

Market Point

Bananas to United Kingdom

February/2014



Bananas



Wonderfully sweet with firm and creamy flesh St Lucia's bananas are quite possibly the most tasty the world has to offer. Pre-packaged in their own yellow jackets and available year round they are also very healthy.

The fruit is variable in size, colour and firmness, but is usually elongated and curved, with soft flesh rich in starch covered with a rind which may be green, yellow, red, purple, or brown when ripe. The fruits grow in clusters hanging from the top of the plant. The banana plant grows 10 to 26 feet and belongs to the Musaceae family of plants along with plantains.

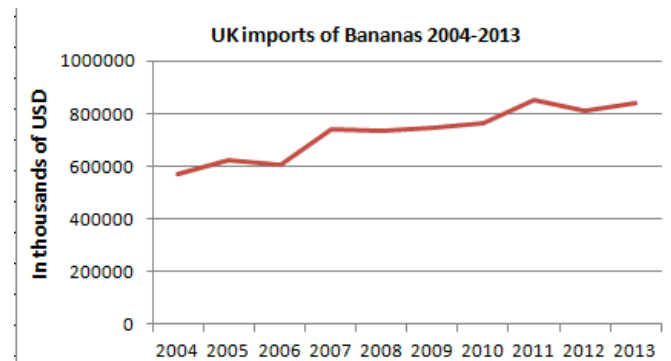
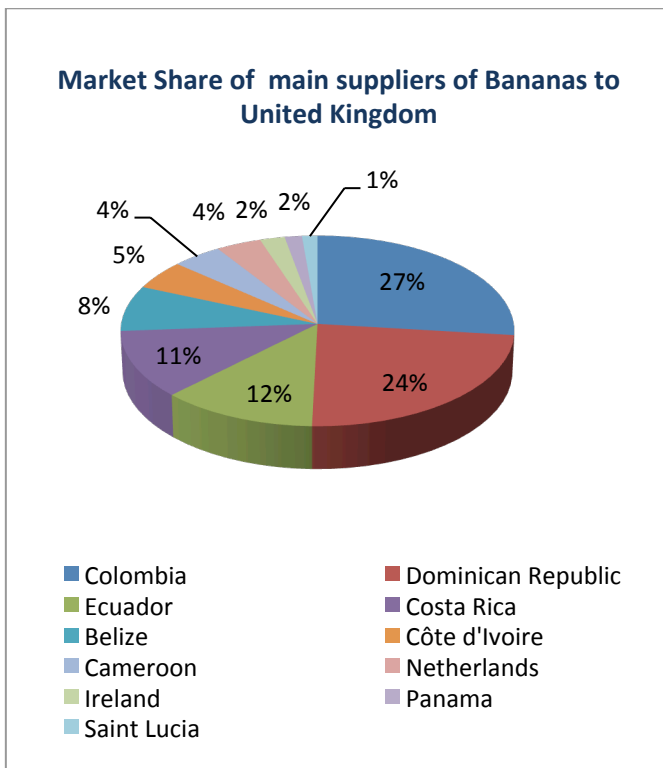
The cluster of fruits contain anywhere from 50 to 150 bananas with individual fruits grouped in bunches, known as "hands," containing 10 to 25 bananas.

Total national exports:	10,907 ton (2013)
Total national exports:	US\$ 11.07M (2012)
	14,599 tons (2012)
Average Tons value:	US\$ 758.00/tons (2012)
HS Code:	0803.00
National tariff line:	0803.00.00.00
Tariff line in United Kingdom:	0803.00.10.00

United Kingdom



Population (2012):	63.7 millions	0.8	%
GDP per Cap (2012):	US\$ 36.901	-0.5	%
Capital:	London		
Major cities:	London, Birmingham, Glasgow, Liverpool, Edimburgo.		
Currency:	Pound sterling (£)		
Languages:	English		
Religions:	Christianity, Islam, Hinduism, Judaism, Buddhism.		



The Banana market (import value) in the United Kingdom has increased steadily between 2004 and 2013 from about 570M to 840M.

This data is from ITC Trade Map. All of the data is in compatible units current US dollars.

Total imports of bananas: US\$ 810M(2012)
 Imports of bananas from Saint Lucia : US\$ 10M (2012)
 Average import tons value: US\$7 (2012)

The above figure depicts the “Market Shares of main suppliers of Bananas to the United Kingdom” in the year 2012.

The Columbia is by far the leading market for Bananas in the United Kingdom representing a 27% of total apparent consumption. The Dominican Republic is the second largest market representing 24%, followed by Ecuador with 10%.

Seven of the eleven main suppliers of bananas were from the Western Hemisphere. Importantly, the two main suppliers enjoy more than 50% of the market share.

Market Access

United Kingdom is a member of the Europe Union (EU) and the WTO. Every EU country is a WTO member in their own right but work together to act as a single block.

The customs duties on imports and exports, as well as charges having equivalent effect between Member States, are forbidden. At external borders, the Common Customs Tariff, along with the Integrated Tariff (TARIC), is applied to goods from third countries. Goods moving freely within the Union comply with the rules of the internal market and with certain provisions of the Common Commercial Policy. In addition, instruments such as the Community Customs Code ensure that Member States’ customs authorities apply the standards uniformly.

General applied tariff:	12.8%
Tariff applied to Saint Lucia:	0%
Tariff applied to main competitors:	For GSP countries 0%
Other import duties to be paid:	N/A

Certification:

Comply with the market access regulation (MAR - Council Regulation (EC) No 1528/2007 of 20 December 2007) of the Economic Partnership Agreements (ACP-EU)

Rule of Origin of EPA:

Proofs of origin EPA: To qualify for preferential duty rates, products originating in EPA countries must be accompanied by a proof of origin. This can be either:

[Movement Certificate EUR.1](#) - issued by the customs authorities of the exporting country, Or an [invoice declaration drafted by the exporter](#) - for consignments valued €6 000 or less.

Other regulatory requirements to comply with:

1. **Control of contaminants in foodstuffs :** imports into the European Union (EU) of foodstuffs should comply with EU legislation designed to ensure that food placed on the market is safe to eat and does not contain contaminants at levels which could threaten human health.
2. **Control of pesticide residues in plant and animal products intended for human consumption:** imports of plant and animal products or parts thereof intended for human consumption in or on which residues of pesticides may be present, are only permitted when complying with guarantees laid down by EU legislation designed to control the presence of chemical substances and residues thereof in live animals, animal products and products of plant origin.
3. **Health control of foodstuffs of non-animal origin:** Imports of foodstuffs of non-animal origin into the European Union (EU) must comply with general conditions and specific provisions designed to prevent risk to public health and protect consumers' interests.
4. **Labelling for foodstuffs:** All foodstuffs marketed in the European Union (EU) must comply with EU labelling rules, which aim at ensuring that consumers get all the essential information to make an informed choice while purchasing their foodstuffs.
5. **Marketing standards for fresh fruit and vegetables:** According to Commission Implementing Regulation (EC) No 543/2011 (OJ L-157 15/06/2011) ([CELEX 32011R0543](#)) fruits and vegetables which are intended to be sold fresh to the consumer, may only be marketed if they are sound, fair and of marketable quality and if the country of origin is indicated.
6. **Plant health control:** The imports into the European Union (EU) of plants, plant products and any other material capable of harbouring plant pests (e.g. wooden products and containers, soil, etc) may be subject to the following protective measures, as established by Council Directive 2000/29/EC (OJ L-169 10/07/2000) ([CELEX 32000L0029](#)).
7. **Traceability, compliance and responsibility in food and feed:** Food and feed business operators shall comply with the specific obligations laid down by Regulation (EC) No 178/2002 of the European Parliament and of the Council (OJ L-31 01/02/2002) ([CELEX 32002R0178](#)), covering all stages of food/feed production and distribution.

Packaging requirements:



In particular, wood packages (cases, boxes, crates, etc.) must go through one of the approved treatments specified in FAO International Standard for Phytosanitary Measures No. 15 and bear the corresponding marks.

The Packaging must meet certain Essential Requirements. The Commission encourages the development of European standards, to limit the weight and volume of packaging to a minimum in order meet the required level of safety, hygiene and acceptability for consumers; to reduce the content of hazardous substances and materials in the packaging material and its components; to design reusable or recoverable packaging.

Labelling requirements:

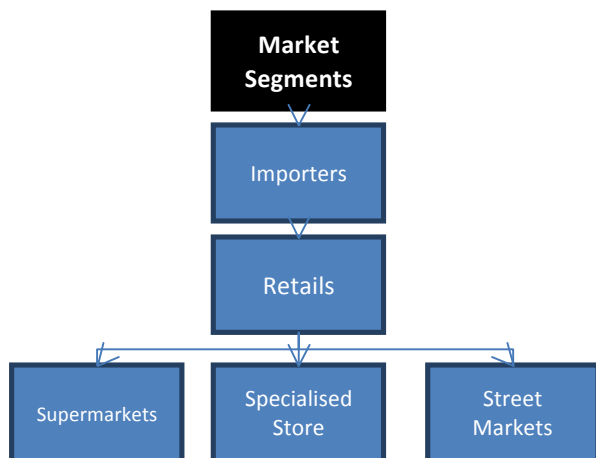


Products marketed in the EU must comply with EU labelling requirements, intended to: protect consumers' health, safety and interests provide product information - content, composition, safe use and special precautions, etc.

The contents of the labelling must be at least in English. In line with the EU legislation, there are specific provisions for the different types of products. The mandatory particulars must be easy to understand and visible, clearly legible and, where appropriate, indelible. The height of «x» the characters must be at least 1.2mm (except for small-sized packaging or containers).

Distribution channels:

In general, three different distribution channels can be distinguished:



Prices and pricing aspects in major distribution channels:

According with CBI(Centre for the Promotion of Imports from developing countries), most of the fresh produce from developing countries is traded via importing wholesalers and there are more than 40 thousand companies in the EU. The wholesalers supplier to Hyper and supermarkets, specialist vegetables stores and markets (street)

The EU and EFTA retail market for fresh fruit and vegetables is dominated by the supermarkets. About 60-90% of produce is sold through supermarkets, depending on the product and country.

In the supermarkets the price is around 0.75 to 1.00 US dollar.

In order to position the product in a high segment of the market, you should establish voluntary certification in the UK market, which will allow for higher prices and higher profit margins.

Source: CBI

Voluntary standards:

1. **Voluntary - Products from organic production:** Organic products from third countries may only be placed on the EU market when they are labelled as products with indications referring to organic production, if they have been produced in accordance with production rules and subject to inspection arrangements that are in compliance with, or equivalent to Community legislation.
2. **HACCP:** In the UK, requirements for the hygiene of food is laid down in the following regulation: [Regulation \(EC\) 852/2004](#): General hygiene procedures for food at all stages of the production process, from primary production to sale to the EU consumer (so-called “from-farm-to-fork approach”).
3. **Global G.A.P:** Is the worldwide standard that assures the Good Agricultural Practice. Covers all stages of production, from pre-harvest activities such as soil management and plant protection product application to post-harvest produce handling, packing and storing.
4. **Organic:** Imports organic products from thirds countries: [Commission Regulation \(EC\) No. 1235/2008 of 8 December 2008 with detailed rules concerning import of organic products from third countries](#)
5. **Fairtrade** certification system ensures that relevant social and environmental standards are met and that producers receive the Fairtrade Minimum Price and Premium.