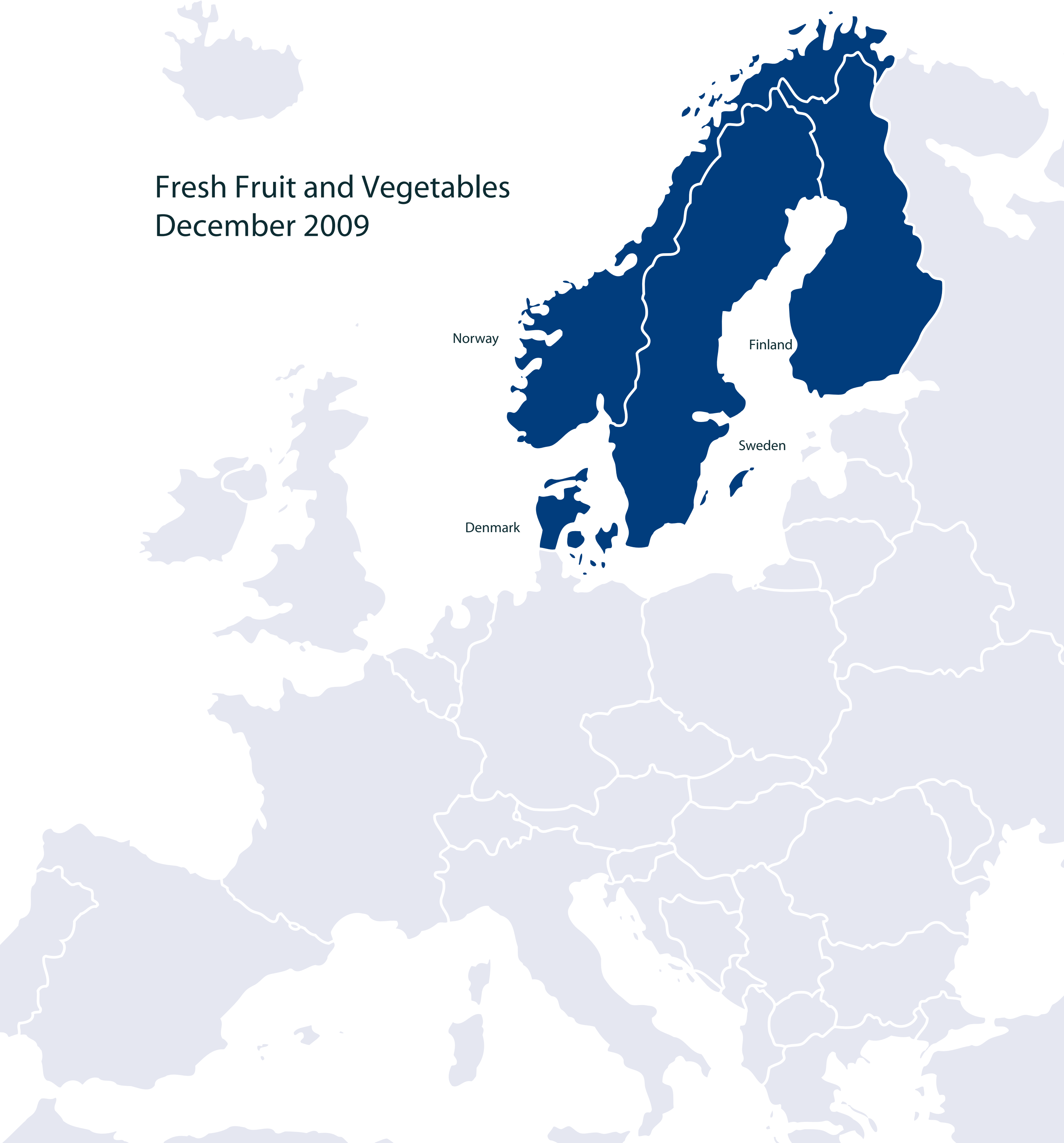
Market Report

Focus on the Nordic Market

Fresh Fruit and Vegetables
December 2009



HSH - The Department of International Trade Cooperation (DITC) • The Swedish Chambers of Commerce
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Disclaimer

The production of this publication has been financed by **Norad** (Norwegian Agency for Development Cooperation), **Sida** (Swedish International Development Cooperation Agency) and **Ministry for Foreign Affairs of Finland**. These organisations do not necessarily share the views expressed in this material. Responsibility for its contents rests entirely with the author.

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Compiled by Fox Research AB, Stockholm

Published in December 2009 by
Norwegian Commercial and Service Enterprises (HSH) / Department of International Trade Cooperation
Swedish Chambers of Commerce / Trade Promotion Programme
Finnpartnership / Ministry of Foreign Affairs of Finland

1 Foreword

The purpose of this report is to provide exporters in developing countries with information about the market for fresh fruit and vegetables in the Nordic countries.

The Nordic countries encompass a historical and geographical region in northern Europe that includes the three kingdoms of Denmark, Sweden and Norway and the republic of Finland. Although also Iceland - because of close geographic, historic and cultural relations usually is considered part of the Nordic countries - this market brief only concerns the continental Nordic countries. The country-specific information in the report is presented in geographical order from west to east (Denmark, Norway, Sweden and Finland).

The Nordic countries have a cold climate, which leads to small domestic production of fruit and insufficient production of vegetables. Fresh fruit and vegetables are imported from all over the world and there is interesting market potential for exporters from developing countries.

There are many similarities among the Nordic countries with regard to culture, language, and political and social systems. Also when it comes to consumer behaviour and product preferences you find many similarities. When entering one of the Nordic markets it therefore might be relevant to consider the possibilities in the other Nordic countries as well.

The Millennium Development Goals, which were agreed upon by the 176 Heads of State and Government during the United Nations' Development Summit in New York in September 2000, have established a global agenda to reduce poverty. As members of the UN, the Nordic countries have committed themselves to striving to achieve the goal of halving poverty in the developing countries by the year 2015.

Development of the private sector in the developing countries, and growth in their trade, are of paramount importance for poverty reduction in the third world countries. The industrialised countries are working at several levels to facilitate developing countries' access to their markets.

However, the obstacles for developing countries are numerous. Rules and regulations are complicated and many countries are not yet in a position to profit from the competitive advantages that they have acquired, for instance through the preferential customs schemes.

The Nordic countries have a long tradition of promoting trade development in developing countries and involving their own business community in the process. For many years the Nordic countries have had import promotion activities directed towards exporters from developing countries wanting to enter the Nordic markets. This has resulted in an ongoing cooperation and coordination of these activities among the Nordic countries.

This cooperation makes sense as the Nordic countries – if looked upon individually – are small markets, but with many similarities. Apart from the many linguistic, cultural and historical similarities, the social welfare development in each country makes it relevant to talk about a Nordic model of society that is unique at the international level.

Business culture, consumption patterns and consumer preferences are basically similar. Although Norway is not a member of the European Union – unlike Denmark, Sweden and Finland – Norwegian legislation is to a great extent harmonised with EU legislation, thus facilitating one Nordic market.

2 Some Basic Facts about the Nordic Countries

• Denmark, Sweden and Finland are members of the European Union (EU), which has 27 member states. Norway is not part of the EU. However, Norway is a member of the European Free Trade Association (EFTA), which participates in the European Union's market via the European Economic Area (EEA) agreement.

• Finland has also joined the EU monetary union, generally called the Euro-area. However, Denmark, Sweden and Norway are presently not part of the EU monetary union, and therefore still use their own respective national currencies, the Danish Krone, the Swedish Krona, and the Norwegian Krone.

• Each Nordic country has its own official language - *Danish* in Denmark, *Norwegian* in Norway, *Swedish* in Sweden, and *Finnish* and *Swedish* in Finland. Even though many Nordic people can easily understand each other's everyday language, English is widely used.

• The Nordic countries have a total of 25 million inhabitants, of which the population in Denmark amounts to 5.5 million (22%), Norway 4.8 million (19%), Sweden 9.3 million (37%), and Finland 5.4 million (22%). About 3 million (12%) of the total population are immigrants.

• More than 85 percent of the population lives in urban areas. Furthermore, the five largest metropolitan areas account for almost a third of the total population: the Øresund region (comprising of Copenhagen in Denmark and Malmö in Sweden), the Oslo region in Norway, the Stockholm and Gothenburg regions in Sweden, and the Helsinki region in Finland.

More detailed information about Denmark, Norway, Sweden and Finland, as well as the Nordic countries and the European Union, can be found at both national and international internet sites, see box below.

Nordic Countries: Share of Area & Population

Country	Area	Population
Denmark	3 %	22 %
Norway	32 %	19 %
Sweden	37 %	37 %
Finland	28 %	22 %

Some Basic Facts

Country	Language(s)	Currency	
Denmark	Danish	Danish Krone	DKK
Norway	Norwegian	Norwegian Krone	NOK
Sweden	Swedish	Swedish Krona	SEK
Finland	Finnish, Swedish	Euro	EUR

Population and Geographical Area 2009

Country	Inhabitants	%	Area sq km	%	Density
Denmark	5,533,000	22	43,100	3	128/km²
Norway	4,843,000	19	385,200	32	12/km²
Sweden	9,331,000	37	450,000	37	20/km²
Finland	5,350,000	22	338,400	28	16/km²
Total	**25 057 000**	**100**	**1,216,700**	**100**	**21/km²**

Sources: Statistics Denmark/Norway/Sweden/Finland December 2009

Largest Metropolitan Regions 2009

Region	Metropolitan City Area	Population est.
Øresund	Greater Copenhagen & Malmö areas	2 515 000
Stockholm	Greater Stockholm area	1 965 000
Oslo	Greater Oslo area	1 393 000
Helsinki	Helsinki Metropolitan area	1 326 000
Gothenburg	Greater Gothenburg area	905 000

Source: Fox Research (based on available information December 2009)

Find More Information Here

Denmark's official internet site	www.denmark.dk
Norway's official internet site	www.norway.no
Sweden's official internet site	www.sweden.se
Finland's official internet site	www.finland.fi
European Union's internet site	http://europa.eu/index_en.htm

Handbooks for exporters from developing countries can be downloaded from one of the national promotional agencies:

Exporting to Finland	www.finnpartnership.fi
Exporting to Scandinavia (Denmark, Norway, Sweden)	www.dipp.eu, www.swedishchambers.se, www.hsh-org.no(see International Trade)

3 Market Definition

This market brief describes the market for fresh fruit and vegetables, which are normally used directly by consumers or as raw materials by the edible food industry. Note that neither fresh potatoes nor nuts are included in this market brief. Fresh fruit and vegetables fall under chapter 07 and 08 of the Combined Nomenclatures CN of the European Communities (which is based on the HS nomenclature). In the chart below, products described in this survey are presented with their statistical numbers according to the HS and the CN nomenclatures.

Product	CN / HS Nos
Fresh Vegetables	
Tomatoes, *fresh or chilled*	07 02 00
Alliaceous Vegetables, including Onions, Shallots, Garlic, Leeks, *fresh or chilled*	07 03 00
Edible Brassicas, including Cauliflower, Brussels sprouts, Cabbage, Broccoli, Kohlrabi, Cabbage Lettuce, Kale, *fresh or chilled*	07 04 00
Lettuce and Chicory, *fresh or chilled*	07 05 00
Edible Roots including Carrots, Turnips, Celeriac, Horse Radish, Radish, Beetroot, *fresh or chilled*	07 06 00
Cucumber and Gherkins, *fresh or chilled*	07 07 00
Peas and Beans, *fresh or chilled*	07 08 00
Asparagus, *fresh or chilled*	07 09 20
Aubergines, *fresh or chilled*	07 09 30
Celery, *fresh or chilled*	07 09 40
Mushrooms, *fresh or chilled*	07 09 51-59
Fruits of the genus Capsicum and Pimenta (Peppers), *fresh or chilled*	07 09 60
Spinach, *fresh or chilled*	07 09 70
Other Vegetables, incl, Globe Artichokes, Other Salad Vegetables, Chard (White Beet), Olives, Capers, Fennel, Sweet Corn, Zucchini (Courgettes), Pumpkins, Okra, Parsley and Morinea Oleifera, *fresh or chilled*	07 09 90

Product	CN / HS Nos
Fresh Fruit	
Bananas, incl. Plantains, *fresh or dried*	08 03 00
Dates, *fresh or dried*	08 04 10
Figs, *fresh or dried*	08 04 20
- Figs, *fresh*	08 04 20 10
Pineapples, *fresh or dried*	08 04 30
Avocados, *fresh or dried*	08 04 40
Mangos, Mangosteens, Guavas, *fresh or dried*	08 04 50
Oranges, *fresh or dried*	08 05 10
Mandarins, Satsumas, Clementines, Tangerines and similar Small Citrus Fruits, *fresh or dried*	08 05 20
Grapefruit, *fresh or dried*	08 05 40
Lemons and Limes, *fresh or dried*	08 05 50
Kumquats and other Citrus Fruits, *fresh or dried*	08 05 90
Grapes, *fresh*	08 06 10
Melons, incl. Watermelons, *fresh*	08 07 11-19
Papayas (Papaws), *fresh*	08 07 20
Apples, *fresh*	08 08 10
Pears and Quinces, *fresh*	08 08 20
Apricots, *fresh*	08 09 10
Cherries, *fresh*	08 09 20
Peaches, incl, Nectarines, *fresh*	08 09 30
Plums and Sloes, *fresh*	08 09 40
Strawberries, *fresh*	08 10 10
Raspberries, Blackberries, Mulberries and Loganberries, *fresh*	08 10 20
Cowberries, Foxberries, Cranberries and Bilberries (Blueberries), *fresh*	08 10 40
Kiwifruit, *fresh*	08 10 50
Durians, *fresh*	08 10 60
Other Fruit, incl, Black, White or Red Currants and Gooseberries, Tamarinds, Cashew Apples, Lychees, Jackfruit, Sapodillo Plums, Passion Fruit, Carambola and Pitahaya, *fresh*	08 10 90

More information about the statistical numbers of the CN/HS nomenclatures can be found at the following internet sites.

Find More Information Here	
EU Export Helpdesk for Developing Countries	www.exporthelp.europa.eu
Norwegian Customs	www.toll.no
CBI Market Information	www.cbi.eu

4 Market Information

4.1 Market Size

The Nordic countries have a relatively small market for fresh fruit and vegetables compared to many other regions in Europe. According to the latest figures, consumption of fruit is about 68 kg per person, while consumption of vegetables amounted to around 64 kg per person. That means that currently the total consumption of fresh produce amounts to just 132 kg per person.

It should be noted, however, that consumption of fresh potatoes is not included in the above figures. If potatoes are included, the per capita consumption rises significantly, reaching about 155 kg in 2007. Despite this, the consumption level is still well below the European average.

On the other hand, the Nordic countries have one of the world's largest consumption of frozen foods, around 30 kg per person and year. This means that if frozen produce is included, the actual consumption level of fresh fruit and vegetables is more in line with other European countries.

The consumption of fresh fruit and vegetables has for many years shown a very positive trend. However, a more modest development was noticed in 2007, when the market increase was a mere 2.5 percent, compared to annual increases of 3-4 during the preceding years. The lower growth rate seems to have continued also in 2008 and 2009, mostly due to the economic recession, that started to be noticeable at the end of 2008.

The total Nordic market size for fresh produce amounted to about 3,300,000 tonnes in 2007, of which fruit accounted for 1,700,000 tonnes (52%) and vegetables for 1,600,000 tonnes (48%).

Of the four geographical areas, the Swedish market is the largest with about 40 percent of the volume, or about 1,250,000 tonnes in 2007. The same year, the Danish market amounted to 840,000 tonnes (25%), while the Norwegian market was 580,000 tonnes (18%) tonnes and the Finnish was 620,000 tonnes (19%).

Nordic Countries: Market for Fresh Fruit and Vegetables 2007*, in Quantity

Market defined as domestic production plus imports minus exports.

Product	Total Quantity Tonnes	Share %	Per Capita Kg
Fresh Fruit	1,696,000	52	68
Fresh Vegetables	1,588,000	48	64
• Total	**3,284,000**	**100**	**132**

* Figures for Norway are for 2008
Sources: CBI, OFG Norway, Fox Research

Nordic Countries: Market for Fresh Fruit and Vegetables 2007*, per Country

Consumption calculated as production plus imports minus exports.

Product	Total Quantity Tonnes	Share %	Per Capita Kg
Denmark	839,000	25	152
Norway*	580,000	18	121
Sweden	1,249,000	38	134
Finland	616,000	19	115
• Total	**3,284,000**	**100**	**132**

* Figures for Norway are for 2008
Sources: CBI, OFG Norway, Fox Research

4.2 Market Trends

The consumption of fresh fruit and vegetables has since many years shown a very positive trend, in all Nordic countries. The increase can be attributed to several factors, of which interest in a healthy lifestyle probably is the most important.

But the fruit and vegetables market is at the same time influenced by an ongoing shift from quantitative to qualitative factors. Even if the price factor never can be neglected, there is an increasing demand for food products with an added value, both regarding taste, shape, nutrition, variety, and convenience.

There is also a growing concern over food safety and the environment, how a product is grown, transported and handled, all the way from the farm to the supermarket.

All these factors have influenced the food distribution channels, both retailers and wholesalers, to rely more and more on consumer satisfaction, in order to successfully compete in the market.

The different consumer trends have favoured fruit and vegetables that can be associated with one or several of the following categories:
- healthy products
- organic and fair-trade products
- exotic and ethnic products
- convenience products

Healthy Products
Nordic consumers are highly interested in a healthy life style and consequently, in the consumption of more healthy food and products with higher nutritional value. And fresh fruit and vegetables are among the product groups that generally are associated with both these factors.

The health trend favours products that are low in fat, have limited sugar content, and contain vitamins and natural antioxidants.

An example of how important health claims can be is the fruit pomegranate. This fruit was earlier imported in very small volumes, but after becoming well-known for its high vitamin C and antioxidant content, pomegranates became common in all supermarkets that carry a wide assortment of fresh produce.

Organic and Fair-trade Products
Consumers are more and more concerned about farm and production conditions, both environmental and social. They are increasingly aware of the environmental damage caused by intensive production methods in plantations and the use of agrochemicals and pesticides.

At the same time they are interested in better working conditions for workers and the guarantee of fair prices to small producers. For these reasons, there is an increased demand for both organic and fair-trade products. In addition, importers will prefer to do business with companies with a clear CSR profile, and with a developed Code of Conduct for the company.

A few consumers are even willing to pay a premium above the regular price if they are guaranteed that the products are produced under sound environmental and social conditions. The premium may be from 20 percent to 50 percent of the normal price. Because of this, many retailers and caterers are anxious to increase the presence of organic and fair-trade labelled products in their outlets, even if they carry a higher price.

The Nordic market for organic fruit and vegetables has expanded rapidly in recent years,
even though the market shares are still relatively small: 5-6 percent in Denmark, 3.5 percent in Sweden, and 2-2.5 percent in both Norway and Finland.

The Danish organic market is one of Europe's largest, when measured by percentage of total retail sales. Organic vegetables comprise over 6-7 percent of total vegetable sales in Denmark. Of the fruit sales, organics have a share of 4-5 percent. A major reason for the positive development for organics is the high availability of organic products in both supermarkets and discount stores.

The most important organic items at this point are potatoes and carrots (both mainly supplied by domestic producers) and bananas (which has reached about 5% market share). Other organic products with a relatively large market share are fresh herbs. Of the total market supply for organics, it is estimated that imports account at present for about 15–20 percent.

Even though organic produce still has a relatively small market share, the increased consumer interest in environmental issues is expected to expand the Nordic organics market substantially in the years to come.

Exotic and Ethnic Products
Globalisation has resulted in more varied eating habits among the Nordic consumers. Tropical fruits from all over the world, like bananas, melons and pineapples, are eaten daily all year round. Still, there is a growing interest in new and more exotic varieties of fruit, which has more than tripled the imports of these items during the last couple of years.

This trend also affects part of the vegetables market, especially those products that have a spicy appeal - like hot chilli peppers – or have a tasty flavour - like limes.

With its relatively large immigrant population - over 3.0 million – the Nordic countries are home to many families with roots in Asia, Africa, Latin America and the Caribbean. This also means there is a market for so-called ethnic products from these areas, even if they probably will not attract much demand from other parts of the population. Types of fruit and vegetables that fall into this category are for example edible roots such as cassava and sweet potatoes.

Convenience Products
The modern lifestyles have led to increased preferences for quick and easy ways to prepare food. Convenience has therefore become an important factor within the retail trade.

With a high degree of women working outside their homes and an increasing share of single households, the Nordic consumers have generally little time left for preparation of meals requiring extensive preparations.

Pre-packed products have therefore become common, for example sliced and washed lettuce, cut and washed carrots, topped and tailed sugar snap peas, trimmed baby corn, and mixed packs of fresh vegetables for stir-fry meals.

Within the fruit segment, pre-packed sweet, seedless table grapes and clementines packed in decorative wood-boxes have become very popular. Also consumers favour fruits that can be eaten directly or are easy to peel because they are ideal as snacks.

National Campaigns
WHO (the World Health Organization) recommends a daily intake of at least 400 grams of fruit and vegetables per day (excluding potatoes). While consumption in some European countries already has reached that degree (with Greece at the top with over 1,000 grams per day), none of the Nordic countries have reached that level yet.

However, the national health agencies are all actively working to promote a higher consumption. National campaigns include slogans like “eat 5 fruits a day”. In Norway, the recommendation is an intake of 750 grams per day, while Denmark recommends 600 grams, Sweden 500 grams and Finland 400 grams. If reached, it means a significant increase from present day average – 330-340 grams in Finland and Norway, 380 grams in Sweden and 430 grams in Denmark.

4.3 Market Segments

The Nordic market for fresh fruit and vegetables can be divided into three main segments; the food retailing sector, the foodservice sector and the food manufacturing industry.

It can be estimated that on the wholesale level, the retailing and foodservice sector together account for about 80 percent of the purchases and the manufacturing industry for the remaining part.

4.3.1 Retail Sector

The food retailing sector consists of three different kinds of stores; general grocery stores, convenience stores, and single-line stores and markets.

General Grocery Stores
The general grocery store sector, which consists of stores with a full line of food articles – such as neighbourhood stores, supermarkets, hypermarkets, and discount stores - accounts for about two thirds of total food sales. The larger grocery stores, such as supermarkets and hypermarkets, normally carry the widest assortment of fresh fruit and vegetables.

This sector is characterized by a very high degree of concentration, both regarding number of stores and number of companies. This is shown by the fact that two retailing groups together account for about half the Nordic retail market for groceries. Furthermore, the five largest have a market share of over 80 percent.

These large retailing groups have integrated purchasing, logistics and retailing operations. Therefore, imports of groceries are as a rule handled by the groups themselves. However, regarding fresh fruit and vegetables, some retail groups have sourced out the buying and distribution operations to specialised fruit and vegetable wholesalers.

The Nordic countries are among the most expensive countries for foodstuffs in Europe. For this reason, there is a growing demand for food stores offering lower prices for everyday goods. Discount stores, with a limited variety of fresh produce, have therefore taken a relatively large share of the market, especially in Denmark and Norway, where the share is about 25 to 30 percent. In Sweden and Finland, on the other hand, where large hypermarkets are very popular, the share for specialised discount stores is still rather low, just about 10 percent.

The discount stores are either run by the large retailing groups or by specialised discount chains. The specialised chains are as a rule procured by their own importing departments, including fresh produce.

Convenience Stores
The convenience store sector, which consists of small convenience shops, kiosks, and food departments in petrol stations, accounts for a little less than 10 percent of the total food retailing sector. As a rule, the assortment of fresh fruit and vegetables is rather limited.

Except for the kiosks, national chains, many also active all over the Nordic countries, run almost all convenience shops and food departments in petrol stations.

Whether belonging to chains or run independently, the convenience stores are mainly supplied by specialised wholesalers focused primarily on this sector. However, fruit and vegetable wholesalers often supply fresh produce.

Single-line Stores and Markets
The third segment consists of food stores, that either are specialized in selling a wide variety of a single line, for example meat, fish, bread, liquor, or fruit, or open food markets and market halls. This segment is relatively small in the Nordic countries, just accounting for a few percent of the total food market.

Fresh fruit and vegetables are delivered from the fruit and vegetable wholesalers, or bought directly at cash-and-carry outlets or wholesale markets.

4.3.2 Food Service Sector

The food service sector accounts for about one quarter of the total food market. But it is slowly increasing its share of the food market, following an international trend, where consumers spend more money on eating outside their homes.

The food service sector consists of fast food outlets, coffee shops, restaurants, hotels, and company and institutional canteens. They are for the most part procured by specialised food service wholesalers, of which only a few carry fresh produce. For this reason, fruit and vegetable wholesalers have a substantial share of the deliveries of fresh produce.

4.3.3 Manufacturing Sector

The food manufacturing industry in the Nordic countries is an important buyer of fresh fruit and vegetables. According to trade estimations, about one fifth of the total supply of fresh fruit and vegetables is normally delivered to the manufacturing industry.

Domestic producers supply the main part of the raw material used, but since not all fruits and vegetables are produced within the Nordic countries, imports are necessary for a number of items, for example citrus and tropical fruit, as well as sub-tropical or tropical vegetables.

For suppliers of fresh fruit and vegetables, the most important sector is the fruit and vegetable manufacturers, whose main products are canned and frozen fruit, marmalades and other fruit preserves, fruit based beverages, canned and frozen vegetables, dried snacks, as well as chilled and frozen ready-to-eat dishes, containing fruit and vegetables.

As is the case in the other food sectors, the food manufacturing industry is characterized by a high degree of concentration, with a few large companies within each type of food branch.

Another market characteristic is that in each Nordic country, the domestic fruit and vegetable companies have a very strong market position. An important factor is that the consumers are quite traditional and prefer to buy fruit and vegetable products that have been manufactured within their own country.

More statistical data about consumption, the market development and the market segments in Denmark, Norway, Sweden and Finland can be found at the following internet sites, see box.

Find More Information Here

Statistics Denmark	www.statbank.dk	
Statistics Norway	www.ssb.no/english	
Statistics Sweden	www.scb.se/eng	
Statistics Finland	www.stat.fi/index_en.html	
Danish Veterinary and Food Administration	www.uk.foedevarestyrelsen.dk/Forside.htm	Enter Nutrition
Norwegian Agricultural Cooperatives	www.landbruk.no	Enter English
Debio (Organics Norway)	www.debio.no/	Enter Information in English
Swedish Board of Agriculture	www.sjv.se	Enter “English”, see Statistics, Food
Swedish Food Federation	www.li.se	Information about the Swedish food market
Krav (Organics Sweden)	www.krav.se	Enter “English”
Organic Farmers (Sweden)	www.ekolantbruk.se	Enter English
Ministry of Agriculture (Finland)	www.mmm.fi/en/index/frontpage.html	Information about food control, quality and safety
Finfood	www.ruokatieto.fi/Front_page/Frontpage	
Finland: Forkful of Facts 2008	www.ruokatieto.fi/Suomeksi/Ruokafaktaa/Tietohaarukka%20 (Fact sheet in English)	

5 Production, Exports and Imports

5.1 Domestic Production and Exports

The temperate climate in the Nordic countries limits the production of fresh fruit and vegetables. Even if the use of greenhouses to some extent compensates for the colder climate, domestic production accounts for just half the total market supply.

In 2007, the domestic production of commercially grown fruit and vegetables can be estimated to have been about 1,060,000 tonnes. However, to this figure should be added products grown by farmers and households for their own consumption, as well as the extensive picking of wild berries.

Fruit orchards in the Nordic countries produce predominantly apples, which account for over 80 percent of the total fruit production. The second largest product group is strawberries. Also small quantities of pears and plums and other forms of berries are grown. In total, the commercial fruit production amounted to about 133,000 tonnes in 2007.

The production of vegetables, whether in open fields or greenhouses, covers almost all types of species that normally are grown in temperate climate zones. The most important domestic vegetables are edible roots, bulb onions, tomatoes, cucumber, lettuce, as well as several types of cabbages. In addition, there is also a growing greenhouse production of fresh herbs, such as dill and parsley. In total, domestic production amounted to about 926,000 tonnes in 2007.

Fruit and Vegetables: Nordic Production 2007*, by Quantity

	Quantity in Tonnes		
Market	**Vegetables**	**Fruit**	**Total**
Denmark	251,000	69,000	320,000
Norway*	111,000	14,000	125,000
Sweden	320,000	35,000	355,000
Finland	244,000	15,000	259,000
• Total	**926,000**	**133,000**	**1,059,000**

* Figures for Norway are for 2008
Sources: CBI, OFG Norway

The Nordic countries are small exporters of fresh fruit and vegetables compared to many other European countries. In 2008, exports amounted to just 80,000 tonnes. The main export products were apples, strawberries, and cabbages.

5.2 Imports

Imports normally account for about 70 percent of the Nordic market supply of fruit and vegetables. In quantity, imports amounted to about 2,240,000 tonnes in 2008, of which fruit accounted for 70 percent and vegetables for 30 percent. During the last three years, imports have grown steadily, in total over 8 percent when measured by volume.

As is the rule in world trade of fresh produce, vegetables are traded within smaller geographical regions than fruit. This pattern is also reflected in the Nordic trade balance for fruit and vegetables. Whereas 92 percent of the fruit market supply was imported in 2008, the corresponding import figure for vegetables was about 43 percent.

Imports of fresh fruit amounted to 1,558,000 tonnes in 2008, which was just slightly more (+0.5%) than the preceding year. However, in 2007, the increase was much higher, almost 5 percent. Regarding vegetables, imports reached 680,000 tonnes in 2008, which was 1.5 percent higher than the year before. In 2007, the volume rose almost 3 percent.

By value, imports of fresh fruit and vegetables added up to € 2,590 million in 2008, which was 4.6 percent more than the preceding year. Of the total, fresh fruit accounted for € 1,611 million (62%) and fresh vegetables € 979 million (41%).

Imports of organic produce continue to play an important role, even though domestic production of organic vegetables has increased significantly in recent years. Even if there are no official figures available, it is clear that off-season organic fresh vegetables and tropical fruit are the main organics imported into the Nordic countries.

5.2.1 Leading Suppliers

The EU is by far the most important supplier of fresh fruit and vegetables to the Nordic market. According to trade statistics, the EU accounted for about 81 percent of the total supplied quantities in 2008. When measured by value, the market share was even higher, about 84 percent.

However, these figures only include *direct* shipments to the Nordic countries. But a substantial part of Nordic imports of fruit and vegetables is done through trading companies in the Netherlands, Germany and other EU countries, which import products from all over the world.

This means that the actual import quantities and values for countries outside of the EU for many products can be assumed to be substantially higher, than presented in this report.

According to the trade statistics, direct imports into the Nordic countries from those outside of the EU amounted to 429,000 tonnes in 2008, which was 39,000 tonnes or 10 percent higher than in 2005. For imports from other countries within the EU, the corresponding figure was slightly less, or 9 percent.

Of the non-EU exporters, the countries closest to the Nordic ones (Eastern Europe, the Middle East and Northern Africa) accounted for about 2.7 percent of total import into the Nordic countries in 2008.

Total supplies from this area amounted to about 60,000 tonnes, of which about 60 percent of the volume consisted of citrus fruits. The principal exporters were Morocco, Israel, Turkey, and Egypt, with close to 90 percent of the total deliveries.

Direct imports from countries in Sub-Saharan Africa reached a total of 37,000 tonnes in 2008, which equalled about 1.7 percent of total imports. With a share of 92 percent, South Africa is the dominant exporter from this region, with citrus fruit, table grapes and apples as the principal products.

North and South America account for well over 13 percent of the direct imports into the Nordic countries. The most important product is bananas, followed by apples, pears, citrus fruits, grapes, pineapples, melons, and avocados. By quantity, imports amounted to 300,000 tonnes in 2008.

Imports from Southeast Asia and Oceania reached 29,000 tonnes in 2008, equalling a market share of one percent. By volume, the most important products from this region are kiwifruit, apples, mango, garlic and tropical vegetables. The leading exporters are New Zealand, China, Thailand, Pakistan, India, and Indonesia.

Imports from Developing Countries

According to a recent survey, in 2007 about 40 percent of the total fresh fruit import volume into the EU was supplied by developing countries and 37 percent when measured by value. For fresh vegetables, the corresponding shares were 12 percent by volume and 13 percent by value.

Considering that a notable part of Nordic fresh produce imports from other EU countries actually constitutes re-exports from countries outside the EU, it can be assumed that the shares of developing countries of the EU import market more or less also apply for the Nordic market.

During 2007 and 2008, the ten largest suppliers from outside the EU were Costa Rica (mainly bananas and pineapples), followed by Panama (bananas), South Africa (citrus fruit, grapes, apples), Argentina (apples, pears, lemons), Ecuador (bananas), Brazil (melons, grapes, apples), Colombia (bananas), Chile (apples, pears, grapes, avocados), Morocco (citrus fruit, tomatoes), and Israel (citrus fruit, peppers).

More statistical data about domestic production, exports, and imports of fresh fruit and vegetables in Denmark, Norway, Sweden and Finland can be found at the internet sites of the national statistical agencies, as well as at EU and FAO (UN Food and Agriculture Organization) sites, see box.

Find More Information Here

Statistics Denmark	www.statbank.dk
Statistics Norway	www.ssb.no/english/
Statistics Sweden	www.scb.se
Statistics Finland	www.stat.fi/index_en.html
EU Export Helpdesk for Developing Countries	www.exporthelp.europa.eu
FAO	http://faostat.fao.org

Fruit and Vegetables Import to the Nordic Countries: Market Shares for Exporting Regions 2008, by volume

Region	Quantity Share
European Union	**80.9**
Outside of the EU	
Eastern Europe, Middle East and North Africa	2.7
Sub-Saharan Africa	1.7
North & South America	13.4
Southeast Asia and Oceania	1.3
• **Sum**	**19.1**

Sources: Eurostat, Statistics Norway

Fruit and Vegetables: Imports into the Nordic Countries 2007-2008, by Quantity

Product Group	Quantity in Tonnes 2007	2008	±	%
Fresh Fruit	1,550,600	1,558,200	+	0.5
Fresh Vegetables	670,000	680,200	+	1.5
• **Total**	**2,220,600**	**2,238,400**	**+**	**0.8**

Sources: Eurostat, Statistics Norway

Fruit and Vegetables: Imports into the Nordic Countries 2007-2008, by Value

Product Group	Value € million 2007	2008	±	%
Fresh Fruit	1,507.5	1,610.9	+	7.2
Fresh Vegetables	969.1	978.6	+	1.0
• **Total**	**2,476.6**	**2,589.5**	**+**	**4.6**

Sources: Eurostat, Statistics Norway

Fresh Fruit & Vegetables: Imports into the Nordic Countries 2007-2008, Supplier Category

Supplier Category	Quantity in Tonnes 2007	2008	±	%
EU	1,799,000	1,809,800	+	0.6
Outside the EU	421,600	428,600	+	1.7
• **Total**	**2,220,600**	**2,238,400**	**+**	**0.8**

Sources: Eurostat, Statistics Norway

5.2.2 Import Markets

Of the four national import markets in the Nordic countries, the Swedish market is the largest and the Finnish the smallest. By volume, Sweden has an import share of 40 percent, Denmark 26 percent, Norway 19 percent, and Finland 15 percent.

But when measuring by value, the shares are a little bit different. While Finland's share remains at 15, Sweden's share decreases 5 points to 35. On the other hand, Denmark and Norway's share increases, Denmark with two points to 28 and Norway with three points to three points to 29.

This suggests that the fresh produce imported into Denmark and Norway either command a higher price than in the other two countries, or consist of more highly priced products. However, also the different development of the national Nordic currencies could be a factor.

Fruit and Vegetables: Imports into the Nordic countries from selected Non-EU countries 2007-2008, by Quantity and Value

Country	Quantity Tonnes 2007	2008	Value € mill 2008
North and South America			
Costa Rica	109,900	91,600	67.9
Panama	31,500	46,700	33.1
Brazil	23,800	25,800	31.3
Argentina	34,900	33,800	29.6
Chile	23,800	23,400	28.1
Ecuador	26,500	27,900	20.6
Colombia	22,200	25,200	17.4
Peru	4,400	5,700	11.1
USA	10,100	7,100	10.6
Guatemala	500	400	2.2
Dominican Republic	1,400	1,600	1.9
Mexico	500	800	1.9
Uruguay	1,800	2,000	1.1
Honduras	500	700	0.7
Sub-Saharan Africa			
South Africa	35,500	34,300	48.2
Kenya	900	1,100	4.5
Cote d'Ivoire	300	700	1.2
Senegal	500	300	0.6
Namibia	500	200	0.5
Zimbabwe	100	100	0.3
Middle East and Northern Africa			
Morocco	18,700	18,100	13.0
Israel	16,000	18,000	12.1
Turkey	5,000	6,500	11.0
Egypt	15,600	14,700	10.5
Iran	2,600	2,200	2.5
Tunisia	300	300	0.8
Saudi Arabia	400	500	0.7
Syria	400	500	0.3
Southeast Asia and Oceania			
New Zealand	10,100	13,300	12.1
Thailand	2,700	2,300	9.1
China	8,600	7,000	7.1
India	900	1,400	2.5
Pakistan	1,600	1,600	2.2
Indonesia	700	1,000	2.1

Sources: Eurostat, Statistics Norway

Fruit and Vegetables: Imports into the Nordic Countries 2007-2008, by Market and Quantity

Market	Quantity in Tonnes 2007	2008	±	%	Market Share %
Denmark	559,800	601,200	+	7.4	26
Norway	421,400	438,400	+	4.0	19
Sweden	964,900	938,300	-	2.8	40
Finland	359,500	343,400	-	4.5	15
- Internal trade	- 85,000	- 82,900			
• **Total**	**2,220,600**	**2,238,400**	**+**	**0.8**	**100**

Sources: Eurostat, Statistics Norway

Fruit and Vegetables: Imports into the Nordic countries 2007-2008, by Market and Value

Market	Value € million 2007	2008	±	%	Market Share %
Denmark	673.0	765.8	+	13.8	28
Norway	541.4	599.0	+	10.6	22
Sweden	978.2	937.3	-	4.2	35
Finland	377.2	390.0	+	3.4	15
- Internal trade	- 93.2	- 102.6			
• **Total**	**2,476.6**	**2,589.5**	**+**	**4.6**	**100**

Sources: Eurostat, Statistics Norway

Danish Import Market
Imports accounted for about 68 percent of the total Danish fruit and vegetable supply in 2008. Regarding fruits, the import share was about 90 percent, whereas for vegetables, it was 45 percent.

Denmark accounts for a little over a quarter of the Nordic import market for fresh fruit and vegetables. In 2008, imports amounted to 601,000 tonnes, which was 7 percent higher than the preceding year.

In value, imports amounted to about € 766 million in 2008, which was 14 percent higher than the year before. Imports of fruit reached to € 459 million (+18%) and vegetables € 307 million (+4%).

The five most important fruits were bananas, apples, oranges, table grapes, and pears, accounting for almost 65 percent of the total value for imported fruit. Many product groups have shown exceptional high growth during the last three years, especially kumquats, pineapples, mangos, avocados, dates, melons, and not at least the category "other fruit", which includes mostly exotic fruit. And bananas have gained renewed popularity, after some years of stagnant sales.

With regards to vegetables, the five largest import product groups in 2008 were tomatoes, peppers, lettuce, cucumber, lettuce and cabbages, accounting for almost 70 percent of the total import value.

Three vegetable products have shown a remarkable growth during the last three years - asparagus (44%) and cucumber (26%), as well as the category "other vegetables" (46%), which includes for example salad vegetables, sweet corn and courgettes.

An important characteristic of the Danish fruit and vegetable trade is that the EU covers about 90 percent of all imports of fruit and vegetables. For fruit, the share is about 85 percent and for vegetables 96-97 percent. That means that direct imports into Denmark from countries outside the EU is a little less frequent than in the other Nordic countries.

More information about the Danish fruit and vegetables sector can be found at several national and international internet sites, see box.

Denmark: Imports of Fruit and Vegetables 2007-2008, by Quantity

Product Group	Quantity in Tonnes 2007	2008	± %
Bananas	90,900	99,800	+ 9.8
Other Fruit	291,500	316,200	+ 8.5
• Sum Fruit	382,400	416,000	+ 8.8
Vegetables	177,400	185,200	+ 4.4
• Total imports	559,800	601,200	+ 7.4

Source: Eurostat

Denmark: Imports of Fruit and Vegetables 2007-2008, by Value

Market	Value € million 2007	2008	± %
Bananas	71.2	89.6	+ 25.8
Other Fruit	316.9	369.6	+ 16.6
• Sum Fruit	388.1	459.2	+ 18.3
Vegetables	284.9	306.6	+ 7.6
• Total imports	673.0	765.8	+ 13.8

Source: Eurostat

Find More Information Here

Statistics Denmark	www.statbank.dk
Danish Veterinary and Food Administration	www.uk.foedevarestyrelsen.dk See Nutrition (diet information)
6 a day – campaign	www.6aday.com
EU Export Helpdesk for Developing Countries	www.exporthelp.europa.eu
FAO	http://faostat.fao.org

Norwegian Import Market
Due to its geographical location, Norway grows very small amounts of fresh fruit and relatively modest amounts of vegetables. In 2008, domestic production accounted for just 4 percent of the market supply for fresh fruit, thus more than 96 percent were imported.

As for vegetables, domestic production accounted for a about 50 percent of the market supply, which also means that the import share was 50 percent.

Norway accounts for about 22 percent of the Nordic market, when measured by value. By volume, the share is a little less, about 19 percent.

In 2008, total Norwegian imports of fresh fruit and vegetables amounted to 438,000 tonnes, which represents an increase of 4 percent compared to the year before. When measured in value, imports reached € 599 million, which was 11 percent more than the preceding year.

Imports of fresh fruits amounted to 332,000 tonnes in 2008. The largest import product groups were bananas (84,000 tonnes), apples and pears (77,000), citrus fruit (74,000), table grapes (32,000) and melons (23,000).

During the last three years, imports have increased 14 percent. Several fruits have experienced a very high growth, especially mangos (110%), avocados (52%), pineapples (44%) and melons (26%). Also papayas have shown a strong increase, even though the import volumes are still very low.

The market for imported fresh vegetables has shown a very strong development during the last years. Since 2005, imports have increased 46 percent, reaching 106,000 tonnes in 2008. Furthermore, the growth in imports attributes to all product groups. The most imported product groups in 2008 were tomatoes (24,000), cabbages (15,000), peppers (14,000), lettuce (13,000) and onions (12,000).

The positive trend for imports of fresh fruit and vegetables into Norway is expected to continue also in the near future, not least since consumption of fresh produce is still well below the European average.

More information about the Norwegian fruit and vegetables sector can be found at several national and international internet sites, see box.

Norway: Imports of Fruit and Vegetables 2007-2008, by Quantity

Product Group	Quantity in Tonnes 2007	2008	±	%
Bananas	78,500	83,500	+	6.4
Other Fruit	243,500	248,400	+	2.0
• Sum Fruit	322,000	331,900	+	3.1
Vegetables	99,400	106,500	+	7.1
• Total imports	421,400	438,400	+	4.0

Source: Statistics Norway

Norway: Imports of Fruit and Vegetables 2007-2008, by Value

Market	Value € million 2007	2008	±	%
Bananas	61.5	68.3	+	11.1
Other Fruit	296.4	333.5	+	12.5
• Sum Fruit	357.9	401.8	+	12.2
Vegetables	183.5	197.2	+	7.5
• Total imports	541.4	599.0	+	10.6

Source: Statistics Norway

Find More Information Here

Norwegian Agricultural Co-ops	www.landbruk.no
OFG (info about the trade)	www.frukt.no
- Go to "Materiell" and then to "Statistikk" for information in English	
Statistics Norway	www.ssb.no/english
FAO	http://faostat.fao.org

Swedish Import Market

In 2008, imports answered for 75 percent of the total Swedish market supply for fruit and vegetables. While imports account for about 94 percent of the fruit supplies, the share for vegetables is considerably lower, about 50 percent.

Sweden is the largest import market among the Nordic countries for both fresh fruit and vegetables, accounting for about 40 percent of the total quantity. In 2008, total imports amounted to 938,000 tonnes in volume and € 937 million in value. Since 2005, imports have only shown a modest increase – 2 percent – mainly due to the fact that there was a decrease of 3 percent in 2008, when measured by volume.

Imports of fresh fruit amounted to 629,000 tonnes in 2008 (-2.5%) of which three product groups accounted for about 77 percent of the total - bananas, apples and pears, and citrus fruit.

Since 2005, large increases have been recorded for several products, for example pineapples (116%), lemons and limes (71%), kumquats (46%), dates (55%, incl. dried forms), avocados (34%), and oranges (26%).

On the other hand, several products have experienced stagnant import volumes, for example kiwifruit, apples, as well as several stone fruit varieties.

Imports of fresh vegetables decreased 3 percent to 309,000 tonnes in 2008. The five largest products groups were tomatoes, onions, lettuce, cabbages, and sweet peppers, accounting for about 80 percent of total vegetable imports.

More information about the Swedish fruit and vegetables sector can be found at several national and international internet sites, see box.

Sweden: Imports of Fruit and Vegetables 2007-2008, by Quantity

Product Group	Quantity in Tonnes 2007	2008	±	%
Bananas	185,400	191,300	+	3.2
Other Fruit	459,900	437,800	-	4.8
• Sum	645,300	629,100	-	2.5
Vegetables	319,600	309,200	-	3.2
• Total imports	964,900	938,300	-	2.8

Source: Eurostat

Sweden: Imports of Fruit and Vegetables 2007-2008, by Value

Market	Value € million 2007	2008	±	%
Bananas	143.5	139.9	-	2.5
Other Fruit	428.6	425.3	-	0.8
• Sum Fruit	572.1	565.2	-	1.2
Vegetables	406.1	372.1	-	8.4
• Total imports	978.2	937.3	-	4.2

Source: Eurostat

Find More Information Here

Statistics Sweden	www.scb.se
Board of Agriculture	www.sjv.se/home
Organic Agriculture	http://ekolantbruk.se/english/
Krav (Organics Sweden)	www.krav.se
Info about fresh produce	www.fruktogront.se *(Swedish only)*
Swedish Food Federation	www.li.se
EU Export Helpdesk for Developing Countries	www.exporthelp.europa.eu
FAO	http://faostat.fao.org

Finnish Import Market

Imports accounted for about 58 percent of the total Finnish supply of fresh produce in 2008. Regarding fruits, the import share was about 95 percent, whereas for vegetables, it was substantially lower - only 28 percent.

This means that Finland, as opposed to the other Nordic countries, has a relatively large domestic supply of vegetables. But at the same time it should be noted, that the consumption of vegetables is one of Europe's lowest - 64 kg per capita - nearly half of the EU average. This also means that there should be an opportunity for a substantial increase of the consumption in the coming years.

In 2008, Finland imported a total of 343,000 tonnes of fresh produce, which was 4.5 percent lower than the year before. The lower import volume was solely attributed to a sharp decline in fruit imports, especially bananas.

Total imports of fruit amounted to 244,000 tonnes in 2008, which was 8 percent lower than the year before. The three most important fruit items in 2008 were apples and pears, oranges and small citrus varieties, and bananas, which together accounted for almost 75 percent of the total.

Fruit products showing the strongest increases in the last three years are pineapples (67%), avocado (40%), mango (37%), table grapes (35%), and small citrus (24%). On the other hand, imports of bananas have stagnated, and dropped over 10 percent.

Imports of vegetables have increased 27 percent since 2005. In 2008, the volume reached 100,000 tonnes, up 5 percent from the previous year. The most important items in 2008 were tomatoes, lettuce, cucumber, sweet peppers, onions and carrots.

By value, imports of fresh produce amounted to about € 390 million in 2008, which was 3 percent higher than the year before. Imports of fruit reached € 252 million (+2%) and vegetables € 138 million (+7%).

More information about the Finnish fruit and vegetables sector can be found at several national and international internet sites, see box.

Finland: Imports of Fruit and Vegetables 2007-2008, by Quantity

Product Group	Quantity in Tonnes 2007	2008	±	%
Bananas	72,700	57,800	-	20.5
Other Fruit	191,800	185,700	-	3.2
• Sum	264,500	243,500	-	7.9
Vegetables	95,000	99,900	+	5.2
• Total imports	359,500	343,400	-	4.5

Source: Eurostat

Finland: Imports of Fruit and Vegetables 2007-2008, by Value

Market	Value € million 2007	2008	±	%
Bananas	68.5	56.3	-	17.8
Other Fruit	179.6	195.8	+	9.0
• Sum Fruit	248.1	252.1	+	1.6
Vegetables	129.1	137.9	+	6.8
• Total imports	377.2	390.0	+	3.4

Source: Eurostat

Find More Information Here

Forkful of Facts 2008	Fact sheet in English (pdf-format):
htwww.ruokatieto.fi/Suomeksi/Ruokafaktaa/Tietohaarukka	
Finfood	www.ruokatieto.fi/Front_page/Frontpage
Statistics Finland	www.stat.fi/index_en.html
Ministry of Agriculture	www.mmm.fi/en/index/frontpage.html
Agricultural Producers	www.mtk.fi/en_GB/
Food Industry Federation	www.etl.fi/www/en/index.php
EU Export Helpdesk for Developing Countries	www.exporthelp.europa.eu
FAO	http://faostat.fao.org

5.3 Imports of Fresh Fruit

The Nordic market for fresh fruit is to a very large extent dependent on imports, since domestic production only covers a few products, predominantly apples and strawberries. There is also a pronounced seasonality to the Nordic import market, especially regarding temperate fruit, with the largest quantities imported during the spring and the autumn seasons.

In 2008, imports of fresh fruit amounted to 1,558,000 tonnes, about 8,000 tonnes or 0.5 percent higher than the year before. Between 2005-2008, the imported volume has grown 8 percent, which equals an average increase of 2.7 percent per year. In value, imports of fruit increased 7 percent, reaching € 1,611 million.

The Nordic fruit market can be classified into four different categories – temperate fruit, citrus fruit, bananas and tropical fruit. Temperate fruit includes all fruits that can be grown in the Nordic countries and other temperate climate zones, while the group tropical fruit refers to all types of tropical and sub-tropical fruits other than bananas and citrus fruit. It should be noticed that in the Nordic countries tropical fruit is often referred to as *Exotic Fruit*.

During 2008, temperate fruit accounted for 30 percent of the total import volume, while the shares for bananas and citrus fruit were each 25 percent. As for tropical fruit, the market share reached 20 percent, which is 4 percentage points higher than in 2003.

Fresh Fruit: Imports into the Nordic Countries 2007-2008, by Quantity

Product Group	Quantity in Tonnes 2007	2008	Change % ±	03-08
Temperate Fruit	471,200	455,500	-	3.3
Citrus Fruit	401,100	396,800	-	1.1
Bananas	384,400	389,500	+	1.3
Tropical Fruit*	294,000	316,300	+	7.6
• Total	**1,550,600**	**1,558,200**	**+**	**0.5**

* Tropical and Sub-tropical/Mediterranean fruit other than Bananas and Citrus Fruit.
Sources: Eurostat, Statistics Norway

Fresh Fruit: Imports into the Nordic Countries 2007-2008, by Value

Market	Value € million 2008	Change % ±	07-08
Temperate Fruit	532.2	+	9.2
Citrus Fruit	318.7	+	4.5
Bananas	309.0	+	0.8
Tropical Fruit*	451.0	+	11.3
• Total	**1,610.9**	**+**	**7.2**

* Tropical and Sub-tropical/Mediterranean fruit other than Bananas and Citrus Fruit.
Sources: Eurostat, Statistics Norway

Fruit Imports: Market Shares 2003-2008, by Category

Product Group	2003	2008	±	pp
Temperate Fruit	29	30	+	1
Citrus Fruit	24	25	+	1
Bananas	31	25	-	6
Tropical Fruit	16	20	+	4

Sources: Eurostat, Statistics Norway

Leading Suppliers

In 2008, suppliers within the EU accounted for about 75 percent of total fruit imports into the Nordic countries. This figure does, however, not show how much actually originate in non-EU countries, since deliveries from the EU also consist of products that have been imported from a country outside of the EU.

Non-EU countries accounted in 2007 for about 32 percent of the total fruit supplies into the European Union (for developing countries, the share was 29 percent). It can therefore be assumed, that countries outside of the EU have a similar market share of the Nordic fruit market.

By quantity, direct imports of fresh fruit from countries outside of the EU into the Nordic countries amounted to 405,000 tonnes in 2008, which was 11 percent higher than the year before. By value, imports amounted to € 415 million in 2008.

Of the 15 largest exporters from outside the EU, seven are found in Latin America - Costa Rica, Argentina, Panama, Brazil, Chile, Ecuador, Colombia, and Peru. Even if bananas constitute a very large share, also imports of citrus fruit, apples and pears, pineapples and other tropical fruit are important from this region.

Other large suppliers are South Africa (citrus fruit, table grapes, apples, pears, avocado), Israel (citrus fruit, tropical fruit), Morocco (citrus fruit), Egypt (grapes, citrus fruit), New Zealand (kiwi), USA (apples, pears, grapefruit), and Turkey (cherries, lemons).

Developing countries have a strong position in the trade of bananas and tropical fruit such as pineapples, mangos, papayas, dates, tamarinds, and passion fruit, where the market share exceeds 50 percent. But developing countries have also seized a relatively large share in imports of citrus fruit and temperate fruits such as apples, pears, and plums.

Fresh Fruit: Top 15 non-EU Exporters to the Nordic countries 2008, by Value and Quantity

Country	Quantity Tonnes	Value € million
Costa Rica	91,500	67.9
South Africa	40,100	47.9
Panama	45,800	32.4
Brazil	20,900	31.3
Argentina	33,700	29.4
Chile	22,400	27.3
Ecuador	27,400	20.2
Colombia	25,000	17.0
Israel	14,700	14.6
Morocco	15,900	11.3
Egypt	13,800	9.8
New Zealand	7,000	9.2
USA	5,900	8.7
Turkey	4,000	8.3
Peru	4,500	5.3

Sources: Eurostat, Statistics Norway

EU Fruit Imports from Developing Countries: Market Shares of Import Value, 2007

Product	Market share %	Product	Market share %
All fruit	**37**	Lemon, Limes	43
Papayas	72	Cherries	42
Pineapple	65	Table Grapes	39
Bananas	65	Grapefruit	38
Dates	60	Plums	33
Tamarinds, Jackfruit, etc	56	Melons	30
Mango	54	Oranges	29
Passion Fruit	53	Apples, Pears	26
Figs	50	Watermelons	20
Avocados	44	Berries	16

Source: CBI

5.3.1 Temperate Fruit

The most important fruits grown in temperate climate zones are apples and pears, as well as stone fruits such as apricots, cherries, plums, and peaches. In addition most berries are grown in temperate areas. However, several of these fruits can also be grown in the Mediterranean and sub-tropical climate zones.

The Nordic production of temperate fruits is rather modest, with apples and certain types of berries (predominantly strawberries) as the most important species. Imports from other sources outside of the EU are therefore important especially during off-season, to complement both the domestic and the European production.

During the last two years, the largest suppliers of temperate fruits from outside of the EU were all found in the southern hemisphere - Argentina, Chile, Brazil, South Africa, and New Zealand. Small volumes were also supplied by China, USA, Turkey and Russia.

Apples and Pears

With over 6 million tonnes on the market per year, apples are the world's leading commercial fruit after bananas. The export trade in pears amounts to over 2 million tonnes yearly.

The Nordic countries are relatively large buyers of both apples and pears. The imported volumes have been relatively stable in the last three years. During 2008, imports amounted to 363,000 tonnes, about 3 percent less than the year before. By value, imports amounted to € 349 million, which was 13 percent higher than the year before.

About 80 percent of imports are delivered from other EU countries. However, during the spring, before the new European growing season starts, exporters in the southern hemisphere dominate the Nordic trade. That means that about one quarter of the total supply comes from non-EU sources, of which the most important ones are South Africa, Argentina, Chile, Brazil, China, USA and New Zealand.

Stone Fruit

The Nordic import market for stone fruit such as peaches, plums, cherries and apricots has since 2005 seen a decrease with about 9 percent. In 2008, total imports of stone fruit amounted to 72,000 tonnes, which was 4 percent lower than in 2007. However, by value, imports increased 9 percent in 2008 to € 105 million.

Peaches, plums and apricots are almost entirely supplied by EU countries, even if small volumes during off-season are imported from a few countries in the southern hemisphere (Chile, Argentina, South Africa) as well as from Northern Africa and the Middle East. However, regarding cherries, nearly half the volume is supplied from countries outside of the EU, chiefly Turkey, Chile, Argentina and USA.

Berries

With a yearly consumption of about 5-6 kg per person, Nordic people are among the world's largest consumers of fresh berries, both cultivated and picked wild.

The import market for fresh berries has been somewhat stable during the last couple of years, even if a slight decrease has occurred during the past two years. In 2008 imports of berries decreased about 3 percent, reaching about 20,000 tonnes in volume and € 78 million in value.

Two products dominate imports, strawberries (80%) and blueberries (15%). Other items imported are chiefly red and black currants, and raspberries.

Since countries in Europe provide for around 98-99 percent of the supplies, direct imports from non-European countries are very limited. The main non-European suppliers during the last two years were Argentina, Egypt (strawberries), Chile (currants, blueberries), and Mexico (raspberries).

Several countries in Central and South America (mainly Guatemala, Argentina and Chile) have since many years exported large volumes of fresh raspberries, blackberries and blueberries to the large North

American market. Considering the high consumption of berries in the Nordic countries, there should also be a potential for a larger berry export from this region to the Nordic markets, especially during the European off-season.

Temperate Fruits: Imports into the Nordic Countries 2007-2008

Product	Quantity in Tonnes 2007	2008	Change ±	%	Value € mill. 2008
Apples	278,500	262,500	-	5.7	240.2
Pears	96,700	100,700	+	4.1	109.1
• Sum	**375,200**	**363,200**	**-**	**3.2**	**349.3**
Peaches	50,300	47,600	-	5.4	59.1
Plums	18,700	19,000	+	1.6	25.2
Cherries	3,900	3,700	-	5.1	16.3
Apricots	2,500	2,100	-	16.0	4.5
• Sum	**75,400**	**72,400**	**-**	**4.0**	**105.1**
Berries*	20,600	19,900	-	3.4	77.8
• Total	**471,200**	**455,500**	**-**	**3.3**	**532.2**

** Incl. Strawberries, and Rasp-, Black- Mul-, Logan-, Cow- Fox-, Cran- and Blue-berries (excl. Black, White or Red Currants and Gooseberries, and Rosehips).*
Sources: Eurostat, Statistics Norway

Temperate Fruits: Largest non-EU Exporters to the Nordic Countries 2007-2008, by Product Groups

Product	Exporters
Apples & Pears	Argentina, Chile, Brazil, South Africa, China, New Zealand, USA, Uruguay, Turkey
Stone Fruit	Turkey, Chile, South Africa, Argentina
Berries	Russia, Egypt, Israel, Morocco, South Africa, Chile, Argentina

Sources: Eurostat, Statistics Norway, CBI

Temperate Fruits: Top non-EU Exporters to the Nordic Countries 2008, by Value and Quantity

Country	Quantity Tonnes	Value € million
Argentina	25,900	22.7
Chile	15,400	14.3
Brazil	14,100	11.6
South Africa	9,100	8.9
USA	5,900	8.7
New Zealand	4,100	4.6
Turkey	1,300	4.6
China	4,700	4.2

Sources: Eurostat, Statistics Norway

5.3.2 Citrus Fruit

Oranges and so called small citrus fruits (mainly clementines, satsumas, mandarins, and tangerines) form together the second largest import group for the Nordic fruit market. Other types of citrus fruits imported in large quantities are lemons and limes, and grapefruit. Several new types have been introduced in recent years, which had contributed to increase the whole market for citrus fruit.

Oranges and Small Citrus Fruits

In 2008, imports of oranges and small citrus fruits amounted to € 255 million, representing a decrease of 2 percent compared to the previous year.

In terms of volume, imports amounted to 322,000 tonnes, about 41,000 tonnes or 15 percent higher than in 2005. However, during 2008, the imported volume actually decreased 6 percent.

The two most popular varieties are sweet, blond oranges and clementines. The popularity of clementines can be attributed to the fact that they are seedless and easy to peel, and therefore ideal as a convenience snack. They are also especially popular during the Christmas season.

Producers within the EU, principally the Mediterranean countries Spain and Italy, account for about 60 to 70 percent of the supplies to the Nordic countries. However, during the Mediterranean off-season, from May until October, the Nordic countries are highly dependent on supplies from outside of Europe. During 2007 and 2008, the largest exporters outside the EU were South Africa, Morocco, Egypt, Israel, Argentina, Peru, and Uruguay.

Lemons and Limes

When measured by volume, the market for lemons and limes has shown a very positive trend during the last years. However, the positive trend is more apparent for limes, while the market for lemons is more stable. Because of this trend, limes has now captured about 10 percent of the total lemon and lime market.

During 2008, total imports of lemons and limes amounted to 43,000 tonnes, about 2,000 tonnes or 5 percent more than the year before. The lemon and lime market has thereby increased by 28 percent during the last three years. By value, import showed an exceptional growth in 2008 - about 45 percent - reaching € 23 million.

As is the case for other citrus fruits, countries in the Mediterranean area dominate the supply of lemons and limes to the Nordic market. During off-season three countries in the southern hemisphere, namely Argentina, Brazil and South Africa, are also important suppliers. Smaller quantities are also exported from Central America and countries in the Middle East.

Grapefruit

During 2008, imports of grapefruit increased 11 percent in quantity to 17,000 tonnes and 14 percent in value to € 14 million.

Two types of grapefruits are predominant on the Nordic market, the blond variety and the blood variety, whether red or pink.

Even if the EU is a large supplier, grapefruits from USA, South Africa and Israel have reached a sizeable share. Other exporters outside of the EU include Argentina and Turkey.

New varieties

The product group "other citrus fruit", is still relatively small but has on the other hand, seen a remarkable increase during the past few years. Between 2003 and 2007, imports increased from 100 tonnes to 4,400 tonnes. However, during 2008 imports reached 15,800 tonnes, an increase of 260 percent.

The large increase mainly attributes to the introduction of a new citrus variety - kumquat (or Chinese orange) - that has become popular because it can be eaten whole (without peeling), for its intense flavour, and its small size. Another new citrus variety is ugli (of type tangelo), imported from Jamaica during a few winter months.

Besides kumquat and ugli, other varieties of citrus fruits have been introduced in recent years. Most notable are different varieties of lime, limquat (a cross between lime and kumquat), pink grapefruit, and minneola (tangelo), as well as red and white pomelo (Chinese grapefruit or shaddock). Nevertheless, the fruit trade is constantly looking for new citrus varieties, especially for those that have a lower seed content, attractive appearance, and longer shelf-life, thus allowing them to be marketed during a longer part of the year.

Citrus Fruit:
Imports into the Nordic Countries 2007-2008

Product	Quantity in Tonnes 2007	2008	Change ±	%	Value € mill. 2008
Oranges	190,000	182,500	-	3.9	129.3
Small Citrus	151,300	139,300	-	7.9	125.2
Lemons/Limes	40,400	42,600	+	5.4	46.0
Grapefruit	15,000	16,600	+	10.7	13.8
Other	4,400	15,800	+	259.1	4.4
• **Total**	**401,100**	**396,800**	**-**	**1.1**	**318.7**

Sources: Eurostat, Statistics Norway

Citrus Fruit: Top non-EU Exporters to the Nordic Countries 2008, by Value and Quantity

Country	Quantity Tonnes	Value € million
South Africa	21,500	15.1
Morocco	15,900	11.3
Israel	13,600	10.4
Egypt	11,800	5.8
Argentina	6,900	4.9
Turkey	900	2.2
Brazil	1,600	2.1
Peru	2,500	1.9

Sources: Eurostat, Statistics Norway

Citrus Fruit: Largest non-EU Exporters 2007-2008

Product	Exporters
Oranges	South Africa, Egypt, Israel, Morocco, Argentina, Uruguay, Australia, Chile
Small Citrus	Morocco, Israel, Peru, South Africa, Argentina, Uruguay
Grapefruit	USA, South Africa, Israel, China, Argentina, Turkey
Lemons, Limes	Argentina, Brazil, South Africa, Turkey, Israel, Mexico, Egypt
Other Citrus Fruit	Turkey, Israel, China, Mexico, Jamaica

Sources: Eurostat, Statistics Norway, CBI

5.3.3 Bananas

Bananas are the Nordic countries' favourite fruit. In fact, the Nordic countries since many years have the highest per capita consumption of bananas in the western hemisphere, about 17-18 kg.

Imports of bananas into the EU have since the beginning of the 1990's been regulated by a complex tariff-quota system, called the EU Banana Regime. However, since 2006, the old regime has been replaced with a tariff-only system.

After the introduction of the EU banana regime, imports experienced a declining trend in both Sweden and Denmark. In Norway, however, which was not affected by the EU rules, imports have increased considerably in recent years.

At the end of 2009, EU reported that a new deal was under way that if implemented, would cut about 50 percent of the tariff paid on bananas from Latin America. This will have a big effect on the banana imports of the Nordic countries, since Latin America is the dominant exporter.

In 2008, total imports amounted to 390,000 tonnes, which was slightly more than the year before, but about 5 percent higher than in 2005. In value, imports amounted to € 309 million, which represent a increase of 1 percent compared to the preceding year.

Sweet Bananas
Sweet yellow bananas (also called dessert bananas) of type Cavendish have always been the dominant type of banana on the Nordic market. They are almost exclusively imported from Central and South America, with Costa Rica as the largest supplier.

Furthermore, a large part of the deliveries are carried out through the four multinational fruit companies *Chiquita Brands, Dole, Fresh Del Monte* – all based in the US - and *Fyffes* - based in Ireland - which control about 75 percent of the global banana market.

Plantains and Baby Bananas
Plantains (or cooking bananas) and red bananas are generally not so well known among Nordic consumers and are therefore mainly found in special fruit markets or ethnic food stores.

Furthermore, the market has shown a declining trend since 2005, when imports amounted to about 4,000 tonnes. In 2008, imports declined about 24 percent reaching 2,500 tonnes. By value, imports amounted to about € 3.0 million. A large part is supplied through fruit traders in Germany and the Netherlands (with origins chiefly in Ecuador, Colombia and Costa Rica), but some imports are also done directly from sources in Africa (Uganda) and South East Asia (Thailand).

There is also a limited, but growing market for so called baby bananas, usually yellow and sweet. Even if they are rather high priced, they have become popular among many consumers, since they are perceived as more aromatic than the larger Cavendish bananas. They have also become popular as snacks. Baby bananas are supplied by a relatively large number of countries, mainly in the Caribbean, Africa and South East Asia.

Organic and Fair-trade Bananas
Organic bananas have experienced a very large increase in the last years, and the positive sales trend is expected to continue. However, the overall market share is still relatively low, between 5 and 6 percent.

The Dominican Republic has for a number of years been the dominant supplier, but lately, countries in Central and South America, have started to export organic bananas to the Nordic countries. African countries have in recent years also been suppliers of small amounts of fair-trade labelled bananas.

Bananas: Imports into the Nordic Countries 2007-2008

Product Group	Quantity in Tonnes 2007	2008	Change ±	%	Value € mill. 2008
Plantains *(approx.)*	3,300	2,500	-	24.2	3.0
Sweet bananas	381,100	387,000	+	1.5	306.1
• **Total**	**384,400**	**389,500**	**+**	**1.3**	**309.1**

Sources: Eurostat, Statistics Norway

Bananas: Top 5 non-EU Exporters to the Nordic Countries 2008, by Value and Quantity		
Country	**Quantity Tonnes**	**Value € million**
Costa Rica	83,600	61.3
Panama	45,800	32.4
Ecuador	27,400	20.2
Colombia	25,000	17.0
Dominican Republic	1,400	1.5

Sources: Eurostat, Statistics Norway

Bananas: Largest non-EU Exporters 2007-2008	
Product	**Exporters**
Plantains	Ecuador, Colombia, Costa Rica, Uganda, Kenya
Bananas	Costa Rica, Panama, Ecuador, Colombia, Mexico, Dominican Rep, Chile, Peru, South Africa, Cote d'Ivoire

Sources: Eurostat, Statistics Norway, CBI

5.3.4 Tropical Fruit

The Nordic market for tropical fruit (defined as tropical and subtropical fruits other than bananas and citrus fruits) has grown very rapidly in recent years. Since 2005, the import volume has on average expanded 6 percent per year. In 2008, imports amounted to 316,000 tonnes, 8 percent more then the year before. When measured by value, imports increased 11 percent to € 451 million in 2008.

The most important products in this category are table grapes and melons, followed by pineapples, avocados and kiwifruit. But other fruits, especially those that have been introduced rather recently, are gaining in popularity, especially persimmons, mangos, guavas, papayas, carambola, physalis, and tamarinds, as well as fresh dates and figs.

Table Grapes

The market for table grapes has in recent years experienced a very positive trend, after some years of stagnant volumes. In 2008, imports amounted to 106,000 tonnes, 10 percent more than the preceding year and 16 percent more than in 2005. By value, imports amounted to € 210 million in 2008, which was 8.5 percent higher than in 2007.

While many varieties of grapes are turned into wine and raisins, table grapes are used directly for eating out of hand. They are classified by their size and colour - red, green, and blue - and by whether they have seeds or not. Green grapes with seeds have until recently been the most common variety in the Nordic countries.

Lately seedless varieties in small sizes and of different colours have become increasingly popular because they are more easy to eat and for their sweet taste. Another advantage is that they are often sold pre-packed in plastic boxes, thus perfect also for the convenience store market.

Italy and other countries in Southern Europe is the main source for the Nordic market. During 2007 and 2008, the largest exporters from outside of the EU were South Africa, Brazil, Chile, Egypt, and India. But table grapes are actually supplied by many other countries around the globe, even if many only supply quite small volumes.

Melons and Watermelons

Melons have become very popular among Nordic people, especially as a dessert. In 2008, imports of melons and watermelons amounted to 108,000 tonnes, making it the largest import product among tropical fruits, when measured by quantity. Since 2005, imports have increased by 10 percent. By value, imports amounted to € 78 million, which was 4 percent higher than the preceding year.

The most common types of melons imported into the Nordic countries are watermelons, galia and different cultivars of muskmelon - cantaloupe, honeydew and piel de sapa. The EU is the main supplier of all types of melon, but Brazil has in recent years also become a large supplier. Other important sources outside of the EU include Central America (Costa Rica, Honduras, Panama), Northern Africa and the Middle East.

Pineapples

The Nordic market for fresh pineapples has increased dramatically in recent years. In 2008, imports amounted to 31,000 tonnes (+19%). This means that since 2005, the pineapple market has grown 14,000 tonnes or 81 percent. In value, imports reached € 29 million in 2008, which was 10 percent higher than the preceding year.

Pineapples are commonly used in desserts and other types of fruit dishes, or served on its own. Fruit of the best quality will have a fresh crown and little or no obvious shrinkage or wrinkling of the shell. A variety that has become very popular is a sweet, low-acid hybrid, often called "gold" that was developed in Hawaii in the early 1970s. Also the smaller "baby" variety is increasing in popularity.

Exporters outside the EU are the main source for pineapples, even if a large part is supplied through fruit dealers in Belgium and other EU countries. Most of the pineapples imported into the Nordic countries originate in Costa Rica. But smaller volumes are also imported from Brazil, Thailand, Panama, Ecuador, and Honduras, as well as from several African countries, especially Cote d'Ivoire, Uganda and South Africa.

It should also be noted that as is the case with bananas, multinational fruit companies like *Dole* and *Del Monte* have a very large share of the commercial trade in fresh pineapples.

Kiwifruit

The market for kiwifruit had a very positive trend until 2005, when the imported volume amounted to 24,000 tonnes, but has since then been slowly weakened, partly because of price increases. In 2008, imports amounted to 22,000 tonnes, which was 3 percent less than the year before. By value, however, imports increased 18 percent to € 34 million.

Besides ordinary kiwis, also a yellow variety is imported (sometimes called zespri gold).

Italy, the world's largest producer of kiwifruit, is the main supplier to the Nordic market. However, during the off-season, also New Zealand and Chile are important suppliers.

Avocados
The Nordic market for avocados has for a long time shown a very positive trend. In 2008, imports amounted to 24,000 tonnes, which represent an increase of 21 percent compared to 2007 and 33 percent compared to 2005. In value, imports amounted to € 50 million, which was 39 percent more than in 2005.

Avocados are grown in both tropical and subtropical climate zones, each with its own type of cultivars. Avocado varieties differ in size, shape (round or pear-shaped), colour (green or black) and type of skin, even if the taste is more or less the same.

In the Nordic countries, the most common variety is of type Hass, with high fat content, rather small in size, green and with granulated skin. It should be noted that within the import trade, avocado is usually not referred to as a fruit, since it is mainly used as a vegetable.

Even if some quantities are produced within the EU, predominantly Spain, outside sources are the principal suppliers to the Nordic market. Of these, the largest exporters in 2007 and 2008 were countries in Central and South America (Chile, Peru, Brazil and Mexico), as well as Israel and South Africa. Kenya and other sub-Saharan countries also supplied smaller volumes.

Dates and Figs
Imports of dates and figs amounted to nearly 6,000 tonnes in 2008, which represents an increase of 22 percent compared to 2005. In value, imports amounted to € 12 million, which was 10 percent more than the year before. Besides the fresh form, these figures also include dried dates, which actually account for a large share of the imports for dates.

Even if most dates and figs imported into the Nordic countries still are in the dried form, fresh dates and figs have become more popular in recent years, since they are not as sweet as the dried ones.

A large and increasing consumer group are also immigrants from the Middle East. Since fresh dates and figs are still sold in rather small volumes, they are generally found only in grocery stores with a large assortment of fruits, in ethnic food stores or in special fruit markets.

The origin of fresh dates on the Nordic market is primarily countries in the Middle East (Iran, Jordan, Israel) and Northern Africa (Tunisia, Algeria). There is also a small import from South Africa. As for fresh figs, the main countries of origin are Turkey and Brazil.

Mango, Papayas and other Tropical Fruits
The market for exotic fruits such as mango, papayas, persimmons, tamarinds, carambola and passion fruit has increased substantially in recent years, due mainly to the fact that more and more grocery stores carry exotic fruits, which also means that the availability for consumers has profoundly increased.

These exotic fruits represent an interesting opportunity for many developing countries, since very little production, if any, take place within the EU.

In 2008, imports of mangos (including small volumes of guavas and mangosteens) amounted to 11,000 tonnes, representing an increase of 41 percent since 2005. By value, imports reached € 16 million in 2008, which was 10 percent higher then the preceding year.

The main suppliers of mango were Peru, Pakistan, Brazil, Cote d'Ivoire, Israel, Thailand and Dominican Republic. But smaller volumes were exported from many other countries, of which India, Ecuador, and Senegal were among the largest.

The retail market favours variably coloured yellow, orange and red mangos weighing 350 to 500 grams. The main imported cultivars are Tommy Atkins, Kent, Keitt and Haden. However, the ethnic market also imports mangos in smaller sizes and of other cultivars.

The Nordic market of papayas increased steadily until 2007, when the volume amounted to about 1,000 tonnes, 25 percent more than in 2005. However, in 2008, imports fell 12 percent to 900 tonnes. By value, amounted to € 2.1 million in 2008.

Since papayas are not grown within Europe, all the supply is imported. Brazil, the world's leading producer, is together with Thailand, the most important supplier to the Nordic countries. Predominant types imported are small and medium-sized, pear-shaped varieties of Solo, Sunrise and Amazon Red.

Imports of durians, with origin in Thailand, have during the last five years fluctuated between 60 and 600 tonnes per year. During 2008, imports amounted to 0.2 tonnes and € 0.3 million in value.

Imports of species within the category "other fruits" (HS 081090) have seen a very large expansion in recent years. The primary products included within this group are exotic fruits such as persimmons (also called kakifruit or sharon fruit), pomegranates, rambutans, sapodilla plums, passion fruit (granadilla), cherimoya, tamarinds, carambola (star fruit), physalis (cape gooseberries), lychees, tamarillos and jackfruit.

Since 2005, imports of "other fruits" have been relatively stable, around percent, from 5,000 tonnes to more than 8,000 tonnes in 2006. However, when measured by value, imports showed a slight decrease during 2006, reaching to € 14 million (-3.5 %).

The largest suppliers to the Nordic countries of "other fruits" were Thailand, Israel, Turkey, and Colombia. But many other countries in Africa, Asia and Latin America were also among the suppliers.

Tropical and Subtropical Fruits: Largest non-EU Exporters 2007-2008	
Product	**Exporters**
Table Grapes	South Africa, Brazil, Chile, Egypt, India, Indonesia, Argentina, Turkey, Namibia, Saudi Arabia, USA
Melons, Watermelons	Brazil, Costa Rica, Honduras, Panama, Turkey, Macedonia
Pineapples	Costa Rica, Brazil, Thailand, Panama, Cote d'Ivoire, Ecuador, Honduras
Kiwifruit	New Zealand, Chile
Avocados	Chile, South Africa, Peru, Mexico, Brazil, Israel, Kenya
Dates *(incl. dried)*	Iran, USA, Israel, Tunisia, Pakistan, Saudi Arabia, Algeria
Figs	Turkey, Brazil
Mango, Guavas	Peru, Pakistan, Brazil, Cote d'Ivoire, Israel, Thailand, Dominican Republic, Ecuador, India, Ecuador, Senegal
Papayas	Thailand, Brazil, Ecuador
Other Fruits*	Thailand, Israel, Turkey, Colombia, Indonesia, India, Russia, Egypt Vietnam, South Africa

* Other Fruits category includes mostly tropical fruits such as Sharon Fruit (Kakis, Persimmons), Tamarinds, Passion Fruit, Carambola, Pomegranates, Physalis (Cape Gooseberry), Lychees, Medlars, and Jackfruit, as well as temperate species such as Rose-hips.

Sources: Eurostat, Statistics Norway

Tropical and Subtropical Fruits: Imports into the Nordic Countries 2007-2008

Product	Quantity in Tonnes 2007	Quantity in Tonnes 2008	Change ± %	Value € mill. 2008
Table Grapes	96,800	106,300	+ 9.8	209.5
Melons	103,600	108,300	+ 4.5	77.8
Avocados	19,400	23,500	+ 21.1	49.7
Kiwifruit	22,300	21,700	- 2.7	34.1
Pineapples	25,700	30,600	+ 19.1	28.7
Mango, Guavas	9,800	11,100	+ 13.3	16.2
Dates, incl. dried	4,800	5,000	+ 4.2	9.4
Figs	600	600	± 0.0	2.2
Papayas	1,000	900	- 10.0	2.1
Other Fruits*	10,000	8,300	- 17.0	21.3
• Total	**294,000**	**316,300**	**+ 7.6**	**451.0**

* Other Fruits category includes mostly tropical fruits such as Sharon Fruit (Kakis, Persimmons), Tamarinds, Passion Fruit, Carambola, Physalis, Lychees, Medlars, and Jackfruit, as well as temperate species such as Rose-hips.

Sources: Eurostat, Statistics Norway

Tropical and Subtropical Fruits: Top 15 non-EU Exporters to the Nordic Countries 2008, by Value and Quantity

Country	Quantity Tonnes	Value € million
South Africa	9,500	23.9
Brazil	5,200	17.6
Chile	7,000	13.0
Costa Rica	7,900	6.6
New Zealand	2,900	4.6
Israel	1,100	4.2
Egypt	2,000	4.0
Peru	2,000	3.4
Thailand	900	2.8
Iran	2,100	2.4
India	1,400	2.2
Indonesia	1,000	2.1
Pakistan	1,300	1.9
Argentina	900	1.6
Turkey	1,100	1.5

Sources: Eurostat, Statistics Norway

5.4 Imports of Fresh Vegetables

Even though the Nordic countries have quite a large production of vegetables, imports still account for a sizeable part, about 43 percent in volume in 2008. Furthermore, imports have increased considerably during the last few years, in fact twice as much as for fresh fruit, at least when measured by volume.

Imports of vegetables amounted to about 680,000 tonnes in 2008, which was 1.5 percent higher than in the preceding year. Since 2005, imports have increased approx. 13 percent, which corresponds to a yearly increase rate of 4.5 percent per year.

Five product groups - tomatoes, cabbages, lettuce, sweet peppers, onions, and cucumbers – accounted for over 80 percent of total imports, when measured by volume. During 2008, the highest growth rate was recorded for asparagus (17%). Other products showing significant increases were lettuce (6%), peppers (5%), and tomatoes (5%). For onions and leaks, however, the import volume decreased during the year.

When measured in value, imports reached € 979 million in 2008, which was one percent higher than the preceding year.

Organic varieties have achieved a relatively high market share of the vegetables market, generally about 3 to 6 percent. For certain domestically produced items, such as potatoes and carrots, the market share is even higher, over 10 percent. Nevertheless, imports of organic vegetables are at this point rather insignificant, since the organic market has a strong preference for locally produced vegetables.

Leading Suppliers

Growers within Europe supplied most vegetables imported into the Nordic countries. Actually, imports from non-EU countries only accounted for about 3.5 percent of the total import volume in 2008. When measured by value, the market share was only slightly higher, 4.5 percent.

However, as has been pointed out before, a part of the imports from other EU countries actually consists of products with origin from outside of the EU. That means that the actual share for non-EU suppliers should be substantially higher. This is also shown by the fact that in 2007, about 15 percent of the total EU vegetables supply came from countries outside of the EU, of which the share for developing countries was 12 percent. When measured by value, the corresponding figures were a little bit higher, 16 percent and 13 percent.

Direct imports of fresh vegetables from countries outside of the EU into the Nordic countries amounted to about 24,000 tonnes in 2008, which was 39 percent higher than in 2005. In value, imports from outside the EU amounted to € 43 million in 2008.

Developing countries have a relatively small share of the imported volume, about 9,000 tonnes in 2008. The most important suppliers were China, Thailand, Peru, Morocco, Kenya, and Egypt.

Vegetables Mostly Imported from European Growers

For vegetables that are grown within Europe, there exist very few export opportunities for non-EU suppliers. This rule applies especially to cucumber, lettuce, cabbages, globe artichokes, celery, mushrooms, and spinach, where the import share for non-EU suppliers was less than two percent in 2008.

For a few other products, export opportunities may exist during a short period during the European off-season. This applies to tomatoes, sweet peppers, edible roots, eggplants (aubergines), brussels sprouts, onions, shallots, leeks, and courgettes (zucchini).

During 2007 and 2008, the largest non-EU suppliers of these vegetables were predominantly found in the Mediterranean basin: Turkey (sweet peppers, eggplants), Israel (tomatoes, sweet peppers, leeks), Egypt (onions), and Morocco (tomatoes, sweet peppers, courgettes).

In addition, small volumes were also supplied by countries in other regions, chiefly Senegal (tomatoes), South Africa (brussels sprouts), Kenya (eggplants), Thailand (eggplants), Chile (onions), Argentina (onions), and New Zealand (onions).

Vegetables of Special Interest for Developing Countries

For the moment, there are only a few vegetables, which are of any real interest for exporters in developing countries, namely asparagus, peas and beans, sweet corn and baby corn, garlic and spring onions, hot chilli peppers, starchy roots and tubers, as well as a few vegetables associated with Ethnic cuisine.

Asparagus

Until quite recently, asparagus was mainly imported into the Nordic countries in the canned form. But the fresh variety is becoming more and more popular. In 2008, imports amounted to 4,900 tonnes, which was 48 percent higher than in 2005. In value, imports amounted to € 20 million in 2008.

The most common variety in the Nordic countries is the green asparagus, but the white and pink varieties have recently also become available. Even if the EU also supplies asparagus (there is even a small production within the Nordic countries), exporters in countries outside of the EU account for about one third of the imports. Peru has since many years been the dominant supplier, but smaller volumes have also been supplied by Thailand and Mexico.

Peas and Beans

Peas and beans eaten fresh are of two types, *edible pods*, such as snow peas, snap peas, green beans, yellow wax beans, and runner beans, and *shell beans*, such as broad (fava) beans and lima beans.

Since peas and beans also can be grown in temperate areas, the Nordic countries are quite large producers of different kinds of peas and beans. Nevertheless, in recent years, imports of both peas and beans have grown substantially. During 2008, total imports amounted to 5,800 tonnes, which was 27 percent higher than in 2005. When measured by value, imports equalled € 21 million in 2008. Besides fresh beans, also many types of dried peas and beans are imported, such as mung beans, adzuki beans, and black eyed peas/beans.

One of the most successful new import products introduced in the Nordic retail and catering markets recently, are different types of trimmed, pre-packed, and pre-labelled fresh peas and beans, imported by air mainly from Kenya, Guatemala and Egypt, but also from Zambia and Zimbabwe. The main varieties imported are haricots verts (thin green beans), snow peas and sugar snap peas (also called mange tout). Before this introduction, they were only available to Nordic consumers during a few months surrounding the European growing season.

Fresh peas and beans have during the last couple of years, especially during the counter season, also been imported from many other non-EU sources, including Peru, Thailand, and Tanzania.

Baby Corn and Sweet Corn

Another new product that is imported trimmed, pre-packed and pre-labelled is sweet baby corn, chiefly from Thailand, but at times also from Kenya. Also this product has been met with big success in both the retail and food service market.

Regular sized sweet corn, a variety of maize with high sugar content, is mostly imported in frozen or canned forms, but the fresh variety is gaining in popularity. Even if the EU is the main supplier, about 50 percent of the imports actually originate in countries outside of the EU. The main supplier is Thailand, followed by Morocco, the USA, Israel, Kenya, and Zambia.

Garlic and Spring Onions

The main part of the Nordic onion market consists of yellow and red bulb onions, as well as leeks and shallots, which for the most part are supplied by domestic or European growers. During the spring and early summer, though, there are some imports from the southern Mediterranean area and countries in the southern hemisphere.

Even though garlic at present has a relatively small market in the Nordic countries, it could be of some interest for developing countries, since about a quarter of Nordic imports are supplied by non-European countries, chiefly China and Argentina.

Small volumes of other types of the onions, for example the mild tasting spring onions (also called green or salad onions), are also imported from Thailand and the Middle East.

Hot Chilli Peppers (Capsicum)

Imports of chilli peppers (of type Capsicum) have during the last four years increased over 22 percent. The most common type is the mild, large and heart shaped bell pepper (in Europe usually called sweet pepper or paprika), whether in green, red, yellow or orange colour. Bell peppers are, however, for the most part supplied by countries within Europe. Just before the European harvest begins, some volumes are also imported from the southern Mediterranean area.

Even if there are no trade statistics available, it is clear that more spicy varieties of peppers, in the Nordic countries often referred to as hot chilli peppers, are becoming increasingly popular.

Furthermore, they are to a large degree supplied by countries in Asia (of type cayenne, thai, indian), Africa (pili-pili, birdseye, cayenne), and the Caribbean and Latin America (habanero, jalapeno, jamaican hot, cayenne, serrano, wax, rocotillo, scotch bonnet, etc).

Starchy Roots and Tubers

Imports of starchy roots and tubers such as sweet potatoes, yams and cassava (also called manioc and yuca), intended for human consumption, can be estimated to have been around 3,000 tonnes in 2008 (including frozen and dried forms). Of the total, sweet potatoes accounted for over 65 percent of the volume.

Asia provides over 80 percent of the world's supply of sweet potatoes, while countries in Africa have a large share of the remaining part. There is also some minor production within Europe and the Americas. This means that developing countries should have a potential for increasing its share of the Nordic market, since the dominant suppliers at present are the USA and Israel.

Cassava, on the other hand, is almost entirely supplied by developing countries, with Costa Rica as the dominant exporter. Other suppliers include countries in Africa and South America. A relatively large part of the imports, however, is in the frozen form.

(Please note that since starchy roots and tubers fall under CN 0714, whether in fresh, frozen or dried forms, they are not included in the import statistics, presented in this report).

Other Tropical Vegetables

Except for a few items, imports of other tropical vegetables are very limited. Fresh okra, imported primarily from Africa, is for the most part found in ethnic stores or special greenmarkets.

Ethnic food stores and well stocked supermarkets, as well as many restaurants, may also offer vegetables, roots and herbs associated mainly with Thai or Chinese cooking, such as limegrass, lime leaves, arrowroot, ginger roots and bamboo shoots. The main suppliers are Thailand and other countries in South East Asia.

It should be noted that suppliers of tropical roots and tubers, as well as other tropical plants, must be able to meet very strict plant health requirements, before export to the Nordic countries is possible.

Fresh Vegetables: Top 12 non-EU Exporters to the Nordic Countries 2008, by Value and Quantity

Country	Quantity Tonnes	Value € million
Israel	3,300	6.5
Thailand	1,400	6.0
Peru	1,100	5.8
Kenya	1,000	4.4
Turkey	2,500	3.0
New Zealand	5,400	2.9
China	1,800	2.3
Guatemala	400	2.1
USA	1,200	1.9
Morocco	1,100	1.7
Egypt	800	0.7
Senegal	200	0.5

Sources: Eurostat, Statistics Norway

Fresh Vegetables: Imports into the Nordic Countries 2007-2008, by Quantity and Value

	Quantity in Tonnes		Change		Value € mill.
Product	2007	2008	±	%	2008
Tomatoes	155,400	162,600	+	4.6	254.8
Peppers	75,400	79,400	+	5.3	168.6
Lettuce	79,000	84,000	+	6.3	109.7
Cabbages etc	85,100	82,800	-	2.7	79.6
Cucumber	68,100	71,100	+	4.4	79.6
Mushrooms	22,700	23,000	+	1.3	56.4
Edible Roots	46,700	47,100	+	0.9	34.0
Peas and Beans	5,600	5,800	+	3.6	20.7
Asparagus	4,200	4,900	+	16.7	19.6
Onions, Leeks	79,000	69,200	-	12.4	16.8
Aubergines	7,000	7,100	+	1.4	10.8
Celery	3,700	3,700	±	0.0	4.2
Spinach	1,600	1,400	-	1.3	4.0
Other Vegetables*	36,500	38,100	+	4.4	70.5
• Total	**670,000**	**680,200**	**+**	**1.5**	**978.6**

* Other Vegetables category includes Salad Vegetables (other than Lettuce and Chicory), Fennel, Sweet Corn, Okra, Zucchini (Courgettes/ Squash), Mangold (Chard), Pumpkins, Parsley, Dill, Olives, and Lemongrass and other species not mentioned elsewhere.

Sources: Eurostat, Statistics Norway

EU Vegetables Imports from Developing Countries: Market Shares of Import Value, 2007

Product	Market share %	Product	Market share %
All Vegetables	**11**	Capers	21
Cassava	79	Onions, Leeks	18
Beans	71	Courgettes	15
Peas	63	Sweet Potato	13
Sweet Corn	41	Tomatoes	12
Asparagus	40	Sweet Peppers	6
Garlic	23	Aubergines	6
Artichokes	23	Cucumber	3

Source: CBI

Fresh Vegetables: Largest non-EU Exporters to the Nordic Countries 2007-2008, by Product Groups

Product	Exporters
Peas & Beans	Kenya, Guatemala, Peru, Thailand, Zimbabwe, Egypt, Zambia, Tanzania
Peppers (Capsicum)	Israel, Turkey, Zimbabwe, Thailand, Kenya, Egypt, Morocco
Asparagus	Peru, Thailand, Mexico,
Onions, Garlic, Leeks	New Zealand, China, Australia, Thailand, Egypt, Argentina, Israel
Aubergines (Eggplant)	Thailand, Turkey, Kenya
Lettuce, Chicory	Egypt, USA, Turkey
Edible Roots	USA, Israel, Turkey, Ghana
Cabbages	Ecuador, Turkey, Honduras, Thailand
Tomatoes	Morocco, Senegal, Israel, Turkey
Cucumber, Gherkins	Turkey, Jordan, Morocco, Syria
Spinach	Turkey
Mushrooms	Russia, Canada, China
Courgettes (Zucchini)	Morocco, Turkey, South Africa
Celery	Israel
Sweet Corn	Thailand, Morocco, USA, Israel, Kenya
Globe Artichokes	Egypt
Brussels Sprouts	South Africa
Sweet Potatoes	USA, Israel, Egypt, South Africa, Brazil, Jamaica, Honduras
Cassava	Costa Rica, Ghana, Cameroon, Ecuador, Brazil
Other Vegetables*	Thailand, Kenya, Israel, Turkey, India

* Includes: Salad vegetables (other than lettuce and chicory), Chard, Olives, Capers, Fennel, Pumpkins, Okra, Parsley, etc.

Sources: Eurostat, Statistics Norway, CBI

6 Distribution Channels

There are three main distribution channels for imports of fruit and vegetables into the Nordic countries – large retailing groups with their own import organisation, importing fruit and vegetable wholesalers, and large food manufacturers.

Below is a presentation of the most important distributors within each channel, both for the Nordic markets as a whole, and nationally.

6.1 Retailers, Importers and Manufacturers

Large Retailing Groups
The Nordic countries have a very high level of concentration within the food sector. This is shown by the fact that the combined market share for the top four retailers within the general grocery store sector, which includes supermarkets and neighbourhood stores but excludes small convenience and food speciality stores, is well over 90 percent in all four countries.

In addition, two retailing organisations, the Coop Group and the ICA Group, together account for about half the Nordic retail market for groceries:

• The *Coop Group* consists of four independent Nordic retailing companies:
- Coop Danmark, Denmark's leading food retailer; market share 37 percent.
- Coop Norge, Norway's second largest food retailer, market share 24 percent.
- Coop Sverige, Sweden's second largest food retailer; market share 20 percent.
- S Group, Finland's leading food retailer, market share 42 percent.

Together these four consumer-owned cooperatives have a 30 percent market share within the Nordic general grocery store sector.

The Coop Group has formed a joint company, *Coop Trading*, based in Copenhagen, Denmark. The task is to develop and buy branded products and to handle joint purchases of private labels.

• The *ICA Group* consists of ICA Sverige, Sweden's leading food retailer (market share 47%) and ICA Norge, Norway's 4th largest food retailer (share 19%). The total Nordic market share is about 20 percent. In addition, ICA is one of the top retailers in the Baltic Countries. ICA is part-owned by the Ahold Group in Netherlands, one of the largest retailers in Europe. ICA is (together with Kesko in Finland and Dansk Supermarked in Denmark) also a member of the European buying alliance Associated Marketing Services (AMS), based in the Netherlands.

Imports of fresh produce are handled by ICA Frukt & Grönt in Sweden and by Interfrukt (part-owned by ICA) in Norway. They supply all stores within the ICA chain as well as independent customers within the convenience and food service sectors. ICA also has import collaboration with Finland's second largest retailer, the Kesko group.

There are also seven other large retailing groups within the Nordic countries:

• *Dansk Supermarked (DS),* which is part of the A.P. Møller - Maersk Group, Denmark's largest corporation, has a market share of 31 percent within the Danish grocery sector. DS also runs "Netto" discount food stores in Sweden, Germany, England and Poland. DS has its own buying and importing facilities, DS Indkøb, which also handles fresh produce.

• *SuperGros*, which is part of Denmark's leading wholesaler, the Dagrofa group, is the largest supplier of foodstuffs for independent grocery stores. The market share for the retail chains supplied by SuperGros can be estimated at about 25 percent. In addition, Dagrofa is the leading supplier of groceries to the convenience and food service sectors. SuperGros operates its own importing facilities for groceries and produce as well.

• *NorgesGroup* (NorgesGruppen) is Norway's leading food retailer with about 40 percent of the general grocery market. It consists of retail chains and wholesale groups as well as the Bama Group, Norway's leading fruit and vegetable importer.

• *Reitan Group,* Norway's third largest food retailer (share 17%), runs discount stores in Norway and Denmark, as well as convenience stores and kiosks in Norway, Denmark and Sweden. The group has its own wholesale arm, but imports of fruit and vegetables have been turned over to the Bama group.

• *Axfood* is Sweden's third largest food retailer. Imports of fresh fruit and vegetables are handled by Saba Trading.

• *Bergendahls* is Sweden's fourth largest food retailer. Imports of fruit and vegetables are managed by Everfresh.

• *Suomen Lähikauppa* is Finland's 3rd largest food retailer. Imports of fruit and vegetables are managed by it's sister company Tuko Logistics.

Find More Information Here	
ICA Group	www.ica.se
Coop Danmark	www.coop.dk
Coop Norge	www.coop.no
Coop Sverige	www.coop.se
S Group (SOK), Finland	www.sok.fi
Coop Trading	www.cooptrading.com
Dansk Supermarked	www.dsg.dk
SuperGros, Denmark	www.supergros.dk
NorgesGroup, Norway	www.norgesgruppen.no
Reitan Group	www.reitangruppen.no/
Axfood, Sweden	www.axfood.se
Bergendahls, Sweden	www.bergendahls.se
K-Group (Kesko), Finland	www.kesko.fi
Suomen Lähikauppa, Finland	www.lahikauppa.fi

Large Fruit and Vegetable Importers

Despite the fact that the large retailing groups have a dominant share of the food distribution in the Nordic countries, import and distribution of fresh produce is often handled by specialised importing wholesalers. In fact, even if there is no ownership connection, strong long-term relationship often occurs between fruit importers and retail groups.

Two multinational players – Dole and Total Produce - have in recent years assumed control over a few of the leading the Nordic countries importers, which has increased integration between the Nordic and European fruit and vegetable sector. It should also be noted, that due to long transport distances, Nordic importers usually cooperate when importing products in large quantities – such as citrus fruit and bananas - from faraway countries.

• *Dole Food Company*, the world's largest producer and marketer of fresh fruit and vegetables, owns *Saba Trading*, one of Sweden's leading fruit importers, and the largest importer of bananas in the Nordic countries.

Saba Trading is through a delivery agreement the sole supplier of fresh fruit and vegetables for all food stores within the Axfood retail group. Saba is also an important supplier for independent stores, cash-and-carry outlets and the food service sector. In addition, Banankompaniet, a Saba subsidiary, markets bananas under the Chiquita and Dole brands.

• *Total Produce*, based in Ireland, is Europe's largest fresh produce provider with annual sales of € 2500 million. Total Produce Nordic consists of two leading importing companies, *Brdr. Lembcke* in Denmark and *Everfresh* in Sweden. Both companies were part of Fyffes until early 2007, when they were transferred to the newly formed sister company for general produce, Total Produce.

Fyffes/Total is together one of the world's largest groups in its field, and controls about 20 percent of the European banana market, as well as a large share of the European imports of pineapples and melons.

Brdr. Lembcke is Denmark's leading importer and wholesaler of fresh produce. Its customers include several leading retail groups as well as independent retailers and food service groups. Lembcke also imports fresh produce for other wholesaling companies.

Everfresh has grown substantially in recent years, especially after 2006, when it became the sole supplier of fresh fruit and vegetables for two of Sweden's leading retailers, Coop Sverige and Bergendahls.

In addition to these two multinational players, there also other large Nordic fruit and vegetable importers with a substantial share of their respective home markets.

• *Bama Group* is the largest importer of fresh fruit and vegetables in Norway. It is the sole supplier for two of the leading retail chains, the NorgesGroup and the Reitan Group, also the main owners. In addition Bama also supplies independent grocery stores, the convenience store and the food service sectors, as well as food manufacturers. Bama is also part-owner of *Nature's Pride*, based in the Netherlands, one of Europe's largest importers of tropical fruit and vegetables.

• STC Group includes *Ewerman* in Sweden and *Satotukku* in Finland, both relatively large importers of fresh produce in their respective countries. Ewerman is also a leading producer and supplier of pre-packed fresh salads for grocery stores and restaurants (including all MacDonald's-outlets in the Nordic countries).

• *Gasa Odense Frugt-Grønt* is a co-operative organization selling fresh fruit and vegetables from Danish growers. As a supplement to the Danish production, Gasa Odense imports fruit and vegetables from abroad in order to offer a sufficient product range throughout the year. The costumer base is both grocery stores as well as single-line speciality stores, both in Denmark and nearby countries.

Find More Information Here	
Coop Trading	www.cooptrading.dk
Saba Trading, Sweden	www.sabatrading.se
Brdr. Lembcke, Denmark	www.lembcke.dk
Everfresh, Sweden	www.everfresh.se
Bama Group, Norway	www.bama.no
Nature's Pride	www.naturespride.nl
Ewerman, Sweden	www.ewerman.se
Satotukku, Finland	www.satotukku.fi/english.htm
Gasa Odense, Denmark	www.gasa-odense.dk
Total Produce	www.totalproduce.com
Fyffes	www.fyffes.com
Dole	www.dole.com
Chiquita	www.chiquita.com
Fresh Del Monte	www.freshdelmonte.com

Large Food Processing Companies

Large food manufacturers in the Nordic countries, using fresh fruit and vegetables as raw materials, either buy everything directly themselves or buy their needs with the help of specialised importers.

The leading Nordic company within fruit & vegetables processing is the Norwegian group Orkla, with production and distribution facilities in all four Nordic countries. Another important company is the Findus Group, a leading Nordic frozen food manufacturer. Other large companies are Topp in Sweden, Apetit Pakaste and Saarioinen in Finland, and Ardo/Frigodan, Fynbo, Appetit and Flensted in Denmark.

It must be pointed out, however, that for logistic and practical reasons, Nordic manufacturers generally prefer to buy their fruit and vegetables from domestic growers or suppliers in nearby countries.

Nordic Countries:
Large Processors of Fruit & Vegetable Products

Company	HQ (Ownership)	Products
Orkla Foods	Norway	Frozen, Canned, R-T-E
Procordia (Orkla)	Sweden (Norway)	Frozen, Canned, R-T-E
Findus Group	Sweden (UK)	Frozen, Canned, R-T-E
Topp	Sweden	Frozen, R-T-E meals
Apetit Pakaste	Finland	Frozen
Saarioinen	Finland	Frozen
Frigodan (Ardo)	Denmark (Belgium)	Frozen, R-T-E meals
Appetit	Denmark	Fozen, Chilled
Flensted	Denmark	Frozen
Fynbo	Denmark	Frozen, Canned

Source: Fox Research

Find More Information Here	
Orkla Foods	www.orklafoods.com
Findus Group, Sweden	www.findus.se, www.findusgroup.com
Topp, Sweden	www.toppibralanda.com
Apetit Pakaste, Finland	www.lannen.fi, www.apetit.fi
Saarioinen, Finland	www.saarioinen.fi
Frigodan (Ardo)	www.frigodan.dk, www.ardo.com,
Appetit, Denmark	www.appetit.com
Flensted, Denmark	www.flensted.com
Fynbo Foods, Denmark	www.fynbofoods.dk
Swedish Food Federation	www.li.se
Finfood	www.ruokatieto.fi/Front_Page/Frontpage

Commercial Agents

The use of genuine commercial agents is not a common business practice within the Nordic fruit trade. Instead agents usually operate both as commercial agents and as importers buying and reselling goods.

Such agents are mostly found in the market for raw materials for the food industry. There are also a few importing agents specialised in tropical fruit.

Find More Information Here	
Denmark	www.agenturnet.dk
Sweden	www.agenturforetagen.se
Norway	www.hsh-org.no Contact the organisation for help
Finland	www.agenttiliitto.fi/en/index_en.html

6.2 Distribution Channels in Denmark

Imports of fresh produce into Denmark are partly carried out by the large retailing groups, and partly by importing wholesalers.

The Danish food retailing sector is dominated by three groups – Coop Danmark, Dansk Supermarked and SuperGros - which together control over 70 percent of the retail and food service market. However, within the general grocery store sector, the market share is substantially higher, about 93 percent.

Other important food retailing groups include three German chains - Aldi and Lidl, Europe's leading discount retailers- as well as Metro, one of the world's biggest cash-and-carry wholesalers. Another large retailer is the Norwegian Reitan Group.

The convenience and single-line store sectors, which account for about 10 percent of total food distribution, are mainly supplied by S-Engros (Dagrofa), Reitan and Metro.

The food service sector accounts for about 25 percent of the sales within the Danish grocery market. Distribution to this sector is dominated by three specialised food service wholesalers – Dansk Cater Group, Hørkram Schulz Food Service, and Catering Engros (Dagrofa). In addition, small restaurants and canteens also get their supplies from cash & carry wholesalers like S-Engros (Dagrofa) and Metro.

Regarding distribution of fresh fruit and vegetables to the retail market, trade sources estimate that the wholesale arms of the retail groups account for about 60 percent of the supplies and independent fruit and vegetable wholesalers for the remaining 40 percent.

Many of these independent wholesalers can be found at Copenhagen Wholesale Market.

The largest of the independent importers is Brdr. Lembcke, part of the Total Produce Group, which also is Denmark's leading fruit importer.

Other large fruit importers are the retailing groups Coop Danmark and Dansk Supermarked Indkøb. In addition, retailers within the SuperGros group formed a new fruit importing company in 2009, called Prima Frugt.

Denmark: Food Retail Market
Market shares 2008

Company	Food Retail Total Share %	Grocery Store Sector Share %
Coop Danmark	29	37
Dansk Supermarked	24	31
SuperGros	19	25
Others	28	7

Source: Stockmanngruppen, Dansk Handelsblad, Fox Research

Denmark: Fruit and Vegetables Wholesalers,
Market shares 2008

Company	Share %
Coop Danmark	23
Dansk Supermarked	20
SuperGros/Dagrofa	15
Other retailers	4
Fruit & Vegetable Wholesalers	38

Source: Fox Research

Find More Information Here	
Coop Danmark	www.coop.dk
Dansk Supermarked	www.dsg.dk
SuperGros	www.supergros.dk
Brdr. Lembcke	www.lembcke.dk
Gasa Odense	www.gasa-odense.dk
Copenhagen Wholesale Market	www.groenttorvet.dk

6.3 Distribution Channels in Norway

Imports of fresh produce into Norway are partly carried out by the large retailing groups, and partly by importing wholesalers.

Food retailing in Norway is dominated by four large groups - the NorgesGroup, Coop Norge, the Reitan Group, and ICA Norge - which together account for 82 percent of the food supplies within the total grocery market, and as much as 99 percent within the general grocery store sector.

Within the convenience and food service sectors, the largest wholesalers are Asko (NorgesGroup), Menigo, EngrosPartner (Reitan Group) and ServiceGrossisterna.

Imports of fresh fruit and vegetables into Norway are mainly in the hands of three retail-owned wholesalers – the *Bama Group*, which is the main distributor to the NorgesGroup and the Reitan Group, *Coop Norge* and *Interfrukt/Panbanan*, which is owned by the retailing group ICA Norge and ten independent fruit wholesalers, including EuroFrukt.

Norway: Food Retail Market
Market shares 2008

Company	Food Retail Total Share %	Grocery Store Sector Share %
NorgesGroup	32	40
Coop Norge	19	24
Rema 1000 (Reitan)	17	19
ICA Norge	14	16
Others	18	1

Source: Handelsbaldet FK

Norway: Fruit and Vegetables Wholesalers
Market shares 2008

Company	Share %
Bama Group	50
Coop Norge	15
Interfrukt/Panbanan	15
Other Wholesalers	20

Source: Fox Research

Find More Information Here

NorgesGroup	www.norgesgruppen.no
Coop Norge	www.coop.no
ICA Norge	www.ica.no
Reitan Group	www.reitangruppen.no/
Bama Group	www.bama.no
Nature's Pride	www.naturespride.nl
Interfrukt	www.interfrukt.no
Euro Frukt	www.eurofrukt.no

6.4 Distribution Channels in Sweden

Imports of fresh produce into Sweden are partly carried out by the large retailing groups, and partly by importing wholesalers.

The food retailing sector in Sweden is dominated by four large players – ICA Sverige, Coop Sverige, Axfood and Bergendahls - which together account for about 74 percent of the market. But within the general grocery store sector, the market share is much higher, 94 percent.

There are also two foreign-owned discount chains – Lidl (Germany) and Netto (Denmark) – that in recent years have taken about 3 percent of the market.

Within the convenience and food service sectors, the largest wholesalers are Menigo, Servera (owned by Axfood), Servicegrossisterna, Privab and Martin Olsson.

Imports of fresh fruit and vegetables are dominated by three companies, with an estimated 75 percent share – ICA Frukt & Grönt, Saba Trading and Everfresh. Another relatively large importer is Ewerman.

It should be noted that even if there are many small and medium-sized companies involved in buying and distributing fresh fruits and vegetables, only ICA Frukt & Grönt, Saba Trading, Everfresh and Ewerman and a few others, are directly engaged in importing fresh produce directly from sources outside Europe.

Fruit and vegetable importers are as a rule also engaged in importing organic produce. In addition, there are a few importing wholesalers solely involved in organic fruit and vegetables, of which Biodynamiska Produkter (SBP) is one of the largest.

An interesting circumstance is that the import trade in fresh fruit and vegetables in Sweden to more than 90 percent is concentrated to Helsingborg, a port city located in the Øresund region in south Sweden, just on the border to Denmark.

Sweden: Food Retail Market
Market shares 2008

Company	Food Retail Total Share %	Grocery Store Sector Share %
ICA Sverige	38	48
Coop Sverige	16	20
Axfood	14	16
Bergendahls	6	8
Lidl and Netto	3	4
Others	23	4

Source: FK Dagligvarufakta, Market/Vem är vem

Sweden: Fruit and Vegetable Wholesalers
Market shares 2008

Company	Share %
ICA Frukt & Grönt	30
Saba Trading (Dole)	25
Everfresh (Fyffes)	20
Other wholesalers	25

Source: Fox Research

Find More Information Here

Coop Sverige	www.coop.se
ICA Group	www.ica.se
Axfood	www.axfood.se
Bergendahls	www.bergendahls.se
Saba Trading	www.sabatrading.se
Everfresh Group	www.everfresh.se
Ewerman	www.ewerman.se
Biodynamiska Produkter (SBP)	www.biodynamiskaprodukter.se

6.5 Distribution Channels in Finland

Imports of fresh produce into Finland are predominantly carried out by the large retailing groups, and to a lesser degree by independent importing wholesalers.

The food retailing sector is dominated by three nationwide retail groups – S Group (SOK), K-Group (Kesko) and Suomen Lähikauppa - which together account for about 87 percent of the retail market for food. The Finnish retail groups have also started to expand its retail activities to the Baltic countries as well as to neighbouring regions in Russia.

The S Group consists of the central organisation SOK and regional cooperatives that runs the S-chain supermarkets and hypermarkets. Wholesale and import activities are carried out by a subsidiary, Inex Partners, member of the pan-Nordic buying group Coop Trading.

The K-Group comprises independent K-retailers and the central organisation Kesko. Grocery wholesaling is handled by Kesko Food and its subsidiary Kespro. Kesko is also a member of the European buying alliance Associated Marketing Services (AMS).

Suomen Lähikauppa (former Tradeka Group) runs three nationwide retail chains – Siwa discount stores, Valintatalo supermarkets and Euromarket hypermarkets. The group's import and wholesale activities are managed by its sister company Tuko Logistics, which is owned together with three other retail and wholesale groups, Wihuri, Heinon Tukku and Stockmann.

The leading wholesalers for the food service sector are Kespro (Kesko), and Tuko/Heinon Tukko.

The largest importers and distributors of fresh produce are all connected to the leading retailing groups: Inex Partners (SOK), Kesko Food and Tuko Logistics (part-owned by Suomen Lähikauppa). These groups also sell to the convenience and food service sectors.

Another large importer of fruit and vegetables is Satotukku, part of the pan-Nordic STC group. Satotukku also owns the leading organics importer in Finland, Luomuahola.

Finland: Food Retail Market
Market shares 2008

Company	Food Retail Total Share %	Grocery Store Sector Share %
S Group (SOK)	38	42
K-Group (Kesko)	30	34
Suomen Lähikauppa	10	11
Lidl (Germany)	4	5
Others	18	8

Source: Nielsen, Fox Research

Finland: Fruit and Vegetable Wholesalers
Market shares 2008

Company	Share %
Inex (SOK)	25-30
Kesko Food	20-25
Tuko Logistics	15-20
Other wholesalers	20-25

Source: Company Information/Fox Research

Find More Information Here

Grocery Trade Association	www.pty.fi
S Group/SOK	www.sok.fi
Inex Partners	www.inex.fi
K-Group/Kesko	www.kesko.fi
Suomen Lähikauppa	www.lahikauppa.fi
Tuko Logistics	www.tuko.fi
Satotukku, Finland	www.satotukku.fi/english.htm

7 Market Access

Importing goods to the Nordic countries is governed by a complex set of EU and national directives, laws, regulations and standards. These requirements concern import tariffs as well as regulations on food safety and quality issues. In addition, the fruit and vegetables market itself has developed a number of standards and requirements.

More information about the EU market requirements can also be obtained from the EU Export Helpdesk, see box below.

Find More Information Here

EU Export Helpdesk for Developing Countries	http://exporthelp.europa.eu/

7.1 Customs Duties

Since Denmark, Sweden and Finland are members of the European Union (EU), and Norway is not, different customs duties and regulations may apply.

To be able to see which duty rate is applicable and find out if the product qualifies for a preference, it is essential to know the product's customs code in the Harmonised System. It is possible to get a lower or reduced customs duty if the product is exported from a developing country, or from a country that has a free trade agreement with the European Union and/or Norway.

7.1.1 EU (Denmark, Sweden and Finland)

As full members of the EU, Denmark, Sweden and Finland are part of the EU customs union, which has abolished all customs duties and trade barriers between its members.

For fresh produce imported to the EU, however, customs duties apply for all products, with a few exceptions. A list of conventional rates of import duties is shown in the following table. These rates apply to all countries, which are not subject to preferential trade.

Rates of Customs Duty
Applicable rates December 2009
EP=Entry price may apply for certain products

HS No.	Product	Customs Tariff
	Fresh Vegetables	
0702	Tomatoes	EP/8.8%
0703	Onions, Garlic, Leeks, Shallots	9.6-10.4%
0704	Cabbages, Cauliflowers, etc	12-13.6%
0705	Lettuce and Chicory	10.4-12%
0706	Carrots and other Edible roots	12-13.6%
0707	Cucumbers and Gherkins	EP/12-12.8%
0708	Peas and Beans	8-11.2%
0709	Other Vegetables	EP/0-12.8%
	Fresh Fruit	
0803	Bananas and Plantains	16%*
0804	Dates, Figs, Pineapple, Avocados	4-7.7%
	Mangos, Guavas, Mangosteens	0%
0805	Citrus Fruit	EP/2.4-16%
0806	Table Grapes	EP/0-14.4%
0807	Melons and Papayas	0-8.8%
0808	Apples and Pears	EP/0-7.2%
0809	Stone Fruit	EP/6.4-20%
0810	Other Fruit	0-12.8%

* For plantains only; for bananas: Euro 176/tonne
Source: EU

Tariff Quota and Entry Prices
In addition to customs duties, the EU has set up trade barriers to protect its domestic production, such as tariff rate quotas and entry prices.

A tariff quota is an amount for which a low duty rate applies. A higher duty rate has to be paid for all imports above that limit. At present, tariff quotas are imposed on garlic, cucumbers, carrots, sweet peppers, sweet oranges, lemons, and apricots.

The Entry Price System (EPS) presently affects imports of eleven fruits and four vegetables (see chart below). There are different tariffs for each product depending on the product's import price and the season.

If a shipment's price equals or exceeds the EU's established entry price, a relatively small value based tariff is applied. However, if the price of the goods for

a particular shipment is lower than the entry price, the following takes place:
- If no more than 8 percent below the entry price, an additional specific tariff is assessed;
- If the import price is more than 8 percent below the entry price, a large specific tariff (called the maximum tariff equivalent) is levied against the shipment.

Fruit and Vegetables included in the Entry Price System			
Fruits	**Fruits**	**Fruits**	**Vegetables**
Apples	Lemons	Nectarines	Artichokes
Apricots	Mandarins	Pears	Courgettes
Cherries	Oranges	Plums	Cucumbers
Clementines	Peaches	Table Grapes	Tomatoes

Source: European Commission

Preferential Agreements
To support developing countries, the EU has different kinds of preferential agreement schemes - the Generalised System for Preferences (GSP), regional Economic Partnership Agreements (EPAs), and bilateral free trade agreements with specific countries and regions (FTAs).

EU-GSP Programme
The EU's GSP scheme grants products imported from GSP beneficiary countries either duty-free access or a tariff reduction, depending on which of the GSP arrangements a country enjoys. For the period 2009-2011, there are three types of arrangement in force:

• GSP: The standard GSP, which provides preferences to 176 Developing Countries and Territories.

• GSP+: The special incentive arrangement for sustainable development and good governance, known as GSP+, which offers additional tariff reductions to support vulnerable developing countries in their ratification and implementation of international conventions in these areas.

For the period 2009-2011, 16 beneficiary countries have qualified to receive the additional preferences offered under the GSP+ incentive arrangement.

Any GSP+ beneficiary country must be considered "vulnerable" in terms of its size or the limited diversification in its exports. Poor diversification and dependence is defined as meaning that the five largest sections of its GSP-covered imports to the Community must represent more than 75% of its total GSP-covered imports. GSP-covered imports from that country must also represent less than 1% of total EU imports under GSP.

GSP+ beneficiaries must also have ratified and effectively implemented 27 specified international conventions in the fields of human rights, core labour standards, sustainable development and good governance.

• EBA (Everything But Arms): This programme provides for the most favourable treatment of all, providing 49 “least developed countries” (LDCs) quota and duty free access to the EU's market (for all products, except arms and ammunition).

When a country is excluded by the UN from the list of the least-developed countries, it shall be withdrawn from the list of the beneficiaries of this arrangement.

Whenever an individual country's performance on the EU market over a three-year period exceeds or falls below a set threshold, preferential tariffs are either suspended or re-established. This graduation mechanism is only relevant for GSP and GSP+ preferences: LDC access under EBA is not at all affected. Graduation is triggered when a country becomes competitive in one or more product groups and is therefore considered no longer to be in need of the preferential tariff rates – it is a sign of growing export success!

Regional Economic Partnership Agreements (EPAs)
The Cotonou agreement, which had existed for three decades, provided special trade preferences for 78 developing countries in Africa, the Caribbean and the Pacific (called the ACP-countries).

However, the EU has started negotiations with the ACP-countries with the intention to replace the Cotonou agreement with 7 regional Economic Partnership Agreements (EPAs):
- West Africa
- Central Africa
- Eastern and Southern Africa (ESA)
- East African Community (EAC)
- Southern African Development Community (SADC)
- Caribbean (CARIFORUM)
- Pacific

The EPA regions, and countries within them, are all at different stages of signing EPA agreements. Fifteen Caribbean countries have signed, as well as 6 countries from Africa. A further fifteen African and Pacific countries have ‘initialled', but not yet signed the deals.

However, only one of these seven regions – the Caribbean – has signed a deal as a full regional bloc. In the African regions and in the Pacific, only some countries have initialled deals, while their regional neighbours have not.

Of the countries who have not initialled any deal 30 are Least Developed Countries (LDCs) and 10 are Developing Countries. LDCs can continue to sell most of their goods freely in Europe under an already existing Everything But Arms initiative.
When the EPAs are formally established, they will provide for free mutual trade exchanges, compatible with WTO rules. This means that the ACP countries must progressively open their markets for EU products.

Preferential Duty Regimes under Free Trade Agreements (FTAs)
The EU has also entered bilateral and regional preferential agreements with Chile, Mexico, South Africa, Mediterranean countries, and countries in the Balkan region.

Trade relations between the EU and the countries in the Mediterranean region, are governed by the Euro-Mediterranean Partnership. In trade terms, the key goal of the partnership is to establish a Euro-Mediterranean Free Trade Area by 2010. In addition, EU trade relations with Turkey, a candidate country, are subject to bilateral trade concessions.

The bilateral trade agreements entered with Mexico, Chile and South Africa intends to establish a free trade area over a transitional period reaching a full liberalisation for a large part of the agricultural trade. The agreements also contain tariff quotas for certain agricultural products that are not subject to full liberalisation.

In addition, the European Union has started negotiating bilateral trade agreements with several other nations and regions, including six Central American countries (Guatemala, El Salvador, Honduras, Nicaragua, Costa Rica, Panama), the Andean Community (Bolivia, Peru, Colombia, Ecuador), Mercosur (Argentina, Brazil, Paraguay, Uruguay), the Gulf States, the Association of South East Asian Nations (ASEAN), as well as India, South Korea, China and Iraq.

A list of countries benefiting from the various EU preferential schemes is presented in **Appendix 8**. It should be noted, however, that the EU customs tariff system is under constant revision. So are the bilateral preferential agreements and import quotas.

Rules of Origin

Products originating in countries of the different preferential schemes can benefit from the lower duty rates, only if they have been "wholly obtained" in a beneficiary country.

The rules of origin state that all fruits and vegetables are considered as "wholly obtained" in a country, if they also have been harvested there.

To prove that the rules of origin are fulfilled, the exporter has to provide a "Certificate of Origin". There are two types of certificate depending on which agreement is used, either a "Certificate of Origin Form A" for the general GSP scheme and EBA, or a "Movement Certificate EUR.1" for the EPA/OCT agreements and all bilateral free trade agreements.

These certificates are issued by the appropriate government agency or organisation approved by the beneficiary country, usually the Customs Authority.

However, if the total consignment contains products whose total value does not exceed € 6,000, an invoice declaration given by the exporter is accepted, provided appropriate documents showing the originating status are submitted.

It is the responsibility of the exporter to ensure, that the requirements regarding origin is met. It is very important to have settled all documents, as prior to the importation the customs administration will verify, that the goods satisfy the rules of origin. If the goods are not entitled to preferential treatment, the importer becomes liable for the duty at full rate. Up-to-date information about EU customs duties, preferential tariffs, entry prices, tariff quotas and rules of origin, can be downloaded from several internet sites, see box below.

Find More Information Here	
EU Export Helpdesk for Developing Countries	http://exporthelp.europa.eu/
EU Bilateral Trade Relations (all preference programmes)	http://ec.europa.eu/trade/creating-opportunities/bilateral-relations/
EU General Systems of Preferences (GSP)	http://ec.europa.eu/trade/issues/global/gsp/index_en.htm
EU Laws concerning Customs Union	http://eur-lex.europa.eu/en/legis/latest/chap02.htm
EU Laws concerning Agriculture	http://eur-lex.europa.eu/en/legis/latest/chap03.htm
CBI Market Information	www.cbi.nl/marketinfo

7.1.2 Norway

The Norwegian GSP-system is not equal to the one in the EU, both products and duties may differ.

Norway divides developing countries eligible for GSP into two groups. Group one contains "least developed countries" (LDCs) and group two "ordinary" developing countries. The LDCs are given a more favourable preferential treatment than the "ordinary" developing countries. However, only countries that have ratified the Norwegian GSP-system can benefit from the scheme.

Norway has, through its membership of the European Free Trade Association, also entered free trade agreements with certain developing countries (e.g. Turkey, Jordan, Lebanon, Morocco, Tunisia, Mexico and Chile).

A list of all present countries eligible for preferential treatment under the Norwegian GSP scheme is presented in **Appendix 9**.

A comprehensive overview of the Norwegian GSP system can also be downloaded from the homepage of the Norwegian Customs, see below. This overview contains the following information:

- Conditions for GSP preferential tariff treatment
- List of developing countries for which the Norwegian GSP-system is valid
- Rules of origin
- Consignment rule (only direct transports are allowed)
- Documentation of "originating status" of GSP products
- Products covered by the Norwegian GSP-system

Find More Information Here		
Norwegian Customs	www.toll.no	*(go to English, Free Trade)*

7.2 Import Regulations

EU regulations regarding quality, packaging, marking, food labelling, nutritional information, additives and food safety control are in effect in all three countries (thus also Norway, which as a EEA member has implemented all EU regulations regarding these issues).

These importing regulations are mandatory, and an exporter must comply with them in order to be allowed to sell the products on the European market.

In addition, importers, retailers and manufacturers often have set up their own specific standards regarding quality, transports, packaging, etc.

7.2.1 Quality and Grading Standards

On July 1, 2009, a new EU regulation abolished existing marketing standards for 26 products (apricots, artichokes, asparagus, aubergines (eggplant), avocadoes, beans, Brussels sprouts, carrots, cauliflowers, cherries, courgettes (zucchini), cucumbers, cultivated mushrooms, garlic, hazelnuts in shell, headed cabbage, leeks, melons, onions, peas, plums, ribbed celery, spinach, walnuts in shell, water melons and chicory) and replaced them with a general marketing standard.

Specific marketing standards are being maintained for 10 products: apples, citrus fruit, kiwi fruit, lettuces, peaches and nectarines, pears, strawberries, sweet peppers, table grapes and tomatoes.

Fruit and vegetables not covered by a specific standard must conform to the general marketing standard. Products that are in conformity with any applicable standards adopted by the United Nations Economic Commission for Europe (UNECE) will be considered as conforming the general marketing standard.

EU Marketing Standards

As of July 2009, EU Marketing Standards for fresh produce apply to the following fruits and vegetables:

Fruits	Vegetables
Apples	Lettuces
Citrus fruit	Sweet Peppers
Kiwifruit	
Peaches and Nectarines	
Pears	
Strawberries	
Table Grapes	

Source: EU Regulation (EC) No 48/2003

The marketing standards include provisions concerning minimum quality, classification, sizing, packaging, and marking. In addition, a Certificate of Conformity, issued by an officially recognised inspection body, is required.

More information about requirements regarding the EU marketing standards can also be obtained from the EU Export Helpdesk, see below.

For those products, which are not covered by the EU marketing standards, UN standards apply. Even if they are not mandatory, they can be seen as a guide to what is considered minimum requirements. More information about the UN standards as well as organic rules can be found at the FAO webpage, see box below.

If food products are marketed as organic, they must comply with the rules laid down in a special EU regulation regarding organics. For more information on rules and regulations regarding organics, please refer to the internet sites of IFOAM, Krav or Debio, see box below.

7.2.2 Food Safety

Imports of fresh fruit and vegetables into the EU must comply with both general and specific provisions designed to prevent risk to public health.

A basic EU food law includes general procedures regarding food safety and the traceability of food. Other food regulations concern hygiene and contaminants in food. There are also specific provisions regarding genetically modified (GM) food and novel food.

Imports of fresh produce also have to comply with the regulations for Maximum Residue Levels (MRLs) of a large number of pesticides.

Most fresh fruit and vegetables may be imported into the EU only on the condition that a phytosanitary certificate, issued by a plant protection authority of the country of cultivation, is presented upon importation at the point of entry. Upon the arrival, a national plant protection body is authorized to do an inspection to ensure that the consignment is free from quarantine pests and conforms to the current regulations of the importing country. The plant inspection procedure is covered by a special plant protection fee, paid for by the importer.

Furthermore, if fresh fruit and vegetables are sold as organic, they must comply with the EU regulations concerning organic products.

More information on all these food safety regulations and issues, can be found at the EU Food Safety website, or the websites of the national Nordic food safety authorities, see below.

7.2.3 Food Labelling

All foodstuffs marketed in the European Union must comply with the EU labelling rules, both general and specific national provisions.

The general rules that are applicable for fresh produce state that all labels must contain name of product, net quantity, date of minimum durability ("best before end" or "use by" date), special conditions for keeping or use, name and address of grower, packager or importer, place of origin, instruction of use, and regarding pre-packed products, a lot marking.

Regarding the Nordic countries, national provisions state that all food labels must be in Danish/Norwegian/Swedish/Finnish (depending on the importing country) or shall be easily comprehensible (which allow for labels in English). However, when sold directly to consumers, all labels must be in the language of the country.

7.2.4 Additional Market Requirements

Transportation and Packaging

There are no official EU regulations regarding transports. It is therefore up to the importer to see to that the products are transported in such a way that they arrive to the Nordic countries without damages. But as a rule, fast and reliable transports, as well as optimal climatic condition during the entire transport, are essential.

Imports of fresh produce into the Nordic countries are possible either by land, sea or air. What means of transport is used usually depends on the country of origin. Furthermore, the importer will often set requirements regarding the preferred means of transportation, delivery time, and means of packaging.

As a rule, fresh produce from continental European countries arrives by truck or train, usually 3 to 7 days after the order. Regarding transports from overseas countries outside Europe, both ocean cargo and air cargo is used. Air freight is mostly used for highly perishable and low volume products.

The delivery time for boat transport from South East Asia and Central America is about 7 to 8 weeks, after order has been placed. For fragile fresh items, air-freight shipping is an alternative. Import trade within fruits and vegetables is very seasonal and transportation costs can be critical. Suppliers within Europe therefore benefit from proximity and lower transportation costs.

The large retailers and wholesalers prefer to buy large quantities continuously from the same supplier. This means that for the most important product groups, deliveries often take place every week or every two weeks.

Large food manufacturers, which depend on a constant flow of deliveries during the whole year, prefer to draw up contracts with the suppliers, negotiated once or twice a year.

Quality Aspects
In general, the European market, including the Nordic countries, sets very high demands on the quality of fresh fruit and vegetables. But also other quality issues, such as management, delivery reliability social accountability and environmental aspects are important. This is also shown by the fact that in recent years several international standards have become vital for European buyers of fresh produce. The most common of these standards are:

- HACCP, Hazard Analysis Critical Control Points, standards for good quality management
- ISO 9000 series, standards for quality management and assurance of production process
- ISO 14000 series, standards for environmental management
- ISO 22000 series, standards for food safety management
- ISO 26000 series, guideline for social responsibility (also called ISO SR)
- SA 8000, standard for social accountability
- BRC Global Standards, standard for food safety management
- GLOBALGAP (Good Agricultural Practices) standards for best farming practices

To adopt these standards, or work with similar quality systems, will most probably be a requirement for successfully competing on the European and Nordic fruit and vegetables market in the near future.

Furthermore, individual importers, retailing groups and manufacturers, may have their own set of quality specifications. These often include the handling of the product between the harvest and delivery to the Nordic buyer, as well as packaging and shipment procedures. It is therefore advisable to always check with the buyer about their requirements regarding all types of quality and other related issues.

Find More Information Here (Quality and Grading Standards)	
EU Export Helpdesk for Developing Countries	http://exporthelp.europa.eu/
CBI Market Information	http://www.cbi.nl/marketinfo/cbi/
FAO	www.fao.org
IFOAM (Organic Agriculture)	www.ifoam.org/index.html
Krav (Organic market Sweden)	www.krav.se
Debio (Organic market Norway)	www.debio.no

Find More Information Here (Food Safety)	
EU Food Safety Issues	http://ec.europa.eu/food/index_en.htm
EU Helpdesk Developing Countries	http://exporthelp.europa.eu/
Norwegian Food Safety Authority	www.mattilsynet.no/english/food_safety
Guide to Norwegian Regulations	www.regelhjelp.no/ (enter English)
Evira, Finnish Food Safety Authority	www.evira.fi/portal/en/evira
CBI Market Information	www.cbi.eu/

7.3 Business Terms

Price Levels and Trade Margins
Prices for fresh fruit and vegetables vary considerably, depending on factors such as type of product, quantities, quality, grade, season, availability, and harvest situation. Also the exchange rate of the US dollar is an important factor in this sector. In general, importers are the best sources for information on up-to-date prices. Regular information on prices and market trends is also published on several internet pages, see box.

The prices paid in the Nordic countries do not generally deviate from world market prices. But costs for salaries, transports, warehouse and shop rents, marketing and other overhead expenses, are relatively high.

Consequently, there is a need for fairly high mark-ups in all trade channels. Still, trade margins for fresh fruit and vegetables vary greatly depending on type, quality and distribution channel, and whether they are organic or not.

Importers apply a mark-up varying from 10 to 30 percent on landed cost. Wholesalers usually add another 15 percent, but their mark-up may be lower or higher depending on type of service offered.

At the retail level, mark-ups vary from 50 to 60 percent. However, in specialised up-scale, single-line food stores or food halls, mark-ups could be up to 100 percent. If an agent is involved, which is rather rare in the Nordic fruit trade, he generally wants 3 to 5 percent.

In addition to the trade margins, all goods and services in the Nordic countries are subject to a value added tax (VAT), which regarding food products is 25 percent in Denmark, 14 percent in Norway and 12 percent in Sweden and Finland (applicable rates in December 2009).

This means that imported fresh produce could in general have a consumer price about two to three times the landed cost of the product. An example of mark-ups for a fresh produce product imported into Denmark is shown in the chart below.

Mark-ups for Fresh Produce in Denmark

	Percentage	€
FOB price	30%	0.60
Transport, insurance, duty		+ 0.20
Import price to Denmark	40-50%	0.80
VAT (25%, Denmark)		+ 0.20
Sales price to wholesaler	50-60%	1.00
Mark-up		+ 0.30
Sales price to retailer	65-75%	1.30
Mark-up		+ 0.70
Sales price to end consumer	100%	2.00

Source: DIPP

Find More Information Here (Quality Aspects and Standards)

ISO standards	www.iso.org, www.iso.org/iso/iso_catalogue.htm
HACCP Food safety standards	www.cfsan.fda.gov/~lrd/haccp.html
SA Social Accountability Standards	www.sa-intl.org
BRC Global Standards	www.brcglobalstandards.com
Good Agricultural Practices (GAP) standards	www.globalgap.org

Find More Information Here (Business Terms)

ITC Market News Service	www.intracen.org	
FreshInfo	www.freshinfo.com	
Freshfel	www.freshfel.org/site/home.asp	Forum for the European fresh fruits and vegetables market
Fruitnet	www.fruitnet.com/home.aspx	Information about fresh fruit, fresh vegetables, and companies
EU Market Access Database	http://madb.europa.eu/mkaccdb2/indexPubli.htm	
CBI Market Information	http://www.cbi.nl/marketinfo	Terms of payment etc. See CBI Export Planner

Terms of Payment

It is difficult to generalize when it comes to terms of payment within the trade of fresh produce, since it varies quite a bit, depending on the size and type of importer.

Nevertheless, it is a fact that a letter of credit (L/C) is not common within the European fruit and vegetables trade. But it could be an alternative at the start of a new business relationship. For more established relations, Cash Against Documents (CAD or D/P) is a little more frequent.

However, if the buyer is a large retailer or wholesaler, that continuously buys large amounts of quantities, or if there is a long-term agreement between the exporter and importer, an open account is the most common mode of payment.

Considering the competitive environment surrounding the fruit and vegetables trade, it is noteworthy that favourable terms of payment are becoming more and more important, when choosing between different suppliers.

7.4 Finding Trading Partners

Today, the internet is a major source of information for both exporters and importers of fruit and vegetables around the world. Exporters can for example register their business offers and search for customers on various internet-based meeting points. And through e-mail, it is easy to make contacts with prospective buyers and sellers. But personal contacts are still very important, in order to establish more long-lasting business relationships.

Sending Commercial Offers

A buyer of fresh fruit and vegetables usually receives offers every day via internet, facsimile or mail, which means that a good first impression is vital for getting the importer’s attention. Minimum requirements for a general business offer should therefore include:

- precise product description (according to EU or UN standards)
- attached photos of the product(s)
- price quotation, preferably according to Incoterms 2000
- delivery capacity per year
- possible delivery date(s)
- export references
- quality certificate (if applicable)
- name of contact person
- contact address, telephone, facsimile and e-mail address

A way to increase the effectiveness of the offer is to follow up with a telephone call. The exporter should also be prepared to send a sample of the product(s) offered, since a prospective buyer will most likely not place an order before an evaluation of a sample has been made. It is therefore very important that the sample corresponds exactly to that of the business offer.

Visiting Trade Fairs
Taking part in and visiting food fairs can be an effective way of getting acquainted with the current trends within the fruit and vegetables market. The most important ones for the Nordic food trade in general are SIAL in France and Anuga in Germany, each holds every second year. Other important fairs are Fruit Logistica and BioFach (for organics) in Germany.

There are also two trade fairs in the Nordic countries, both aimed at the food service sector that could be of interest to exporters in the fresh produce trade, International Food Fair of Scandinavia in Denmark and Interfood in Sweden.

Guides for Exporting to the Nordic Countries
For more information about how to find business opportunities in the Nordic countries, please refer to our two separate brochures "Exporting to Scandinavia" (for Denmark, Norway and Sweden), which can be downloaded from one of the national import promotion agencies, and "Exporting to Finland" which can be downloaded from Finnpartnership, see box below.

Trade Fair	Place	Time
SIAL	Paris, France	October, every second year (next 2010, 2012)
Anuga	Cologne, Germany	October, every second year (next 2011, 2013)
Fruit Logistica	Berlin, Germany	February, every year
BioFach (organic foodstuffs)	Nurnberg, Germany	February, every year
International Food Fair of Scandinavia (Tema)	Copenhagen, Denmark	March, every second year (next 2011, 2013)
Interfood (for the food service sector)	Gothenburg, Sweden	September, every second year (next 2011, 2013)
GastroNord (for the large-scale kitchens)	Stockholm, Sweden	April, every second year (next 2010, 2012)

Find More Information Here (Business Contacts)	
Danish Chamber of Commerce / Danish Import Promotion Programme (DIPP)	www.dipp.eu
Federation of Norwegian Commercial and Service Enterprises / Department for International Trade Cooperation	www.hsh-org.no
Swedish Chambers of Commerce / Trade Promotion Programme	www.swedishchambers.se
Finnpartnership / Ministry of Foreign Affairs Affairs of Finland	www.finnpartnership.fi

8 Market Prospects and Business Opportunities

Even though the consumption trend has been very positive for a number of years, the Nordic countries still have a relatively small market for fresh fruit and vegetables, when compared to most other European countries. However, with the increased interest in health-oriented and added-value products, it is almost certain that the fruit and vegetable market will continue to grow strongly also in the coming years.

Due to the climatic conditions, the Nordic countries are largely dependent on imports. More than 90 percent of all the fruit and 40 percent of the vegetable supply are thus imported.

Developing countries account for a noticeable part of fruit imports - almost 40 percent. Bananas and exotic fruit are imported from developing countries all year round, while imports of citrus fruit and temperate fruit is mostly off-season.

Imports of sweet bananas have increased steadily during the last three years. Noteworthy is also the growing demand for organic varieties, as well as for baby bananas, which have become especially popular as snack food.

But it is not easy for new suppliers to enter the Nordic banana market. Competition from strong multinational fruit companies, and logistics of transport, cold storage, packaging and marketing, make it very difficult for a new exporter to get a foot in the market. Furthermore, the high EU tariff quota for imports of bananas from countries not fully enjoying preferential access could be an obstacle for new exporters in those countries. However, a new deal is underway, that is expected to substantially cut the high tariff in the coming years.

Imports of tropical and subtropical fruits, in the Nordic countries often called exotic fruits, have increased rapidly over the past several years. But the increase has started from a very low level, so imported volumes are still not so impressive, at least not when comparing to many other European countries. Nevertheless, since the market is expected to continue to expand rapidly, exotic fruits offer the best prospects for both new and increased exports from developing countries.

Developing countries actually account for over half the market supply for a number of exotic fruits such as papayas, mangos, pineapples, dates, tamarinds, and passion fruit. And over 30 percent for fruits such as avocados, figs, melons and table grapes. Another positive factor is that imports of exotic fruits from developing countries are taking place all year round.

There has been a well-established supply of oranges, clementines, lemons and grapefruit to the Nordic market for many years, predominantly from Spain, Morocco and South Africa. Furthermore, the citrus fruits imported from these countries are marketed via strong fruit brands.

It is therefore both difficult and costly for new suppliers to enter the market for these high-volume fruits. There are in fact better export opportunities within the market for niche products, such as limes and new varieties of citrus fruit, since these products not only are imported in rather small quantities, but also from quite a large number of countries.

Developing countries in the southern hemisphere have during the European off-season become an important supplier of temperate fruit, such as apples and pears. Also other developing countries might have the right climatic conditions for growing temperate fruit. But, since there already is an established import supply, it could be difficult for new exporters to enter this market, especially if it involves investment in cold storage transports and storage facilities.

Imports of fresh vegetables have experienced a very large growth in recent years. However, growers within Europe normally supply over 90 percent of the import volume. Since there is an overcapacity in vegetable growing in Europe and consumers in general favour buying local produce - if available and not too highly priced - there is no reason to believe that exporters from outside of the EU will be able to achieve any larger share in the near future.

Developing countries today account for less than 10 percent of total vegetable imports into the Nordic countries. One part contains off-seasons imports of large volume items such as tomatoes and sweet peppers, which mostly are supplied by countries close to the Nordic market.

The other part, which represents maybe the best potential for new exporters in developing countries, comprises a number of vegetables mostly imported in small volumes all year round, such as asparagus, peas and beans, sweet baby corn, hot chilli peppers, garlic, starchy roots and tubers, as well as a few tropical vegetables associated with Asian cuisine.

There are also two special types of food products that could be of particular interest for exporters in developing countries, namely convenience products and organic products.

Pre-packed products, both vegetable items such as trimmed beans and baby corn, and fruit items such as blueberries and sliced pineapples, have become very popular within the retail trade, since they are easy to use and thus can be marketed as convenience food. Developing countries have already become large suppliers of these products, in large part because of the use of air-freight.

Exports of organically grown fruit could constitute an interesting market for growers in developing countries, since the organic foodstuffs are becoming more and more popular among Nordic consumers. For the same reason, also organic vegetables could be of interest, but only for a few selected items, that are not available from growers within Europe.

Another positive factor to take into account for developing countries, is that since the buying patterns of consumers have changed in recent years, consumers now expect to be able to buy all types of fruits and vegetables during all times of the year.

Consequently, there is a clear trend towards year-round supply of fruit and vegetables, which provide extensive opportunities to exporters from developing countries, both regarding off-season products and exotic fruits and vegetables.

However, new exporters wishing to compete with already well established suppliers must have some comparative advantage in terms of price, quality, or delivery terms. Furthermore, high customs tariffs, strict import regulations and far reaching quality standards specifications, may also introduce obstacles for new exporters.

In conclusion, this market brief shows that there exist many opportunities for exporters in developing countries who wish to enter the Nordic market for fresh fruit and vegetables, providing that the exporter not only can supply the right product but also comply with all necessary legal and other market requirements.

Appendix 1

Statistics: Imports of Fresh Vegetables into the Nordic Countries 2005-2008

Imports by commodity groups according to the Harmonized System (HS), 6 digits, or the Combined Nomenclature (CN), 8 digits.
Sources: Eurostat and Statistics Norway

HS/CN-no	Commodity Group	Quantity in Tonnes				Value in EUR 1000	
Importer	Exporter	2005	2006	2007	2008	2007	2008
07 02 00	**Tomatoes** *fresh or chilled*						
Denmark		29,630	32,634	29,024	32,015	55,827.6	61,299.4
Norway		19,661	20,401	21,459	23,613	41,833.1	47,634.9
Sweden		80,784	85,594	83,687	84,630	124,519.9	112,354.1
Finland		18,976	20,157	21,832	23,264	33,510.7	34,849.6
- Internal trade, *approx.*		- 1,350	- 950	- 600	- 950	- 1,150.0	- 1,350.0
Total imports		**147,701**	**159,736**	**155,402**	**162,572**	**254,541.3**	**254,788.0**
	Non-EU imports	**530**	**1,022**	**1,840**	**1,637**	**3,539.3**	**2,764.3**
	Morocco	22	86	841	982	1,262.0	1,483.5
	Senegal	27	283	447	229	1,215.4	541.4
	Israel	229	365	260	142	681.3	374.7
	Turkey	172	197	144	166	202.6	192.3
	Egypt	2	3	78	82	118.2	109.5
	South Africa	2	19	-	6	-	21.2
	Zambia	-	-	-	3	-	12.6
	Ecuador	-	-	-	5	-	7.0
	Chile	1	23	6	6	9.2	6.4
	Macedonia FYR	13	26	23	8	11.2	3.7
	Canada	9	5	2	1	2.4	2.5
	Saudi Arabia	-	-	-	1	-	3.1
	Cote d'Ivoire	4	4	4	0	4.8	0.9
	Costa Rica	-	-	8	-	10.6	-
	Syria	-	-	25	-	8.9	-
	Argentina	-	-	2	-	8.3	-
	China	-	-	1	-	3.8	-
	Brazil	10	6	-	-	-	-
	India	-	1	-	-	-	-
	Other countries	39	4	0	2	0.6	4.3
07 03 00	**Onions, Shallots, Garlic, Leeks and Other Alliaceous Vegetables** *fresh or chilled*						
Denmark		16,508	18,078	16,642	16,338	18,036.3	16,847.3
Norway		6,445	8,676	11,048	11,832	15,449.9	12,651.1
Sweden		42,985	40,717	46,852	36,741	38,637.6	29,781.8
Finland		8,145	8,847	8,941	8,584	9,338.8	9,544.7
- Internal trade, *approx.*		- 3,100	- 3,750	- 4,450	- 4,300	- 3.700.0	- 2.600.0
Total imports		**70,983**	**72,568**	**79,033**	**69,195**	**77,762.6**	**66,224.9**
	Non-EU imports	**7,872**	**7,161**	**9,480**	**9,974**	**7,770.9**	**7,181.7**
	New Zealand	4,180	3,625	4,811	5,394	2,982.6	2,930.6
	China	1,474	1,245	1,820	1,774	2,681.6	2,332.4
	Australia	1,824	702	1,352	1,919	418.8	588.8
	Thailand	57	74	77	66	376.7	333.9
	Egypt	184	441	925	260	566.5	212.8
	Argentina	6	782	23	179	40.8	153.7
	Israel	2	2	12	12	83.8	117.6
	Canada	-	-	-	105	-	80.8
	Turkey	4	192	141	132	79.2	32.8
	USA	3	17	29	27	36.2	28.3
	Sri Lanka	2	2	3	6	11.6	28.0
	Chile	1	27	23	55	20.4	27.7
	South Africa	3	0	25	30	24.7	24.2
	India	3	29	2	4	11.8	14.8
	Kenya	-	-	-	3	-	3.5
	Morocco	-	-	0	1	0.2	2.7
	Zimbabwe	16	5	2	0	11.8	2.1
	Peru	-	3	-	3	-	0.8
	Brazil	-	-	4	0	2.8	0.2
	Ukraina	-	-	152	-	80.8	-
	United Arab Emirates	13	6	8	-	23.0	-
	Cote d'Ivoire	-	-	0	-	2.1	-
	Tanzania	93	-	-	-	-	-
	Mexico	1	6	-	-	-	-
	Other countries	6	3	2	1	3.9	2.0

HS/CN-no Importer	Commodity Group Exporter	Quantity in Tonnes 2005	2006	2007	2008	Value in EUR 1000 2007	2008
07 04 00	**Cabbages, Cauliflowers, Kohlrabi, Kale and similar Brassicas,** *fresh or chilled*						
Denmark		24,766	26,611	27,524	26,850	24,938.6	27,051.0
Norway		12,993	13,708	14,256	14,831	20,932.4	22,210.0
Sweden		38,607	40,055	37,783	34,455	20,852.1	22,575.3
Finland		7,449	8,115	8,126	7,766	9,071.6	9,440.7
- Internal trade, *approx.*		- 1,250	- 2,650	- 2,550	- 1,100	- 3,100.0	- 1,650.0
Total imports		**82,565**	**85,839**	**85,139**	**82,802**	**72,694.7**	**79,627.0**
	Non-EU imports	**118**	**331**	**258**	**398**	**216.9**	**393.5**
	Ecuador	-	221	125	223	108.0	196.1
	Turkey	95	92	87	83	41.4	47.4
	Honduras	-	-	-	22	-	37.8
	Thailand	8	3	4	7	14.2	29.5
	Macedonia FYR	-	-	8	32	0.9	23.2
	China	2	4	5	3	24.0	21.3
	Kenya	-	-	1	8	2.7	20.9
	USA	-	-	5	13	8.8	8.1
	Argentina	-	-	-	1	-	2.0
	Saudi Arabia	-	-	-	2	-	1.7
	Egypt	2	4	16	0	6.0	0.4
	India	-	-	2	-	5.2	-
	Chile	-	-	1	-	1.7	-
	Israel	-	-	1	-	1.5	-
	Syria	-	-	4	-	1.3	-
	Vietnam	0	1	-	-	-	-
	Other countries	11	6	0	4	1.3	4.8
07 05 00	**Lettuce and Chicory** *fresh or chilled*						
Denmark		22,875	25,059	23,472	23,330	36,240.9	35,346.6
Norway		9,469	11,778	11,975	12,980	19,164.6	21,836.2
Sweden		31,763	36,002	31,414	34,742	41,734.8	38,544.0
Finland		12,896	16,480	18,512	19,489	24,454.8	28,345.8
- Internal trade, *approx.*		- 4,300	- 5,000	- 6,400	- 6,500	- 12,500.0	- 14,400.0
Total imports		**72,703**	**84,319**	**78,973**	**84,041**	**109,095.1**	**109,672.6**
	Non-EU imports	**532**	**271**	**324**	**295**	**381.0**	**233.7**
	Egypt	77	188	216	219	155.7	132.3
	Albania	-	-	3	26	3.8	34.7
	USA	391	20	82	20	167.0	33.4
	Turkey	59	27	3	28	3.3	26.8
	Thailand	-	-	6	1	27.5	5.3
	Jordan	-	-	3	2	2.0	1.1
	Israel	-	-	6	-	27.5	-
	Chile	2	35	10	-	20.3	-
	Colombia	-	-	1	-	1.5	-
	Other countries	3	1	0	0	0	0.2
07 06 00	**Carrots, Turnips, Salad Beetroot, Salsify, Celeriac, Radishes and similar Edible Roots,** *fresh or chilled*						
Denmark		15,143	12,677	13,497	14,874	11,846.4	12,000.3
Norway		5,013	6,098	6,878	7,359	5,183.9	6,656.3
Sweden		16,461	17,198	22,326	20,084	11,857.1	13,106.8
Finland		5,937	6,612	7,350	8,281	3,686.5	4,746.9
- Internal trade, *approx.*		- 3,150	- 5,500	- 3,350	- 3,450	- 2,650.0	- 2,550.0
Total imports		**39,404**	**37,085**	**46,701**	**47,148**	**29,923.9**	**33,960.3**
	Non-EU imports	**1,770**	**2,846**	**2,043**	**2,539**	**1,958.1**	**2,538.8**
	USA	1,339	1,446	1,139	1,131	1,416.2	1,750.3
	Israel	314	1,256	772	1,291	425.3	666.9
	Turkey	78	73	77	55	42.2	41.5
	Ghana	16	30	35	36	41.0	38.7
	China	1	29	8	11	10.6	14.3
	Brazil	-	-	4	7	5.8	9.6
	Pakistan	5	3	4	2	5.5	3.3
	Thailand	0	0	0	0	0.5	2.6
	Dominican Republic	-	-	-	1	-	1.9
	Costa Rica	2	5	1	1	1.3	1.8
	South Africa	-	-	0	0	2.0	1.5
	India	-	-	0	0	1.9	1.2
	Egypt	13	2	0	0	0.3	0.2
	United Arab Republic	-	-	2	0	2.6	0.1
	Other countries	2	2	2	1	2.9	3.8

HS/CN-no Importer	Commodity Group Exporter	Quantity in Tonnes 2005	2006	2007	2008	Value in EUR 1000 2007	2008
07 07 00	**Cucumbers and Gherkins** *fresh or chilled*						
Denmark		18,585	20,192	21,789	23,386	25,269.0	32,874.5
Norway		6,403	7,399	6,925	7,123	9,063.4	9,609.8
Sweden		23,867	23,658	27,070	28,084	28,875.2	26,674.1
Finland		10,944	10,340	12,540	12,626	11,839.4	10,631.0
- Internal trade, *approx.*		- 600	- 600	- 200	- 150	- 200.0	- 200.0
Total imports		**59,199**	**60,989**	**68,124**	**71,069**	**74,847.0**	**79,589.4**
	Non-EU imports	**191**	**186**	**255**	**314**	**275.1**	**357.2**
	Turkey	103	114	128	162	134.9	174.8
	Jordan	41	31	80	107	86.8	98.9
	Morocco	-	1	1	20	1.5	68.2
	Syria	1	26	81	54	77.7	50.5
	Egypt	36	10	13	3	24.8	3.8
	Saudi Arabia	-	-	-	2	-	2.6
	Lebanon	-	2	0	0	0.4	0.3
	Israel	-	-	3	-	5.0	-
	Other countries	10	2	4	4	2.9	2.6
07 08 00	**Peas, Beans and other Leguminous Vegetables** *fresh or chilled*						
Denmark		2,337	2,917	2,061	2,207	5,574.0	6,228.9
Norway		803	966	1,253	1,428	6,209.4	7,296.4
Sweden		1,268	1,482	2,085	1,900	6,067.7	6,389.6
Finland		165	143	251	248	694.0	821.2
- Internal trade, *approx.*		- 100	- 200	- 100	- 0	- 100.0	- 50.0
Total imports		**4,473**	**5,308**	**5,550**	**5,783**	**18,445.1**	**20,686.1**
	Non-EU imports	**830**	**1,061**	**1,296**	**1,516**	**6,390.5**	**7,516.5**
	Kenya	539	423	461	705	2,365.9	3,484.4
	Guatemala	47	321	438	354	2,565.2	2,134.0
	Peru	1	2	61	127	386.4	684.5
	Thailand	54	36	47	63	209.3	279.6
	Zimbabwe	1	8	25	42	146.6	232.0
	Egypt	109	140	103	80	279.1	231.4
	Zambia	15	10	50	27	282.7	155.3
	Tanzania	1	3	3	9	15.0	48.1
	China	-	21	-	28	-	45.6
	Morocco	7	10	7	15	14.8	39.3
	Turkey	22	46	22	20	28.6	21.8
	South Africa	2	3	5	4	23.2	13.9
	India	-	-	7	6	7.8	12.8
	Jordan	24	14	21	10	18.9	9.9
	Lebanon	-	5	18	17	11.8	7.7
	Pakistan	3	3	2	2	4.2	4.6
	Senegal	-	1	2	2	7.0	4.4
	Syria	0	10	20	3	12.2	2.4
	Ethiopia	1	2	-	0	-	1.3
	Burkina Faso	-	-	-	0	-	1.2
	Argentina	-	1	-	1	-	0.7
	Namibia	-	-	2	-	3.0	-
	Colombia	-	-	1	-	3.0	-
	Chile	-	-	1	-	1.7	-
	Other countries	3	4	2	2	4.2	2.6
07 09 20	**Asparagus** *fresh or chilled*						
Denmark		1,292	1,453	1,589	1,862	5,923.9	6,862.2
Norway		925	992	1,133	1,319	5,810.6	6,598.5
Sweden		884	969	1,143	1,340	4,741.0	4,957.8
Finland		303	347	387	420	1,458.9	1,498.3
- Internal trade, *approx.*		- 60	- 60	- 60	- 70	- 330.0	- 350.0
Total imports		**3,344**	**3,701**	**4,192**	**4,871**	**17,604.4**	**19,566.8**
	Non-EU imports	**754**	**813**	**991**	**1,200**	**5,726.3**	**6,606.7**
	Peru	539	637	815	924	4,563.2	5,129.8
	Thailand	185	165	166	156	1,121.3	1,086.0
	Mexico	23	10	4	85	17.9	323.8
	USA	1	1	6	4	31.8	18.0
	Ecuador	-	-	-	20	-	17.1
	Honduras	-	-	-	5	-	17.1
	Argentina	-	-	0	2	0.2	11.6
	Turkey	-	-	1	6	1.7	7.1
	Kenya	2	0	1	1	4.1	4.9
	Chile	-	-	-	0	-	2.7
	Colombia	-	-	-	0	-	2.2
	Panama	-	-	1	0	7.0	1.0
	Other countries	4	0	0	0	0.7	1.6

HS/CN-no	Commodity Group	Quantity in Tonnes				Value in EUR 1000	
Importer	Exporter	2005	2006	2007	2008	2007	2008
07 09 30	**Aubergines** *fresh or chilled*						
Denmark		1,688	2,038	1,877	1,838	3,396.3	3,577.7
Norway		760	847	929	957	1,807.0	1,733.1
Sweden		3,289	3,519	3,568	3,666	5,177.7	4,446.2
Finland		612	681	682	705	1,055.1	1,073.9
- Internal trade, *approx.*		- 40	- 240	- 70	- 25	- 110.0	- 50.0
Total imports		**6,309**	**6,845**	**6,986**	**7,141**	**11,326.1**	**10,780.9**
	Non-EU imports	**243**	**218**	**269**	**317**	**580.5**	**738.7**
	Thailand	62	67	71	102	286.3	439.1
	Turkey	133	100	135	156	148.5	176.3
	Kenya	37	36	41	43	105.8	114.4
	India	-	-	4	3	8.5	7.8
	Jordan	-	-	3	6	2.3	4.4
	Pakistan	-	-	0	1	1.0	3.6
	Uganda	1	3	0	1	0.1	2.4
	Egypt	1	1	1	1	1.1	1.8
	Syria	0	9	10	2	6.2	1.1
	Dominican Republic	-	-	1	-	3.9	-
	Peru	-	1	0	-	0.3	-
	Other countries	8	1	2	2	2.0	2.6
07 09 40	**Celery** (other than Celeriac) *fresh or chilled*						
Denmark		1,342	1,556	1,523	1,450	1,655.8	1,832.8
Norway		863	1,004	1,078	1,193	1,137.2	1,281.6
Sweden		812	955	774	707	799.6	689.0
Finland		234	346	313	372	349.4	428.4
- Internal trade, *approx.*		- 30	- 5	- 15	- 5	- 25.0	- 8.0
Total imports		**3,221**	**3,856**	**3,673**	**3,717**	**3,917.0**	**4,223.8**
	Non-EU imports	**59**	**72**	**32**	**33**	**54.6**	**52.6**
	Israel	53	70	28	32	39.8	43.3
	Thailand	2	2	1	1	10.8	8.9
	South Africa	-	-	3	-	3.6	-
	Egypt	3	-	-	-	-	-
	Other countries	1	0	0	0	0.4	0.4
07 09 51 **07 09 59**	**Cultivated Mushrooms** **Other Mushrooms** *fresh or chilled*						
Denmark		5,611	6,808	6,848	6,417	18,398.0	17,964.5
Norway		4,657	5,251	5,133	5,442	12,010.4	13,716.7
Sweden		9,481	9,422	10,188	10,386	22,703.7	23,447.6
Finland		373	563	815	930	2,298.3	2,537.4
- Internal trade, *approx.*		- 325	- 370	- 300	- 180	- 1,500.0	- 1,300.0
Total imports		**19,797**	**21,674**	**22,684**	**22,995**	**53,910.4**	**56,366.2**
	Non-EU imports	**50**	**80**	**70**	**196**	**441.9**	**537.3**
	Russia	28	48	48	68	239.8	347.2
	Canada	17	4	12	17	178.3	264.0
	Bosnia and Herzegovina	-	-	12	0	66.3	20.2
	China	1	24	3	18	38.3	18.3
	Turkey	1	1	1	1	13.1	14.8
	USA	1	1	3	1	28.9	13.6
	Thailand	2	1	0	1	2.3	6.6
	South Korea	-	-	0	1	0.5	4.0
	South Africa	-	-	0	0	1.4	1.5
	Serbia	0	1	0	-	1.2	-
	Senegal	-	0	0	-	0.5	-
	Other countries	0	0	1	0	8.6	2.7
07 09 60	**Sweet Peppers and other fruits of the genus Capsicum or Pimenta** *fresh or chilled*						
Denmark		20,586	19,751	21,113	22,477	55,200.9	54,439.5
Norway		11,550	12,486	13,427	14,351	35,255.8	35,505.5
Sweden		33,680	34,510	30,900	31,688	64,156.1	56,571.3
Finland		9,384	10,172	10,345	11,331	22,574.5	23,168.8
- Internal trade, *approx.*		- 200	- 430	- 350	- 500	- 1,050.0	- 1,100.0
Total imports		**75,000**	**76,489**	**75,435**	**79,347**	**176,137.3**	**168,585.1**
	Non-EU imports	**2,712**	**2,816**	**2,953**	**3,278**	**7,928.8**	**7,340.4**
	Israel	1,589	1,450	1,603	1,609	5,490.5	4,756.5
	Turkey	819	871	907	1,283	1,225.1	1,726.1
	Thailand	44	46	55	62	260.4	306.9
	Kenya	65	65	66	71	189.0	209.5
	Egypt	25	44	42	36	78.7	82.4
	Morocco	24	34	82	42	183.8	82.1
	cont						

HS/CN-no Importer	Commodity Group Exporter	Quantity in Tonnes 2005	2006	2007	2008	Value in EUR 1000 2007	2008
07 09 60	**Sweet Peppers and other fruits of the genus Capsicum or Pimenta**						
	Macedonia Fyr	110	185	100	71	45.6	42.3
	Sri Lanka	5	8	6	8	26.5	35.8
	India	2	10	17	16	39.4	33.2
	Uganda	1	3	2	4	8.1	12.9
	Kosovo	-	-	-	18	-	9.4
	Jordan	1	5	4	7	2.4	9.3
	Bosnia and Herzegovina	-	-	-	14	-	6.2
	USA	0	18	1	0	3.1	4.2
	Pakistan	3	2	1	1	1.5	2.4
	Syria	0	13	10	1	4.8	0.6
	Zimbabwe	22	32	37	-	363.5	-
	Mexico	0	1	0	-	1.6	-
	Peru	0	1	0	-	1.3	-
	Other countries	2	28	20	2	4.4	3.7
07 09 70	**Spinach** *fresh or chilled*						
Denmark		657	2,007	254	380	666.2	1,258.9
Norway		200	235	243	301	757.4	992.3
Sweden		677	1,019	1,303	868	4,321.7	2,120.7
Finland		32	45	54	61	249.7	344.5
- Internal trade, *approx.*		- 75	- 65	- 240	- 200	- 770.0	- 700.0
Total imports		**1,491**	**3,241**	**1,614**	**1,410**	**5,225.0**	**4,016.4**
	Non-EU imports	**40**	**109**	**57**	**35**	**59.5**	**43.7**
	Turkey	37	104	55	28	56.1	33.2
	Argentina	-	-	-	6	-	7.0
	Sri Lanka	0	1	0	1	0.7	2.5
	Vietnam	1	1	0	-	1.3	-
	Other countries	2	3	1	1	1.4	1.0
07 09 90	**Other Vegetables, incl. Globe Artichokes, Salad Vegetables, Chard (White Beet), Olives, Capers, Fennel, Sweetcorn, Zucchini, Pumpkins, Okra, and Parsley** *fresh or chilled*						
Denmark		8,073	11,000	10,186	11,766	21,850.7	29,024.8
Norway		3,103	3,260	3,636	3,767	8,873.9	9,491.4
Sweden		13,387	15,323	20,530	19,951	31,588.8	30,432.2
Finland		3,714	3,871	4,855	5,817	8,518.0	10,449.9
- Internal trade, *approx.*		- 1,350	- 2,100	- 2,750	- 3,200	- 7,200.0	- 8,900.0
Total imports		**26,927**	**31,354**	**36,457**	**38,101**	**63,631.4**	**70,498.3**
	Non-EU imports	**1,518**	**1,599**	**1,853**	**2,150**	**6,076.5**	**6,355.8**
	Thailand	668	767	853	831	3,846.8	3,858.0
	Kenya	245	243	242	189	684.8	561.2
	Israel	43	60	64	78	328.8	389.5
	Turkey	197	234	249	297	270.3	334.7
	India	39	78	115	122	336.8	309.7
	Pakistan	57	43	49	97	98.5	220.7
	Sri Lanka	21	24	20	25	85.4	118.6
	Syria	4	19	85	271	50.8	107.2
	Jordan	34	22	39	77	36.6	92.7
	USA	78	11	18	18	81.6	86.2
	Albania	-	-	0	33	0.2	48.5
	Bangladesh	8	13	20	22	43.5	41.7
	Egypt	58	21	28	18	48.1	36.5
	Vietnam	7	6	7	6	33.9	28.9
	South Africa	8	14	19	22	35.2	26.8
	China	6	4	2	16	6.3	20.0
	Uganda	2	4	6	8	12.3	19.9
	Morocco	3	6	7	4	11.3	15.0
	Costa Rica	10	11	13	11	18.9	14.3
	Peru	0	3	0	1	1.3	5.9
	Argentina	5	4	-	3	-	4.4
	Croatia	-	-	-	3	-	3.6
	Dominican Republic	2	2	4	1	10.3	3.5
	Canada	-	-	1	2	10.4	3.1
	Mexico	1	-	1	0	3.1	1.4
	Lebanon	5	5	0	0	0.7	0.5
	Chile	-	-	1	0	2.9	0.3
	Ethiopia	-	-	1	-	5.0	-
	Zambia	-	-	0	-	2.4	-
	Other countries	17	5	6	4	6.8	6.6

Statistics: Imports of Fresh Fruit into the Nordic Countries 2005-2008

Imports by commodity groups according to the Harmonized System (HS),
6 digits or the Combined Nomenclature (CN), 8 digits.
Sources: Eurostat and Statistics Norway

HS/CN-no Importer	Commodity Group Exporter	Quantity in Tonnes 2005	2006	2007	2008	Value in EUR 1000 2007	2008
08 03 00	**Bananas and Plantains** *fresh or dried*						
Denmark		83,628	90,660	90,928	99,804	71,202.5	89,580.6
Norway		73,232	74,641	78,457	83,539	61,475.2	68,296.1
Sweden		190,388	188,147	185,390	191,288	143,477.9	139,903.7
Finland		64,982	62,448	72,654	57,823	68,489.2	56,313.7
- Internal trade		- 43,000	- 40,000	- 43,000	- 43,000	- 38,000.0	- 45,000.0
Total imports		**369,230**	**375,896**	**384,429**	**389,454**	**306,644.8**	**309,094.1**
	Non-EU imports	**188,685**	**179,797**	**183,255**	**183,966**	**136,339.9**	**132,969.7**
	Costa Rica	133,739	103,529	102,543	83,567	79,044.4	61,271.4
	Panama	15,504	30,912	30,589	45,838	22,310.1	32,380.9
	Ecuador	16,571	27,116	26,182	27,419	19,109.3	20,226.1
	Colombia	20,218	14,061	22,088	25,012	14,179.2	17,026.2
	Dominican Republic	1,092	809	985	1,372	976.2	1,462.2
	Chile	153	261	421	372	284.4	268.5
	United Arab Emirates	-	-	-	78	-	63.8
	Honduras	-	-	-	86	-	54.9
	Uganda	15	16	15	15	35.4	41.5
	Kenya	-	1	11	14	31.9	40.5
	Peru	4	90	15	27	19.4	23.6
	South Africa	67	53	285	20	216.2	23.0
	Thailand	7	7	8	5	37.9	22.7
	Philippines	1	2	2	10	5.0	21.1
	Guatemala	-	5	-	35	-	21.0
	Saudi Arabia	-	-	-	20	-	16.1
	Brazil	0	1	68	17	58.1	12.8
	Sri Lanka	4	3	1	2	1.9	8.1
	USA	-	19	1	0	1.5	1.6
	Ghana	0	5	9	0	7.0	1.0
	Vietnam	-	-	1	0	1.4	1.0
	Mexico	766	2,895	-	0	-	0.1
	Cote d'Ivoire	145	5	21	-	11.6	-
	China	-	-	4	-	3.6	-
	Suriname	-	-	4	-	2.4	-
	Cameroon	327	-	-	-	-	-
	Oman	44	-	-	-	-	-
	Turkey	24	-	-	-	-	-
	Other countries	4	5	7	3	3.7	2.1

HS/CN-no Importer	Commodity Group Exporter	Quantity in Tonnes 2005	 2006	 2007	 2008	Value in EUR 1000 2007	 2008
08 04 10	**Dates** *fresh or dried*						
Denmark		2,049	2,209	2,371	2,326	3,279.0	4,156.2
Norway		453	506	516	545	1,655.4	1,742.7
Sweden		1,225	1,396	1,628	1,804	3,219.2	3,031.5
Finland		322	395	339	349	697.3	790.2
- Internal trade		- 29	- 17	- 55	- 60	- 202.8	- 282.4
Total Imports		**4,020**	**4,489**	**4,799**	**4,964**	**8,648.1**	**9,438.2**
	Non-EU imports	**2,957**	**2,856**	**3,660**	**3,405**	**5,390.0**	**5,273.1**
	Iran	1,711	1,872	2,178	2,025	2,299.1	2,295.8
	USA	101	114	138	126	913.3	912.9
	Tunisia	256	91	275	257	826.0	719.3
	Israel	101	119	75	78	411.0	458.1
	Algeria	84	78	119	137	155.3	209.3
	Pakistan	339	398	518	365	302.2	207.7
	Saudi Arabia	224	368	212	271	128.7	154.2
	Turkey	36	47	22	20	92.8	86.5
	Jordan	10	7	35	17	74.0	55.4
	United Arab Emirates	36	86	27	65	17.8	50.1
	South Africa	0	2	24	5	146.1	29.2
	Egypt	10	21	15	8	19.1	17.3
	Syria	4	8	2	8	0.8	14.8
	Morocco	-	-	1	4	0.8	9.1
	Lebanon	-	-	16	15	14.9	7.1
	China	1	2	2	3	3.9	4.9
	Chile	-	-	0	0	0.8	0.8
	India	-	-	2	-	26.2	-
	Brazil	-	-	0	-	0.7	-
	Thailand	1	8	-	-	-	-
	Other countries	42	3	1	0	1.2	0.7
08 04 20 10	**Figs** *fresh*						
Denmark		332	363	328	363	737.6	989.1
Norway		33	46	32	44	153.0	276.1
Sweden		260	259	238	267	880.4	894.1
Finland		30	31	40	33	201.7	174.0
- Internal trade		- 14	- 15	- 25	- 67	- 85.6	- 183.0
Total Imports		**641**	**684**	**613**	**640**	**1,887.1**	**2,150.3**
	Non-EU imports	**46**	**68**	**62**	**182**	**201.8**	**624.0**
	Turkey	26	30	21	141	51.8	430.0
	Brazil	11	26	21	29	115.4	175.1
	Israel	1	2	2	1	8.1	6.2
	Iran	7	3	8	4	7.8	5.8
	South Africa	-	-	1	1	8.9	1.9
	Syria	-	6	7	2	6.0	1.9
	Egypt	-	-	1	-	1.5	-
	Other countries	1	1	1	2	2.2	3.1
08 04 30	**Pineapples** *fresh or dried*						
Denmark		6,621	11,057	10,984	13,945	12,500.7	14,082.1
Norway		5,540	6,125	7,354	7,862	6,867.2	6,912.9
Sweden		3,737	6,661	7,318	8,020	6,558.6	6,967.4
Finland		1,612	1,634	2,059	2,689	2,019.0	2,484.4
- Internal trade, *approx.*		- 600	- 2,100	- 2,000	- 1,900	- 1,800.0	- 1,700.0
Total Imports		**16,910**	**23,377**	**25,715**	**30,616**	**26,145.5**	**28,746.8**
	Non-EU imports	**6,025**	**6,612**	**7,876**	**8,807**	**7,253.4**	**7,623.2**
	Costa Rica	4,925	5,473	6,602	7,118	6,012.1	5,915.6
	Brazil	61	129	79	692	73.9	626.1
	Thailand	636	680	809	419	807.7	484.9
	Panama	31	12	151	144	126.2	144.8
	Cote d'Ivoire	141	107	21	140	18.8	133.1
	Ecuador	12	29	52	108	40.0	105.0
	Honduras	17	15	59	78	53.2	66.9
	Sri Lanka	1	0	1	5	10.9	43.8
	Colombia			14	43	13.8	35.5
	Uganda	34	35	3	2	21.2	25.5
	Peru			4	29	3.0	24.2
	South Africa	11	43	28	10	30.0	10.0
	Ghana	108	75	22	5	25.2	6.7
	Chile	-	7	9	7	7.8	4.8
	Argentina	-	-	-	3	-	3.1
	Vietnam	-	-	5	-	7.1	-
	Malaysia	-	-	16	-	2.0	-
	Haiti	31	6	-	-	-	-
	Guatemala	6	1	-	-	-	-
	Other countries	13	0	1	4	1.4	8.1

HS/CN-no Importer	Commodity Group Exporter	Quantity in Tonnes 2005	2006	2007	2008	Value in EUR 1000 2007	2008
08 04 40	**Avocados** *fresh or dried*						
Denmark		5,687	6,261	6,906	7,264	13,914.9	17,564.1
Norway		2,467	2,749	3,217	3,843	6,926.4	9,215.4
Sweden		8,821	6,498	8,391	11,764	13,428.1	21,662.0
Finland		772	818	995	1,077	1,734.6	1,986.3
- Internal trade, *approx.*		- 630	- 300	- 130	- 450	- 300.0	- 750.0
Total Imports		**17,717**	**16,026**	**19,379**	**23,498**	**35,704.0**	**49,677.8**
	Non-EU imports	**2,150**	**3,959**	**4,161**	**3,484**	**7,440.7**	**7,505.3**
	Chile	564	2,386	2,184	1,315	3,471.3	2,781.6
	South Africa	782	1,085	853	687	1,504.7	1,543.0
	Peru	83	100	652	653	1,581.2	1,326.6
	Mexico	169	31	46	470	118.4	1,084.5
	Brazil	20	99	150	221	315.8	465.9
	Israel	483	200	161	77	285.1	162.9
	Kenya	29	7	23	25	34.1	59.2
	USA	-	-	5	6	5.2	20.8
	Morocco	-	-	0	9	0.9	19.2
	New Zealand	-	5	18	8	34.8	17.9
	Dominican Republic	3	1	1	6	1.4	12.2
	Saudi Arabia	0	1	-	2	-	4.0
	Honduras	-	-	0	2	0.4	2.1
	Argentina	-	24	12	1	26.3	1.8
	India	-	-	-	1	-	1.6
	Panama	-	1	-	0	-	0.8
	Costa Rica	6	6	25	0	25.2	0.6
	Uganda	3	7	0	0	0.7	0.1
	Mozambique	-	-	2	-	8.1	-
	Cote d'Ivoire	-	-	1	-	1.2	-
	Thailand	4	-	1	-	0.9	-
	China	0	4	0	-	0.8	-
	Other countries	4	2	21	1	26.6	1.4
08 04 50	**Mangos, Guavas and Mangosteens** *fresh or dried*						
Denmark		1,873	1,907	2,130	2,588	2,960.0	4,001.6
Norway		1,965	2,298	3,593	4,175	6,575.1	7,463.4
Sweden		3,679	3,603	3,636	3,760	4,477.6	4,197.9
Finland		602	564	543	826	666.4	973.1
- Internal trade, *approx.*		-180	- 180	- 120	- 200	- 250.0	- 400.0
Total Imports		**7,939**	**8,192**	**9,782**	**11,149**	**14,429.1**	**16,236.0**
	Non-EU imports	**2,498**	**2,638**	**4,175**	**4,556**	**7,724.5**	**8,312.0**
	Peru	139	613	965	1,210	1,852	1,853.5
	Pakistan	787	715	967	872	1,838.8	1,670.8
	Brazil	1,030	494	855	1,030	1,027	1,559.4
	Cote d'Ivoire	33	108	212	515	375.2	1,042.0
	Israel	147	211	400	291	834.1	654.7
	Thailand	124	109	128	127	561.0	565.5
	Dominican Republic	1	11	333	175	642.4	343.2
	India	21	23	33	35	100.9	89.7
	Ecuador	30	117	18	73	18.9	88.8
	Senegal	0	30	8	41	11.8	58.6
	USA	18	14	11	38	15.2	44.8
	Mexico	7	32	43	18	46.5	35.7
	Indonesia	2	-	-	8	-	29.2
	Costa Rica	23	73	15	14	26.1	26.1
	South Africa	45	9	22	14	37.2	24.9
	Mali	-	-	5	15	10.1	24.8
	Kenya	3	3	5	9	8.5	22.8
	Burkina Faso	1	0	1	2	7.6	21.9
	Malaysia	0	9	7	9	7.4	20.3
	Egypt	17	14	11	8	18.4	17.4
	Chile	3	2	12	13	12.4	15.4
	China	-	-	0	1	0.3	13.8
	Guatemala	49	-	4	8	4.9	13.5
	Morocco	0	38	52	5	55.8	7.6
	Turkey	0	1	1	1	1.3	7.6
	Sri Lanka	-	-	-	1	-	7.6
	Uganda	-	-	1	0	11.1	6.6
	Vietnam	2	1	3	1	18.1	5.3
	Iran	-	-	-	2	-	4.1
	Philippines	1	0	0	1	3.1	3.0
	Gambia	-	-	-	1	-	2.9
	Saudi Arabia	-	-	-	4	-	2.8
	United Arab Emirates	-	-	-	1	-	2.4
	Central African Republic	-	-	-	1	-	1.7
	Ghana	-	-	3	0	4.7	0.6
	New Zealand	3	-	-	1	-	0.6
	Guinea	-	-	55	-	92.1	-
	Other countries	8	8	1	2	2.2	4.6

HS/CN-no Importer	Commodity Group Exporter	Quantity in Tonnes 2005	2006	2007	2008	Value in EUR 1000 2007	2008
08 05 10	**Oranges** *fresh or dried*						
Denmark		29,300	35,401	36,810	38,174	28,301.3	31,075.6
Norway		31,161	37,144	41,015	39,608	32,873.6	34,381.4
Sweden		65,746	78,231	88,094	83,061	54,962.9	49,164.8
Finland		27,269	26,691	26,616	23,760	16,950.3	16,031.1
- Internal trade, *approx.*		- 1,150	- 1,200	- 2,500	- 2,100	- 2,200.0	- 1,400.0
Total Imports		**152,326**	**176,267**	**190,035**	**182,503**	**130,888.4**	**129,252.9**
	Non-EU imports	**31,510**	**41,177**	**50,106**	**51,465**	**29,873.6**	**30,608.0**
	South Africa	9,487	13,098	15,720	16,968	10,319.9	11,080.0
	Egypt	5,284	7,169	11,818	11,679	5,708.2	5,680.2
	Israel	11,264	8,226	9,300	8,378	6,015.9	5,173.6
	Morocco	1,668	8,706	9,870	8,177	4,600.2	4,100.0
	Argentina	219	844	1,448	3,308	938.5	1,547.9
	Uruguay	2,594	2,250	241	1,449	158.9	652.2
	Australia	133	104	541	538	675.9	632.7
	Chile	-	-	110	415	59.3	359.6
	Turkey	305	174	73	161	51.6	95.4
	Brazil	408	46	662	147	282.7	60.5
	Swaziland	52	-	-	84	-	45.5
	Peru	-	-	77	103	32.5	34.8
	Zimbabwe	31	-	1	23	0.8	15.3
	Pakistan	-	-	0	25	1.0	9.2
	China	-	-	18	0	10.6	0.3
	Mexico	3	57	165	-	57.4	-
	Uganda	-	-	23	-	17.8	-
	Guatemala	-	-	19	-	10.8	-
	Cuba	-	-	8	-	4.6	-
	Other countries	59	3	5	6	9.9	7.0
08 05 20	**Mandarins, Tangerines, Mineolas, Satsumas, Clementines, and similar Citrus Hybrids** *fresh or dried*						
Denmark		26,099	26,095	27,321	26,671	21,565.9	26,390.9
Norway		26,046	26,975	27,205	27,608	26,722.5	29,297.3
Sweden		48,121	56,358	58,493	49,470	49,269.3	38,980.3
Finland		28,771	32,479	39,874	36,646	31,712.8	31,316.3
- Internal trade, *approx.*		- 700	- 850	- 1,550	- 1,050	- 1,400.0	- 800,0
Total Imports		**128,337**	**141,057**	**151,343**	**139,345**	**127,870.5**	**125,184.8**
	Non-EU imports	**17,583**	**15,119**	**15,956**	**16,883**	**13,930.4**	**14,504.5**
	Morocco	10,724	8,328	7,665	8,724	6,501.3	7,161.3
	Israel	2,789	3,029	3,975	3,186	3,515.9	3,334.2
	Peru	1,842	1,377	1,670	2,517	1,530.7	1,918.6
	South Africa	624	1,008	960	902	879.5	832.2
	Argentina	445	242	445	691	457.0	496.3
	Uruguay	645	448	696	368	566.8	297.9
	Turkey	147	133	101	126	61.7	105.3
	Chile	39	303	297	64	356.9	103.3
	Australia	-	-	33	60	49.1	70.0
	Pakistan	149	220	58	152	35.0	69.6
	Croatia	-	-	-	53	-	42.2
	Panama	-	-	-	24	-	8.9
	Egypt	-	-	-	5	-	6.2
	Costa Rica	-	-	1	5	1.0	6.0
	Brazil	1	4	18	0	26.9	0.3
	Uganda	13	0	6	-	8.6	-
	Ecuador	-	21	1	-	1.0	-
	Other countries	4	26	0	1	0.0	1.2
08 05 40	**Grapefruit** *fresh or dried*						
Denmark		4,350	4,182	4,803	5,349	3,709.0	4,699.3
Norway		1,325	1,427	1,429	1,476	1,397.8	1,568.2
Sweden		7,013	6,906	7,261	7,941	5,755.4	6,032.1
Finland		2,131	1,761	2,009	2,217	1,525.4	1,750.6
- Internal trade, *approx.*		- 350	- 350	- 500	- 400	- 250.0	- 300.0
Total Imports		**14,469**	**13,926**	**15,002**	**16,583**	**12,137.6**	**13,750.2**
	Non-EU imports	**4,932**	**6,037**	**6,629**	**7,867**	**4,835.7**	**5,638.0**
	USA	1,845	2,715	3,016	2,951	2,221.7	2,027.9
	South Africa	927	697	1,532	2,033	1,205.1	1,555.5
	Israel	1,381	1,705	1,351	1,781	994.7	1,300.4
	China	15	46	171	369	117.0	299.6
	Argentina	165	90	236	378	111.4	231.5
	Turkey	212	535	218	229	106.4	133.0
	Swaziland	210	-	77	80	45.9	62.1
	India	-	-	0	9	0.2	12.1
	cont.						

HS/CN-no Importer	Commodity Group Exporter	Quantity in Tonnes 2005	2006	2007	2008	Value in EUR 1000 2007	2008
08 05 40	**Grapefruit**						
	Egypt	4	-	-	7	-	11.1
	Chile	7	20	4	6	6.5	8.7
	Thailand	24	15	1	7	1.8	8.7
	Vietnam	-	-	1	5	2.1	6.6
	Mexico	19	24	2	6	1.9	5.4
	Brazil	2	2	2	4	1.8	5.0
	Saudi Arabia	0	3	-	3	-	1.5
	Honduras	64	58	8	1	7.8	0.7
	Peru	-	-	6	-	6.6	-
	Uruguay	46	92	1	-	1.3	-
	Morocco	-	3	0	-	0.2	-
	Antigua and Barbuda	-	22	-	-	-	-
	Other countries	11	10	2	0	1.4	1.0
08 05 50	**Lemons and Limes** *fresh or dried*						
Denmark		10,269	10,563	9,370	9,861	9,316.3	13,208.5
Norway		4,919	4,960	5,173	5,477	5,063.3	7,786.0
Sweden		14,429	17,002	22,587	24,591	15,138.0	21,427.2
Finland		4,110	3,809	4,328	3,957	3,527.5	5,133.4
- Internal trade, *approx.*		- 500	- 850	- 1,100	- 1,250	- 1,300.0	- 1,550.0
Total Imports		**33,227**	**35,484**	**40,358**	**42,636**	**31,745.1**	**46,005.1**
	Non-EU imports	**4,966**	**6,917**	**5,468**	**6,653**	**4,682.0**	**7,648.6**
	Argentina	2,450	2,761	2,848	2,520	1,988.8	2,734.4
	Brazil	985	931	1,002	1,508	1,389.9	1,974.5
	Turkey	523	587	352	443	1,532.4	1,893.0
	South Africa	621	2,117	867	1,598	574.0	1,607.3
	Israel	339	334	207	184	277.0	562.3
	Mexico	3	80	103	171	140.1	326.1
	Egypt	7	46	8	98	8.3	79.7
	Morocco	-	-	2	34	2.8	42.1
	Iran	28	26	38	21	20.9	30.5
	Uruguay	2	13	22	37	17.4	27.8
	Syria	-	-	0	12	0.0	10.1
	Honduras	-	-	-	5	-	8.5
	Thailand	2	0	1	1	7.0	5.2
	Suriname	-	-	-	7	-	4.7
	Australia	-	-	-	0	-	4.1
	Saudi Arabia	-	-	-	3	-	3.5
	Dominican Republic	-	-	2	2	4.4	3.2
	Venezuela	-	4	1	2	2.5	3.2
	Chile	-	-	0	4	0.2	2.9
	Costa Rica	-	-	3	1	7.0	2.3
	United Arab Republic	-	-	1	2	2.1	1.8
	Ghana	-	-	-	1	-	1.1
	Pakistan	-	-	1	0	1.1	0.9
	Colombia	1	4	1	0	9.4	0.5
	Vietnam	-	-	1	0	1.8	0.5
	Peru	0	6	2	-	2.1	-
	Guatemala	-	-	3	-	1.6	-
	Somalia	-	-	3	-	1.5	-
	Lebanon	-	-	2	-	0.7	-
	Other countries	5	8	1	1	0.9	1.2
08 05 90	**Kumquats and Other Citrus Fruits** *fresh or dried*						
Denmark		1,154	1,165	3,615	14,611	1,703.9	3,337.6
Norway		51	51	38	64	42.8	82.5
Sweden		779	236	829	1,140	783.2	980.5
Finland		14	16	30	20	59.0	37.8
- Internal trade, *approx.*		- 50	- 70	- 70	- 10	- 60.0	- 20.0
Total Imports		**1,948**	**1,398**	**4,442**	**15,825**	**2,528.9**	**4,418.4**
	Non-EU imports	**28**	**19**	**34**	**63**	**41.0**	**82.8**
	Turkey	-	-	-	22	-	22.6
	Israel	9	5	2	9	5.4	13.2
	China	-	-	2	15	2.4	10.6
	Mexico	-	-	0	4	0.3	9.5
	Jamaica	2	2	2	4	4.1	9.4
	Brazil	0	1	2	4	2.3	8.5
	Vietnam	-	-	0	1	0.8	3.2
	Colombia	-	-	-	0	-	1.3
	Venezuela	-	-	-	1	-	1.2
	South Africa	1	3	20	0	20.9	1.1
	Thailand	9	3	-	1	-	1.0
	Iran	5	3	-	-	-	-
	Other countries	2	2	2	1	1.4	1.1

HS/CN-no Importer	Commodity Group Exporter	Quantity in Tonnes 2005	2006	2007	2008	Value in EUR 1000 2007	2008
08 06 10	**Grapes** *fresh*						
Denmark		23,504	22,174	23,377	25,592	43,922.3	51,525.0
Norway		27,811	25,591	29,156	31,885	61,557.1	69,745.6
Sweden		27,262	28,645	29,352	31,725	56,753.9	53,648.0
Finland		14,183	14,119	16,474	19,188	33,926.6	38,892.2
- Internal trade, *approx.*		- 1,100	- 1,450	- 1,600	- 2,100	- 3,100.0	- 4,350.0
Total Imports		**91,660**	**89,079**	**96,759**	**106,290**	**193,059.9**	**209,460.8**
	Non-EU imports	**16,149**	**21,610**	**22,277**	**23,788**	**47,764.2**	**54,223.2**
	South Africa	6,263	7,600	7,885	8,761	16,993.4	22,383.6
	Brazil	2,650	2,744	3,271	3,643	8,717.8	10,255.5
	Chile	3,148	5,201	5,774	5,196	11,311.2	9,693.7
	Egypt	1,285	1,012	1,558	1,817	4,120.2	3,759.8
	India	537	852	708	1,170	1,398.0	2,014.3
	Indonesia	243	-	529	909	1,246.5	1,920.5
	Argentina	364	351	716	866	1,158.5	1,581.2
	Turkey	763	1,007	676	559	709.8	552.7
	Namibia	150	306	455	200	691.4	545.6
	Saudi Arabia	130	212	176	230	319.0	530.6
	USA	388	121	253	217	457.7	517.4
	Peru	56	95	59	54	151.6	159.7
	Israel	84	53	29	52	84.1	106.8
	Morocco	2	61	131	55	341.3	112.3
	China	-	2	3	12	6.0	31.8
	United Arab Emirates	-	-	-	11	-	29.4
	Costa Rica	10	9	2	4	1.4	7.4
	Macedonia FYR	21	35	20	16	10.1	7.3
	Honduras	-	-	4	4	5.5	5.5
	Zimbabwe	-	3	2	4	2.3	3.9
	Syria	1	33	5	3	3.0	1.4
	Australia	12	3	5	-	14.8	-
	Colombia	-	-	16	-	14.5	-
	New Zealand	-	-	1	-	4.3	-
	Guatemala	3	-	1	-	2.0	-
	Thailand	-	7	-	-	-	-
	Uruguay	-	5	-	-	-	-
	Other countries	-	34	-	5	-	2.7

HS/CN-no Importer	Commodity Group Exporter	Quantity in Tonnes 2005	2006	2007	2008	Value in EUR 1000 2007	2008
08 07 11 **08 07 19**	**Watermelons** *fresh* **Other Melons** *fresh*						
Denmark		29,928	29,864	31,963	33,348	23,723.7	25,175.1
Norway		18,332	20,746	20,887	23,041	18,434.9	20,183.6
Sweden		37,125	39,385	35,669	37,686	22,504.6	22,396.3
Finland		14,178	14,891	15,710	15,164	10,740.5	10,747.7
- Internal trade, *approx.*		- 850	- 650	- 650	- 900	- 600.0	- 700.0
Total Imports		**98,713**	**104,236**	**103,579**	**108,339**	**74,803.7**	**77,802.7**
	Non-EU imports	**6,582**	**6,730**	**6,883**	**7,683**	**6,506.6**	**6,707.1**
	Brazil	3,684	3,810	4,092	4,227	4,088.5	4,137.4
	Costa Rica	872	798	626	795	623.8	689.5
	Honduras	672	322	397	502	497.9	549.5
	Panama	209	516	701	615	629.1	485.4
	Turkey	324	450	404	883	252.9	457.5
	Macedonia FYR	53	145	113	225	39.9	82.1
	Iran	247	266	265	95	149.6	75.0
	Israel	102	82	35	46	48.3	64.7
	Thailand	6	3	7	10	26.7	41.5
	Egypt	70	104	122	106	63.9	27.7
	Pakistan	8	6	6	13	11	24.2
	Chile	22	1	5	20	5.4	17.8
	Colombia	-	-	1	9	0.9	10.3
	Ecuador	34	57	25	13	20.0	9.9
	Morocco	8	5	1	15	1.7	9.1
	Syria	-	50	55	20	24.8	7.6
	Argentina	2	38	1	1	1.2	1.6
	Dominican Republic	-	-	0	0	0.4	1.6
	South Africa	9	3	3	1	3.3	1.1
	India	2	7	2	1	1.9	1.0
	Peru	11	1	-	0	-	0.3
	Cote d'Ivoire	-	-	11	-	4.2	-
	Ghana	-	-	0	-	2.5	-
	Jordan	-	-	2	-	1.1	-
	Guatemala	53	3	-	-	-	-
	Other countries	194	63	73	5	12.3	2.6

HS/CN-no Importer	Commodity Group Exporter	Quantity in Tonnes 2005	2006	2007	2008	Value in EUR 1000 2007	2008
08 07 20	**Papayas** *fresh*						
Denmark		210	227	156	174	320.4	402.0
Norway		91	162	293	157	742.8	479.3
Sweden		600	592	580	584	1,065.1	999.8
Finland		98	119	124	137	223.5	286.4
- Internal trade, *approx.*		- 260	- 200	- 150	- 170	- 30.0	- 45.0
Total Imports		**739**	**900**	**1,003**	**882**	**2,321.8**	**2,122.5**
	Non-EU imports	**185**	**235**	**392**	**275**	**981.0**	**903.3**
	Thailand	91	120	150	164	497.2	626.5
	Brazil	91	67	224	100	516.9	254.2
	Ecuador	0	41	14	7	16.4	14.0
	Israel	-	-	0	1	0.6	1.7
	Uganda	0	1	0	0	0.4	1.7
	Cote d'Ivoire	1	2	1	1	1.1	1.3
	South Africa	-	-	1	-	2.5	-
	Ghana	-	-	1	-	6.9	-
	Kenya	-	2	-	-	-	-
	Other countries	2	2	1	2	2.5	3.9
08 08 10	**Apples** *fresh*						
Denmark		66,569	68,310	68,588	69,985	63,418.1	65,641.5
Norway		50,624	49,613	55,173	52,286	51,703.8	53,582.5
Sweden		113,519	108,202	104,012	91,674	86,392.1	80,148.4
Finland		48,811	49,408	54,543	51,276	41,273.9	43,301.7
- Internal trade, *approx.*		- 4,100	- 4,450	- 3,800	- 2,700	- 3,500.0	- 2,500.0
Total Imports		**275,423**	**271,083**	**278,516**	**262,521**	**239,287.9**	**240,174.1**
	Non-EU imports	**65,017**	**59,559**	**66,558**	**64,212**	**53,375.9**	**57,703.5**
	Argentina	22,473	21,034	23,572	18,902	18,425.6	15,584.4
	Brazil	17,462	8,916	13,246	14,081	10,089.1	11,573.7
	Chile	10,261	13,822	11,714	12,692	9,627.1	11,494.8
	South Africa	3,459	4,687	4,772	6,078	4,245.5	5,492.5
	New Zealand	2,923	2,883	2,339	4,114	2,576.9	4,549.6
	USA	4,466	2,926	3,756	4,031	3,321.1	4,437.5
	China	2,999	3,916	5,745	4,117	4,470.4	3,768.5
	Uruguay	536	523	843	130	591.3	105.3
	Morocco	-	-	-	23	-	26.8
	Cote d'Ivoire	-	-	-	13	-	11.3
	Turkey	-	-	1	19	1.6	10.9
	Peru	-	-	-	7	-	9.2
	India	-	-	-	3	-	7.4
	Bosnia and Herzegovina	-	-	19	2	9.9	1.8
	Iran	-	9	-	1	-	0.9
	Bahamas	-	-	21	-	15.2	-
	Macedonia	-	-	5	-	2.1	-
	Egypt	0	7	0	-	0.4	-
	Other countries	46	837	-	1	-	0.9
08 08 20	**Pears** *fresh*						
Denmark		24,837	24,274	25,704	27,272	23,427.2	30,749.5
Norway		22,618	19,312	22,793	24,872	19,734.3	27,866.5
Sweden		41,682	38,863	39,525	38,036	30,116.0	38,451.7
Finland		8,021	8,105	9,236	10,869	8,075.6	12,479.5
- Internal trade, *approx.*		- 250	- 850	- 600	- 350	- 900.0	- 400.0
Total Imports		**96,908**	**89,704**	**96,658**	**100,699**	**80,453.1**	**109,147.2**
	Non-EU imports	**11,927**	**11,591**	**12,650**	**12,721**	**9,847.0**	**10,880.1**
	Argentina	5,808	4,439	5,291	6,564	3,873.2	5,548.5
	South Africa	1,096	1,116	1,696	2,417	1,543.6	2,329.9
	Chile	2,103	3,276	1,451	1,668	2,433.9	1,254.5
	USA	2,346	2,082	1,670	1,395	1,348.3	1,193.8
	China	418	452	710	550	477.8	383.8
	Turkey	151	104	113	120	152.9	161.8
	Syria	-	6	3	4	3.5	3.7
	New Zealand	1	8	2	1	4.0	1.8
	Egypt	3	-	-	2	-	1.4
	Brazil	-	-	4	0	3.4	0.2
	Uruguay	-	-	40	-	30.7	-
	Peru	-	-	6	-	5.6	-
	Other countries	1	142	2	0	1.4	0.4

HS/CN-no Importer	Commodity Group Exporter	Quantity in Tonnes 2005	2006	2007	2008	Value in EUR 1000 2007	2008
08 09 10	**Apricots** *fresh*						
Denmark		1,556	1,322	1,594	946	2,172.0	2,218.1
Norway		259	233	203	253	444.3	628.2
Sweden		749	909	570	634	1,278.2	1,329.6
Finland		304	370	287	301	630.5	630.2
- Internal trade, *approx.*		- 70	- 420	- 110	- 60	- 320.0	- 270.0
Total Imports		**2,798**	**2,414**	**2,544**	**2,074**	**4,205.0**	**4,536.1**
	Non-EU imports	**75**	**109**	**126**	**180**	**249.4**	**345.8**
	Turkey	32	64	103	147	208.2	249.2
	Tunisia	-	-	-	12	-	64.3
	South Africa	28	29	6	10	15.6	19.2
	Syria	-	13	15	10	16.4	10.1
	Australia	-	-	1	0	2.3	1.0
	Israel	10	-	1	-	3.1	-
	Morocco	-	-	1	-	1.6	-
	Other countries	5	3	1	1	2.3	2.2
08 09 20	**Cherries** *fresh*						
Denmark		1,322	1,593	1,252	1,456	3,955.7	5,630.5
Norway		1,064	1,139	1,137	1,001	5,669.1	5,505.3
Sweden		1,304	1,649	1,102	778	4,636.4	3,525.9
Finland		684	531	527	584	1,830.2	2,045.1
- Internal trade, *approx.*		- 100	- 160	- 160	- 100	- 350.0	- 400.0
Total Imports		**4,274**	**4,752**	**3,858**	**3,719**	**15,741.4**	**16,306.8**
	Non-EU imports	**1,383**	**1,605**	**1,865**	**1,558**	**7,948.5**	**7,333.1**
	Turkey	894	1,114	1,159	946	4,108.9	3,928.0
	USA	409	406	617	540	3,494.6	3,097.5
	Argentina	20	10	16	26	112.1	178.4
	Chile	14	6	4	8	39.8	54.9
	Syria	-	47	28	16	67.1	29.4
	Canada	27	12	21	3	109.0	23.4
	Iran	1	5	0	8	0.2	10.5
	Lebanon	1	2	-	-	-	-
	Israel	4	1	-	-	-	-
	Namibia	8	-	-	-	-	-
	Other countries	5	2	0	12	0.6	11.2
08 09 30	**Peaches and Nectarines** *fresh*						
Denmark		13,823	14,116	13,038	13,386	13,505.8	16,061.7
Norway		10,086	10,588	10,073	9,863	12,720.1	14,618.2
Sweden		23,088	22,490	21,584	20,052	21,505.5	23,085.6
Finland		7,101	6,726	6,667	5,636	6,688.6	6,899.6
- Internal trade, *approx.*		- 950	- 750	- 1,100	- 1,350	- 1,350.0	- 1,550.0
Total Imports		**55,048**	**54,670**	**50,262**	**47,587**	**53,070.0**	**59,115.1**
	Non-EU imports	**372**	**323**	**342**	**593**	**606.9**	**981.7**
	Chile	168	169	166	305	238.1	607.7
	Argentina	5	6	3	87	5.9	127.9
	Turkey	102	62	56	93	71.6	97.9
	Egypt	7	58	19	32	62.8	66.6
	South Africa	46	14	56	17	189.9	39.8
	Macedonia	-	-	-	7	-	5.4
	Israel	42	-	1	1	2.6	1.0
	Brazil	-	0	-	0	-	0.3
	Morocco	-	2	0	-	0.9	-
	Syria	-	10	-	-	-	-
	Other countries	2	2	0	8	0.9	5.5
08 09 40	**Plums** *fresh*						
Denmark		5,458	5,705	6,364	7,495	8,633.4	10,207.6
Norway		3,360	2,955	3,387	3,063	4,748.1	4,781.4
Sweden		6,274	4,833	4,708	4,712	5,538.7	5,965.7
Finland		3,448	3,407	4,442	4,021	4,475.3	4,582.7
- Internal trade, *approx.*		- 230	-190	- 200	- 250	- 300.0	- 350.0
Total Imports		**18,310**	**16,710**	**18,701**	**19,041**	**23,095.5**	**25,187.4**
	Non-EU imports	**1,907**	**1,336**	**1,559**	**1,665**	**2,243.7**	**2,293.3**
	South Africa	678	410	526	615	1,027.0	1,096.9
	Chile	605	588	751	729	933.8	834.8
	Argentina	197	207	160	169	179.4	224.7
	Turkey	76	54	39	68	82.3	108.0
	Israel	347	41	28	52	42.4	70.3
	cont.						

HS/CN-no Importer	Commodity Group Exporter	Quantity in Tonnes 2005	2006	2007	2008	Value in EUR 1000 2007	2008
08 09 40	Plums						
	Syria	-	19	46	19	43.2	18.0
	Serbia	-	3	-	5	-	4.6
	Iran	2	3	0	3	0.4	4.5
	Brazil	-	4	-	1	-	1.2
	Jordan	-	-	2	0	1.3	0.2
	Lebanon	-	6	-	1	-	0.2
	Macedonia	-	-	6	-	5.0	-
	Other countries	2	1	2	2	1.6	2.0
08 10 10	**Strawberries** *fresh*						
08 10 20	**Rasp- , Black- , Mul- , and Loganberries** *fresh*						
08 10 40	**Cow- , Fox- , Cran- , and Blueberries** *fresh*						
Denmark		9,089	8,886	8,387	8,687	25,968.6	30,593.6
Norway		4,562	5,009	5,282	5,123	22,647.8	24,231.9
Sweden		6,977	8,518	6,778	6,142	19,877.2	19,085.9
Finland		3,071	1,541	2,450	2,769	6,365.7	8,343.9
- Internal trade, *approx.*		- 1,750	- 2,500	- 2,400	- 2,850	- 3,500.0	- 4,500.0
Total Imports		**21,949**	**21,454**	**20,587**	**19,871**	**71,359.3**	**77,755.3**
	Non-EU imports	**2,704**	**2,697**	**773**	**414**	**2,955.5**	**2,045.0**
	Argentina	5	11	34	76	481.9	1,058.6
	Egypt	45	43	61	62	323.4	320.7
	Chile	11	20	36	9	215.6	107.8
	Mexico	6	30	46	7	738.5	102.7
	Turkey	-	-	-	73	-	101.4
	Croatia	-	-	-	34	-	76.0
	USA	8	18	4	10	31.0	66.9
	Israel	19	32	46	73	263.3	38.3
	Bosnia and Herzegovina	0	0	67	15	121.3	32.8
	Macedonia	-	-	-	11	-	13.6
	Morocco	59	16	21	2	50.5	12.7
	Uruguay	0	1	1	1	6.9	6.7
	South Africa	0	37	0	1	1.3	5.9
	Tunisia	0	0	0	0	4.9	3.1
	Guatemala	0	1	-	0	-	2.9
	China	26	1	0	0	1.0	2.3
	Tanzania	0	0	0	0	0.8	2.1
	Brazil	0	0	-	0	-	2.1
	Russia	1,607	1,780	437	-	685.0	-
	New Zealand	1	0	0	-	5.4	-
	Serbia	-	20	-	-	-	-
	Ethiopia	-	2	-	-	-	-
	Other countries	101	4	20	41	24.7	88.4
08 10 50	**Kiwifruit** *fresh*						
Denmark		4,451	4,386	4,459	4,670	6,092.9	7,014.2
Norway		4,445	4,543	4,597	4,904	6,734.9	8,943.7
Sweden		12,205	10,257	9,947	9,035	12,092.0	13,498.6
Finland		2,796	2,793	3,575	3,205	4,338.4	4,773.6
- Internal trade, *approx.*		- 380	- 200	- 250	- 150	- 250.0	- 170.0
Total Imports		**23,517**	**21,779**	**22,328**	**21,664**	**29,008.2**	**34,060.1**
	Non-EU imports	**2,086**	**2,088**	**2,440**	**2,660**	**4,167.1**	**5,077.0**
	New Zealand	1,722	1,596	1,519	2,195	3,036.3	4,572.7
	Chile	346	449	830	450	982.5	465.4
	South Africa	0	29	76	14	129.6	30.4
	Kenya	-	-	-	2	-	5.6
	Nigeria	-	-	0	1	1.0	2.2
	China	0	3	0	0	0.3	0.5
	Brazil	-	8	13	-	17.0	-
	Costa Rica	2	-	0	-	0.5	-
	Morocco	-	2	-	-	-	-
	Other countries	13	1	-	0	-	0.3

HS/CN-no Importer	Commodity Group Exporter	Quantity in Tonnes 2005	2006	2007	2008	Value in EUR 1000 2007	2008
08 10 60	**Durians** *fresh*						
Denmark		245	138	43	98	86.5	126.8
Norway		5	1	8	7	33.0	31.8
Sweden		18	31	16	60	59.0	180.2
Finland		1	1	0	0	0.1	1.3
- Internal trade		- 0	-	- 3	- 5	- 20.0	- 30.0
Total Imports		**269**	**171**	**64**	**160**	**158.6**	**310.1**
	Non-EU imports	**5**	**2**	**10**	**8**	**38.5**	**33.8**
	Thailand	5	2	9	8	38.0	33.8
	Other countries	-	0	1	-	0.5	-
08 10 90	**Other Fruit, incl. Tamarinds, Cashew Apples, Lychees, Jackfruit, Sapodillo Plums, Passion Fruit, Carambola, Pitahaya, Rose-hips, Sharon, Medlars, Black, White or Red Currants, and Goose-berries** *fresh*						
Denmark		1,587	1,672	1,880	1,954	3,713.1	4,781.8
Norway		1,172	1,191	1,040	1,196	3,031.1	4,185.7
Sweden		5,069	5,312	7,524	4,829	12,359.5	9,665.2
Finland		951	789	1,009	973	1,988.0	2,164.4
- Internal trade, *approx.*		- 700	- 850	- 1,500	- 850	- 1.900.0	- 1,600.0
Total Imports		**8,079**	**8,114**	**9,953**	**8,102**	**19,191.7**	**19,197.1**
	Non-EU imports	**2,793**	**2,785**	**2,644**	**1,649**	**4,675.8**	**3,455.4**
	Thailand	90	215	262	228	1,171.4	1,004.8
	Israel	1,476	1,521	1,090	487	1,562.5	744.6
	Turkey	106	213	193	287	244.9	336.8
	Colombia	36	38	42	62	211.9	288.7
	Indonesia	1	3	110	50	355.4	150.1
	India	13	27	16	45	65.5	140.4
	Russia	135	143	4	25	14.5	138.1
	Egypt	620	241	575	179	340.6	135.8
	Vietnam	10	8	14	17	64.1	85.8
	South Africa	32	14	37	35	78.1	70.5
	China	28	9	37	19	13.9	60.0
	Kenya	9	14	16	13	67.3	53.6
	Chile	-	-	5	4	70.5	48.6
	Iran	127	195	96	29	93.3	48.2
	Malaysia	16	13	15	11	68.0	47.9
	Madagascar	19	25	31	21	48.5	45.5
	New Zealand	7	21	0	17	0.2	32.2
	Peru	1	2	9	10	39.6	28.3
	Zimbabwe	2	2	2	41	8.5	22.3
	Syria	19	99	35	40	16.8	16.0
	Morocco	8	5	3	3	13.8	15.7
	Uganda	10	19	10	8	15.5	15.3
	Zambia	1	2	1	3	6.1	14.8
	USA	-	-	1	1	1.6	6.1
	Brazil	1	8	13	1	23.3	5.0
	Mauritius	0	1	0	1	2.9	2.9
	Costa Rica	-	-	0	3	0.5	2.8
	Guatemala	-	-	-	0	-	2.2
	Pakistan	4	3	2	1	3.4	1.9
	Jordan	-	9	23	2	23.4	1.7
	Lebanon	-	-	-	2	-	1.6
	Mexico	-	-	0	0	1.4	1.5
	Ecuador	2	1	0	0	0.3	1.5
	Sri Lanka	1	1	1	0	3.3	1.2
	Mali	-	-	-	0	-	1.2
	Ghana	0	8	-	0	-	0.2
	Nigeria	-	-	1	-	1.5	-
	Taiwan	1	2	0	-	0.6	-
	Algeria	-	17	-	-	-	-
	Other countries	18	7	1	1	3.1	3.1

Sources: Eurostat, Statistics Norway
Compiled by Fox Research AB
December 2009

Statistics: Imports of Fruit and Vegetables into the Nordic Countries 2005-2008,

by importing country and commodity group

Importer	Commodity Group	Quantity in Tonnes 2005	2006	2007	2008	Value in EUR 1000 2007	2008
Denmark	**Total**	**523,034**	**555,311**	**559,770**	**601,209**	**672,955.4**	**765,821.6**
	- Vegetables	169,073	182,781	177,399	185,190	284,824.6	306,608.6
	- Fruit	353,941	372,530	382,371	416,019	388,130.8	459,213.6
Norway	**Total**	**364,466**	**391,106**	**421,431**	**438,388**	**541,442.6**	**599,019.5**
	- Vegetables	72,845	93,101	99,373	106,496	183,489.0	197,213.8
	- Fruit	291,621	298,005	322,058	331,892	357,953.6	401,805.7
Sweden	**Total**	**918,015**	**945,406**	**964,855**	**938,295**	**978,161.8**	**937,312.9**
	- Vegetables	297,945	310,423	319,623	309,242	406,033.0	372,090.5
	- Fruit	620,070	634,983	645,232	629,053	572,128.8	565,222.4
Finland	**Total**	**313,426**	**320,165**	**359,534**	**343,414**	**377,239.8**	**390,020.3**
	- Vegetables	79,164	86,719	95,003	99,894	129,099.7	137,881.1
	- Fruit	234,262	233,446	264,531	243,520	248,140.1	252,139.2
- Internal trade		- 73,873	- 80,522	- 85,008	- 82,952	- 93,203.4	- 102,663.4
Nordic	**Total**	**2,045,048**	**2,131,466**	**2,220,582**	**2,238,354**	**2,476,596.2**	**2,589,511.5**
	- Vegetables	603,097	651,104	669,963	680,192	969,061.3	978,586.0
	- Fruit	1,441,951	1,480,362	1,550,619	1,558,162	1,507,534.9	1,610,925.5

Source: Eurostat, Statistics Norway

Commodity Group	Importer	Quantity in Tonnes 2005	2006	2007	2008	Value in EUR 1000 2007	2008
Vegetables	Denmark	169,073	182,781	177,399	185,190	284,824.6	306,608.6
	Norway	72,845	93,101	99,373	106,496	183,489.0	197,213.8
	Sweden	297,945	310,423	319,623	309,242	406,033.0	372,090.5
	Finland	79,164	86,719	95,003	99,894	129,099.7	137,881.1
	- Internal trade	- 15,930	- 21,920	- 21,435	- 20,630	- 34,385.0	- 35,208.0
	• Total	**603,097**	**651,104**	**669,963**	**680,192**	**969,061.3**	**978,586.0**
Fruit	Denmark	353,941	372,530	382,371	416,019	388,130.8	459,213.6
	Norway	291,621	298,005	322,058	331,892	357,953.6	401,805.7
	Sweden	620,070	634,983	645,232	629,053	572,128.8	565,222.4
	Finland	234,262	233,446	264,531	243,520	248,140.1	252,139.2
	- Internal trade	- 57,943	- 58,602	- 63,573	- 62,322	- 58,818.4	- 67,455.4
	• Total	**1,441,951**	**1,480,362**	**1,550,619**	**1,558,162**	**1,507,534.9**	**1,610,925.5**

Source: Eurostat, Statistics Norway

Appendix 4

Statistics: Imports of Fruit and Vegetables into Denmark 2005-2008

Imports by commodity groups according to the Harmonized System (HS), 4-6 digits, or the Combined Nomenclature (CN), 8 digits.

		Quantity in Tonnes				Value in EUR 1000	
HS/CN-no	**Commodity Group**	**2005**	**2006**	**2007**	**2008**	**2007**	**2008**
07 02 00	Tomatoes	29,630	32,634	29,024	32,015	55,827.6	61,299.6
07 03 00	Onions, Leeks	16,508	18,078	16,642	16,338	18,036.3	16,847.3
07 04 00	Cabbages	24,766	26,611	27,524	26,850	24,938.6	27,051.0
07 05 00	Lettuce	22,875	25,059	23,472	23,330	36,240.9	35,346.6
07 06 00	Edible Roots	15,143	12,677	13,497	14,874	11,846.4	12,000.3
07 07 00	Cucumber	18,585	20,192	21,789	23,386	25,269.0	32,874.5
07 08 00	Peas, Beans	2,337	2,917	2,061	2,207	5,574.0	6,228.9
07 09 20	Asparagus	1,292	1,453	1,589	1,862	5,923.9	6,862.2
07 09 30	Aubergines	1,688	2,038	1,877	1,838	3,396.3	3,577.7
07 09 40	Celery	1,342	1,556	1,523	1,450	1,655.8	1,832.8
07 09 51-59	Mushrooms	5,611	6,808	6,848	6,417	18,398.0	17,964.5
07 09 60	Peppers	20,586	19,751	21,113	22,477	55,200.9	54,439.5
07 09 70	Spinach	657	2,007	254	380	666.2	1,258.9
07 09 90	Other Vegetables	8,073	11,000	10,186	11,766	21,850.7	29,024.8
• Total	**Vegetables**	**169,073**	**182,781**	**177,399**	**185,190**	**284,824.6**	**306,608.6**
08 03 00	Bananas	83,628	90,660	90,928	99,804	71,202.5	89,580.6
08 04 10	Dates	2,049	2,209	2,371	2,326	3,279.0	4,156.2
08 04 20 10	Figs	332	363	328	363	737.6	989.1
08 04 30	Pineapples	6,621	11,057	10,984	13,945	12,500.7	14,082.1
08 04 40	Avocados	5,687	6,261	6,906	7,264	13,914.9	17,564.1
08 04 50	Mangos	1,873	1,907	2,130	2,588	2,960.0	4,001.6
08 05 10	Oranges	29,300	35,401	36,810	38,174	28,301.3	31,075.6
08 05 20	Small Citrus	26,099	26,095	27,321	26,671	21,565.9	26,390.9
08 05 40	Grapefruit	4,350	4,182	4,803	5,349	3,709.0	4,699.3
08 05 50	Lemons and Limes	10,269	10,563	9,370	9,861	9,316.3	13,208.5
08 05 90	Other Citrus	1,154	1,165	3,615	14,611	1,703.9	3,337.6
08 06 10	Grapes	23,504	22,174	23,377	25,592	43,922.3	51,525.0
08 07 11-19	Melons, Watermelons	29,928	29,864	31,963	33,348	23,723.7	25,175.1
08 07 20	Papayas	210	227	156	174	320.4	402.0
08 08 10	Apples	66,569	68,310	68,588	69,985	63,418.1	65,641.5
08 08 20	Pears	24,837	24,274	25,704	27,272	23,427.2	30,749.5
08 09 10	Apricots	1,556	1,322	1,594	946	2,172.0	2,218.1
08 09 20	Cherries	1,322	1,593	1,252	1,456	3,955.7	5,630.5
08 09 30	Peaches	13,823	14,116	13,038	13,386	13,505.8	16,061.7
08 09 40	Plums	5,458	5,705	6,364	7,495	8,633.4	10,207.6
08 10 10-40	Berries	9,089	8,886	8,387	8,687	25,968.6	30,593.6
08 10 50	Kiwifruit	4,451	4,386	4,459	4,670	6,092.9	7,014.2
08 10 60	Durians	245	138	43	98	86.5	126.8
08 10 90	Other Fruit	1,587	1,672	1,880	1,954	3,713.1	4,781.8
• Total	**Fruit**	**353,941**	**372,530**	**382,371**	**416,019**	**388,130.8**	**459,213.6**
• Total	**Fruit & Vegetables**	**523,034**	**555,311**	**559,770**	**601,209**	**672,955.4**	**765,821.6**

Source: Eurostat

Appendix 5

Statistics: Imports of Fruit and Vegetables into Norway 2005-2008

Imports by commodity groups according to the Harmonized System (HS), 4-6 digits, or the Combined Nomenclature (CN), 8 digits.

HS/CN-no	Commodity Group	Quantity in Tonnes				Value in EUR 1000	
		2005	2006	2007	2008	2007	2008
07 02 00	Tomatoes	19,661	20,401	21,459	23,613	41,833.1	47,634.9
07 03 00	Onions, Leeks	6,445	8,676	11,048	11,832	15,449.9	12,651.1
07 04 00	Cabbages	12,993	13,708	14,256	14,831	20,932.4	22,210.0
07 05 00	Lettuce	9,469	11,778	11,975	12,980	19,164.6	21,836.2
07 06 00	Edible Roots	5,013	6,098	6,878	7,359	5,183.9	6,656.3
07 07 00	Cucumber	6,403	7,399	6,925	7,123	9,063.4	9,609.8
07 08 00	Peas, Beans	803	966	1,253	1,428	6,209.4	7,296.4
07 09 20	Asparagus	925	992	1,133	1,319	5,810.6	6,598.5
07 09 30	Aubergines	760	847	929	957	1,807.0	1,733.1
07 09 40	Celery	863	1,004	1,078	1,193	1,137.2	1,281.6
07 09 51-59	Mushrooms	4,657	5,251	5,133	5,442	12,010.4	13,716.7
07 09 60	Peppers	11,550	12,486	13,427	14,351	35,255.8	35,505.5
07 09 70	Spinach	200	235	243	301	757.4	992.3
07 09 90	Other Vegetables	3,103	3,260	3,636	3,767	8,873.9	9,491.4
• Total	**Vegetables**	**72,845**	**93,101**	**99,373**	**106,496**	**183,489.0**	**197,213.8**
08 03 00	Bananas	73,232	74,641	78,457	83,539	61,475.2	68,296.1
08 04 10	Dates	453	506	516	545	1,655.4	1,742.7
08 04 20 10	Figs	33	46	32	44	153.0	276.1
08 04 30	Pineapples	5,540	6,125	7,354	7,862	6,867.2	6,912.9
08 04 40	Avocados	2,467	2,749	3,217	3,843	6,926.4	9,215.4
08 04 50	Mangos	1,965	2,298	3,593	4,175	6,575.1	7,463.4
08 05 10	Oranges	31,161	37,144	41,015	39,608	32,873.6	34,381.4
08 05 20	Small Citrus	26,046	26,975	27,205	27,608	26,722.5	29,297.3
08 05 40	Grapefruit	1,325	1,427	1,429	1,476	1,397.8	1,568.2
08 05 50	Lemons and Limes	4,919	4,960	5,173	5,477	5,063.3	7,786.0
08 05 90	Other Citrus Fruits	51	51	38	64	42.8	82.5
08 06 10	Grapes	27,811	25,591	29,156	31,885	61,557.1	69,745.6
08 07 11-19	Melons, Watermelons	18,332	20,746	20,887	23,041	18,434.9	20,183.6
08 07 20	Papayas	91	162	293	157	742.8	479.3
08 08 10	Apples	50,624	49,613	55,173	52,286	51,703.8	53,582.5
08 08 20	Pears	22,618	19,312	22,793	24,872	19,734.3	27,866.5
08 09 10	Apricots	259	233	203	253	444.3	628.2
08 09 20	Cherries	1,064	1,139	1,137	1,001	5,669.1	5,505.3
08 09 30	Peaches	10,086	10,588	10,073	9,863	12,720.1	14,618.2
08 09 40	Plums	3,360	2,955	3,387	3,063	4,748.1	4,781.4
08 10 10-40	Berries	4,562	5,009	5,282	5,123	22,647.8	24,231.9
08 10 50	Kiwifruit	4,445	4,543	4,597	4,904	6,734.9	8,943.7
08 10 60	Durians	5	1	8	7	33.0	31.8
08 10 90	Other Fruit	1,172	1,191	1,040	1,196	3,031.1	4,185.7
• Total	**Fruit**	**291,621**	**298,005**	**322,058**	**331,892**	**357,953.6**	**401,805.7**
• Total	**Fruit & Vegetables**	**364,466**	**391,106**	**421,431**	**438,388**	**541,442.6**	**599,019.5**

Source: Statistics Norway

Statistics: Imports of Fruit and Vegetables into Sweden 2005-2008

Imports by commodity groups according to the Harmonized System (HS), 4-6 digits, or the Combined Nomenclature (CN), 8 digits.

		Quantity in Tonnes				Value in EUR 1000	
HS/CN-no	Commodity Group	2005	2006	2007	2008	2007	2008
07 02 00	Tomatoes	80,784	85,594	83,687	84,630	124,519.9	112,354.1
07 03 00	Onions, Leeks	42,985	40,717	46,852	36,741	38,637.6	29,781.8
07 04 00	Cabbages	38,607	40,055	37,783	34,455	20,852.1	22,575.3
07 05 00	Lettuce	31,763	36,002	31,414	34,742	41,734.8	38,544.0
07 06 00	Edible Roots	16,461	17,198	22,326	20,084	11,857.1	13,106.8
07 07 00	Cucumber	23,867	23,658	27,070	28,084	28,875.2	26,674.1
07 08 00	Peas, Beans	1,268	1,482	2,085	1,900	6,067.7	6,389.6
07 09 20	Asparagus	884	969	1,143	1,340	4,741.0	4,957.8
07 09 30	Aubergines	3,289	3,519	3,568	3,666	5,177.7	4,446.2
07 09 40	Celery	812	955	774	707	799.6	689.0
07 09 51-59	Mushrooms	9,481	9,422	10,188	10,386	22,703.7	23,447.6
07 09 60	Peppers	33,680	34,510	30,900	31,688	64,156.1	56,571.3
07 09 70	Spinach	677	1,019	1,303	868	4,321.7	2,120.7
07 09 90	Other Vegetables	13,387	15,323	20,530	19,951	31,588.8	30,432.2
• Total	**Vegetables**	**297,945**	**310,423**	**319,623**	**309,242**	**406,033.0**	**372,090.5**
08 03 00	Bananas	190,388	188,147	185,390	191,288	143,477.9	139,903.7
08 04 10	Dates	1,225	1,396	1,628	1,804	3,219.2	3,031.5
08 04 20 10	Figs	260	259	238	267	880.4	894.1
08 04 30	Pineapples	3,737	6,661	7,318	8,020	6,558.6	6,967.4
08 04 40	Avocados	8,821	6,498	8,391	11,764	13,428.1	21,662.0
08 04 50	Mangos	3,679	3,603	3,636	3,760	4,477.6	4,197.9
08 05 10	Oranges	65,746	78,231	88,094	83,061	54,962.9	49,164.8
08 05 20	Small Citrus	48,121	56,358	58,493	49,470	49,269.3	38,980.3
08 05 40	Grapefruit	7,013	6,906	7,261	7,941	5,755.4	6,032.1
08 05 50	Lemons and Limes	14,429	17,002	22,587	24,591	15,138.0	21,427.2
08 05 90	Other Citrus Fruits	779	236	829	1,140	783.2	980.5
08 06 10	Grapes	27,262	28,645	29,352	31,725	56,753.9	53,648.0
08 07 11-19	Melons, Watermelons	37,125	39,385	35,669	37,686	22,504.6	22,396.3
08 07 20	Papayas	600	592	580	584	1,065.1	999.8
08 08 10	Apples	113,519	108,202	104,012	91,674	86,392.1	80,148.4
08 08 20	Pears	41,682	38,863	39,525	38,036	30,116.0	38,451.7
08 09 10	Apricots	749	909	570	634	1,278.2	1,329.6
08 09 20	Cherries	1,304	1,649	1,102	778	4,636.4	3,525.9
08 09 30	Peaches	23,088	22,490	21,584	20,052	21,505.5	23,085.6
08 09 40	Plums	6,274	4,833	4,708	4,712	5,538.7	5,965.7
08 10 10-40	Berries	6,977	8,518	6,778	6,142	19,877.2	19,085.9
08 10 50	Kiwifruit	12,205	10,257	9,947	9,035	12,092.0	13,498.6
08 10 60	Durians	18	31	16	60	59.0	180.2
08 10 90	Other Fruit	5,069	5,312	7,524	4,829	12,359.5	9,665.2
• Total	**Fruit**	**620,070**	**634,983**	**645,232**	**629,053**	**572,128.8**	**565,222.4**
• Total	**Fruit & Vegetables**	**918,015**	**945,406**	**964,855**	**938,295**	**978,161.8**	**937,312.9**

Source: Eurostat

Appendix 7

Statistics: Imports of Fruit and Vegetables into Finland 2005-2008

Imports by commodity groups according to the Harmonized System (HS), 4-6 digits, or the Combined Nomenclature (CN), 8 digits.

		Quantity in Tonnes				Value in EUR 1000	
HS/CN-no	**Commodity Group**	**2005**	**2006**	**2007**	**2008**	**2007**	**2008**
07 02 00	Tomatoes	18,976	20,157	21,832	23,264	33,510.7	34,849.6
07 03 00	Onions, Leeks	8,145	8,847	8,941	8,584	9,338.8	9,544.7
07 04 00	Cabbages	7,449	8,115	8,126	7,766	9,071.6	9,440.7
07 05 00	Lettuce	12,896	16,480	18,512	19,489	24,454.8	28,345.8
07 06 00	Edible Roots	5,937	6,612	7,350	8,281	3,686.5	4,746.9
07 07 00	Cucumber	10,944	10,340	12,540	12,626	11,839.4	10,631.0
07 08 00	Peas, Beans	165	143	251	248	694.0	821.2
07 09 20	Asparagus	303	347	387	420	1,458.9	1,498.3
07 09 30	Aubergines	612	681	682	705	1,055.1	1,073.9
07 09 40	Celery	234	346	313	372	349.4	428.4
07 09 51-59	Mushrooms	373	563	815	930	2,298.3	2,537.4
07 09 60	Peppers	9,384	10,172	10,345	11,331	22,574.5	23,168.8
07 09 70	Spinach	32	45	54	61	249.7	344.5
07 09 90	Other Vegetables	3,714	3,871	4,855	5,817	8,518.0	10,449.9
• Total	**Vegetables**	**79,164**	**86,719**	**95,003**	**99,894**	**129,099.7**	**137,881.1**
08 03 00	Bananas	64,982	62,448	72,654	57,823	68,489.2	56,313.7
08 04 10	Dates	322	395	339	349	697.3	790.2
08 04 20 10	Figs	30	31	40	33	201.7	174.0
08 04 30	Pineapples	1,612	1,634	2,059	2,689	2,019.0	2,484.4
08 04 40	Avocados	772	818	995	1,077	1,734.6	1,986.3
08 04 50	Mangos	602	564	543	826	666.4	973.1
08 05 10	Oranges	27,269	26,691	26,616	23,760	16,950.3	16,031.1
08 05 20	Small Citrus	28,771	32,479	39,874	36,646	31,712.8	31,316.3
08 05 40	Grapefruit	2,131	1,761	2,009	2,217	1,525.4	1,750.6
08 05 50	Lemons and Limes	4,110	3,809	4,328	3,957	3,527.5	5,133.4
08 05 90	Other Citrus	14	16	30	20	59.0	37.8
08 06 10	Grapes	14,183	14,119	16,474	19,188	33,926.6	38,892.2
08 07 11-19	Melons, Watermelons	14,178	14,891	15,710	15,164	10,740.5	10,747.7
08 07 20	Papayas	98	119	124	137	223.5	286.4
08 08 10	Apples	48,811	49,408	54,543	51,276	41,273.9	43,301.7
08 08 20	Pears	8,021	8,105	9,236	10,869	8,075.6	12,479.5
08 09 10	Apricots	304	370	287	301	630.5	630.2
08 09 20	Cherries	684	531	527	584	1,830.2	2,045.1
08 09 30	Peaches	7,101	6,726	6,667	5,636	6,688.6	6,899.6
08 09 40	Plums	3,448	3,407	4,442	4,021	4,475.3	4,582.7
08 10 10-40	Berries	3,071	1,541	2,450	2,769	6,365.7	8,343.9
08 10 50	Kiwifruit	2,796	2,793	3,575	3,205	4,338.4	4,773.6
08 10 60	Durians	1	1	0	0	0.1	1.3
08 10 90	Other Fruit	951	789	1,009	973	1,988.0	2,164.4
• Total	**Fruit**	**234,262**	**233,446**	**264,531**	**243,520**	**248,140.1**	**252,139.2**
• Total	**Fruit & Vegetables**	**313,426**	**320,165**	**359,534**	**343,414**	**377,239.8**	**390,020.3**

Source: Eurostat

EU Preferential Agreements: Country List

List of beneficiary countries of the EU General System of Preferences (GSP) schemes and other preferential agreements.Note that European countries, as well as Australia, New Zealand, Canada and USA are not included in this list. For a full and updated list, please see http://ec.europa.eu/trade/issues/bilateral/index_en.htm.

- **EBA** (Everything But Arms) indicates a least developed country (LDC), benefiting from trade preferences under the EU-GSP scheme.
- **GSP** indicates developing countries benefiting from EU trade preferences under the GSP schemes. Also includes 21 "Overseas Countries and Territories" that benefit from trade preferences with the EU: Greenland, New Caledonia, French Polynesia, French Southern and Antarctic Territories, Wallis and Futuna Islands, Mayotte, Saint Pierre and Miquelon, Aruba, Netherlands Antilles, Anguilla, Cayman Islands, Falkland Islands, South Georgia and South Sandwich Islands, Montserrat, Pitcairn, Saint Helena, Ascension Island, Tristan da Cunha, Turks and Caicos Islands, British Antarctic Territory, British Indian Ocean Territory, British Virgin Islands.
- **GSP+** indicates developing countries qualifying for a special incentive arrangement for sustainable development and good governance.
- **FTA:** Free Trade Agreements, with individual countries and regions.
- **EPA-REGION:** Regional Economic Partnership Agreements: Of the 7 regions, one has been signed: Caribbean (Cariforum); Still under negociation: West Africa, Central Africa, Eastern and Southern Africa (ESA), East African Community (EAC), Southern African Development Community (SADC), and Pacific.

Country	EBA	GSP	GSP+	FTA	EPA-REGION
Afghanistan	x	x	-	-	-
Algeria	-	x	-	x	-
Angola	x	x	-	-	SADC
Antigua and Barbuda	-	x	-	-	CARIFORUM
Argentina	-	x	-	-	-
Azerbaijan	-	x	-	-	-
Bahamas	-	x	-	-	CARIFORUM
Bahrain	-	x	-	-	-
Bangladesh	x	x	-	-	-
Barbados	-	x	-	-	CARIFORUM
Belize	-	x	-	-	CARIFORUM
Benin	x	x	-	-	WEST AFRICA
Bhutan	x	x	-	-	-
Bolivia	-	x	x	-	-
Botswana	-	x	-	-	SADC
Brazil	-	x	-	-	-
Brunei Darussalam	-	x	-	-	-
Burkina Faso	x	x	-	-	WEST AFRICA
Burundi	x	x	-	-	EAC
Cambodia	x	x	-	-	
Cameroon	-	x	-	-	CENTR. AFRICA
Cape Verde	x	x	-	-	WEST AFRICA
Central African Rep.	x	x	-	-	CENTR. AFRICA
Chad	x	x	-	-	CENTR. AFRICA
Chile	-	x	-	x	-
China	-	x	-	-	-
Colombia	-	x	x	-	-
Comoros	x	x	-	-	ESA
Congo, Republic	-	x	-	-	CENTR. AFRICA
Congo, Dem. Rep	x	x	-	-	CENTR. AFRICA
Cook Islands	-	x	-	-	PACIFIC
Costa Rica	-	x	x	-	-
Cote d'Ivoire	-	x	-	-	WEST AFRICA
Cuba	-	x	-	-	*CARIFORUM*
Djibouti	x	x	-	-	ESA
Dominica	-	x	-	-	CARIFORUM
Dominican Republic	-	x	-	-	CARIFORUM
Ecuador	-	x	x	-	-
Egypt	-	x	-	x	-
El Salvador	-	x	x	-	-
Equatorial Guinea	x	x	-	-	CENTR. AFRICA
Eritrea	x	x	-	-	ESA
Ethiopia	x	x	-	-	ESA
Fiji	-	x	-	-	PACIFIC
Gabon	-	x	-	-	CENTR. AFRICA
Gambia	x	x	-	-	WEST AFRICA
Ghana	-	x	-	-	WEST AFRICA
Grenada	-	x	-	-	CARIFORUM
Guatemala	-	x	x	-	-
Guinea	x	x	-	-	WEST AFRICA
Guinea-Bissau	x	x	-	-	WEST AFRICA
Guyana	-	x	-	-	CARIFORUM
Haiti	x	x	-	-	CARIFORUM
Honduras	-	x	x	-	-
India	-	x	-	-	-
Indonesia	-	x	-	-	-
Iran	-	x	-	-	-
Iraq	-	x	-	-	-
Israel	-	x	-	x	-
Jamaica	-	x	-	-	CARIFORUM
Jordan	-	x	-	x	-
Kazakhstan	-	x	-	-	-
Kenya	-	x	-	-	EAC
Kiribati	x	x	-	-	PACIFIC
Korea, Republic	-	-	-	-	-
Kuwait	-	x	-	-	-
Kyrgyzstan	-	x	-	-	-
Laos	x	x	-	-	-
Lebanon	-	x	-	x	-
Lesotho	x	x	-	-	SADC
Liberia	x	x	-	-	WEST AFRICA
Libya	-	x	-	-	-
Madagascar	x	x	-	-	ESA
Malawi	x	x	-	-	ESA
Malaysia	-	x	-	-	-
Maldives	x	x	-	-	-
Mali	x	x	-	-	WEST AFRICA
Mauritania	x	x	-	-	WEST AFRICA
Mauritius	-	x	-	-	ESA
Mexico	-	x	-	x	-
Micronesia	-	x	-	-	PACIFIC
Mongolia	-	x	x	-	-
Morocco	-	x	-	x	-
Mozambique	x	x	-	-	SADC
Myanmar	x	x	-	-	-
Namibia	-	x	-	-	SADC
Nauru	-	x	-	-	PACIFIC
Nepal	x	x	-	-	-
Nicaragua	-	x	x	-	-
Niger	x	x	-	-	WEST AFRICA
Nigeria	-	x	-	-	WEST AFRICA
Niue	-	x	-	-	PACIFIC
Oman	-	x	-	-	-
Pakistan	-	x	-	-	-
Palau	-	x	-	-	PACIFIC
Panama	-	x	x	-	-
Papua New Guinea	-	x	-	-	PACIFIC
Paraguay	-	x	-	-	-
Peru	-	x	x	-	-
Philippines	-	x	-	-	-
Quatar	-	x	-	-	-
Rwanda	x	x	-	-	EAC
Samoa	x	x	-	-	PACIFIC
Sao Tomé & Principe	x	x	-	-	CENTR. AFRICA
Saudi Arabia	-	x	-	-	-
Senegal	x	x	-	-	WEST AFRICA
Seychelles	-	x	-	-	ESA
Sierra Leone	x	x	-	-	WEST AFRICA
Singapore	-	-	-	-	-
Solomon Islands	x	x	-	-	PACIFIC
Somalia	x	x	-	-	-
South Africa	-	x	-	x	SADC
Sri Lanka	-	x	x	-	-
St Kitts and Nevis	-	x	-	-	CARIFORUM
St Lucia	-	x	-	-	CARIFORUM
St Vincent & Gren.	-	x	-	-	CARIFORUM
Sudan	x	x	-	-	ESA
Suriname	-	x	-	-	CARIFORUM
Swaziland	-	x	-	-	SADC
Syria	-	x	-	-	-
Tajikistan	-	x	-	-	-
Tanzania	x	x	-	-	EAC, *SADC*
Thailand	-	x	-	-	-
Timor-Leste	-	x	-	-	-
Togo	x	x	-	-	WEST AFRICA
Tonga	-	x	-	-	PACIFIC
Trinidad and Tobago	-	x	-	-	CARIFORUM
Tunisia	-	x	-	x	-
Turkey	-	-	-	-	-
Turkmenistan	-	x	-	-	-
Tuvalu	x	x	-	-	PACIFIC
Uganda	x	x	-	-	EAC
United Arab Emirates	-	x	-	-	-
Uruguay	-	x	-	-	-
Uzbekistan	-	x	-	-	-
Vanuatu	x	x	-	-	PACIFIC
Venezuela	-	x	x	-	-
Viet Nam	-	x	-	-	-
Yemen	x	x	-	-	-
Zambia	x	x	-	-	ESA
Zimbabwe	-	x	-	-	ESA

Source: EU Trade Commission

Appendix 9

Norwegian Preferential Agreements: Country List

Developing countries for which the Norwegian GSP-system is valid (implemented).

GSP-countries Developing countries (GSP-countries) are, as regards Norway, those countries (areas) which are at any time recognized as being developing countries by Norwegian authorities and which are listed below in the ”List of GSP-countries”.

The developing countries listed are divided into two groups. Group I contain the ”least developed” GSP-countries (LDCs) and Group II contains the ”ordinary” GSP-countries. The LDCs are given a more favourable preferential treatment than the “ordinary” developing countries.

For more and up-to-date information about the Norwegian GSP trade preferences for developing countries, go to: www.toll.no or direct to www.toll.no/templates_TAD/Newsitem.aspx?id=147134&epslanguage=EN

I. List of ”Least developed GSP-countries” (LDCs)

Developing countries for which the Norwegian GSP-system is implemented (effective) are written in **bold** letters.

AFGHANISTAN
ANGOLA
BANGLADESH
BENIN
BHUTAN
BOTSWANA*
BURKINA FASO
BURUNDI
CAMBODIA
CAPE VERDE ISLANDS
CENTRAL AFRICAN REPUBLIC
CHAD
COMOROS
CONGO, DEM. REPUBLIC OF
DJIBOUTI
EAST TIMOR
EQUATORIAL GUINEA
ERITREA
ETHIOPIA
GAMBIA
GUINEA
GUINEA-BISSAU
HAITI
KIRIBATI
LAOS, DEM. PEOPLES REP. OF
LESOTHO
LIBERIA
MADAGASCAR
MALAWI
MALDIVES
MALI
MAURITANIA
MOZAMBIQUE PEOPLES REP. OF
[MYANMAR – excl until further notice**]**
NAMIBIA*
NEPAL
NIGER
RWANDA
SAMOA
SAO TOMÉ AND PRINCIPE
SENEGAL
SIERRA LEONE
SOLOMON ISLANDS
SOMALIA
SUDAN
TANZANIA, UNITED REPUBLIC OF
TOGO
TUVALU
UGANDA
VANUATU
YEMEN, REPUBLIC OF
ZAMBIA

* Botswana and Namibia are not covered by the United Nations (UN) list of Least Developed Contries (LDCs).

II. List of ”Ordinary GSP-countries”

Developing countries for which the Norwegian GSP-system is implemented (effective) are written in **bold** letters

Albania
Algeria
American Samoa (US)
Antigua and Barbuda
United Arab Emirates
Argentina
Austral Islands and French Antarctic (France)
Bahamas
Bahrain
Barbados
Belize
Bermuda Islands (UK)
Bolivia
Bosnia and Herzegovina
Brazil
British Virgin Islands (UK)
Brunei
Cameroon
Carolinas (US)
Cayman Islands (UK)
China, Peoples Republic of
Christmas Island (Australia)
Cocos Islands (Australia)
Colombia
Congo, Republic of
Cook Islands (New Zealand)
Costa Rica
Côte d'Ivoire (Ivory Coast)
Cuba
Dominica
Dominican Republic
Ecuador
El Salvador
Falkland Islands (UK)
Fiji
Gabon
Ghana
Gibraltar (UK)
Guam (US)
Guatemala
Guyana
Heard Island and McDonald Islands (Australia)
Honduras
Hong Kong, China
India
Indonesia
Iraq
Iran
Jamaica
Johnston and Sand Islands (US)
Kenya
Kuwait
Libya, Arab Republic of
Macao, China
Malaysia
Mariana Islands (US)
Marshall Islands (US)
Mauritius
Mayotte (France)
Midway Islands (US)
Mongolia
Montserrat (UK)
Nauru
Netherlands Antilles (Netherlands)
Nicaragua
Nigeria
Niue Islands (New Zealand)
Norfolk Island (Australia)
New Caledonia (France)
Oman
Qatar
Pakistan
Panama
Papua
New Guinea
Paraguay
Peru
Philippines
Pitcairn Islands (UK)
French Polynesia
Saint Helena (UK)
Saint Kitts and Nevis
Saint Lucia
Saint Vincent and the Grenadines
Saudi Arabia
Serbia and Montenegro
Seychelles
South Africa
Sri Lanka
Suriname
Swaziland
Syria
Thailand
Tokelau Islands (New Zealand)
Tonga
Trinidad and Tobago
Turks and Caicos Islands (UK)
Uruguay
Venezuela
Vietnam, Socialist Rep. of
Virgin Islands (US)
Wake Islands (US)
Zimbabwe

Source: Norwegian Customs December 2009

Appendix 10

Useful Internet Links

Information about the European Union		
European Union (EU), official website	http://europa.eu/index_en.htm	Homepage for the European Union
EU Export Helpdesk for Developing Countries	http://exporthelp.europa.eu	Duty rates, customs preference and HS codes.
EU Bilateral Trade Relations	http://ec.europa.eu/trade	EU Trade Relations and Preference Programmes
EU Statistics – EuroStat	http://epp.eurostat.ec.europa.eu	European statistics; Import and trade statistics
EU Food Safety Website	http://ec.europa.eu/food/index_en.htm	Food safety, animal health & welfare, and plant health
CBI Centre for Promotions (Netherlands)	www.cbi.nl	EU market information for developing countries
Information about Denmark		
Denmark's official website	www.denmark.dk	Official gateway to Denmark
National Consumer Agency	www.forbrug.dk	Consumer Affairs, Food Safety, Health
Veterinary and Food Administration	www.fvst.dk	Food safety, Plant health, Import and Export
Statistics Denmark	www.statbank.dk	Statistical Information about Denmark
Danish Customs	www.skat.dk	Tax, customs and duties in Denmark
Danish Chamber of Commerce	www.danskerhverv.dk	The network for enterprises in Denmark
Danish Import Promotion Programme	www.dipp.eu	Market Information and business support for exporters in developing countries
Information about Norway		
Norway's official website	www.norway.no	Official gateway to Norway
Norwegian Food Safety Authority	www.mattilsynet.no	Food safety, Plant health, Import and Export
Norwegian Directorate of Health	www.shdir.no	
Statistics Norway	www.ssb.no/english	Statistical Information about Norway
Norwegian Customs and Excise	www.toll.no	Customs duties and GSP preference programmes
Federation of Commercial and Service Enterprises	www.hsh-org.no	Enter "International Trade Cooperation"
Information about Sweden		
Sweden's official website	www.sweden.se	Official gateway to Sweden
Open Trade Gate	www.opentradegate.se	Trade rules and requirements
National Food Administration	www.slv.se/en-gb	Food Safety, Food regulations, Import and Export
Board of Agriculture	www.sjv.se	Agricultural issues, food consumption statistics
Statistics Sweden	www.scb.se	Statistical Information about Sweden
Swedish Customs	www.tullverket.se/en	The Swedish part of the customs system of the EU.
Swedish Trade Federation	www.svenskhandel.se	Enter "English"
Swedish Chambers of Commerce	www.cci.se/trade	Business contacts, market information, trade promotion
Information about Finland		
Finland's official website "This is Finland"	www.finland.fi	Official gateway to Finland
Suomi.fi	www.suomi.fi/suomifi/english/index.html	Information about public services
Finlex	www.finlex.fi/en/	Legislative information about Finland
Ministry of Agriculture and Forestry	www.mmm.fi/en/index/frontpage.html	Information about food control, quality and saftey
Evira, Finnish Food Safety Authority	www.evira.fi/portal/en/evira/	Food, Plant protection, Resarch
Statistics Finland	www.stat.fi/index_en.html	Statistical Information about Finland
Finnish Customs	www.tulli.fi/en/finnish_customs	The Finnish part of the customs system of the EU.
Central Chamber of Commerce	www.keskuskauppakamari.fi/site_eng	Information and services for all business activities
Federation of Finnish Commerce	www.kauppa.fi	Association for the Finnish wholesale and retail trade
Finnpartnership	www.finnpartnership.fi	Finnish Business Partnership Programme

Appendix 11

Currency Conversion

Exchange rates
1 December 2009

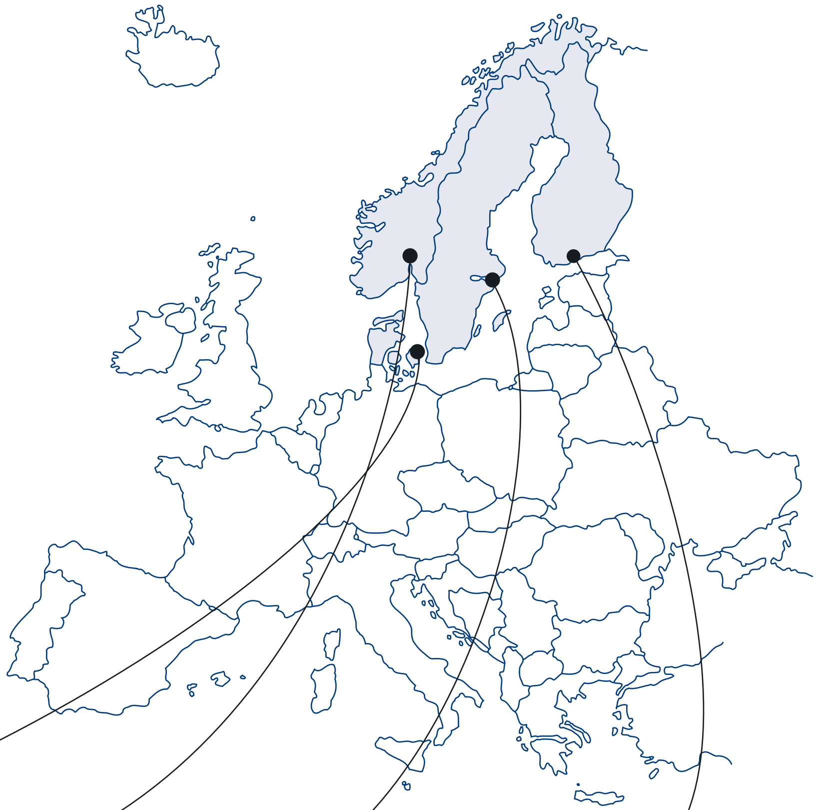
Currency	Code	EUR	USD	DKK	NOK	SEK
1 Euro €	EUR	-	1.50	7.44	8.49	10.45
1 US Dollar $	USD	0.67	-	4.95	5.65	6.95
1 Danish Krone	DKK	0.13	0.20	-	1.14	1.40
1 Norwegian Krone	NOK	0.12	0.18	0.88	-	1.23
1 Swedish Krona	SEK	0.10	0.14	0.71	0.81	-

Source: Riksbank Sweden

The Nordic Market

There are many similarities among the Nordic countries with regards to culture, language, political and social systems etc. Also when it comes to consumer behaviour and preferences you find many similarities.

When entering one of the Nordic markets it therefore might be relevant to consider the possibilities in the other Nordic countries as well. Three of the Nordic countries have import promotion facilities. Below you will find a short presentation of the import promotion organisations in Norway, Sweden and Finland.



Denmark

As from January 2010, Denmark has no trade promotion programme. The earlier programme (DIPP), which was financed by Danida (the Danish International Development Assistance), ended on 31 December 2009.

Norway

Department of international trade cooperation (DITC) is established according to an agreement between NORAD (Norwegian Agency for Development Cooperation) and HSH (Federation of Norwegian Commercial and Service Enterprises). DITC promotes imports from certain developing countries.

Sweden

The programme is carried out in cooperation with Sida (Swedish International Development Cooperation Agency). It focuses on business contacts, market information, training and extended contacts in order to promote export from certain developing countries.

Finland

The Finnish business partnership programme, Finnpartnership, provides advisory services for business activities of Finnish companies in developing countries and financial support in the planning, development and implementation phases of a project.

Facts about Denmark

Area: 43 094 sq.km
Population: 5.5 million
Capital: Copenhagen
Business Language: Danish, English
Religion: Lutheran
Form of Government: Constitutional monarchy, parliamentary democracy
Currency: 1 krone (DKK) = 100 øre

Facts about Norway

Area: 385 199 sq.km
Population: 4.8 million
Capital: Oslo
Business Language: Norwegian, English
Religion: Lutheran
Form of Government: Constitutional monarchy, parliamentary democracy
Currency: 1 krone (NOK) = 100 øre

Facts about Sweden

Area: 449 964 sq.km
Population: 9.3 million
Capital: Stockholm
Business Language: Swedish, English
Religion: Lutheran
Form of Government: Constitutional monarchy, parliamentary democracy
Currency: 1 krona (SEK) = 100 öre

Facts about Finland

Area: 338 145 sq.km
Population: 5,3 million
Capital: Helsinki
Business Language: Finnish, English
Religion: Lutheran
Form of Government: Republic, parliamentary democracy
Currency: 1 Euro (EUR) = 100 cent

Finland

Finnpartnership - Finnish Business Partnership Programme
c/o Finnfund
P.O. Box 391, FI-00121 Helsinki, Finland
Visit: Uudenmaankatu 16 B, 4th floor, Helsinki
Phone: +358-9-3484 3314
Fax: +358-9-3484 3346
Internet: www.finnpartnership.fi

Norway

HSH – Department of International Trade Cooperation (DITC)
P.O. Box 2900 Solli, NO-0230 Oslo, Norway
Visit: Henrik Ibsens gate 90, Solli Plass, Oslo
Phone: +47-2254 1700
Fax: +47-2206 0930
Internet: www.hsh-org.no
E-mail: cgj@hsh-org.no

Sweden

Swedish Chambers of Commerce
Trade Promotion
P.O. Box 16050, SE-103 21 Stockholm, Sweden
Visit: Västra Trädgårdsgatan 9, Stockholm
Phone: +46-8-555 100 00
Fax: +48-8-566 316 30
Internet: www.swedishchambers.se
E-mail: info@chambertrade.com

Market Report

Focus on the Nordic Market

Fresh Fruit and Vegetables
December 2009