

# HOW TO *EXPORT*

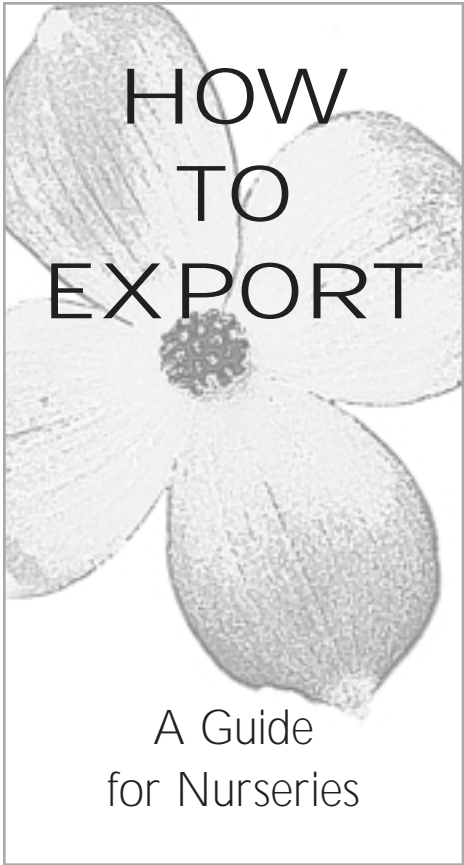
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A GUIDE FOR NURSERIES

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**DESTINATION:  
EUROPE  
HANDLE  
WITH CARE**





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# HOW TO EXPORT: A GUIDE FOR NURSERIES

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# INTRODUCTION

International trade has generally been the sole domain of a select few plantsmen and of mega-growers who could afford to fund large-scale international operations. However in today's global marketplace, American nurseries cannot afford to ignore the industry outside the US. Whether it is new varieties from Asia, low-cost propagation material from Central America, new cost-cutting technology from Europe or pressure from foreign suppliers to relax Quarantine-37, the international industry affects business in our own backyard everyday.

International trade has made the world a smaller place. It has become more important for nurseries to be involved internationally to remain competitive. Growers have their

hands full with day-to-day operations, expanding production and handling demand in the US market. Yet more than ever, scores of forward-thinking small and medium growing operations are testing the waters overseas and finding worthwhile opportunities.

How do you get involved in the international marketplace? How much time and money will it take? Should you make exporting part of your business plan? How difficult is it? These are common concerns of growers who realize the importance of international trade, but are not sure if exporting is for them. That is what this guide is all about: to help you evaluate whether to get involved in international business, and learn how to go about exporting.



***We already have as much business as we can handle! What can exporting do for our nursery?***



Think of exporting as an investment in the long-term competitiveness of your nursery. New foreign markets and overseas customers can help you:

- Sell varieties that are losing popularity in the US but may still be in demand overseas
- Sell new cultivars overseas while obtaining new varieties for the US market. Two-way trade will help you secure new products that can enhance your competitive position in the US.
- Learn new production techniques, obtain new equipment or technology that can increase efficiency and reduce costs at home.
- Move an oversupply of plants. Missed predictions about what plants will be in demand can create

an oversupply that can be sold in foreign markets.

- Increase royalties on patented varieties and expand distribution through international licensing agreements.
- Use excess propagation capacity. Excess mother stock and greenhouse space can be used to grow products for export.
- Protect your nursery from a downturn in the US market by diversifying your markets to include new foreign customers.
- Create opportunities to travel abroad and meet colleagues from other countries.

## **State Regional Trade Groups**

The easiest way to explore international opportunities for your business is to take advantage of the many programs offered by the Southern United States Trade Association (SUSTA), or its sister organizations Food Export USA Northeast, the Western U.S. Agricultural Trade Association (WUSATA) and the Mid-America International Agri-Trade Council (MIATCO). These state regional trade groups are non-profit associations whose missions are to increase agricultural exports from the United States. They are supported by the USDA Foreign Agricultural Service and state departments of agriculture in their respective regions.

## **STATE REGIONAL TRADE GROUPS THAT OFFER EXPORT ASSISTANCE**

### **Southern United States Trade Association (SUSTA):**

Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, Oklahoma, Puerto Rico, South Carolina, Tennessee, Texas, Virginia and West Virginia  
Contact SUSTA at 504-568-5986 or [www.susta.org](http://www.susta.org).

### **Food Export USA Northeast:**

Connecticut, Delaware, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island and Vermont  
Contact Food Export USA Northeast at 215-829-9111 or [www.foodexportusa.org](http://www.foodexportusa.org).

### **Western United States Agricultural Trade Association (WUSATA):**

Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington and Wyoming  
Contact WUSATA at 360-693-3373 or [www.wusata.org](http://www.wusata.org).

### **Mid-America International Agri-Trade Council (MIATCO):**

Iowa, Illinois, Indiana, Kansas, Michigan, Minnesota, Missouri, North Dakota, Nebraska, Ohio, South Dakota and Wisconsin  
Contact MIATCO at 312-944-3030 or [www.miatco.org](http://www.miatco.org).



SUSTA has been promoting the export of nursery products and assisting Southeast growers for nearly a decade. SUSTA's activities include organizing an annual pavilion at the Internationale Pflanzen Messe (IPM) in Essen, Germany—Europe's largest trade show for plants. SUSTA organizes trade mission-style tours to nursery production areas throughout Europe and hosts foreign buyers' tour to the United States. Food Export USA Northeast and WUSATA are very actively supporting nursery exports for growers in their regions to both Europe and Japan.

These associations also offer the MAP Branded Program, a matching funds program that offers up to 50% reimbursement to individual companies

for eligible export promotion expenses.

### ***How to Export Resources***

There is a wealth of free export information available on the Internet from government agencies and the state regional trade groups. The web sites listed on page 7 are a great place to start—offering everything from quizzes that evaluate whether your company is ready to export, to “how-to” guides on every conceivable aspect of shipping overseas.

One of the best guides in cyberspace is “The Basics of Exporting,” available on SUSTA's web site at [www.susta.org/Exporting/index.stm](http://www.susta.org/Exporting/index.stm).

## EXPORT RESOURCES & CONTACTS FOR MORE INFORMATION

**U.S. Department of Agriculture  
Foreign Agricultural Service  
Ag Exporter Assistance  
[www.fas.usda.gov/agexport/  
exporter.html](http://www.fas.usda.gov/agexport/exporter.html)**

This website is great for both new and experienced exporters. New exporters should check out the online tutorials, covering everything from export planning, to finding customers, financing and shipping. More experienced shippers will benefit from services such as Trade Leads and Foreign Buyers lists.

**U.S. Department of Agriculture  
Agricultural Marketing Service  
Shipper & Exporter Assistance  
Program  
[www.ams.usda.gov/tmd/tmdsea.htm](http://www.ams.usda.gov/tmd/tmdsea.htm)  
or call 202-690-1304**

The AMS Shipper & Export Assistance website contains a wealth of information about successfully shipping your product, including the "Agricultural Transportation Handbook" and other publications covering topics from finding a freight forwarder to packing and documentation.

**U.S. Department of Commerce  
International Trade Administration  
[www.ita.doc.gov](http://www.ita.doc.gov)**

Contains how-to-export guides, trade statistics, resources, information about financing, documentation and more.

**Trade Information Center  
[www.trade.gov/td/tic](http://www.trade.gov/td/tic)  
or call  
**1-800-USA-TRADE****

**Small Business Administration,  
Office of International Trade  
[www.sba.gov/OIT/](http://www.sba.gov/OIT/)**

See the online "SBA Guide to Exporting" at  
[www.sba.gov/OIT/info/  
Guide-to-Exporting/index.html](http://www.sba.gov/OIT/info/Guide-to-Exporting/index.html)



### ***European Trade Shows***

A great way to evaluate foreign markets and your company's export potential is to visit trade shows overseas. Nursery shows offer the opportunity to see the type of plants available in the market, price levels, and make contacts with a large number of companies in one trip.

Europe's top nursery trade shows include:

#### **The Netherlands**

Plantarium (August in Boskoop)  
[www.plantarium.nl](http://www.plantarium.nl)

NTV International Horticulture Trade Fair (November in Amsterdam)  
[www.ntvgrowtech.com/ntv/index.html](http://www.ntvgrowtech.com/ntv/index.html)

#### **Germany**

IPM (February in Essen)  
[www.essentradeshows.com/ipm.html](http://www.essentradeshows.com/ipm.html)

#### **Italy**

Flormart-Miflor  
(September in Padova)  
[www.flormart.it](http://www.flormart.it)

## **France**

Hortimat-New Plants-Urbavert  
(September in Paris)

[www.jarditec.com/en/frame/horti\\_nomenclature.htm](http://www.jarditec.com/en/frame/horti_nomenclature.htm)

Salon du Vegetal  
(February in Angers)

[www.salon-du-vegetal.com](http://www.salon-du-vegetal.com)

## **United Kingdom**

Four Oaks Show  
(September in Cheshire)

[www.four-oaks.co.uk](http://www.four-oaks.co.uk)

*\* See page 39 for a complete listing of the shows' contact information.*

## ***U.S. Agricultural Trade Offices Overseas***

The U.S. Department of Agriculture has agricultural trade offices in countries around the world. These representatives help U.S. exporters establish contacts with foreign buyers and government officials, and can provide advice for marketing your product in their country. For general information about a country, use the FAS website.

For a list of overseas FAS offices, see the directory on FAS' web site at [www.fas.usda.gov](http://www.fas.usda.gov). Call FAS at 202-720-2144 for a listing of agricultural trade offices in Western Europe.



# WHAT TYPE OF PLANTS COULD I EXPORT?

## BEST EXPORT PRODUCTS

The best opportunities are for propagation material, liners, plugs, cuttings, lining out stock or other pre-finished plants, such as:

- Shade and flowering trees, deciduous shrubs (bare root)
- Broadleaf evergreen shrubs (liners)
- Perennials, ground covers and ornamental grasses (liners or bare root)
- Bulbs
- Seeds
- Flowering potted plants (cuttings or plugs)

The easiest plants to export are new varieties, and there is a huge range of new plants coming from the United States.

Growers and consumers worldwide are interested in new cultivars, hardier and more disease resistant plants. However, identifying new products is also the most difficult question given the many thousands of varieties available. Varieties are sometimes known under different trade names overseas, making the job of identifying what's new more difficult.

There are many plants grown in the U.S. that are not available in Europe, and vice versa. "New" varieties should not be limited to the latest cultivars or patented plants. "New" should be thought of as varieties that are not available overseas, no matter how

established they are in the U.S. industry. It can also mean plants that are available in certain sizes or forms not found elsewhere.

The danger with exporting new varieties is that it may lead to one-time sales, as foreign customers would be likely to purchase the varieties for mother stock. In order to build a European strategy that will have long-term returns, you must have a competitive basis that will encourage ongoing business.

Products with long-term export sales potential will include:

- Patented varieties that cannot be propagated in Europe without license, or will generate royalties when propagated under license.

- Difficult to propagate or very slow-growing varieties
- Plants grown very cost efficiently that can compete on a price basis internationally
- Compact, high value plants that can be shipped with minimal transportation costs
- Natives or other plants that grow better or more cost efficiently in your region
- New varieties supported by a strong brand name or promotional program that will tie the importer to your company
- Varieties that are inexpensive and abundant (such as those that have lost popularity) in the U.S. but not in Europe

## COMMON-SENSE QUESTIONS

When you're evaluating the export potential of a product, ask yourself:

Have I checked the phytosanitary regulations to determine whether the variety in question can be shipped overseas?

Are my plants cost-competitive and easily transported to ship throughout the United States? Would it make sense for a distant grower, for example on the east or west coast, to buy my product? Europe is further—if it would not make sense to ship the product to a distant grower in the US (due to transportation costs or perishability), then it will generally not make sense to ship them to Europe.

Would I import the product, if a European grower offered it to me? Look at the situation from the customer's perspective to evaluate the long term potential. Would I import it once to obtain mother stock, or would I import it on an on-going basis?

**TIP: Always be clear about plant sizes!**

Remember—European growers describe pot sizes in liters, heights in centimeters or meters, and caliper in centimeters circumference.

Use the conversions below to make sense of these measurements:

<u>From</u>	<u>Into</u>	<u>Multiply By</u>
Liters	Gallons	0.22702
Gallons	Liters	4.4049
Centimeters	Inches	0.3937
Inches	Centimeters	2.54
Meters	Feet	3.28084
Feet	Meters	0.3408

**Tree Caliper Conversions**

<u>U.S. System</u>	<u>European System</u>
Inches Diameter	Centimeters Circumference
$\frac{3}{4}$ - 1"	6/8
1 - 1 $\frac{1}{4}$ "	8/10
1 $\frac{1}{4}$ - 1 $\frac{1}{2}$ "	10/12
1 $\frac{1}{2}$ - 1 $\frac{3}{4}$ "	12/14
1 $\frac{3}{4}$ - 2"	14/16
2 - 2 $\frac{1}{4}$ "	16/18
2 $\frac{1}{4}$ - 2 $\frac{1}{2}$ "	18/20
2 $\frac{1}{2}$ - 3"	20/25
3 - 3 $\frac{1}{2}$ "	25/28
3 $\frac{1}{2}$ - 4"	28/32
4 - 5"	32/40
5 - 6"	40/48

European strategies can range from visiting a foreign trade show in order to make new contacts, to mailing out a few catalogs, or setting up formal distribution agreements with nurseries overseas. The best approach depends on what your goals are in Europe.

Nurseries able to compete on a price basis will be able to generate on-going sales. Plants that are patentable in Europe or those that are simply very difficult to propagate can also be sold on a continuing basis. These types of products are some of the easiest to export because you can work with any number of partners in Europe.

## **GOOD IDEAS!**

- Focus on exporting new, exclusive and attractive varieties
- Get in contact with European growers and their trade associations, attend trade shows, send catalogs and publicize your nursery in trade magazines
- Develop a relationship with a leading nursery that is distributing its products throughout Europe
- Be prepared by starting with research about market potentials, volumes, prospective customers and types of products
- Have a detailed business plan and good contacts with local growers before starting export activities
- Visit the countries; talk with nurseries, distributors, wholesalers, etc.
- Participate in leading European trade shows



Nurseries with patentable varieties may obtain the patent with the assistance of their attorney, then set up licensing and propagation agreements with several nurseries in Europe. Alternatively, one nursery can serve as the primary licensee and be granted the right to issue sub-licenses to other European nurseries. Still another option is to work with specialized breeders' rights protection organizations. There is an array of private firms, non-profit foundations and semi-public organizations in Europe available to breeders.

For plants that are new to Europe, easy to propagate and without a price advantage, it is difficult to generate on-going sales. Some growers

will export a new variety once, knowing it will be used for mother stock overseas. A viable strategy in this case is to charge a premium price, particularly if the variety is still in short supply or rare in the United States. Other growers are willing to take one-time sales at regular prices simply to generate the contacts and goodwill that will enable them to import new varieties from Europe to be sold in the U.S. market. Another approach is to introduce the new variety as quickly as possible to as many customers as possible throughout Europe. Export shipments to various customers would last several years, after which time growers will propagate it themselves.

If your goal is to network with European colleagues, the occasional sale is probably sufficient to meet your needs, since you will be gaining other things in the process (such as travel, learning new production techniques, etc.). By developing long-term relationships with European growers, you will be able to fill export orders resulting from temporary shortages in their market, crop failures, bad weather or price fluctuations. These orders may be for standard varieties that are not ordinarily cost-competitive in Europe, but market conditions change to create short-term demand.

The simplest strategy is to work directly with growers that are capable of purchasing large enough quantities to make import shipments worthwhile. Another strategy is to work

with an intermediary or sales agent who can represent you and sell your products to growers throughout Europe. Some brokers import in bulk and take possession of the shipments, while others simply make the sale while shipments are sent directly to the final customer.

Breeders or growers that specialize in one genus or species have been successful by getting involved with the international or local foreign plant society for that variety. Investing in organization membership or advertisements in their newsletters is a cost-effective way to get in touch with other enthusiasts and your colleagues in Europe.



# STEPS TO A SUCCESSFUL EXPORT SHIPMENT

## **TIPS:**

First time exporters should start with small samples, rather than large high-value commercial shipments. You will be testing whether your plants meet the phytosanitary requirements of the destination country, transportation routing, airline handling and your packing methods.

Plan Early! Inspections are sometimes required several times during the growing season, so it is important to check with your local plant health authority when inspections should be carried out.

**C**ongratulations! You have received your first order from overseas. What do you do now? The good news is that exporting is not much more difficult than shipping within the United States. The most important differences are rules regarding media and root washing, different transportation routes and export paperwork. There are government agencies and companies that can make these steps easy. And after you've exported a time or two, you'll wonder what all the fuss is about!

Follow these simple steps:

***An order or inquiry is received from overseas***

***Verify the phytosanitary requirements***

Contact your state plant health authority well in advance of shipment to verify the requirements for shipping the specific plant varieties to the destination country.

Questions to ask:

Will an import permit be required?

Is a CITES permit required?

Are any chemical pre-treatments or tests necessary?

How long before shipment should you request an inspection?

**Contact your customer to acknowledge the order and discuss the details of the shipment.**

Questions to ask:

When is the shipment needed?

Does the customer have a preferred freight carrier?

Which airport (or ocean port) is most convenient?

Does he have an agent to clear the shipment through customs?

Ask for an import permit, if your local inspector has requested one.

Does the customer want to pay for the shipment to be insured?

## HOW DO I GET PAID?

**TIP:** Settle the payment terms with your customer early on!

Most export shipments sent to new foreign customers are pre-paid before the plants are shipped. Because collections from slow-paying customers are more difficult overseas, it is recommended to get a minimum of 50%— and up to 100%— in advance. Once on-going business and trust is established, many exporters grant their foreign customers standard (domestic) payment terms.

Avoid the complications and costs of letters of credit—the best method of payment is wire transfer! Call your bank to find out your account routing numbers, and provide this information to your customer. They can

transfer payment to your account within days. If your local bank is not accustomed to letters of credit or other payment options, ask them to put you in touch with a larger bank that can handle international payments..

**REMEMBER!** Discuss the “what ifs”— what if there’s a problem with inspection, what if a claim is necessary because the air-line mishandles the plants, and what if your customer has a problem with plant quality after arrival.

## **HOW DO I FIND A GOOD FREIGHT FORWARDER?**

It's important to use a forwarder that is experienced handling ornamental plants or other perishables, as well as one that is experienced in the destination country. A great resource is the USDA Agricultural Marketing Service's Directory of Freight Forwarders Serving Agricultural Shippers. This handy site allows you to search for a qualified freight forwarder by state, type of product you want to ship, type of service and destination.

[www.ams.usda.gov/tmd/freight/index.htm](http://www.ams.usda.gov/tmd/freight/index.htm)

### ***Research transportation alternatives and costs***

Shipments of nursery stock to Europe are routinely made by both air and ocean freight. The quantity and type of product to be shipped determine which alternative to use. Refrigerated ocean containers are used for large shipments of bulbs, dormant bare root nursery stock, cut foliage and larger potted plants. Cut flowers and perishable cuttings are shipped from the U.S. by airfreight because the transit time, from nursery to nursery, is typically just two to three days. Nursery stock exported by air includes liners and propagation material, bare root perennials, trees and shrubs.

It's a good idea to use a freight forwarder to arrange transportation

services on your behalf. They can simplify the shipping process because they are familiar with import and export regulations, shipping routes, transportation companies and export documentation. They can provide you with a price quote before shipment that includes transport costs, documentation fees and other handling costs. Upon request, forwarders can also arrange for cargo insurance, advise you on the best packing methods, complete export documentation and even arrange pick-up at your nursery. Freight forwarders are cost effective to use, because they can negotiate the best rates with airlines. They operate on a fee basis paid by the exporter, and these costs should be passed along to your customer.

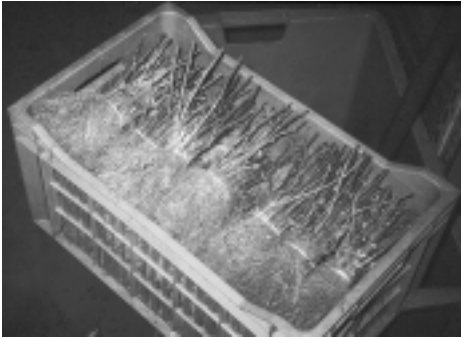
To obtain a shipping cost quote, you will need to provide the forwarder or carrier:

- Number of packages or boxes
- Approximate size and weight of each package
- Destination port or airport
- Insurance requirements
- Any special handling instructions
- Name of the destination customs agent and customer information



### **TIP:**

Select an airfreight forwarder that is experienced handling perishable commodities like plants! Consult with them on what you will be shipping, and ask for packing recommendations. Ask how temperature will be controlled at the origin and destination airports, watch the weather at the destination, and ask where inspections take place.



### ***What does ocean freight typically cost?***

The following is the ocean freight rate to major European ports.

Rate to: Rotterdam (Netherlands) or Antwerp (Belgium) from East Coast ports (Savannah, GA; New York; Norfolk, VA)

Ocean freight for 40' refrigerated container	\$2,400.00
Forwarding fee	<u>85.00</u>
Total	\$2,485.00

Preparation and packing for ocean shipments of dormant bare root trees is similar to long distance domestic shipments by refrigerated truck. The shipping company will set the temperature and humidity according to your instructions. Ocean containers generally take 12 days from the east coast to Europe.

The internal dimensions of a 40' refrigerated container are 37' L x 7' W x 6.5' H, and can vary by a few inches.

*Sample rates provided September 2001 courtesy of Phoenix International Freight Services Ltd., a freight forwarder based in New Jersey ([www.phoenixintl.com](http://www.phoenixintl.com) or tel: 908-206-0310).*



How does a kilo compare to a pound?

A kilo weighs more than a pound.

2.205 pounds = 1 kilo

### **What does air freight typically cost?**

The following are sample airport-to-airport rates from Atlanta, Georgia to major European airports.

Rates Per Kilo	Amsterdam Schiphol, Holland London Heathrow, England	Milan, Italy Frankfurt, Germany
Minimum charge	\$95.00	\$95.00
\$95.00	\$95.00	
Under 45 kilos	5.96	5.96
3.75	3.94	
45 – 99 kilos	1.85	3.94
1.85	1.85	
100 – 299 kilos	1.70	2.50
1.70	1.70	
300 – 499 kilos	1.55	2.40
1.55	1.55	
500+ kilos	1.35	2.21
1.35	1.35	

#### **Additional Charges:**

Handling fee

\$30.00 / shipment

Warehousing/Storage/Airport transfers

\$45.00 minimum or \$0.23 per kilo

Carrier fuel surcharge

\$7.50 minimum or \$0.15 per kilo

Sample rates provided September 2001 courtesy of Action International, Inc., a freight forwarder based in Orlando, Florida

([www.actioninternational.cc](http://www.actioninternational.cc) or tel: 407-850-4336).

## How Do I Calculate Airfreight Charges?

Airfreight rates are based on a combination of both weight and volume. The rate is based on the greater of the actual weight or volumetric weight.

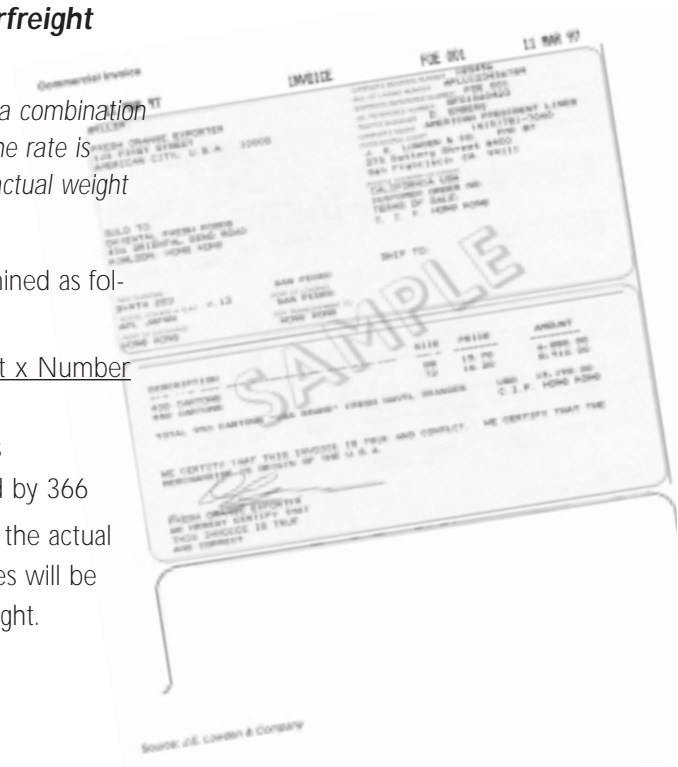
Volumetric weight is determined as follows:

$$\frac{\text{Length} \times \text{Width} \times \text{Height} \times \text{Number of Cartons}}{366}$$

= Volume weight in kilos

Divided by 366

If this weight is greater than the actual weight (in kilos), then charges will be assessed on the volume weight.



**TIP:**

Always send the original Federal Phytosanitary Certificate with the shipment paperwork! (This is the white copy received from your inspector.) Original carbon copies, faxes or photocopies are not acceptable.

***Prepare a pro forma invoice and fax to your customer***

The pro forma invoice is your best estimate of the total costs of the shipment.

Include the following costs:

- Plants
  - Additional charges for root washing (may also be included in plant cost)
  - Wrapping, boxing or packaging
  - Phytosanitary certificate
  - Inland transportation to the U.S. port or airport
  - Temperature recording device (for ocean shipments)
  - Estimated freight charges
  - Insurance, if applicable
- Freight forwarder's fees for documentation, storage, etc.

*Do not include* destination costs that will be paid by your importer, such as import duties, customs clearance charges or inland transportation costs in the destination country.

***Wait for order confirmation or telephone your customer to confirm the order, then arrange for payment or await wire transfer***

***Make a booking for your international shipment***

Once the shipment is confirmed, you will want to discuss the details of the shipment with your freight forwarder or the freight carrier, and make a booking—or reservation—for your shipment.

Questions to ask:

What shipping dates are available?

What is the cut-off time by which the cargo is needed?

What documentation will they prepare for you, and what will you need to bring with the shipment?

What date and/or time will the shipment arrive?

What is the air waybill number?

Inform your freight forwarder of the destination handling arrangements your importer has requested.

***Prepare plants for shipment***

Depending on the regulations for the destination country, plant preparation may range from simply packing the plants, to pre-shipment chemical dips, or to washing all media from the roots. Your state plant health inspec-

## **WHAT IS AN SED?**

The Shipper's Export Declaration, or SED, is a form required by the U.S. Census Bureau's International Trade Administration. It simply lists the shipper and buyer, type of product, value, destination country and a few other details. The information is used to compile the official U.S. export statistics. Your freight forwarder can help prepare your SED, or for more information, visit [www.census.gov/foreign-trade/www](http://www.census.gov/foreign-trade/www).

## PACKING TIPS

Ensure the plants are completely free of insects and diseases. Make certain pests do not contaminate boxes during or after packing. Boxes should be well sealed without openings through which pests could enter.

Large plants, such as bare root trees, can be loaded as bundles, loose into air containers. These ULD's ("unit load devises") are available in several sizes. Some airlines offer temperature controlled containers. Shippers may also opt to make their own crates to handle large plant material, but should verify phytosanitary requirements for the lumber to be used.

Smaller material is sent by air, boxed. Be sure that the boxes are heavy enough to withstand

rough handling and net tie downs by air carriers. Double wall cartons and heavy-duty Styrofoam boxes work well. Boxes should be able to withstand 60 pounds per square foot of pressure, be able to slide (no raised handles, straps, staples or nails), withstand a 12" drop and at least 30 seconds in a hard rain. Contact your freight forwarder when planning how you will pack the shipment to ensure your boxes do not exceed airline's size restrictions.

Both weight and volume determine the cost of shipping. Plan your boxing as efficiently as possible to minimize your customer's airfreight charges.

Ensure the plants' branches and foliage are dry when packed to prevent diseases. The media, or packing material on the roots, should be moist enough to sustain the plants, but not wet. Water requirements for most plants are reduced when plants are packed for shipment.

Verify the materials used for packing plants do not contain prohibited items, such as bark in Europe or rice hulls in Japan.

tor will inform you what procedures are required. Be sure to ask if your inspector needs to witness any pre-shipment treatments.

### ***Request a phytosanitary inspection***

Your state plant health authority will conduct the phytosanitary inspection after the plants are bare rooted or otherwise prepared for shipment. When inspections are conducted by a state plant health official, they may issue a state phytosanitary certificate. Convert this to a federal phyto at an APHIS office before shipping internationally.

### ***Prepare export documentation***

The primary difference between selling your plants in the United States and selling them to foreign customers is the amount of paperwork involved. There are just a few more documents required for export shipments of plants.

Export documentation for European Union shipments should include:

- Commercial invoice
- Packing list
- Federal phytosanitary certificate
- Air waybill or bill of lading (prepared by your freight forwarder)
- SED form (prepared by your freight forwarder)

### **TIP:**

**Ocean Shipments:** Send original documents directly to your importer or importer's customs agent. Use registered or express mail so that delays will not hold up customs clearance once the shipment arrives. (Never enclose the documents in the ocean container, since this will hold up customs clearance or the documents may be lost!)

**Air Shipments:** Send original documents with the shipment by attaching them securely, or enclosing them inside one of the boxes. Be sure to mark which box contains the documents! It is also a good idea to fax copies of all documents to your customer on the day of shipment.

# OBTAINING PHYTOSANITARY CERTIFICATION

## **WHAT IS A “PHYTO” AND WHY DO I NEED ONE?**

A federal phytosanitary (plant health) certificate—called a ‘phyto’—is an official document issued by the exporting country, which attests that the shipment meets the phytosanitary regulations of the importing country. Without a phyto, your plant shipment may be denied entry by the importing country if it cannot meet that country's specific plant health import regulations, including the requirement for a phytosanitary certificate!

Some types of plant shipments, such as those containing endangered species, also require a CITES permit (see page 35). Shipments of prohibited plants require an import permit, obtained by your foreign customer. Orders destined for other countries outside the European Union may have additional requirements such as import permits, certificates of origin or a consular invoice.

### ***Pack the shipment***

The type of packing depends on the plants to be shipped and whether the shipment will be transported by sea or air.

### ***Ship***

Arrange for delivery of the shipment and export documentation to your freight forwarder or freight carrier. Once the shipment is on its way, it's a good idea to fax your customer the shipment details—copies of the air waybill or ocean bill of lading and other export documents.

### ***Telephone your customer a few days after expected arrival***

**E**xport shipments of plants must be accompanied by Federal Phytosanitary Certificate (FPC, or “phyto”). These certificates are issued by the U.S.D.A., Animal Plant Health Inspection Service (APHIS), Plant Protection and Quarantine Service (PPQ).

The plant health requirements are determined by the destination country, and are listed in APHIS’ on-line computerized database of the phytosanitary requirements for most countries to which the United States exports. This database, called EXCERPT, is available through state and federal inspection offices throughout the country. Foreign countries’ import quarantine requirements vary significantly, depending on

**TIP:**

Discuss export requirements with your inspectors well in advance of the ship date. In addition to verifying the phytosanitary regulations for the specific plant varieties, there may be official inspections required several times during the growing season that cannot be fulfilled by one pre-export inspection.

# EUROPEAN REGULATIONS

## **THE EUROPEAN UNION COUNTRIES INCLUDE:**

Austria, Belgium, Denmark, Finland, France, Germany, Greece, Ireland, Italy, Luxemburg, Monaco, the Netherlands, Portugal, Spain, Sweden, United Kingdom and Vatican City

the origin, destination country, production area and plant material.

Phytosanitary regulations can be difficult to interpret, so rely on your local plant health official to access the information from EXCERPT. For example, some countries require that shipments be completely free of soil or other growing media, or that the media be appropriately sterilized. Other countries require that shipments be free of specific plant pests or the growing site inspected for pests during the growing season. Some countries specifically prohibit certain plants, or limit their importation to certain periods of the year when pests are less likely to spread.

Although foreign countries set their plant health import regulations, export certification requirements can vary from state to state, based on the pests and diseases present in the production area, and the exporter's ability to meet the criteria established by the importing country.

Physical inspection of the plants and growing sites frequently is performed by state inspectors, who are accredited to write state and/or federal phytosanitary certificates. State phytosanitary certificates, which meet all phytosanitary requirements of the importing country, must be converted to a federal phyto before shipment. Always send the original federal phyto with the shipment. Copies are not allowed!

Most state inspection offices charge a fee for performing an inspection and writing a phytosanitary certificate. Fees vary by state, value of the shipment and where the inspection is performed. APHIS-issued federal phytosanitary certificates cost \$23 for shipments valued less than \$1,250 and \$50 for shipments exceeding this value. These costs are normally passed on to the customer.

For more information on phytosanitary requirements and phyto certificates, visit: [www.aphis.usda.gov](http://www.aphis.usda.gov)

The plant health requirements for the member-countries of the European Union (EU) are the same, making it easier for exporters to do business throughout Europe. Exceptions to plant health requirements specific to certain plant products that are destined to specific EU countries can be found in the EXCERPT database.

### ***Growing Media***

The easiest method of shipping plants to Europe is bare root. Because native soil is not allowed, field grown plants must be thoroughly root washed before shipment to remove all traces of soil. Plants that have been thoroughly root washed may be packed in materials such as unused peat, wood shavings, perlite, etc.

**TAKE NOTE!** Bark, as a component of sterile planting media, is prohibited to Europe.

Container-grown plants in media that contains bark must be thoroughly root washed. European regulators are concerned that fungus diseases, nematodes, bark beetles, etc., may be introduced in the bark. Prohibited barks include: *Acer saccharum*, *Castanea*, *Coniferae* (*Abies*, *Picea*, *Pinus*, *Thuja*, etc.), *Larix*, *Populus*, *Pseudotsuga*, *Quercus*, *Tsuga* and *Ulmus*. Hardwood chips are acceptable under EU regulations, though are not preferred from a production standpoint due to Nitrogen absorption.



Plants also may be shipped to Europe in sterile growing media. If you are interested in exporting plants in media, contact your state inspection official prior to beginning production to determine what special procedures may be required. These procedures vary in each state depending on the pests in the area. Some of these procedures may include production in special greenhouses, on benches, or in fields that have been tested and pre-approved by APHIS or the state plant health authority.

Chemical applications or dips may also be required prior to shipment.

The following components are approved growing media for plants destined for the European Union:

- Biologically inert fillers (perlite, vermiculite, etc.)
- Clean sand
- Melaleuca
- Peat, unused
- Sawdust
- Wood shavings or wood chips (free of bark)





It is important that you ensure your plants meet the most recent quarantine requirements by checking with your local APHIS or state plant health office.

## Restricted and Prohibited Products

The following varieties cannot be shipped to EU countries:

Abies spp.

Cedrus spp

Chaenomeles spp

Chamaecyparis spp

Citrus spp

Cotoneaster spp.\*

Crataegus spp

Cydonia spp

Eriobotrya spp.\*

Fortunella spp

Gramineae<sup>1</sup> (*Except specified ornamental perennial grasses as listed in regulations*)

Juniperus spp

Larix spp

Malus spp  
Mespilus spp.\*  
Phoenix spp.  
Picea spp.  
Pinus spp.  
Poncirus spp.  
Prunus spp. (*Almond, Apricot, Cherry, Nectarine, Peach, Plum*)  
Pseudotsuga spp.  
Pyracantha spp.\*  
Solonaceae  
Solanum spp.  
Sorbus spp. \*  
(except *S. intermedia*)

Stravaesia spp.\*

Tsuga spp.

Vitis spp.

Most deciduous woody plants, including those specifically listed below, can only be shipped in their dormant/leafless state:

Acer saccharum

Castanea spp.

Photinia spp.

Populus spp.

Pyrus spp.

Quercus spp.

Rosa spp.

**TIP:**

CITES permits can take many months to obtain—plan well in advance!



To obtain a phyto certificate for nursery stock destined for the EU, the state plant regulatory department will need to certify by official verification (OV) that the organisms listed below are NOT known to occur in the area of production. There are additional organisms of phytosanitary concern depending on the specific nursery stock in question.

*Corynebacterium sepedonicum* (potato bacterial ring rot)

*Globodera pallida* (a potato cyst nematode)

*Globodera rostochiensis* (golden nematode)

*Synchytrium endobioticum* (potato wart)

# IMPORT DUTIES

Radopholus similis (burrowing nematode) (If Radopholus similis does occur in the place of production, plants may be sampled and individually certified as negative for burrowing nematode.)

**NOTE:** Most trees, shrubs and perennials imported to Europe from the United States will be subject to an import tariff of 8.3%. These tariffs are applied to the CIF value—the cost of the plant material, plus insurance and freight.

## EUROPEAN TARIFFS FOR LIVE PLANT PRODUCTS

HS Product Code	Description	Import Tariff
0602.10 . . . . .	Unrooted cuttings and slips	
0602.10.10 . . . . .	- of vines . . . . .	Free
0602.10.90 . . . . .	- other . . . . .	4%
0602.20 . . . . .	Trees, shrubs and bushes, grafted or not, of kinds which bear edible fruit or nuts	
0602.20.10 . . . . .	- vine slips, grafted or rooted . . . . .	Free
0602.20.90 . . . . .	- other . . . . .	8.3%
0602.30.00 . . . . .	Rhododendrons and azaleas, grafted or not	8.3%
0602.40 . . . . .	Roses, grafted or not	
0602.40.10 . . . . .	- neither budded nor grafted . . . . .	8.3%
0602.40.90 . . . . .	- budded or grafted . . . . .	8.3%
0602.90 . . . . .	Other	
0602.90.10 . . . . .	- mushroom spawn . . . . .	8.3%
0602.90.20 . . . . .	- pineapple plants . . . . .	Free
0602.90.30 . . . . .	- vegetable and strawberry plants . . . . .	8.3%
	Other outdoor plants	
0602.90.41 . . . . .	- forest trees . . . . .	8.3%
0602.90.45 . . . . .	- rooted cuttings and young plants . . . . .	6.5%
0602.90.51 . . . . .	- perennials plants . . . . .	8.3%
0602.90.59 . . . . .	- other outdoor plants . . . . .	8.3%

Source: USDA Foreign Agriculture Service, Europe, Africa and Middle East Division, as reporting from the "Official Journal of the European Communities", October 2000.



# APPENDIX / EUROPE'S TOP NURSERY TRADE SHOWS

## FRANCE

### URBAVERT Trade Exhibition for Public Parks and Open Spaces

Held in September, at the Parc des Expositions Paris-Nord Villepinte in Paris, France

#### **Organizer:**

Parc des Expositions de Paris-Nord Villepinte  
BP 60004

95970 Roissy Charles de Gaulle cedex

Tel: +33 1-48-63-30-30

Fax: +33 1-48-63-33-70

E-mail: [jarditec@exposium.fr](mailto:jarditec@exposium.fr)

Internet: <http://www.jarditec.com/fr/frame/infos.htm>

### HORTIMAT International Exhibition of Horticultural Material, Equipment and Plants

### NEW PLANTS International Show of Patented New Plants and Commercial Innovations

Held in September in conjunction with URBAVERT, at the Parc des Expositions Paris-Nord Villepinte in Paris, France

#### **Organizer:**

Interexpo SARL

BP 6109

45061 Orleans cedex 2

Tel: +33 1-53-62-62-70

Fax: +33 2-38-64-08-26

E-mail: [sdavid@exposium.fr](mailto:sdavid@exposium.fr)

Internet: [http://www.jarditec.com/en/frame/horti\\_nomenclature.htm](http://www.jarditec.com/en/frame/horti_nomenclature.htm)

### SALON DU VEGETAL

Held in February, at the Parc Expo in Angers, France

#### **Organizer:**

Parc Expo France

Tel: +33 2-41-79-14-17

Fax: +33 2-41-45-29-05

E-mail: [salon@bhr-vegetal.com](mailto:salon@bhr-vegetal.com)

Internet: <http://www.salon-du-vegetal.com>

## THE NETHERLANDS

### Plantarium

Held in August, at the Plantariumgebouw International Trade Centre, Boskoop, The Netherlands

**Organizer:**

Proba B.V.

Postbus 107

2770 AC Boskoop

Tel: +31 172-235-400

Fax: +31 172-235-450

Internet: <http://www.plantarium.nl>

### NTV International Horticulture Trade Fair

Held in November, at the RAI Exhibition & Congress Center, Amsterdam, The Netherlands

**Organizer:**

Amsterdam RAI

P.O. Box 77777

1070 MS Amsterdam

Tel: +31 20-549-12-12

Fax: +31 20-646-44-69

E-mail: [info-ntv@rai.nl](mailto:info-ntv@rai.nl)

Internet: <http://www.ntvgrowtech.com/ntv/index.html>

## GERMANY

### IPM International Pflanzen Messe

Held in late January and early February, at the Messe Essen, in Essen, Germany

**Organizer:**

Messe Essen GmbH  
Norbertstrasse 2  
45131 Essen

**Contact in the U.S.:**

Essen Trade Shows  
40 W. 57th Street, 31st Floor  
New York, NY 10019  
Tel: 212-974-8457  
Fax: 212-262-5085  
E-mail: [info@essentradeshows.com](mailto:info@essentradeshows.com)  
Internet: <http://www.essentradeshows.com/ipm.html>

## ITALY

### Flormart-Miflor

Held in September, at the Padova Fiere, in Padova, Italy

**Organizer:**

Padova Fiere  
Via N. Tommaseo 59  
35131 Padova

**Contact in the U.S.:**

Italy-America Chamber of Commerce, Inc., New York  
Tel: 212-459-0044 or toll-free 888-343-7264  
Fax: 212-459-0090  
E-mail: [fiера.newyork@italchambers.net](mailto:fiера.newyork@italchambers.net)  
Internet: <http://www.flormart.it>

# UNITED KINGDOM

## Four Oaks Show

Held in September in Cheshire, United Kingdom

### **Organizer:**

Four Oaks Nursery

Farm Lane, Lower Withington

Macclesfield, Cheshire SK11 9DU

Tel: +44 1477-571392

Fax: +44 1477-571350

Internet: <http://www.four-oaks.co.uk>

## APPENDIX / LIST OF STATE CONTACTS FOR PHYTOSANITARY CERTIFICATION

Contact the following officials for further information about obtaining phytosanitary certification for exporting plants from your state. For those states outside the SUSTA region, call your local state plant regulatory official or see the National Plant Board membership listing at: [www.aphis.usda.gov/npb/](http://www.aphis.usda.gov/npb/).

### Alabama

Guy W. Karr  
Plant Protection Section  
Alabama Department of Agriculture & Industries  
P.O. Box 3336, Montgomery, AL 36109-0336  
Tel: 334-240-7225  
Fax: 334-240-7168  
E-mail: [pestadmin@agi.state.al.us](mailto:pestadmin@agi.state.al.us)

### Arkansas

David Blackburn  
Division of Plant Industry  
Arkansas State Plant Board  
P.O. Box 1069, Little Rock, AR 72203  
Tel: 501-225-1598  
Fax: 501-225-3590  
E-mail: [blackburnd@aspb.state.ar.us](mailto:blackburnd@aspb.state.ar.us)

### Florida

Richard Gaskalla  
Division of Plant Industry  
Florida Department of Agriculture and Consumer Services  
P.O. Box 147100, Gainesville, FL 32614-7100  
Tel: 352-372-3505  
Fax: 352-955-2300  
E-mail: [gaskalr@doacs.state.fl.us](mailto:gaskalr@doacs.state.fl.us)

## Georgia

Mike Evans  
Plant Protection Division  
Georgia Department of Agriculture  
19 Martin Luther King Drive, Rm. 243  
Atlanta, GA 33034-4201  
Tel: 404-651-9486  
Fax: 404-656-3644  
E-mail: mevans@agr.state.ga.us

## Kentucky

B.C. Pass  
Department of Entomology  
University of Kentucky  
S-225 Ag. Science Center North  
Lexington, KY 40546-0091  
Tel: 859-257-7450  
Fax: 859-323-1120  
E-mail: bpass@ca.uky.edu

## Louisiana

Matthew Keppinger  
Louisiana Department of Agriculture and Forestry  
P.O. Box 3596, Baton Rouge, LA 70821-3596  
Tel: 225-925-3770  
Fax: 225-925-3760  
E-mail: matthew@ldaf.state.la.us

## Maryland

William Gimpel, Jr.  
Plant Protection Section  
Maryland Department of Agriculture  
50 Harry S. Truman Parkway, Annapolis, MD 21401  
Tel: 410-841-5920  
Fax: 410-841-5835  
E-mail: gimpelwf@mda.state.md.us

## Mississippi

Edwin Dyess  
Bureau of Plant Industry  
Mississippi Department of Agriculture  
P.O. Box 5207, Mississippi St., MS 39762  
Tel: 662-325-3390  
Fax: 662-325-8397  
E-mail: Edwin@mdac.state.ms.us

## North Carolina

Bill Dickerson  
Plant Industry Division  
North Carolina Department of  
Agriculture  
P.O. Box 27647, Raleigh, NC 27611  
Tel: 919-733-3933  
Fax: 919-733-1041  
E-mail: bill.dickerson@ncmail.net

## Oklahoma

Sancho Dickinson  
Plant Industry & Consumer Services  
Oklahoma Department of Agriculture  
2800 N. Lincoln Blvd.  
Oklahoma City, OK 73105  
Tel: 405-521-3864  
Fax: 405-522-4584  
E-mail: sdickins@odagis.oklaosf.state.ok.us

## Puerto Rico

Nilda Perez Rousset  
State Plant Quarantine Program  
Puerto Rico Department of Agriculture  
P.O. Box 10163, Santurce, PR 00908-1163  
Tel: 787-724-0422  
Fax: 787-722-3447  
E-mail: servespeciales@prtc.net

## South Carolina

H.B. Jackson  
Department of Plant Industry  
511 Westinghouse Road, Pendleton, SC 29670  
Tel: 864-646-2130  
Fax: 864-646-2178  
E-mail: hjcksn@clermson.edu

## Tennessee

Gray Haun  
Division of Plant Industry  
Tennessee Department of Agriculture  
P.O. Box 40627, Melrose Station, Nashville, TN 37204  
Tel: 615-837-5338  
Fax: 615-837-5246  
E-mail: whaun@mail.state.tn.us

## Texas

Shashank Nilakhe  
Agri-Systems  
Texas Department of Agriculture  
P.O. Box 12847, Capitol Station, Austin, TX 78711  
Tel: 512-463-1145  
Fax: 512-463-8225  
E-mail: snilakhe@agr.state.tx.us

## Virginia

Frank Fulgham  
Office of Plant and Pest Services  
Virginia Department of Agriculture and Consumer Services  
P.O. Box 1163, Richmond, VA 23218  
Tel: 804-786-3515  
Fax: 804-371-7793  
E-mail: ffulgham@vdacs.state.va.us

## West Virginia

Dr. Charles Coffman  
Plant Industries Division  
West Virginia Department of Agriculture  
1900 Kanawha Blvd. East  
Charleston, WV 25305-0191  
Tel: 304-558-2212  
Fax: 304-558-2435  
E-mail: [ccoffman@ag.state.wv.us](mailto:ccoffman@ag.state.wv.us)