CBI MARKET SURVEY

THE FRESH FRUIT AND VEGETABLES MARKET IN THE UNITED KINGDOM

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Report summary
This market survey presents, among other things, the following highlights for the fresh fruit and vegetables market in the United Kingdom:
- The United Kingdom is one of the largest importers of fruit and vegetables in the EU, since domestic production of fruit and vegetables is relatively small.
- The United Kingdom is also one of the major destinations in the EU for fresh fruit and vegetables from developing countries, since the share of developing countries in total FFV imports is large.
- Bananas, avocados and papayas are imported in large quantities, but there are also imports of off-season fruit such as citrus fruit and grapes. Imports have increased over the last 4 years.
- Imports of vegetables are smaller than of fruit, but there are good opportunities for exporters of beans, peas and asparagus.

The document provides exporters of fresh fruit and vegetables with sector-specific market information related to gaining access to the United Kingdom. By focusing on a specific country, this document provides additional information, complementary to the more general information and data provided in the document 'EU Market for fresh fruit and vegetables', which covers the EU in general. The document 'EU Market for fresh fruit and vegetables' also contains an overview and explanation of the selected products dealt with, some general remarks on the statistics used, as well as information on other available documents for this sector. It can be downloaded from http://www.cbi.nl/marketinfo.

1. Market description: consumption and production

Consumption

Total market size
British consumption of fresh fruit was 41 kg per head in 2004, and of fresh vegetables 38 kg (Table 1.1).[1] These consumption levels are below the EU average.

Product groups

Fruit
In the period 2001-2002 to 2003-2004, consumption per caput of fresh fruit increased by 5%. Consumption of fresh fruit has been rising since 1974, when the first survey on household consumption in the UK was conducted. From 1974 to the last period surveyed, 2003-2004, fresh fruit consumption per caput has increased by 53%. Apples, the main product in 1974, have become less popular. The increased consumption of bananas has made the largest contribution to the increase in consumption of fresh fruit. The banana has become the most popular fruit, accounting for 27% of total consumption. Consumption of minor exotics such as mangos has also increased over the last years, but their share in total consumption is still small.

[1] These figures may differ from figures in the CBI market survey Fresh fruit and vegetables in the EU. In the CBI market surveys covering individual countries, national sources are preferred for providing the most detailed information, while the general survey uses statistics that are easily comparable between countries.

Table 1.1 Consumption per head of fresh fruit and vegetables in the United Kingdom, 2001-2004, kg per year

	2001-2002	2002-2003	2003-2004		2001-2002	2002-2003	2003-2004
Fresh fruit	**39.8**	**39.0**	**41.3**	**Fresh vegetables**	**39.1**	**38.0**	**38.3**
Banana	16.3	10.6	10.8	Carrots	5.9	5.3	5.1
Apples	9.7	9.1	8.9	Tomatoes	5.1	5.0	5.0
Stone fruit	3.0	3.4	3.7	Onions, leeks, shallots	5.1	5.1	5.2
Oranges	2.9	2.9	3.2	Cauliflower	4.3	3.8	4.0
Grapes	2.2	2.5	2.6	Cabbages	2.7	2.4	2.3
Pears	2.5	2.0	2.2	Lettuce	3.1	3.3	3.2
Other	*8.3*	*8.5*	*9.7*	Cucumbers	1.9	1.9	1.9
				Mushrooms	1.9	1.9	1.8
				Other	*9.1*	*9.2*	*9.7*

Source: DEFRA 2004, 2005

Vegetables

Consumption of fresh vegetables has remained fairly stable from 2001-2002 to 2003-2004. The long-term trend shows a decline. The 1974 consumption per caput of 39 kg had declined by 5% in 2003-2004. Carrots are still the most popular vegetable but their consumption has decreased. Asparagus, pumpkin and chillies experienced the largest consumption growth, but their sales remain relatively small (Fresh Produce Journal 27 January 2006).

Since 2001-2002 the sales of fresh vegetables increased by 9% in value. Consumers choose pre-packaged vegetables more frequently, paying an average price premium for this convenience of 55%. The market for organic vegetables has also grown, contributing to the increased value of sales. Organic vegetables are on average more expensive than conventional vegetables.

Market segmentation

The demand for ethnic food products in the UK is rising. This demand stems partly from ethnic minority groups living in the UK and partly from "native" Britons (Foodnavigator 2006). In 2001, minority ethnic groups counted 4.6 million people, 8% of the UK population. Indians were the largest minority (23% of total minority ethnic population) followed by Pakistani (16%). The rest of the minority ethic population consisted of black, Asian and mixed people (Census 2001, national statistics UK). The UK market accounts for half of the European ethnic packaged-food market, with Indian food as the market leader (foodanddrinkeurope.com 2005). The increased exposure of native British consumers to ethnic cultures results in a growing demand for non-traditional exotic food products as well. The UK consumer is interested in international cuisine more than any other consumer in the EU. Fruits such as mango, papaya and pomegranate have become widely known and available in almost every supermarket.

The UK has the second largest market for organic products in the EU after Germany. Sales of organic food have increased from £100 million in 1993/1994 to £1.12 billion in 2003/2004 (Soil Association 2005). Especially organic fruit and vegetables have performed strongly. The underlying interests in organic food are health, quality, sustainable production and locally-sourced food. Although the latter would suggest that there might be objections to products sourced outside the EU, there is specific interest in such products as well, especially when they are fair-trade certified and produced in a sustainable way (foodanddrinkeurope.com 2005).

Trends in consumption

As in many countries in the European Union, obesity is a growing concern in the UK. The number of people suffering from obesity is rising quickly. In 2003, the UK government launched a "5-a-Day" programme, encouraging people to eat more fruit and vegetables. Despite growing awareness of the health benefits of fruit and vegetables, only 25% of the population meets the target of five portions per day.

Like in many other EU countries, the demand for convenience products is strong. The offer of pre-cut and pre-packed (trimmed, washed, peeled) vegetables and of mix packs has increased substantially over the last years (following the success of the salad bags in the late 1990s). The percentage of pre-cut and pre-packed vegetables is higher in the UK than in any other EU country. There is also a growing market for easier-to-eat fruits such as easy-peeling citrus fruit and pre-cut fruit in take-away packs.

Also health, 'natural' and functional food are important trends. The awareness of the health consequences of overweight is growing. Fruit and vegetables have a positive image with regard to weight control. There are also possibilities for fruit and vegetables as functional foods, since they are perceived as good products to prevent diseases and increase general well being. Some new introductions in the market stressed precisely this health aspect, for instance "bimi", a cross between broccoli and Chinese cabbage.

Over the years, product ranges in retail stores have expanded. There were introductions of new varieties of existing products such as red bananas, purple carrots, kiwi fruit with red centre, flat-bottom peaches (which don't roll over and fit better in lunch box), and of new products such as "pluot" (cross between apricot and plum), miniature fruit, and fruits in shapes and colours that appeals to children.

Production

Total production

British horticulture seems to be in a long-term decline, according to statistics. Therefore, the UK is increasingly dependent on import of fruit to meet consumer demand.

Fruit

Domestic production of fresh fruit is small, contributing only 0.4% to total EU production. In 2005, production grew by 4% to 281 tonnes (Table 2.1). Apples are the major product with a share of 57% of total production. Apple production has been declining, along with production of other tree fruits such as pears and plums. Production of strawberries, currants and raspberries, on the other hand, is growing.

Table 1.2 Production of fresh fruit and vegetables in the United Kingdom, per product group, 2001-2005, in thousand tonnes

	2001	2003	2005		2001	2003	2005
Total fruit	**332**	**269**	**281**	**Total vegetables**	**2,857**	**2,547**	**2,660**
Apples	212	144	160	Carrots	760	618	677
Strawberries	37	45	48	Onions	375	374	363
Pears	39	30	23	Green peas	385	399	322
Currants	15	19	19	Cabbages	282	229	260
Plums	15	15	14	Cauliflower	107	122	160
Raspberrries	8	9	11	Lettuce	145	142	135
Other fruit	*7*	*7*	*7*	Tomatoes	109	76	79
				Other vegetables	*694*	*587*	*664*

Source: FAOSTAT, 2006

Vegetables

UK production of vegetables is much larger than of fruit. Between 2001 and 2005, total production of fresh vegetables decreased by 8% to 2.7 million tonnes. Although carrot production fell by 11% in the period reviewed, they remain the largest product. Other important products are onions and green peas. Cauliflower is the only product of which production has grown substantially.

Forecast and trends in production
Production of fruit and vegetables appears to be in a gradual long-term decline. Domestic production is far smaller than consumption. According to DEFRA (2005), the self-sufficiency rate has fallen from 78% in 1992 to 60% in 2005 (provisional).

Opportunities and threats
Although the general consumption pattern of vegetables is traditional, based on domestically produced products, there are good opportunities for exotic and off-season products. The growing ethnic population and the growing interest of the UK consumer in international dishes results in more demand for the minor (exotic) products. A substantial group of UK consumer is open to these new products as well. Competitive supply of off-season mainstream fruit and vegetables provides opportunities as well.

Useful sources
- Department for Environment, Food and Rural Affairs. http://www.defra.gov.uk.
- Soil Association. http://www.soilassociation.com.

2. Trade: imports and exports

Imports

Total imports
In 2005, imports of fresh fruit into the United Kingdom amounted to €2.8 billion and 3.3 million tonnes. The United Kingdom is the second largest EU importer of fruit, accounting for 16% of total EU import value in 2005. From 2001 to 2005, import value of fruits increased by 20% and volume by 16%. More than half of the import value consists of imports from outside of the EU. Total imports of fresh vegetables amounted to €2.2 billion and 1.9 million tonnes in 2005. A relatively high share of 14% of vegetables imports came from countries outside of the EU. Compared to 2001, total import value of vegetables increased by 27% while volume increased by 30%.

The United Kingdom is a major importer of fruits from developing countries: 47% of the fruit import value in 2005 came from developing countries (Table 2.1). There are many developing countries that supply to the UK, of which South Africa is the largest. From 2001 to 2005, fruit imports from developing countries increased by 28% in value and 34% in volume. Spain, France and the Netherlands are the largest suppliers of the EU countries. The total value of vegetable imports is one of the highest in the EU. In 2005, 12% of vegetables import value originated from developing countries, equivalent to 85% of the external imports. Spain and the Netherlands are the largest suppliers. Kenya is the largest supplier of the developing countries. From 2001 to 2005, vegetables imports from developing countries increased by 27% in value and 34% in volume.

Table 2.1 Imports by the United Kingdom and leading supplying countries, in million €, 2005, share in % of value

	Leading suppliers 2005	**Share**	**Import value**
Fruit			
Intra EU:	Spain (15%), France (9%), the Netherlands (7%)	45%	1.258
Extra EU –DC*:	USA (2.9%), New Zealand (2.6%)	8%	233
DC*:	South Africa (12%), Chile (5%), Costa Rica (4.7%), Brazil (3.6%), Cameroon (3.5%), Dominican Rep. (2.1%)	47%	1.345
Vegetables			
Intra EU:	Spain (34%), the Netherlands (31%), France (6%)	86%	1.885
Extra EU:	Israel (0.8%), USA (0.7%), New Zealand (0.5%)	2%	46
DC*:	Kenya (4.7%), Thailand (1.0%), Peru (0.8%), Egypt (0.6%), Zambia (0.5%), Ghana (0.5%)	12%	262

*DC: Developing countries
Source: Eurostat 2006

Imports by product group

Fruit

The main products imported from developing countries in 2005 were bananas, grapes, oranges, apples, tangerines and pineapples (Table 2.2). The UK is also a major importer of mangos and guavas, lemons and limes, avocados, melons, pears, plums, cherries and strawberries, and of minor exotics such as papaya, berries, dates and plantains. Cameroon is the largest supplier of bananas, followed by the Central and South American countries. South Africa is a major supplier of grapes, apples, oranges and tangerines. Pineapples are mostly supplied by Costa Rica. The fruits that experienced the largest growth in import value from developing countries are pineapples, mangos and guavas, lemons and limes.

Table 2.2 Imports by United Kingdom and leading suppliers to United Kingdom of fresh fruit products 2003-2005, import value in million euro (€), share in % value 2005, in brackets import value from developing countries

Product	2003	2005		Leading suppliers in 2005 (share of total import value in %)	Share (%)
Bananas	462 (382)	485 (411)	Intra EU:	Belgium (4.6%), France (4.3%), the Netherlands (3.7%)	15%
			Extra EU excl DC*:		0%
			DC*	Cameroon (20%), Costa Rica (15%), Dominican Rep. (12%), Colombia (10%), Belize (9%), St. Lucia (3.8%)	85%
Grapes	330 (200)	401 (254)	Intra EU:	Greece (11%), Spain (10%), the Netherlands (3.2%)	32%
			Extra EU excl DC*:	USA (4.2%), Israel (0.7%)	5%
			DC*	South Africa (24%), Chile (19%), Brazil (6%), India (3.2%), Mexico (2.6%), Morocco (1.5%)	63%
Apples	408 (106)	424 (120)	Intra EU:	France (28%), Italy (7%), Germany (4.4%)	46%
			Extra EU excl DC*:	New Zealand (15%), USA (8%), Canada (1.4%)	26%
			DC*	South Africa (19%), Chile (5%), Brazil (2.4%), China (1.1%), Argentina (0.3%)	28%
Oranges	163 (74)	172 (96)	Intra EU:	Spain (25%), France (4.0%), the Netherlands (2.1%)	38%
			Extra EU excl DC*:	Israel (5%), Australia (0.8%)	6%
			DC*	South Africa (21%), Egypt (10%), Morocco (8%), Turkey (4.2%), Uruguay (3.8%), Argentina (3.0%)	56%
Tangerines	211 (79)	214 (89)	Intra EU:	Spain (45%), the Netherlands (3.8%), Cyprus (2.0%)	55%
			Extra EU excl DC*:	Israel (3.9%)	4%
			DC*	South Africa (12%), Turkey (9%), Morocco (6%), Uruguay (4.8%), Peru (3.8%), the Netherlands (3.8%)	41%
Pineapple	34 (26)	64 (54)	Intra EU:	France (6%), Germany (3.6%), the Netherlands (3.3%)	15%
			Extra EU excl DC*:		0%
			DC*	Costa Rica (65%), Ghana (6%), Ivory Coast (5%), South Africa (4.2%), Panama (2.0%), Guatemala (1.8%)	85%

*DC: Developing countries
Source: Eurostat 2006

Vegetables
UK vegetables import was 22% of total EU import value in 2005, making the UK the second largest importer after Germany. The major products in terms of value were tomatoes, sweet pepper, mushrooms (Agaricus species), cauliflower and broccoli, and cucumbers. The largest imports from developing countries were of beans, peas, asparagus, onions and shallots, and sweet pepper.

African countries such as Kenya, Egypt and Morocco have a strong position in the supply of beans and peas. Production in these countries takes place on large estates with hired labour. There is a professional and integrated supply chain compliant with EU food safety standards, ensuring a reliable supply of the EU market. Kenya is also the largest supplier of peas. Peru is by far the largest supplier of asparagus.

Table 2.3 British imports fresh vegetables and leading supplying countries with their market shares, by value in million euro (€), shares in % of value 2005, in brackets import value from developing countries

Product	2003	2005		Leading suppliers in 2005 (share of product import value in %)	Share (%)
Beans	60 (52)	89 (82)	Intra EU:	The Netherlands (6%), France (0.3%), Italy (0.2%)	8%
			Extra EU excl DC*:		0%
			DC*	Kenya (64%), Egypt (7%), Morocco (7%), Zimbabwe (4.3%), Zambia (3.7%), Tanzania (13.4%)	92%
Peas	23 (19)	44 (42)	Intra EU:	The Netherlands (1.8%), Italy (0.8%), Spain (0.8%)	5%
			Extra EU excl DC*:		0%
			DC*	Kenya (48%), Guatemala (16%), Zambia (13%), Zimbabwe (6%), Peru (4%), Tanzania (3.7%), Egypt (3.6%)	95%
Asparagus	17 (12)	24 (20)	Intra EU:	Spain (9%), the Netherlands (2.9%), Germany (1.6%)	16%
			Extra EU excl DC*:	USA (2.8%)	3%
			DC*	Peru (66%), Thailand (9%), South Africa (2.0%), Mexico (1.9%), Guatemala (0.8%), Kenya (0.4%)	81%
Onions and shallots	106 (10)	103 (13)	Intra EU:	The Netherlands (33%), Spain (25%), Poland (9%)	78%
			Extra EU excl DC*:	New Zealand (9%), Australia (0.9%)	10%
			DC*	Chile (7%), Egypt (2.2%), Mexico (1.0%), Kenya (0.7%), Argentina (0.6%)	12%
Sweet pepper	201 (7)	229 (9)	Intra EU:	The Netherlands (69%), Spain (18%), France (4.7%)	94%
			Extra EU excl DC*:	Israel (2%)	2%
			DC*	Ghana (0.9%), Turkey (0.8%), Kenya (0.5%), Jordan (0.4%), Zambia (0.3%), Egypt (0.2%)	4%

*DC: Developing countries
Source: Eurostat 2006

Exports
UK exports of fruit and vegetables are small. In 2005, fruit exports amounted to €112 million and 112 thousand tonnes, only 1% of total EU fruit export value. From 2001 to 2005, nevertheless, the value of fruit exports increased by 80%. Almost all exports are to other EU countries (99%) with Ireland as the main destination. Grapes are the main exported fruit with 31% of fruit export value in 2005 –all of which re-exports–, followed by oranges with 14% -all re-exports as well– and apples with 12%.

Exports of vegetables amounted to €70 million and 88 thousand tonnes in 2005, which is less than 1% of the total EU export value of vegetables. From 2001 to 2005, export value increased by 23% but volume decreased by 13%. Most important products in exports were lettuce (20% of total export value in 2005), beans (12%) and tomatoes (11%). The main destination was again Ireland, accounting for 62% of total export value. The UK is a small re-exporter of vegetables such as beans and lettuce.

Opportunities and threats
The United Kingdom is a large importer of a wide variety of exotic and off-season fruits and vegetables. These imports are expected to increase further. A large number of developing countries already supply to the UK. They are in a good position to further expand in the market. African countries have a major share in the supply of vegetables. The origins of fruit imports are more diverse.

Useful sources
- EU Expanding Exports Helpdesk - http://export-help.cec.eu.int/
- Eurostat – official statistical office of the EU - http://epp.eurostat.cec.eu.int

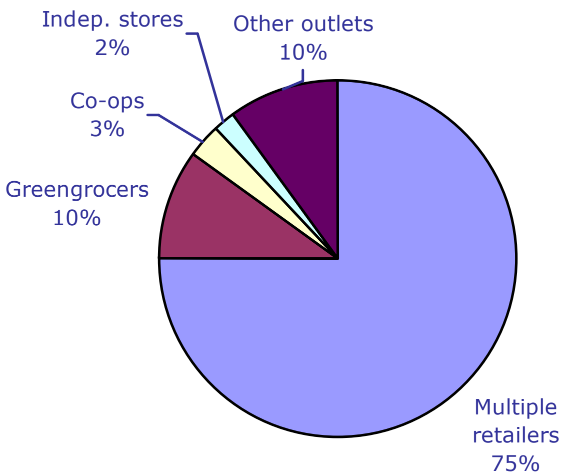
3. Trade structure

Trade channels
New Covent Garden is a large wholesale centre in London, where all types of food products are traded to multiple retailers, restaurants and food service companies.

Many importers of fresh fruit and vegetables have in-house distribution networks and warehousing facilities, while smaller importers often obtain such services externally. Many importers of fresh produce have controlled atmosphere warehousing facilities and packing houses, responding to the growing demand for pre-packed and pre-cut fruits and vegetables. Supply of fruit and vegetables to the multiple retailers is characterised by specialist importers/suppliers responsible for the supply of specific product groups to specific retailers ("sole suppliers").

Retail trade
Around 75% of all fruit and vegetables is sold through multiple retailers (Figure 3.1). This group consists of traditional supermarkets with a high share of food products and of hypermarkets where a wider assortment of non-food products is sold as well. The share of fruit and vegetables sold through small shops continues to decline. The growing consolidation of the retail sector recently even became an issue in the British Parliament, when the MP All Party Small Shops Committee published a report that expressed concern about the continual pressure from the multiples leading to the disappearance of small independent food retailers. The Committee proposed to regulate the mergers of supermarkets to ensure a competitive environment and prevent further consolidation of the sector (The Times 2006).

Figure 3.1 Retail outlets of fresh fruit and vegetables in the UK, % of total retail sales



Source: http://www.austrade.gov.au

Largest multiple retailers in the UK
- Tesco (http://www.tesco.com)
- Sainsbury's (http://www.sainsburys.co.uk)
- Walmart/ASDA (http://www.asda.co.uk)
- Morrisons (http://www.morrisons.co.uk)
- Co-operative Group (http://www.co-op.co.uk)

Super- and hypermarkets dominate retail distribution of food products. Multiple retailers often use preferred suppliers that source and supply one or more product categories to the detailed specifications of the supermarket. Smaller retailers such as greengrocers and independent stores may buy from the wholesale markets, since they require smaller quantities and allow more flexibility in their product range. Some retailers also have buyers located at the bigger wholesale markets such as New Covent Garden in London and even Rungis, in Paris, France.

Trends
In the UK as elsewhere, one-stop-shopping is on the increase, as reflected in the increasing percentage of fruits and vegetables being sold through supermarkets. Another time-saving measure is the increasing demand for convenience in the preparation meals. Busy lifestyles result in less time to spend in the kitchen. Pre-cut and pre-packed vegetables are therefore becoming more popular, at the expense of unprocessed vegetables.

Useful sources
- New Covent Garden Wholesale market, http://www.cgma.gov.uk.

4. Prices and margins

From 2001 to 2005, the average import price of fruit increased by 4% to €0.87/kg. However, the average price of imports from developing countries fell by 4%, to €0.75 per kg.

The average price of bananas imported from developing countries was €0.56/kg in 2005, below the EU average of €0.65. From 2003 to 2005, the average import price of bananas increased by 1.3%. Minor products such as plantains and figs showed the largest increase in average price of imports from developing countries. The average import price of oranges from developing countries increased by 11% to €0.44. The average import prices from developing countries decreased for: avocados -22%, €1.27; mangos, guavas and mangosteens -7%, €1.01;, watermelons -14%, €0.43; and peaches and nectarines -19%, €1.42.

From 2001 to 2005, the average price of vegetables imports from developing countries fell by 6% to €1.76 per kg. From 2003 to 2005, the average price of beans and peas imported from developing countries increased by 24%, to €2.55 for beans and €3.65 for peas. The average import of sweet peppers imported from developing countries increased as well, by +31% to €1.61. Mushrooms experienced a decline in average import price from developing countries of 6%, and onions and shallots of 10%. The average import prices of beans and sweet peppers were well above the EU average in 2005.

Importers and agents can give up-to-date information on the price levels of individual products.

Useful sources

- Fresh Produce Journal, publishes daily wholesale prices, http://www.freshinfo.com.

5. Market access requirements

As a manufacturer in a developing country preparing to access the United Kingdom, you should be aware of the market access requirements of your trading partners and the United Kingdom government. Requirements are defined through legislation and labels, codes and management systems. These requirements are based on environmental, consumer health and safety and social concerns.

Legislative requirements

National legislation in EU countries is compulsory for all products traded within the country concerned. Therefore, as an exporter in a developing country you have to comply with the legislative requirements that are applicable to your products. For information on legislation for fresh fruit and vegetables go to the CBI website at http://www.cbi.nl/marketinfo, select your market sector and the EU country of your interest in the category search, click on the search button and click on legislative requirements for an overview of all documents on legislation in your country of interest.

Non legislative requirements

Social, environmental and quality related market requirements are of growing importance in international trade and are often defined by European buyers through labels, codes of conduct and management systems. For information on non-legislative requirements applicable to fresh fruit and vegetables, go to the CBI website at http://www.cbi.nl/marketinfo, select your market sector and the EU country of your interest in the category search, click on the search button and click on your subject of interest under non-legislative requirements for an overview of all documents on the subject concerned in your country of interest.

Packaging, marking and labelling

Requirements for packaging and labelling are subject to the EU marketing standards of fresh fruit and vegetables. You can download information on these requirements for the CBI website. Go to http://www.cbi.nl/marketinfo.

Tariffs and quota

Access for fruit and vegetables to the European market is regulated through EU Regulation EC 2200/96, on the common organization of the market in fruit and vegetables. This regulation states, among other things, the arrangements regarding trade with third countries. For many fresh fruits and vegetables an import duty has to be paid. For some product, also an entry price or tariff quota may be applied. Countries that are part of the Generalised System of Preferences (GSP) of the EU can make use of the preferential duty rates which are substantially lower than the normal rates. More information on the GSP system can be found at the EU Export Helpdesk for Developing Countries, http://export-help.cec.eu.int.

For fresh fruit and vegetables, a zero value-added-tax rate (0%) is applicable.

6. Business practices

Selecting a suitable trading partner
For information on selection of suitable trading partners, please consult the CBI market survey fresh fruit and vegetables market in the EU 2006, at http://www.cbi.nl/marketinfo.

The business environment in the UK is formal and people will generally be reserved and polite. Nevertheless, business culture is very competitive. Punctuality and follow up in agreements are important.

For general information, go to CBI's publication 'Export Planner', at http://www.cbi.nl/marketinfo.

Coming to terms with your trade partner
For information regarding different payment methods and delivery terms, please refer to CBI's Export Planner, and CBI's market survey fresh fruit and vegetables market in the EU 2006. Both documents can be downloaded from the CBI website at http://www.cbi.nl/marketinfo.

Sales promotion
Visiting or participating in a trade fair in the United Kingdom is important tool for approaching potential trading partners. Relevant trade fairs for producers/exporters of fresh fruit and vegetables to the United Kingdom are:
- International Food and Drink Exhibition. http://www.ife.co.uk.
- Food Ingredients, London. http://europe2007.fi-events.com/.

Trade journals, professional websites and newsletters are an important source of up-to-date information on developments in the UK fresh produce sector. The most relevant for exporters of fresh fruit and vegetables to the UK are:
- Eurofruit. http://www.eurofruitmagazine.com.
- Fresh Produce Journal. http://www.freshinfo.com.

For more information on sales promotion, go to CBI's publication 'Export Planner' and 'Your Image Builder' available at http://www.cbi.nl/marketinfo.

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