

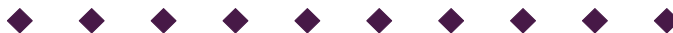
Germany

January
2016

Foreign Trade

USDA's Office of Agricultural Affairs, OAA, in Berlin, reports that the German food market is heavily dependent on imports to meet its customer demands. In 2013 Germany imported US\$59.6 billion of consumer-oriented agricultural products. By value, about one fourth came from the Netherlands. Italy (11%) and France (9%) are the following major suppliers. After Switzerland and Turkey, the U.S. is the third largest non EU-supplier of consumer oriented agricultural products.

U.S. exports of agricultural products decreased 5% to US\$2.1 billion in 2014. That ranked Germany 14th as an export market from the U.S., and the second largest in Europe. Exports of consumer ready food products from the U.S. represented 48% of the agricultural total, and grew 6% in 2014, to just over US\$1 billion. Top processed food exports to Germany in 2014 included distilled spirits; dried fruit; wine; other edible fats and oils; other processed foods; ingredients and beverages bases; flavoring saps and extracts; frozen prepared fish roes and livers; surimi and minced fish; and table condiments.



- ◆ *Nebraska exported 154 million dollars worth of agriculture products to Germany in 2014.*
- ◆ *The German market offers good opportunities for U.S. exporters of consumer oriented agricultural products.*
- ◆ *Germany has 81 million of the world's wealthiest consumers and is by far the biggest market in the European Union.*

For all sectors, U.S. products with the best export opportunities in German market meet one or more of the following criteria: the basic product is not produced in Europe in sufficient quantities or U.S. quality is superior; the product (usually fresh) is available on a counter-seasonal basis; and the product is unique to the U.S. These products include delicatessen and snack foods, novelty products, food products invented to the U.S., spices, dried vegetables, wild rice, nutritional, foods and supplements. Germany imports significant quantities of tree nuts, peanuts, sunflower seeds, as well as a significant quantity and a wide assortment of dried fruits, for both the retail and food processing channels. Fruit juices, "niche" dairy products, pet food, seafood, and high quality beef and game products also have good potential in this market.

We Are Here to Help

<http://www.foodexport.org>

Exporting is an excellent way to increase sales. Without help, exporting is a complex business. Under the Food Export Association of the USA, a variety of programs and personal assistance with exporting is available. Everything is designed to help an interested company gain exporting knowledge and make it a smoother process. Thank you for expressing interest in exporting your Nebraska product.



Export Education

Export Essentials Online: An educational introduction to the fundamentals and logistics of exporting. Through ten different modules, you will be guided through extensive information regarding your product and what exporting can do for your company.

Analyze Market Potential

Market Builder: A customized package of services to help U.S. suppliers find the right market and buyer for their products through importer feedback on their products, competitive market research and importation analysis, distributor referrals and importer lists, and assistance with in-market meetings.

Export Assistance

Food Export Helpline: A service which offers customized, one-on-one assistance on a wide variety of export-related topics. You'll speak with an industry expert who can help answer any questions such as, "Does my product have any potential in other countries?"

"The representatives of Food Export-Midwest have always been a pleasure to work with and have been extremely helpful with any questions or claims that we have. Overall, this program has allowed us to expand our distribution coverage and increase sales over the past years." -Jennifer McDaniel of Premium Nutritional Products (August 2015)

Enter New Markets

Buyers Mission: Events that bring qualified, international buyers to the U.S. to meet face-to-face with U.S. producers. These events allow for potential business connections and feedback about a product's exporting future.

Trade Missions

Food Show Plus: A tradeshow enhancement service that provides assistance to U.S. producers, aiding them in preparation for meetings with international buyers to create a more effective product presentation.

Increase Market Share

The Branded Program: A program that helps your company, product, and brand gain exposure through international marketing. This program provides a 50% reimbursement of approved international marketing and promotion.

For More Information Contact:



Stan Garbacz

Agricultural Trade Representative

Nebraska Department of Agriculture

(402) 471-2341 stan.garbacz@nebraska.gov