

## Market Overview

The European Union (EU) has gradually expanded to become the world's largest multi-nation trading bloc. Since July 1, 2013, the European Union comprises 28 member states with approximately 500 million consumers. EU Member States share a customs union, a single market in which goods can move freely, a common trade policy and common agricultural and fisheries policy.

- There is mainly one food legislation and one currency (EURO) at the EU level, however not all EU countries have the EURO (UK, DK and some Eastern countries)
- The Transatlantic Trade and Investment Partnership (TTIP) is a trade agreement negotiated between the European Union and the United States and once finalized it will expand the trade in future between the two continents.
- 2014 U.S. exports of agricultural products to the "EU-28" are US\$12.6 billion in total. Comparing to 2013 this is an increase of 6%.
- The total consumer oriented exports and fish products from the U.S. to EU-28 in 2014 are US\$ 7 billion. The European market is the 5<sup>th</sup> largest export market for agricultural products.
- There is an increasing demand of trendy snacks, ethnic food, organic products, nuts, bakery products and top end sauces
- The five largest opportunity markets for US products are : Germany, United Kingdom, Netherlands, France, Scandinavia, and Belgium.

## Market Challenges

- Each member state kept their own identity: language (labelling), culture, eating habits, and logistics. Focus on one or two markets at a time.
- Metric system for measurements.
- Products which contain GMOs (Genetically Modified Organisms) or hormones are not allowed to be exported to Europe.
- Strong Dollar/Weak Euro makes US products more expensive.

## SUSTA Sponsored Events in Europe:

IPM Essen (Germany)  
Fruit Logistica (Germany)  
Seafood Global (Belgium)  
PLMA (Netherlands)  
SIAL Paris (France)

Inbound Produce Mission to PMA Orlando  
Inbound Trade Mission to Fancy Food  
Inbound Trade Mission Texas and Oklahoma  
Inbound Horticulture Mission to North Carolina and Florida

## Opportunities and Advantages

- The European market is a mature market with an old trading history. It is a reliable and accessible market for US exporters.
- Once goods arrive in Europe you can transport them freely to any member state of the EU.
- Large market of 500 Million consumers
- American products are often seen as "trendy" and have a good image.
- High percentage of English speaking buyers.

- GAIN Annual Export Guide – European Union (2014)
- Euromonitor – Export Data

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