

# Trends and Experiences with Ukrainian imports into Western Europe

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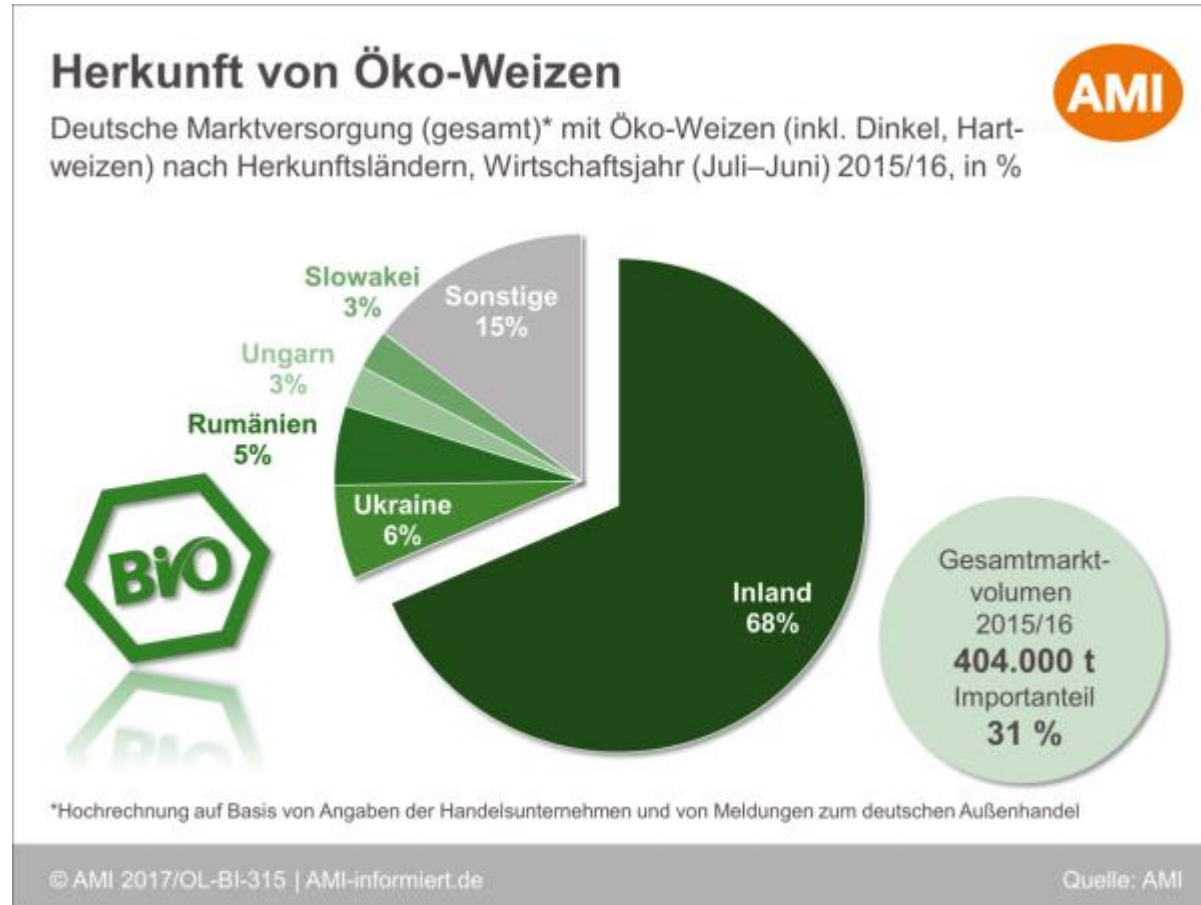
# What has changed?

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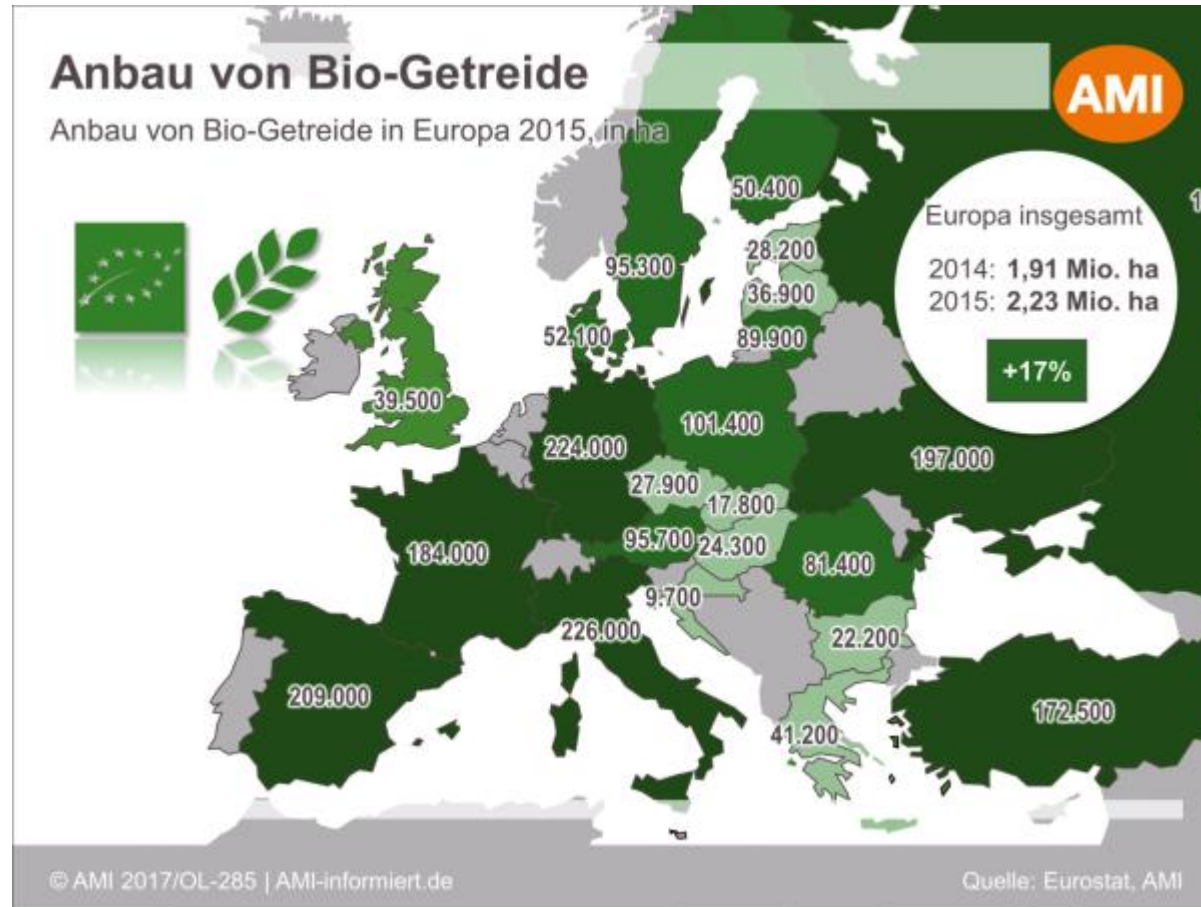
- ✓ Official tests regarding pesticide residue since 2016
- ✓ Approval of authorities needed
- ✓ Procedures handled differently
- ✓ Distortion of competition



# Origins of organic wheat



# Growing organic Cereals



# Consequences for the retailer and industry.

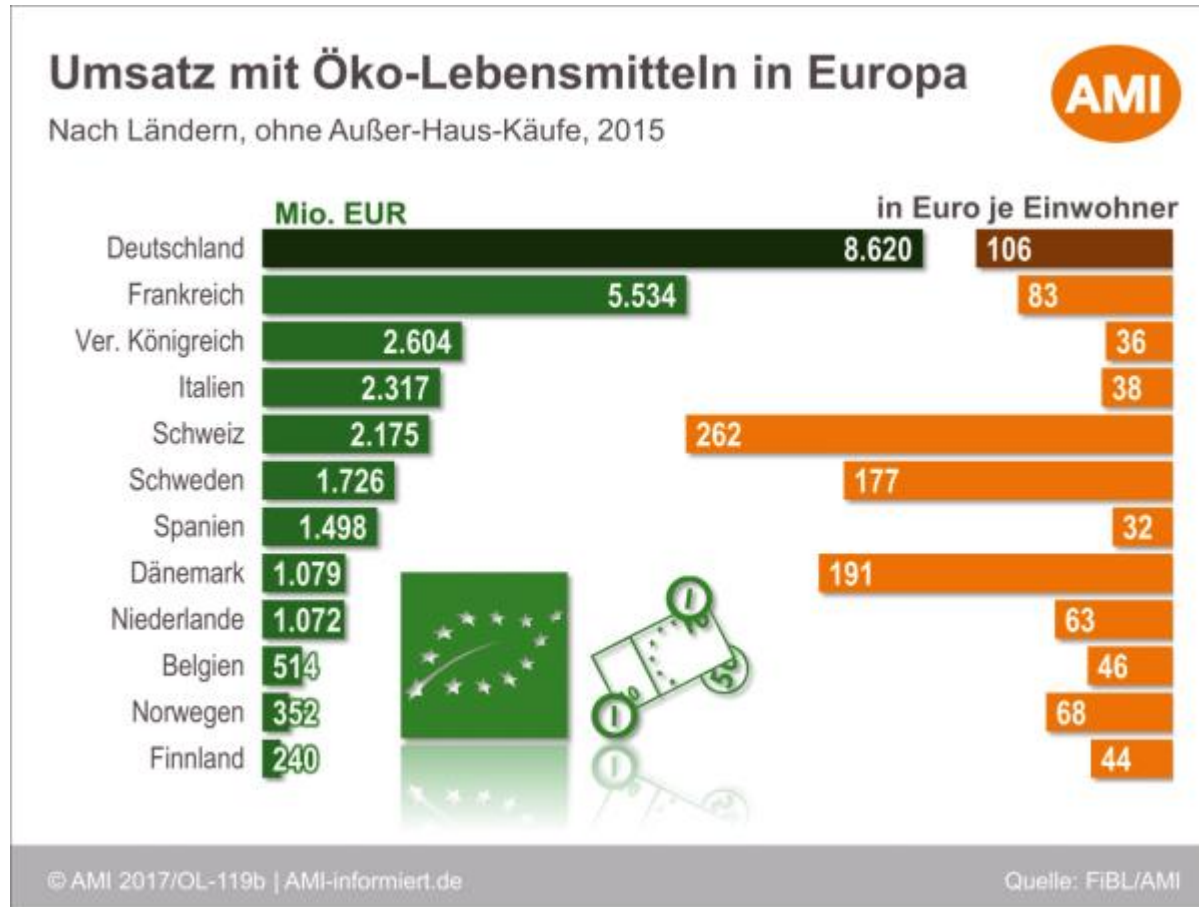
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- ✓ Great economic damage in egg production in 2014
- ✓ Costly penalties for fraud in Germany
- ✓ Damages reputations





# Sales of organic products in the EU



# Advantages and disadvantages in daily business

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Good product quality

Complete sampling



Export restrictions

Suspicious customers do not buy

Import barriers



# Current Situation

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- ✓ Stable demand
- ✓ Increasing market
- ✓ Residue findings disturb market





# Forecast Long-term development

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- ✓ Blue market gain between 5 to 18%



# Market development in different Products

Marktentwicklung bei einzelnen Bio-Produkten (in %)

Quelle: AMI Analyse auf Basis des GfK-Haushaltspanels



# Forecast Long-term development

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- ✓ Continuing trend
- ✓ Regional, negative do not affect long-term effects
- ✓ Market saturation affects third-countries first



# Summary

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- ✓ Growing demand
- ✓ Immediate effect of fraud on imports
- ✓ Current import regulations too differential
- ✓ More vigorous information exchange among authorities needed



# Personal Perspective

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Opportunities for Ukrainian organic products exists

→ But only with higher transparency





Thank you for your  
attention!

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