



## Food & Beverage August 2013

Nebraska Agricultural Trade Office staff have been diligently forming and building relationships with businesses and leaders in Germany for many years. The German market provides many opportunities for Nebraska food companies. Germany currently has over 82 million people residing in the country with an estimated 50 percent of the population to be older than 47 in 2025. Food companies have numerous possibilities for success in the German marketplace as the aging population is demanding wellness and functional foods as well as convenient foods for the fast paced society today.

In 2012, Nebraska agricultural commodity exports to Germany totaled over \$35 million, up from \$26 million in 2011. Lifestyle changes in Germany have forced consumers to eat differently. More women are working outside the home which means ready-to-eat meals and snacks are becoming popular. As popularity of United States made products and double income homes in Germany continue to rise, demand for U.S. food products will become higher in the German market.

### GERMAN FOOD & BEVERAGE INDUSTRY

Germany is one of the largest food and beverage import nations in the world, which makes getting new products into the market easier. The importers are well-established and German consumers are open to new ideas and products. Younger generations connect with American culture and desire food products that are popular in America. While the German market is competitive, Nebraska products will be successful once they break into the German market.

#### The following products are in high demand in Germany:

- |                 |                                   |
|-----------------|-----------------------------------|
| Specialty items | High quality beef & game products |
| Ethnic foods    | Fruit juices                      |
| Nuts            | Dairy products                    |
| Dried fruit     | Pet food                          |
| Wine            | Fish                              |

## Here are tips for exporting to Germany:

### **ANALYZE MARKET POTENTIAL:**

The USDA Foreign Agricultural Service (FAS) has a program called Food Export. Food Export provides food companies resources to help export their food overseas. Analyzing market potential is vital to exporting successfully, and Food Export offers Food Export Helpline and Market Builder for companies who want to export. Go to [www.foodexportalliance.org/eweb](http://www.foodexportalliance.org/eweb) to find out more information on both of these programs.

### **APPOINT A REPRESENTATIVE, AGENT, OR IMPORTER:**

Once you have found the market for your product, the next step is to find a way to get the product into that market. Food Export Helpline can aid you in finding those distributors. Contact the Nebraska Agricultural Trade Office for details.

### **USE A PERSONALIZED APPROACH:**

Developing a relationship with importers can make the process easier. Germany has many trade shows held in the country, which would be a great way for you to see how your product fits into the market. The International Sweets & Biscuit Show, Bio Bach, Internorga, ProWein, Interzoo, and ANUGA are all trade shows held in Germany for food companies. Food Export has Buyer's Missions and Focused Trade Missions which allow you to meet face-to-face with potential buyers.

### **KNOW EXPORT REQUIREMENTS:**

Exporting regulations differ depending on the product and country. Nebraska Agricultural Trade Office staff can provide information regarding regulations and documentation. Also, Food Export provides webinars covering topics such as export documentation and the three "P's" of exporting.

### **LABELING REQUIREMENTS:**

You need to be aware of what the local importer requires as far as languages or nutritional information on labels. The German government has enacted several labeling laws which have to be followed for your product to be sold in Germany. Because of this, you may need to revise and change your labels or promotional materials. Food Export provides the Branded Program, which is a reimbursement program. The Branded Program allows companies to be reimbursed for marketing endeavors, which includes printed materials. Keep this in mind as you learn more about your importers' expectations and needs for your products.

### **EXPORT ASSISTANCE:**

Nebraska Agricultural Trade Office staff can provide information and assistance for your company in regards to your exporting endeavors. Food Export also has programs specifically designed to help food companies find markets and contacts, learn more about exporting, and become successful in international settings.



### **For More Information Contact:**

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