

Cultural awareness is a critical skill in having a successful business relationship with an importer in the EU. The business environment differs per EU country. Country specific information on business practices can be found in CBI’s market surveys covering the fresh fruit and vegetables market in that specific country. These surveys can be downloaded from http://www.cbi.eu/marketinfo.

Visiting or participating in a trade fair is an important way to approach potential trading partners. The Fruit Logistica, held every February in Berlin, is the largest European trade fair of fruit and vegetables and pays much attention to products from developing countries. This exhibition provides an excellent opportunity to explore the EU market and to come in contact with potential buyers. For more information, consult the website http://www.fruitlogistica.com.

In general, many EU importers of fresh produce seek a long term relationship with their suppliers. They have high demands on the quality of the produce and the reliability of the supply. Trust, quality focus and reliability are therefore important ingredients for a sustainable business relation.

For information on the market for pineapples in the EU and in selected markets, the following sources may be useful:
- FreshFel Europe, forum for the Fresh Produce Industry – http://www.freshfel.org;

This survey was compiled for CBI by Mercadero in collaboration with Piet Schotel.

Appendix A  General product description

The pineapple is a perennial plant with long, narrow, fibrous and usually spiny leaves. The fruit grows on a stalk at the centre of the tree. It is a native to tropical Brazil and Paraguay, but is now cultivated in many other tropical countries. There are many different varieties but the most important in the trade are MD2 (extra sweet) and (varieties of) Smooth Cayenne. The fruit is eaten fresh, canned or juiced. This survey only covers fresh pineapple. It should be noted that trade statistics of Eurostat do not differentiate between fresh and dried pineapples (see HS code below). However, the amount of dried pineapples traded is very small compared to fresh.

*HS code*

| 08043000 | Fresh or dried pineapples |