

Practical market insights for your product

Fresh Pomegranates in Germany

As a result of the health benefits associated with pomegranates, the German consumption of pomegranates is increasing. An interesting opportunity for pomegranate exporters lies in exports of ready-to-eat pomegranate arils. Producers in the Southern Hemisphere have the potential to offer pomegranates in the off-season of the Northern Hemisphere, where most pomegranates are produced.

POMEGRANATE WITH ARILS



Source: Pomegranates.org

POMEGRANATE TREES



Source: MBG Fruitshop

PRODUCT DEFINITION

The pomegranate tree (*Punica granatum*) is a small tree which bears pomegranate fruits (berries). Originating in the region of Iran, the tree is cultivated throughout the Mediterranean regions, Middle East, Caucasus, tropical Africa, Central and Southeast Asia, Latin and North America, with upcoming plantations in South Africa and Australia. Main producers of the fruit include Iran (leading exporter), India, Israel, Afghanistan, Iraq, Turkey, Egypt, Morocco, Tunisia, Uzbekistan, Azerbaijan, Spain and the USA.

The fruit is nearly round, crowned with a calyx and has a leathery skin, also called rind, varying in colour from yellow to pink or red. Each pomegranate contains 200 to 1,400 red edible seeds (arils), which are embedded in a membrane. Over 500 cultivars or varieties exist, the most common variety globally, including in Germany, is called Wonderful. Between varieties there are differences in fruit size, colour, seed colour and hardness, juice content and its acidity, sweetness and astringency.

As food, pomegranates are eaten fresh, used in cooking and baking, as well as in several (non-) alcoholic beverages, such as juice and wine, or for decoration. Additionally, the fruits and flowers are used as a source for wool and silk dye and tanning leather, for which the bark can also be used. The pomegranate trees are sometimes cultivated for ornamental purposes. The focus of this factsheet is on fresh pomegranates.

CLASSIFICATION OF POMEGRANATES

- Harmonised System (HS) code: 0810.9075.30. Pomegranates are traded under this code, but trade statistics are unavailable for this level of classification.
- Trade statistics on pomegranates are included on the product level of 0810.9075 (since 01/01/2012); 'Fresh fruit, edible (excluding nuts, bananas, dates, figs, pineapples, avocados, guavas, mangoes, mangosteens, papaws 'papayas', tamarinds, cashew apples, jackfruit, lychees, sapodilla plums, passion fruit, carambola, pitahaya, citrus fruit, grapes, melons, apples, pears, quinces, apricots, cherries, peaches, plums, sloes, strawberries, raspberries, blackberries, mulberries, loganberries, black, white or red currants, gooseberries, cranberries, fruits of the genus vaccinium, kiwifruit, durians and persimmons)'

PRODUCT SPECIFICATION

QUALITY The major characteristics of pomegranates are appearance (e. g. colour, size and shape), juice ratios, flavour (sugar content of 15 – 20 Brix), yield and shelf life.

The minimum requirements for fresh pomegranates are that they are intact, sound, clean and free from: pests and damage caused by pests, abnormal external moisture, any foreign smell and/or taste and damage caused by frost or high temperatures.

Pomegranates are categorised into three classes; 'Extra' Class (superior quality), Class I (slight defects are allowed, as long as they do not affect the arils of the fruit) and Class II (satisfies minimum requirements, but defects do not affect arils of the fruit).

The main imperfections which decrease the value of pomegranates are when the fruit splits (when it is overripe), bruises or scratches on the skin or sunburn of the fruit rind. Fruits that have sunburn, rot internally.

CONSIDERATIONS FOR ACTION

For information on cultivation and harvesting practices on pomegranates, please refer to the article '[Cultivation of pomegranate](#)', published by the International Centre for Advanced Mediterranean Agronomic Studies. Other sources with such information are published by [Citrogold](#) in South Africa and the [Irrigation Research & Extension Committee \(IREC\)](#) in Australia.

For more information on the quality classes and size codes, please refer to the [Draft Codex Alimentarius standard for pomegranates](#). This standard is voluntary but gives background information on food quality.

Grade pomegranates according to quality, size, colour and maturity. Ensure that the content of each package is uniform and only contains pomegranates of the same origin, variety, quality and size.

The size of pomegranate fruits can be determined in weight or a maximum diameter of the fruit.

The Agricultural and Processed Food Products Export Development Authority (APEDA) from India, lists information on various agricultural products exported from India on its Agriexchange portal. Use this [overview on pomegranate](#) as background information on production in India, quality classes, size codes, packaging and exports.

The condition and development of the pomegranates must be in a state that they can withstand transportation and handling and arrive in a satisfactory condition at place of destination.

Ensure that only clean pomegranates are put in storage, which have no insect damage. Pomegranate fruits can be stored at 5°C (85% relative humidity) for several months (2 – 5). If they are stored for over 2 months, temperature should be increased at 10°C to avoid chilling injury.

Consistent taste as well as other internal attributes (e.g. colour of arils and aroma) are important. Products with consistent good taste and quality are of more interest to end-consumers and consequently to your buyers.

CONSIDERATIONS FOR ACTION

Aim for a consistent quality of your pomegranates. Use the right seeds or varieties, be consistent in cultivation and ripening and employ thorough seasonal and logistic planning.

Since the taste of pomegranates is an invisible quality element, storytelling is needed. Focus on the growing and ripening conditions of your product.

In general, sour cultivars have a red colour, whereas sweeter pomegranates vary in colour from pink to green. In Germany and also in general in Europe, dark pink fruits and arils are preferred. This colour becomes lighter when temperature increases. Additionally, consumers prefer soft seeded fruits.

- LABELLING**
- Enable traceability of individual lots, for example with trace codes.
 - Use the English language for labelling unless your buyer has indicated otherwise.
 - Labels must include the following:
 - Product name
 - Class (Extra, I or II)
 - Batch code
 - Name and address of exporter
 - Size of fruits
 - Number of units
 - Net weight in metric units
 - Recommended storage conditions

PACKAGING Pomegranates are commonly packaged in single layer crates and cartons, of 3.5 to 5 kg crates. Buyers might have specific packaging requirements as well.

- Ensure preservation of quality by:
 - Using clean and good quality packaging.
 - Protecting the cargo from moisture during loading, to avoid mould and spoilage.
 - Ensuring appropriate temperature, humidity/moisture and ventilation conditions during transportation.
 - Protecting the cargo from pests such as beetles, moths, etc.
- Please refer to the [Recommended International Code of Practice for Packaging and Transport of Tropical Fresh Fruit and Vegetables](#) for more information.

PACKAGED POMEGRANATES



Source: Ruby Fresh

LEGISLATIVE REQUIREMENTS

Legal requirements are the minimum requirements which must be met by products marketed in the EU. Products which fail to meet these requirements are not allowed on the EU market. EU legislation sets the basis for legal requirements in the EU, which is generally implemented fully in Germany. Where Germany deviates from the EU legislation, information on the applicable German legislation has been added.

GENERAL FOOD LAW Food safety is the key issue in EU food legislation, in which the General Food Law is the framework regulation. The legislation also introduces requirements on traceability.

CONSIDERATIONS FOR ACTION

Familiarise yourself with [EU legislation on General food law](#). Also check the relevant [Regulation \(EC\) 178/2002](#).

MAXIMUM RESIDUE LEVELS (MRLs) EU legislation has been laid down to regulate the presence of pesticide residues (MRLs) in food products.

Make sure that you comply with the MRLs in your pomegranates, for more information on the levels check the relevant [MRLs for pomegranates](#). Be aware that large retailers, especially in Germany, often have more strict MRLs than specified by [EU legislation](#). These retailers can allow even up to only 30% of the legal permitted levels, with a maximum of four components found.

CONTAMINANTS IN FOOD The EU food safety policy has set maximum levels for certain contaminants in specified products or product groups. Germany has established additional requirements on contaminants in food.

Familiarise yourself with the [German legislation on contaminants in food](#), which is additional to the [EU Regulation \(EC\) 1881/2006](#).

MICROBIOLOGICAL CONTAMINATION OF FOOD The EU has set microbiological criteria for food borne micro-organisms, their toxins and metabolites.

Ensure that you comply with the requirements on maximums laid down in [Regulation \(EC\) 2073/2005](#).

BORDER CONTROL Fresh produce which enters the EU needs to be inspected at a Border Inspection Post. Here shipments are checked for documentation, identity, physical plant health and compliance with the European Commission's general and specific import requirements, such as the phytosanitary certificate, issued from the country of origin.

Familiarise yourself with the Regulation [EC/1756/2004](#) on plant health. Annex VI (page 170 – 171) of [Directive 2000/29/EC](#) provides an example of a phytosanitary certificate.

HYGIENE OF FOODSTUFF The EU legislation on hygiene of foodstuffs (HACCP) is legally binding for food processors, and is recommended for farmers (primary production).

Ensure compliance with the requirements as laid down in [Regulation \(EC\) 852/2004](#).

**GENERAL PRODUCT SAFETY
OF FOOD PRODUCTS**

The EU introduced the European rapid alert system for food (and feed) products (RASFF) as a tool to exchange information on the enforcement of EU food safety legislation. Main reasons for border rejections are presence of insecticides and fungicides.

CONSIDERATIONS FOR ACTION

For more information check the relevant [Regulation \(EC\) 178/2002](#). Please refer to an overview of the [RASFF database for notifications on pomegranate](#).

FOOD CONTACT MATERIALS

The European Union has laid down rules for materials and articles coming into contact with food (including for example packaging) in order to prevent any unacceptable change in the composition of the foodstuffs and to protect human health.

Germany has established voluntary requirements on food contact materials in addition to the framework legislation [Regulation \(EC\) 1935/2004](#), as well as Directives 84/500/EEC, 2007/42/EC, 78/142/EEC and 93/11/EEC. For more info on these additional requirements refer to the German [Federal Ministry of Food and Agriculture](#).

FOOD CONTROL

All food products entering the EU are subject to official controls to check whether they are in compliance with the relevant food legislation.

Familiarise yourself with the [Regulation \(EC\) 882/2004](#) on official controls to verify compliance with food law, which is applicable in Germany as well

Check the [CBI overview of buyer requirements for Fresh Fruit and Vegetables](#) for more information.

NON-LEGISLATIVE REQUIREMENTS

Additional, non-legal requirements reach beyond legislation, as companies can go further in their requirements than legislation. The main categories of additional requirements are environmental requirements and social (labour) requirements.

**GOOD AGRICULTURAL PRACTICE
(GLOBAL G.A.P.)**

The most important non-legislative requirement is that of Global G.A.P. Most German and EU retailers demand compliance with this global standard and certification for agricultural products.



Please refer to [GLOBAL G.A.P.](#) for more information on compliance requirements. In order to supply German supermarkets, you need to comply with this standard.

Buyers are increasingly asking for G.R.A.S.P. certification (Global G.A.P. Risk Assessment on Social Practice), an extension of Global G.A.P., for more information on the standard please refer to the [Global G.A.P. website](#).

**THE BUSINESS SOCIAL
COMPLIANCE INITIATIVE (BSCI)**



The BSCI code of conduct has been developed to improve social conditions in sourcing countries. Currently, this standard is only required for bananas in a few supermarkets, but it may become more important in the future.

Even though it is not yet required for mango producers, keep a close watch on the developments of BSCI in Germany, as it could become an industry requirement in the future. You may ask such information from your buyers or German importers. For more information, please refer to the [BSCI website](#).

FOOD SAFETY MANAGEMENT



Buyers commonly require their suppliers that they have a quality/food safety management system in place. These systems require companies to demonstrate their ability to control food safety hazards in order to ensure that food is safe at the time of human consumption.

CONSIDERATIONS FOR ACTION

Suppliers can apply a basic HACCP system. However, if they aim to supply food manufacturers more directly, it is necessary to have a certified food safety management system recognised by the Global Food Safety Initiative, such as [ISO22000](#) or [IFS](#). The IFS standard has been developed by a union of German supermarket chains, [Hauptverband des Deutschen Einzelhandels](#) (HDE) and is most important for supplying German supermarkets.

SUSTAINABLE STANDARDS



There are also non-legal requirements related for sustainable sourcing and Fair trade. Of the standards available, Fairtrade certification from Fairtrade International is most important on the German market. However, industry sources indicated that there is negligible demand for fair trade certified pomegranates.

For more information, check the [Fairtrade International and FLO-cert certification requirements](#) and [Fairtrade minimum prices](#).

ORGANIC

The EU has established requirements on production and labelling with which an organic product of agricultural origin must comply, in order to be marketed in the EU as 'organic'.

If you choose to obtain a certificate for organic production, find out more about the following three Regulations: [Regulation \(EC\) 834/2007](#) on organic production and labelling, [Regulation \(EC\) 889/2008](#) on organic production, labelling and control, and [Regulation \(EC\) 1235/2008](#) on imports of organic products from third countries.

DOCUMENTATION

Buyers need well-structured product and company documentation. Buyers generally require documentation on fumigation.

Buyers will appreciate a commercially oriented Product Data Sheet with photos, information on origin and bibliographic references, where available. Especially in Germany, background information on your fruit production is highly appreciated and even demanded by buyers.

DELIVERY TERMS

Pay attention to strict compliance with delivery terms as agreed upon with your buyer.

Familiarise yourself with [German delivery terms](#), which are based on [international delivery terms](#).

WEBSITE

European buyers look for credible suppliers. You can improve the perceived credibility of your company by developing your website accordingly.

The website of [Freshtrop](#) provides a good example of a website that enhances the credibility of a company. This website has a professional image with clear and relevant information on the company and its product range.

TRADE AND MACRO-ECONOMIC STATISTICS

No separate records for trade in pomegranates are available; they are included in EU and German trade statistics of edible fresh fruit, not elsewhere specified. However, as it is unclear what share of this product group consists of pomegranates, these data would not be representative for pomegranates. Therefore, it is not included in this section.

Instead, where applicable, an overview on the production and international or European trade in fresh pomegranates is given. Moreover, information on German consumption of pomegranates is presented in this section as well.

POMEGRANATE PRODUCTION AND INTERNATIONAL TRADE

Industry sources indicate that global production of pomegranates is around 2.5 million tonnes. As main consumption comes from several large producing countries as well, an estimated 500,000 tonnes are destined for global exports. Main production of the fruit is located in the Northern Hemisphere.

Globally, the largest producer of pomegranates is India, which produces between 700,000 to 900,000 tonnes annually. However, as the country has high levels of domestic consumption, only around 30,000 – 35,000 tonnes annually are left for exports.

Iran, the second global producer, exports around 150,000 – 180,000 tonnes of pomegranates, making it the largest exporter of the fresh fruit.

CONSIDERATIONS FOR ACTION

Monitor harvests in other large producing countries. Be aware that even if large producers export a small portion of total production, price or other market changes can interest them to increase exports in the future. Moreover, countries that as of yet do not export to Germany, might become competitors in the future.

The main source for pomegranates in Germany is Turkey during the harvest season of the Northern Hemisphere. Other leading sources in this season are Spain and Israel, with smaller amounts coming from Egypt. During the off-season for Northern countries, South Africa and South American countries, such as Peru and Chile, are the main sources of pomegranates for Germany.

Turkey exports around 100,000 tonnes annually; Spain exports most of its production (around 80,000 tonnes); and Israel exports around half its production, mostly to the EU (30,000 tonnes in 2013).

Monitor harvests in the main exporting countries of fresh pomegranates for the German market. You may request such information from your buyers. For example, Israel is aiming to increase its production and exports of pomegranates.

Both online and offline (trade fairs) market research will be an invaluable way for DC exporters to understand market needs and to discover ways to differentiate. Please refer to the [Useful Sources](#) in this document.

In the Southern Hemisphere, production and export levels are much lower. However, producers are increasing production to seize the chance for off-season supplies to the Northern Hemisphere. Exporters include Peru (around 6,000 tonnes in 2012), Chile (4,000 tonnes in 2011) and South Africa (around 4,000 tonnes). Australia has started production of the fruit as well, but export levels are limited.

CONSIDERATIONS FOR ACTION

If you are located in the Southern Hemisphere and can supply pomegranates outside of the harvesting season of most producers (September to February), stress this in your promotion.

Moreover, competition in the harvest season of these countries (March to May) is much lower as there are at the moment only a few suppliers.

INCREASED GERMAN CONSUMPTION

Industry sources have indicated that the German market for pomegranates is around 50,000 tonnes. In addition, industry sources indicated that a large part of this demand comes from the Turkish population in Germany.

Agricultural Market Information (AMI) lists information on sales of pomegranates (per household) in Germany. In 2007, around 7% of German households had bought fresh pomegranates at least once a year, which increased to 12% in 2012. This makes pomegranates one of the few fruit species where sales increased. Overall, fruit sales in Germany have decreased by 2% annually since 2003.

Additionally, in the first 7 months of 2013, household consumption of pomegranates was 33% higher than in the same period in 2012. As data for the highest selling months (September to December) are still to come, the estimation is that consumption rates will rise even further.

This increase follows a record level of pomegranate sales in 2011, where purchasing volumes were 24% higher than in 2010.

Make use of the increasing German demand for pomegranates. Be aware that supply is highest from September to December. If you can supply pomegranates at other times of the year, use this as a unique selling point in your promotion.

For more information on German markets for various agricultural products, including pomegranates, use the website of [Agricultural Market Information](#). This information gives an indication towards the potential for pomegranates in Germany.

A good source for analysing German trade in fruits is the [Export Helpdesk of the European Commission](#).

Consider reaching the German market by using the Netherlands as an intermediary. For many fresh fruit species, the Netherlands is an important trade hub to Germany.

For more information the German fruit market, please refer to [Fruchthandel.de](#).

MARKET TRENDS

CONVENIENCE Ready-to-eat pomegranate arils offer most opportunities on the German market. This product is a way to respond to the rising consumer demand for convenience products, as well as an opportunity to introduce consumers to the fruit. Consumers often find whole fresh pomegranates difficult to eat.

CONSIDERATIONS FOR ACTION

Differentiate your product by supplying ready-to-eat pomegranate arils or new varieties.

Provide your buyers with information on pomegranates, which they can use in their promotion towards end-consumers. Examples are information on selecting, storing and opening pomegranates, as well as recipes.

HEALTH BENEFITS Pomegranates are seen by consumers as a 'superfruit', which is a result of its health benefits. These include antioxidant properties, high potassium content and a good source of fibre. Various studies are in place on its ability to fight diseases.

Pomegranate juice is well-known among consumers for its antioxidant properties, but consumption of the fruit itself is less common. Focus on these health benefits in your promotion for fresh pomegranates.

DIVERSITY OF FRUIT CHOICE Consumers are increasingly interested in new and exotic fruits, such as pomegranates. However, as a relatively new product, marketing materials are important to educate consumers in the use of the product and to increase consumer awareness of the fresh fruit.

ORGANIC CERTIFICATION Opportunities exist for organic pomegranates in Germany. Industry sources indicated that there is an increased demand for organic pomegranates on the German market. However, DC exporters need to be able to ensure a good quality of organically certified pomegranates, which has been an issue with supplies from Egypt and Morocco in the past. Germany is the largest and still a growing EU market for organic food, demand for organic pomegranates may grow in the future. Sales of organic food has tripled from 2006 – 2012 and 27 % of sales were realised by the fruits and vegetables sectors. German consumption of organic products is rising at a steady, although lower, pace. Consumers link organic fruit, such as pomegranates, to health and a better taste

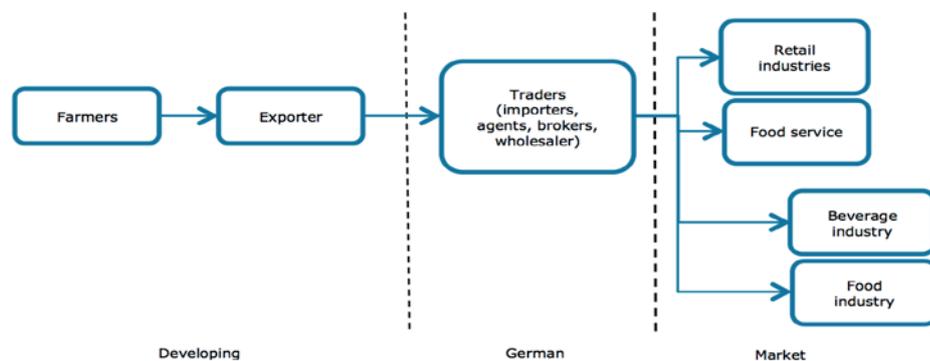
Before converting to organic production, ensure that you can guarantee a good quality of organic pomegranates.

Discuss your options for organic certification and your potential on the German market with your (potential) buyers, or organic importers. For more information on where to find these, please refer to the Market Channels and Segments. For more information on the EU requirements for organic certification, refer to the Non-legislative requirements.

For more information on general trends in the European market for fresh fruits and vegetables, please refer to [CBI Trend mapping](#).

MARKET CHANNELS AND SEGMENTS

MARKET CHANNELS FIGURE 1: MAJOR MARKET CHANNELS FOR POMEGRANATES



Please refer to [CBI Market channels & Segments](#) for more information.

SHORT VALUE CHAIN Most fresh pomegranates on the German market are sold at various retail outlets, while food service outlets (e.g. catering industries) represent a less important market channel. In Germany, most pomegranates are commonly sold at supermarkets and to a lesser extent at specialty stores.

Because of its nature, fresh pomegranates require limited additional processing at the country of origin or in Germany, which mostly consists of repacking the fruit for ready-to-eat pomegranate aril consumption. Consequently, the value chain is relatively short. Common activities taken on in the country of origin are sorting, washing and packing of the pomegranates.

CONSIDERATIONS FOR ACTION

For retail outlets such as supermarkets, ready-to-eat pomegranate arils are increasingly demanded. If you supply these segments, ensure that you can deliver the demanded product. An example of a company that delivers pomegranate arils to the German market is [Sam Agritech](#) (India).

For organic pomegranates, specialised importers exist in Germany. Examples are [BioTropic](#) and [Lehmann Natur](#). Specialised importers in other Western European countries, such as [Pronatura](#) in France or [Eosta](#) in the Netherlands, export organic mangoes to Germany as well.

If you export organically certified pomegranates, focus your sales on relevant specialised importers. Additionally, if you want to find out more on the market potential for organic pomegranates in Germany, contact organic importers. For an overview of organic importers, please refer to www.Bio-markt.info or www.Organic-bio.com.

MARKET SEGMENTS

MARKET DIFFERENTIATION OPPORTUNITIES Pomegranates are commonly sold directly to the consumer market in retail outlets. The segments on the German market vary from low-end, to middle- and high-end products. High-end pomegranates are of superior quality ('Extra' Class), or have added value in terms of certifications or as value-added products, such as ready-to-eat pomegranate arils.

CONSIDERATIONS FOR ACTION

Differentiate yourself on the market by supplying pomegranates of superior quality, by complying with certification standards, or by offering the fruits in new forms, such as ready-to-eat arils.

Most commonly, pomegranates are used for dessert purposes. However, as consumer awareness of the fruit and its health benefits is increasing, there is increased potential for the fruit in other culinary uses or as snacks.

Organically certified pomegranates represent a small share of the total German market for pomegranates.

For more information on the trends for organically certified pomegranates in Germany, please refer to the Market Trends.

PRICES

LARGE INFLUENCE OF GLOBAL SUPPLY ON POMEGRANATE PRICES Prices for fresh pomegranates vary, based on variety, size, country of origin and time of year. In general, from September to February pomegranate prices are at the lowest levels as large supplies are available. During this time, prices vary between € 1 and 2 per kg, with some outliers at the beginning and end of the season and for special varieties or countries of origin.

From March to May, the off-season for most countries in the Northern Hemisphere, pomegranate prices can be as high as € 2.50 – 4.50 per kg.

For an example of prices of pomegranates in Germany, please refer to the overview of [Fresh Fruit Portal](#). This overview commonly lists prices for pomegranates from Israel, the US (California), Peru, Egypt, South Africa and Chile, with occasional prices for pomegranates from Spain, Turkey and Argentina. Another source for European prices of pomegranate [ITC](#), for example in the organisation's Market News Service and Market dynamics reports.

Industry sources indicated that organically certified pomegranates are sold at a premium on the German market. However, the size of this premium depends on the quality of the fruit, the season it is sold in and available supply of organic pomegranates. As there is a Fairtrade standard for mangoes, a Fairtrade minimum price and premium have also been specified for various regions and countries. Be aware that industry sources pointed towards limited opportunities for Fairtrade certified pomegranates in Germany.

For more information on Fairtrade prices, please refer to the [pricing database](#) as provided by Fairtrade International.

Optimise the yield of pomegranate cultivation to lower your cost price by pruning the pomegranate trees. Make sure not to be too rigorous as topping of the plants 2 – 3 years after planting decreases the trees' productivity.

As pomegranates have such a long shelf life, they can easily be transported by sea. More expensive air transportation can be avoided.

MARKET COMPETITIVENESS

POTENTIAL FOR PRODUCERS IN THE SOUTHERN HEMISPHERE

Most opportunities exist for (prospective) pomegranate producers in the Southern Hemisphere. Pomegranates in these parts of the world are harvested in different months (March to May) compared to the Northern Hemisphere (typically September to February), where industry sources indicate that 95% of global production takes place. During the Northern off-season, global prices increase steeply because of the shortness in supply. Only a few countries in the Northern Hemisphere, such as India, produce pomegranates in this season.

CONSIDERATIONS FOR ACTION

Some pomegranate varieties fair better in specific climates. Determine which variety is most suitable in your production region. For example, compare production of varieties in regions with similar growing conditions.

For the German market, main competition in the Northern Hemisphere stems from Turkey, Spain and Israel, with Iran and India as possible future competitors. Iran has a reputation for producing high quality fresh pomegranates. Even though India is the largest producer, the main part of production is used for domestic consumption. Both India and Iran are the main sources for production of pomegranate concentrate.

Spain, the main European producer of pomegranates, is home to the most widely marketed cultivars in Western Europe, including Germany. These are called Mollar de Elche and Valenciana.

Keep a close watch on pomegranate production in other regions that produce at the same harvesting season. You may request such information from your buyers.

Make sure that you understand the possible applications of your pomegranates and the market you are targeting. Especially since some varieties have more potential in specific markets. High quality, pink/red and soft seeded pomegranates are commonly for export markets, whereas those with high juice content are used in processing.

Current pomegranate production in the Southern Hemisphere mostly occurs in Chile, Peru and South Africa, with South Africa and Colombia being the main competitors for the German market. These countries are expanding their production and can become more fierce competitors in the future.

According to industry sources, Turkey, Israel and Spain are the main producers and sources of competition for organic pomegranates.

Explore your potential for pomegranate products and derivatives in addition to fresh pomegranates, to reach market diversification. Examples include dried pomegranates (food supplement); pulp or juice (beverage industry); or extracts (cosmetics market). These latter products are of special interest for damaged pomegranates that cannot be sold on the fresh market.

Pomegranate producers have several options to prolong their production season and reach a more constant level of supply. Producers can keep pomegranates in cold storage for several months and can diversify the range of pomegranate varieties that have different harvest times. For example, some producers cultivate both the Early Wonderful and Wonderful varieties, which have consecutive harvest periods.

CONSIDERATIONS FOR ACTION

Determine whether you can produce multiple pomegranate varieties and if there is sufficient market potential for these varieties. Even if these are earlier sub-species of other cultivars (e. g. Early Wonderful), they have different characteristics and market potential.

As pomegranates are still a relatively uncommon fruit, a marketing campaign can be beneficial.

In Germany, buyer power is strong as pomegranates are commonly sold in supermarkets.

Use marketing (e. g. storytelling, recipes) or target specific niche markets (e. g. ready-to-eat arils) to ease market access.

As a fruit, other pomegranate producers are not the sole source of competition. An increasing diversity of fruit supplies to Germany is competing with pomegranates, since consumers see these as substitute products.

Differentiate your pomegranates from competing fruits, for example by focusing on its reputation as a superfruit (high levels of antioxidants).

The eating quality of pomegranates improves in storage, where fruits become more flavourful and juicier. However, keep in mind that this cold storage requires large amounts of energy and an investment in cooling equipment.

Producers of pomegranates can cooperate to share the investments in equipment for cooling and transporting the fruits.

Please refer to [CBI Market Competitiveness for Fresh Fruit & Vegetables](#) for more information.

TRADE FAIRS USEFUL SOURCES

Visiting or even participating in trade fairs is highly recommended as one of the most efficient methods of testing market receptivity, obtaining market information and finding prospective business partners. The most relevant trade fairs for exporters of pomegranates are:

- Fruit Logistica (www.fruitlogistica.de) in Berlin, Germany, is an international trade fair for trade in fresh produce
- Biofach (www.biofach.de) in Nuremberg, Germany (for organic producers)

This survey was compiled for CBI by ProFound – Advisers In Development, in collaboration with CBI sector expert Piet Schotel

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