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International Markets Bureau

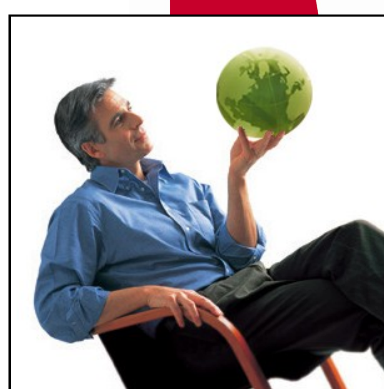
MARKET INDICATOR REPORT | APRIL 2011

Organic Packaged Food and Beverages

In Germany

Source: http://www.bio-siegel.de/

Source: Mintel, 2011



Growing Forward

Canada

EXECUTIVE SUMMARY

Germany is described as a nation that is very passionate about organic products. German consumers are considered to be inherently careful of their health, the environment and social issues. They generally give preference to healthier products, and organic goods have recently garnered unprecedented appeal as more and more Germans are making organic purchases. In fact, Germans are the top consumers of organic packaged food and beverages in the European Union (E.U.), followed by the United Kingdom, France, and Italy.

Germany has the third fastest growing organic packaged food market in the E.U., just behind France and Sweden. Similarly, of all E.U. countries, Germany boasts the highest growth within the organic beverages market. Sales of organic packaged food grew by 2% to reach 1.9 billion Euros (US $2.59 billion), and sales of organic beverages grew by 3% to reach 337 million Euros (US $460 million). As an example from a product perspective, various cafés and restaurants now offer the domestically-produced fruit drink Bionade, which saw sales increase from 2 million bottles in 2002, to 200 million bottles in 2007. Although Germany is highly self-sufficient in supplying organic products, shortages due to such accelerating demand could be a potential threat to growth in this sector, according to Euromonitor.

Although Germans are extremely price-sensitive and prudent spenders, overall consumer spending on food and non-alcoholic beverages during the most recent recession remained relatively static.

Along with low price, high product quality is of primary concern to German consumers, especially amongst the senior demographic, which, according to Euromonitor, is Germany's fastest rising consumer group. Furthermore, according to the Federal Working Party for Senior Citizens, older consumers are the most solvent consumer group. One in two will switch to another product if they are not satisfied with, for instance, packaging and design.

INSIDE THIS ISSUE

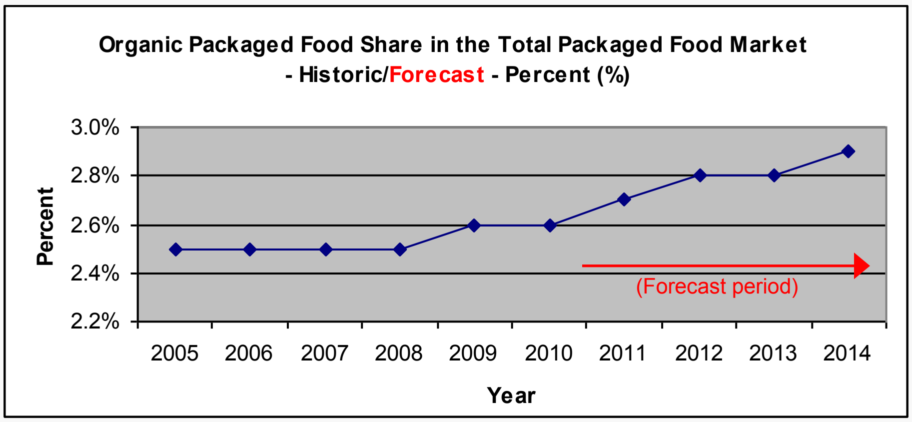
DID YOU KNOW?

- According to Organic World, global sales of all organic products are approaching US $60 billion, marking an increase of 4.7% in 2009.

CONSUMER TRENDS

According to Euromonitor, Germany is Europe's most dynamic market for organic products, representing 28% of sales. German sales of organic products have benefited from retailers' ability, specifically discounters', to provide high quality foods for low prices. Discounters played a major role in the increased awareness and distribution of organic products, but are slowly stepping back as the presence of speciality organic stores and the offerings of traditional supermarkets continue to expand. Regardless of the channel. In contrast to other European states, organic goods are not deemed a luxury item, due to their affordability and Germans' value-for-money mentality. Although the main target group for organic products is comprised of LOHAS consumers, (Lifestyle Of Health And Sustainability), the appeal is spreading rapidly to the general population, especially when it comes to staple foods such as milk and dairy products. According to Euromonitor, between 80% to 85% of the German population is interested in healthy nutrition and bought at least one organically produced commodity in 2009.

Furthermore, the popularity of organic foods has also been the result of an aging population looking for health-oriented products, extensive promotion by both the media and retailers, in terms of communicating the potential benefits of organic goods, and consumer interest in food safety in light of recent food contamination concerns. Organic food sales have been booming and organic stores have proliferated throughout 2009. Notably, every organic packaged food subsector, except confectionary, is forecast to increase in percent value, with the highest hike in the organic ready meals sub-sector. Specifically, ethnic-style organic ready meals (Indian or Turkish, for example), and those containing pulses, are appearing on the market. Consequently, sales of organic products are significantly higher than those in other European countries, particularly France, the United Kingdom and Spain. As shown in the chart below, organic packaged food will represent an increasing proportion of the total packaged food market in Germany, with forecasts to reach over 2.8% in 2014.



***Source**: Euromonitor, 2011*

***Sources**: Mintel, 2011; http://www.bio-siegel.de/*

Market Sizes - Historic/ Forecast - Retail Value RSP - US $ millions - Current Prices										
	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Packaged Food	94425.3	96326.9	99470.2	102508	102992.4	103520.6	103754.2	104376.8	105024.3	105771.6
Organic Packaged Food	2378.1	2437.4	2518.3	2598.6	2643.4	2703.7	2781.5	2872.2	2960.9	3045.6

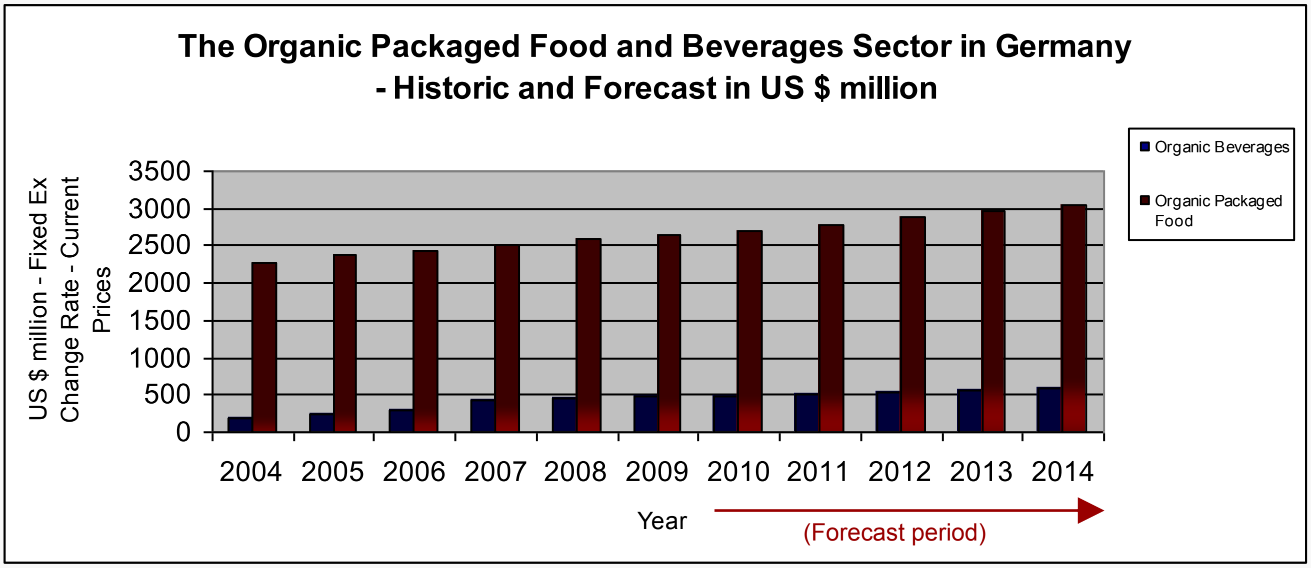
***Source**: Euromonitor, 2011*

German consumers are fortunate in the sense that they can pick and choose where they shop for organic goods. This is due to the widespread availability and diversity of organic products, as well as the greater accessibility afforded by low prices. For branded manufacturers of organic goods, strong emphasis on the quality of their products will remain crucial in distinguishing their products and tackling the fierce pricing strategies of discounters.

German consumers are dedicated to consuming organic food and are generally opposed to genetically modified organisms (GMOs). For example, Germany, along with France, Austria, Hungary, Greece, and Luxembourg, banned the cultivation of "MON 810," (a genetically modified corn that is said to present a danger to the environment). Germany actually has some of the strictest rules against using or growing genetically modified crops in all of the E.U. and is committed to high-quality, organically grown crops.

According to a report by the German Federal Agency for Agriculture and Food (BLE), a mandatory organic label, called the "Bio-Siegel," was created in 2001 to enable consumers to better distinguish organic from non-organic products (shown above). The certification for this label fulfills the E.U. regulations for organic food.

ORGANIC PACKAGED FOOD AND BEVERAGE SALES IN GERMANY



***Source**: Euromonitor, 2011*

Germany Organic Food and Beverages Market Sizes - Historic/Forecast - Retail Sales Price- US $ millions											
	2004	**2005**	**2006**	**2007**	**2008**	**2009**	**2010**	**2011**	**2012**	**2013**	**2014**
Organic Beverages	199.2	234.3	288.6	439.2	454.8	468.1	481.9	503.2	527.1	550.6	575.2
Organic Packaged Food	2281.2	2378.1	2437.4	2518.3	2598.6	2643.4	2703.7	2781.5	2872.2	2960.9	3045.6

***Source**: Euromonitor, 2011*

Market Sizes - Forecast - Retail Value RSP - US$ millions - Current Prices - Fixed 2009 Exchange Rates - Period Growth		
	2009-14 CAGR %	**2009-14 Absolute %**
Organic Baby Food	2	39.3
Organic Bakery Products	1.9	60.4
Organic Confectionery	0	0.4
Organic Dairy Products	3.2	121.8
Organic Ice Cream	0.6	2.1
Organic Oils and Fats	4.5	39
Organic Ready Meals	10.7	32.5
Organic Rice	3.8	0.3
Organic Sauces, Dressings and Condiments	4.4	9.2
Organic Snack Bars	2.8	0.2
Organic Soup	3.5	1
Organic Spreads	3.5	34.8
Organic Sweet and Savoury Snacks	6.5	8.3
Other Organic Food	6.2	52.9

***Source**: Euromonitor, 2011*

ORGANIC PACKAGED FOOD TABLE

Germany Organic Food Market Sizes - Historic/Forecast - Retail Sales in US$ millions

	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Organic Baby Food	**367.4**	**374.6**	**381.5**	**382.9**	**385.2**	**387.4**	**392.9**	**403.8**	**414.3**	**424.5**
Organic Milk Formula	71.6	73.1	74.6	75	75.8	77	79.2	82.1	84.6	86.5
Organic Dried Baby Food	14.8	14.4	14.1	13.7	13.2	12.6	12	11.7	11.4	11.3
Organic Prepared Baby Food	237.6	243.3	248.4	249.5	251.1	252.5	255.8	263.6	271.1	278.7
Other Organic Baby Food	43.5	43.9	44.3	44.7	45	45.3	45.8	46.4	47.2	48
Organic Bakery Products	**560.4**	**571.5**	**580.9**	**594.2**	**598.9**	**605.9**	**618.3**	**632**	**646.2**	**659.3**
Organic Biscuits	24.1	24.5	24.8	25	25.2	25.4	25.6	25.8	26.1	26.4
Organic Bread	412.4	418.7	424.5	427	427.9	429.6	436.4	443.8	452.3	460
Organic Breakfast Cereals	111.9	115.9	118.9	129.5	132.8	137.7	142.8	148.7	153.9	158.7
Organic Cakes	12.1	12.3	12.6	12.7	13	13.2	13.4	13.7	14	14.2
Organic Confectionery	**258.3**	**251.3**	**252.5**	**252.5**	**251.2**	**250.3**	**250.1**	**250.2**	**250.7**	**251.6**
Organic Chocolate Confectionery	227.2	219.1	216.5	214.6	213	211.9	211.3	211	211.1	211.5
Organic Sugar Confectionery	31.1	32.3	36	37.9	38.2	38.4	38.8	39.2	39.6	40.1
Organic Dairy Products	**635.9**	**654.1**	**678.1**	**714.8**	**724.2**	**746.9**	**773.9**	**799.8**	**823.6**	**846**
Organic Chilled and Shelf Stable Desserts	57.5	59.1	60.8	62.2	63.3	64.6	66.8	68.7	70.4	71.9
Organic Cheese	151.7	159.6	167.9	175.5	179.1	185.4	191.7	197.9	203.8	209.7
Organic Condensed/Evaporated Milk	7	7.2	7.4	7.6	7.7	7.8	8	8.2	8.4	8.5
Organic Cream	71.7	75.6	79.8	82.8	85	88.6	94.2	99.5	104.7	109.6
Organic Flavoured Milk Drinks	1.8	1.9	2	2	2.1	2.1	2.1	2.2	2.2	2.3
Organic Fromage Frais and Quark	48.8	49.7	50.7	52.4	53.4	54.4	55.7	57	58.2	59.4
Organic Milk	214.5	212.4	214.4	230.6	226.9	231	234.6	237.8	240.3	242.8
Organic Powder Milk	0.3	0.3	0.4	0.4	0.3	0.3	0.3	0.3	0.3	0.4
Organic Soy Milk	18.2	21.3	25.1	29.2	32.5	36.9	41.5	46.3	50.7	54.3
Organic Yogurt	64.4	67	69.7	72.2	73.8	75.7	78.9	81.8	84.5	87.1
Organic Ice Cream	**66**	**66.7**	**67.4**	**68.2**	**68.7**	**69.1**	**69.4**	**69.7**	**70.2**	**70.9**
Organic Oils and Fats	**120.8**	**130.8**	**140.7**	**148.1**	**158.3**	**167.6**	**176.3**	**183.8**	**190.9**	**197.3**
Organic Butter	46.3	51.6	56.8	59.9	63.8	67.3	70.1	72.5	75.1	77.8
Organic Olive Oil	23	24.7	26.2	27.5	29.6	31.6	33.8	35.4	36.9	38.4
Organic Spreadable Oils and Fats	14	14.5	15.1	15.3	15.5	15.8	16.3	16.7	17	17.3
Organic Vegetable and Seed Oil	37.4	40	42.6	45.5	49.4	52.9	56.1	59.1	61.8	63.8
Organic Ready Meals	**30.8**	**33.6**	**38.7**	**44.1**	**49.2**	**55.7**	**62.4**	**69**	**75.6**	81.7
Organic Rice	**1.2**	**1.3**	**1.3**	**1.3**	**1.4**	**1.4**	**1.5**	**1.6**	**1.6**	**1.7**
Organic Sauces, Dressings and Condiments	**30.3**	**33**	**35.5**	**36.7**	**37.8**	**39.3**	**41.2**	**43.1**	**45**	**47**
Organic Snack Bars	**1.3**	**1.3**	**1.4**	**1.4**	**1.4**	**1.5**	**1.5**	**1.6**	**1.6**	**1.6**
Organic Fruit Bars	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Organic Granola/Muesli Bars	0.6	0.6	0.7	0.7	0.7	0.7	0.7	0.8	0.8	0.8
Other Organic Snack Bars	0.6	0.6	0.6	0.6	0.6	0.7	0.7	0.7	0.7	0.7
Organic Soup	**4.6**	**4.9**	**5.2**	**5.4**	**5.6**	**5.8**	**6**	**6.2**	**6.4**	**6.6**
Organic Spreads	**163.1**	**164.2**	**173.6**	**180.4**	**186.7**	**189.2**	**192.2**	**201**	**211.5**	**221.5**
Organic Honey	86.9	82.4	85.1	84.9	86.9	85.1	84.4	88.8	92.9	97
Other Organic Non-Honey Spreads	76.3	81.8	88.5	95.5	99.8	104.1	107.8	112.2	118.6	124.5
Organic Sweet and Savoury Snacks	**17.2**	**18.9**	**20.3**	**21.7**	**22.7**	**24.4**	**26.3**	**28**	**29.5**	**31**
Organic Fruit Snacks	0.8	0.9	0.9	1	1.1	1.1	1.2	1.3	1.4	1.4
Organic Nuts	8.5	9.4	10.1	10.8	11.2	11.8	12.7	13.5	14.2	15
Other Organic Sweet and Savoury Snacks	7.9	8.7	9.3	9.9	10.4	11.4	12.4	13.2	13.9	14.7
Other Organic Food	**120.8**	**131.2**	**141.1**	**146.8**	**152**	**159.4**	**169.5**	**182.4**	**193.6**	**204.9**

***Source**: Euromonitor, 2011*

KEY MARKET SEGMENTS — DATA FROM 2005-2014

Germany Organics Market Sizes - Historic/Forecast in 000 Tonnes - Retail Volume

	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Organic Baby Food	**43.7**	**45**	**46.9**	**47.9**	**48.9**	**50.2**	**51.9**	**54.1**	**56**	**57.5**
Organic Milk Formula	7.8	8.1	8.6	9	9.3	9.6	10	10.4	10.7	10.9
Organic Dried Baby Food	0.8	0.8	0.8	0.8	0.8	0.8	0.7	0.7	0.7	0.7
Organic Prepared Baby Food	33.2	34.2	35.6	36.1	36.8	37.8	39.1	40.9	42.5	43.8
Other Organic Baby Food	1.9	1.9	1.9	1.9	2	2	2	2	2.1	2.1
Organic Bakery Products - '000 tonnes	**96.5**	**98**	**100.1**	**103.1**	**104.9**	**107.9**	**110.9**	**113.7**	**116.1**	**117.9**
Organic Biscuits	4.1	4.2	4.2	4.3	4.4	4.5	4.6	4.6	4.7	4.7
Organic Bread	69.8	70.6	71.4	72.3	73	74.3	75.9	77.3	78.6	79.4
Organic Breakfast Cereals	21.6	22.2	23.4	25.4	26.3	27.8	29.3	30.6	31.6	32.4
Organic Cakes	1	1	1.1	1.1	1.1	1.2	1.2	1.2	1.3	1.3
Organic Confectionery	**14.7**	**14.9**	**15.1**	**15.5**	**16**	**16.5**	**16.9**	**17.3**	**17.5**	**17.7**
Organic Chocolate Confectionery	13.1	13.3	13.5	13.8	14.3	14.7	15.1	15.4	15.6	15.7
Organic Sugar Confectionery	1.5	1.6	1.7	1.7	1.7	1.8	1.8	1.9	1.9	1.9
Organic Dairy Products	***Not Calculable***									
Organic Chilled and Shelf Stable Desserts	9	9.3	9.7	10	10.3	10.7	11.1	11.5	11.7	11.9
Organic Cheese	14.3	15	15.8	16.3	16.9	17.7	18.4	19.1	19.6	20.1
Organic Condensed/Evaporated Milk - mn litres	2.7	2.7	2.8	2.8	2.9	3	3.1	3.2	3.2	3.3
Organic Cream	18.3	19.3	20.3	20.9	21.7	22.9	24.5	25.9	27.1	28.2
Organic Flavoured Milk Drinks	1.1	1.1	1.2	1.2	1.2	1.3	1.3	1.3	1.4	1.4
Organic Fromage Frais and Quark	15.8	16.3	17	17.4	18	18.6	19.5	20.1	20.6	20.9
Organic Milk - mn litres	142.2	148.9	157.9	166.2	177.6	188	197.7	206.2	213.2	218.6
Organic Powder Milk	0	0	0	0	0	0	0	0	0	0
Organic Sour Milk Drinks - mn litres	-	-	-	-	-	-	-	-	-	-
Organic Soy Milk	6.4	7.6	9.1	10.5	11.8	13.5	15.3	17.2	18.9	20.5
Organic Yogurt	20.7	21.2	21.9	22.5	23.2	24.1	25.2	26.1	26.9	27.6
Organic Ice Cream	**7809.6**	**7849.5**	**7915.4**	**7994.5**	**8098.4**	**8228**	**8326.8**	**8385**	**8427**	**8460.7**
Organic Oils and Fats	**17.1**	**18.4**	**19.6**	**20.4**	**21.7**	**22.9**	**24.1**	**25**	**25.8**	**26.5**
Organic Butter	5.8	6.5	7.1	7.4	8.1	8.7	9.2	9.7	10.1	10.5
Organic Olive Oil	1.8	1.9	2	2.1	2.2	2.3	2.4	2.5	2.5	2.6
Organic Spreadable Oils and Fats	2.9	3	3.1	3.1	3.2	3.3	3.4	3.5	3.6	3.6
Organic Vegetable and Seed Oil	6.6	7	7.3	7.7	8.2	8.6	9	9.3	9.6	9.8
Organic Ready Meals	**2.1**	**2.3**	**2.7**	**3**	**3.3**	**3.7**	**4.2**	**4.6**	**5**	**5.3**
Organic Rice	**0.2**	**0.2**	**0.3**	**0.3**	**0.3**	**0.3**	**0.3**	**0.3**	**0.3**	**0.3**
Organic Sauces, Dressings and Condiments	**3.1**	**3.4**	**3.7**	**4**	**4.2**	**4.5**	**4.8**	**5.1**	**5.4**	**5.6**
Organic Snack Bars	**0.1**	**0.1**	**0.1**	**0.1**	**0.1**	**0.1**	**0.1**	**0.1**	**0.1**	**0.1**
Organic Fruit Bars	0	0	0	0	0	0	0	0	0	0
Organic Granola/Muesli Bars	0	0	0	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Other Organic Snack Bars	0	0	0	0	0	0	0.1	0.1	0.1	0.1
Organic Soup	**0.5**	**0.5**	**0.5**	**0.6**	**0.6**	**0.7**	**0.7**	**0.8**	**0.8**	**0.8**
Organic Spreads	**20.7**	**20.8**	**21.9**	**22.7**	**23.4**	**23.8**	**24**	**24.9**	**26**	**27**
Organic Honey	9.7	9.1	9.4	9.3	9.5	9.3	9.1	9.5	9.9	10.2
Other Organic Non-Honey Spreads	11	11.6	12.5	13.4	14	14.5	14.9	15.4	16.1	16.8
Organic Sweet and Savoury Snacks	**1.4**	**1.6**	**1.7**	**1.8**	**1.9**	**2**	**2.2**	**2.3**	**2.4**	**2.5**
Organic Fruit Snacks	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Organic Nuts	0.7	0.8	0.8	0.9	0.9	1	1.1	1.1	1.2	1.2
Other Organic Sweet and Savoury Snacks	0.6	0.7	0.8	0.8	0.9	0.9	1	1.1	1.1	1.2
Other Organic Food	**23**	**25**	**27**	**28**	**29.1**	**30.8**	**32.8**	**35.3**	**37.3**	**39.1**

***Source**: Euromonitor, 2011*

EXPENDITURE

Market Sizes - Historic/ Forecast - Retail Value RSP - US$ Per Capita - Current Prices

	2007	2008	2009	2010	2011	2012	2013	2014
Organic Baby Food	4.6	4.7	4.7	4.7	4.8	5	5.1	5.3
Organic Bakery Products	7.1	7.2	7.3	7.4	7.6	7.8	8	8.2
Organic Confectionery	3.1	3.1	3.1	3.1	3.1	3.1	3.1	3.1
Organic Dairy Products	8.2	8.7	8.8	9.1	9.5	9.9	10.2	10.5
Organic Ice Cream	0.8	0.8	0.8	0.8	0.9	0.9	0.9	0.9
Organic Oils and Fats	1.7	1.8	1.9	2.1	2.2	2.3	2.4	2.4
Organic Ready Meals	0.5	0.5	0.6	0.7	0.8	0.9	0.9	1
Organic Rice	0	0	0	0	0	0	0	0
Organic Sauces, Dressings and Condiments	0.4	0.4	0.5	0.5	0.5	0.5	0.6	0.6
Organic Snack Bars	0	0	0	0	0	0	0	0
Organic Soup	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Organic Spreads	2.1	2.2	2.3	2.3	2.4	2.5	2.6	2.7
Organic Sweet and Savoury Snacks	0.2	0.3	0.3	0.3	0.3	0.3	0.4	0.4
Other Organic Food	1.7	1.8	1.9	2	2.1	2.2	2.4	2.5

***Source**: Euromonitor, 2011*

Percent (%) of Total Market of Organic Packaged Food - Historic/Forecast

	2009	2010	2014
Organic Baby Food	34.5	34	34.7
Organic Bakery Products	2.9	2.9	3.2
Organic Confectionery	2	2	2.1
Organic Dairy Products	3.6	3.7	4.1
Organic Ice Cream	1.7	1.7	1.7
Organic Oils and Fats	3.4	3.6	4.3
Organic Ready Meals	1	1.1	1.5
Organic Sauces, Dressings and Condiments	0.9	0.9	1
Organic Snack Bars	0.9	0.9	1.1
Organic Soup	0.8	0.8	0.9
Organic Spreads	10.3	10.2	11.9
Organic Sweet and Savoury Snacks	0.9	0.9	1
Other Organic Food	0.1	0.2	0.2

***Source**: Euromonitor, 2011*

The organic packaged foods sector continued to show a positive growth rate in 2009 and 2010 despite the consumer downturn. This reflects that German consumers are inherently health-conscious, and that the trends are beginning to adapt to the country's aging population (by 2050, one in three Germans will be over 65), and obesity levels (46% overweight and 21% are obese).

Overall, German consumers have continued to buy organic goods and are forecasted to keep on doing so through 2014.

Year-on-Year Growth (%) of Organic Packaged Food

	2009-10	2010-11	2011-12	2012-13	2013-14
Organic Baby Food	0.6	1.4	2.8	2.6	2.4
Organic Bakery Products	1.2	2	2.2	2.2	2
Organic Confectionery	-0.4	-0.1	0	0.2	0.3
Organic Dairy Products	3.1	3.6	3.4	3	2.7
Organic Ice Cream	0.5	0.5	0.5	0.7	0.9
Organic Oils and Fats	5.8	5.2	4.3	3.8	3.4
Organic Ready Meals	13.2	12.1	10.6	9.6	8.1
Organic Rice	3.6	5	3.8	3.6	3.1
Organic Sauces, Dressings and Condiments	3.9	4.7	4.7	4.5	4.4
Organic Snack Bars	2.6	3.2	3.6	2.5	1.9
Organic Soup	3.7	4.3	3.2	3.3	2.9
Organic Spreads	1.3	1.6	4.6	5.2	4.7
Organic Sweet and Savoury Snacks	7.3	8	6.3	5.6	5.1
Other Organic Food	4.8	6.4	7.6	6.1	5.8

***Source**: Euromonitor, 2011*

PRICING AND MARKET SHARES

Due to the high demand, organic food in Germany has become a mass market. However, Germany has to rely on imports because it has not been able to meet its consumer demand. In 2008, for example, demand for organic meat products exceeded Germany's production capacities. Predictably, Germany will have to become more dependent on other nations for its organic supply as demand continues to increase.

The German consumer will purchase organic products in places that provide high quality goods and low prices. Thus far, discounters have been winning this battle. However, as is the case in most western countries, companies that have a good track record in regards to the environment will prove to have an advantage as German consumers are also environmentally-conscious.

Source: *Mintel, 2011*

The recession proved invaluable for discounters, as more and more people flocked to them for their basic needs, including organic products. In Germany, 41% of all food and non-food products are purchased in the major discounting chains, with Aldi at the top with a 17.4% share. However, discounters' share of the organic market is slowly receding (Aldi, for example, has halted major organic promotional initiatives), while hypermarket/ supermarkets steadily increase the number of organic food products they offer, in response to still-growing consumer demand.

Market Sizes - Historic/Forecast - Retail Value RSP - Unit Price ($US per kg) - Current Prices			
	2009	2010	2014
Organic Baby Food	7.9	7.7	7.4
Organic Bakery Products	5.7	5.6	5.6
Organic Confectionery	15.7	15.2	14.2
Organic Ice Cream - US$ per litre	8.5	8.4	8.4
Organic Oils and Fats	7.3	7.3	7.5
Organic Ready Meals	14.8	14.9	15.3
Organic Rice	5.2	5.2	5.2
Organic Sauces, Dressings and Condiments	8.9	8.7	8.4
Organic Snack Bars	13.2	13.0	12.6
Organic Soup	8.9	8.6	8.1
Organic Spreads	8.0	8.0	8.2
Organic Sweet and Savoury Snacks	12.1	12.1	12.2
Other Organic Food	5.2	5.2	5.2

Source: *Euromonitor, 2011*

Organic Packaged Food - Top 10 Company Shares (by Global Brand Owner) - breakdown %			
	2007	2008	2009
Hipp GmbH & Co Vertrieb KG	11.8	11.5	11.5
Alnatura Produktions- & Handels GmbH	8.0	8.4	8.8
Rapunzel Naturkost AG	4.2	4.1	4.1
Edeka Group	2.0	2.2	2.4
Naturata AG	2.0	2.0	2.1
Fürsten-Reform Dr Med Hans Plümer Nachf GmbH & Co	1.6	1.5	1.5
Allos Walter Lang GmbH	0.8	0.9	1.4
Gepa Fair Handelshaus	1.3	1.3	1.3
Fauser Vitaquellwerk KG GmbH & Co	1.2	1.1	1.1
Others	51.0	49.6	47.2

Source: *Euromonitor, 2011*

Top 10 Brand Shares (by Global Brand Owner) - breakdown %				
Brand	**Company name (GBO)**	**2007**	**2008**	**2009**
Hipp	Hipp GmbH & Co Vertrieb KG	11.8	11.5	11.5
Alnatura	Alnatura Produktions- & Handels GmbH	8.0	8.4	8.8
Rapunzel	Rapunzel Naturkost AG	4.2	4.1	4.1
Bio Wertkost	Edeka Group	2.0	2.2	2.4
Naturata	Naturata AG	2.0	2.0	2.1
Biophar	Fürsten-Reform Dr Med Hans Plümer Nachf GmbH & Co	1.6	1.5	1.5
Allos	Allos Walter Lang GmbH	0.8	0.9	1.4
Gepa	Gepa Fair Handelshaus	1.3	1.3	1.3
Vitaquell	Fauser Vitaquellwerk KG GmbH & Co	1.2	1.1	1.1
Others	Others	51.1	49.7	47.3

Source: *Euromonitor, 2011*

Organic Hot Drinks

Germany Hot Drinks Organic Beverage Market Sizes - Historic/Forecast					
	Retail Sales Value (US $ millions)			Year-on-Year Growth %	
	2009	2010	2014	2009-10	2010-14
Organic Coffee	**95.7**	**102**	**126.7**	**6.6**	**24.3**
Organic Fresh Coffee	84.3	90.2	113	7	25.3
Organic Instant Coffee	11.4	11.8	13.8	3.4	16.7
Organic Tea	**73.8**	**74.9**	**81.4**	**1.6**	**8.7**
Organic Black Tea	12.3	12.8	15.3	4.1	19
Organic Fruit/Herbal Tea	57.9	58.5	62.4	1	6.7
Organic Green Tea	3.6	3.6	3.8	1.3	5
Other Organic Hot Drinks	**2.4**	**2.5**	**2.7**	**2.4**	**11**

***Source**: Euromonitor, 2011*

Total Market - Historic/Forecast - Retail Value RSP - % Of Total Sales			
	2009	2010	2014
Organic Coffee	**1.9**	**2**	**2**
Organic Fresh Coffee	2.1	2.1	2.2
Organic Instant Coffee	1.2	1.1	1.2
Organic Tea	**4.2**	**4.2**	**4.1**
Organic Black Tea	3.1	3.2	3.4
Organic Fruit/Herbal Tea	5.5	5.4	5.2
Organic Green Tea	3	2.9	2.4
Other Organic Hot Drinks	**0**	**0**	**0**

***Source**: Euromonitor, 2011*

Market Sizes - Historic/Forecast - Retail Value RSP - US$ Per Capita - Current Prices			
	2009	2010	2014
Organic Coffee	**1.2**	**1.2**	**1.6**
Organic Fresh Coffee	1	1.1	1.4
Organic Instant Coffee	0.1	0.1	0.2
Organic Tea	**0.9**	**0.9**	**1**
Organic Black Tea	0.2	0.2	0.2
Organic Fruit/Herbal Tea	0.7	0.7	0.8
Organic Green Tea	0	0	0
Other Organic Hot Drinks	**0**	**0**	**0**

***Source**: Euromonitor, 2011*

Unit Price - Historic/Forecast - in US $Per kg - Based on Retail Sales Price			
	2009	2010	2014
Organic Coffee	**14.7**	**14.5**	**15.1**
Organic Fresh Coffee	14.2	14.1	14.7
Organic Instant Coffee	19.4	19.2	19.4
Organic Tea	**47.9**	**47.6**	**48.4**
Organic Black Tea	39.2	38.9	39.3
Organic Fruit/Herbal Tea	50.5	50.4	51.7
Organic Green Tea	43.8	43.4	43.6
Other Organic Hot Drinks	**6**	**6**	**6.1**

***Source**: Euromonitor, 2011*

***Source**: Mintel, 2011*

BEVERAGES (CONTINUED)

Organic Soft Drinks and Juices

Germany Organic Soft Drinks - Market Sizes - Historic/Forecast					
	Retail Value RSP (US $ millions)			Year-on-Year Growth %	
	2009	2010	2014	2009-10	2010-14
Organic Concentrates	**1.5**	**1.6**	**1.7**	**1.7**	**12.4**
Organic Fruit/Vegetable Juice	**99.8**	**110.4**	**157.7**	**10.6**	**42.8**
Organic 100% Juice	94.9	105.3	151.6	11	44
Organic Juice Drinks (Up To 24% Juice)	1.3	1.3	1.5	2.9	11.1
Organic Nectars (25-99% Juice)	3.6	3.8	4.6	4.6	21.9
Other Organic Soft Drinks	**194.9**	**190.6**	**204.9**	**-2.2**	**7.5**

***Source**: Euromonitor, 2011*

Total Market - Historic/Forecast - Retail Value RSP - % of Total Sales			
	2009	2010	2014
Organic Concentrates	**0.5**	**0.6**	**0.6**
Organic Fruit/Vegetable Juice	**2.3**	**2.6**	**4**
Organic 100% Juice	3.3	3.9	6.3
Organic Juice Drinks (Up To 24% Juice)	0.2	0.2	0.2
Organic Nectars (25-99% Juice)	0.5	0.5	0.5

***Source**: Euromonitor, 2011*

Market Sizes - Historic/Forecast - Retail Value RSP - US$ Per Capita - Current Prices			
	2009	2010	2014
Organic Concentrates	**0**	**0**	**0**
Organic Fruit/Vegetable Juice	**1.2**	**1.3**	**1.8**
Organic 100% Juice	1.2	1.2	1.7
Organic Juice Drinks (Up To 24% Juice)	0	0	0
Organic Nectars (25-99% Juice)	0	0	0.1
Other Organic Soft Drinks	**2.4**	**2.2**	**2.4**

***Source**: Euromonitor, 2011*

Unit Price- Historic/Forecast- in US $ Per Litre Based on Retail Sales Price			
	2009	2010	2014
Organic Concentrates	**13.4**	**13.2**	**13**
Organic Fruit/Vegetable Juice	**5.1**	**5.3**	**6.2**
Organic 100% Juice	6.2	6.3	7.3
Organic Juice Drinks (Up To 24% Juice)	1.1	1.1	1.2
Organic Nectars (25-99% Juice)	1.2	1.2	1.3
Other Organic Soft Drinks	**3.3**	**3.3**	**3.5**

***Source**: Euromonitor, 2011*

***Source**: Mintel, 2011*

Distribution - Historic - Retail Value RSP - % breakdown			
	2007	**2008**	**2009**
Supermarkets/Hypermarkets	25	25	25
Discounters	24	28	31
Small Grocery Retailers	3.7	4.1	4.3
Convenience Stores	1	1.1	1.2
Independent Small Grocers	0.5	0.5	0.6
Forecourt Retailers	2.2	2.5	2.6
Other store-based retailing	30	25.6	22.9
Other Grocery Retailers	25.8	17.6	10.9
Non-Grocery Retailers	4.2	8	12
Vending	0.4	0.4	0.4
Homeshopping	0.9	0.9	0.8
Internet Retailing	7	8	8.5
Direct Selling	9	8	7
Total	**100**	**100**	**100**

***Source**: Euromonitor, 2011*

Discounters, internet retailing (although still a very limited market in Germany), forecourt retailers, independent small grocers, convenience stores, and small grocery retailers all experienced a positive growth in sales. Convenience-oriented stores, in particular, are changing the landscape of the German market. While shopping at forecourt retailers is relatively limited, more traditional retailers (such as Rewe), are currently experimenting with "city concept" stores, featuring smaller surfaces, limited product assortment, and a focus on convenience items. There has been a notable trend towards this type of retail channel because of Germans' busy lifestyles. The fact that convenience stores have extended hours of operation is also certainly a factor. The demand for convenience, health and wellness, as well as indulgence, will be the main consumer trends that are likely to impact organic retailing in the forecast period. A growth in single households is another issue that will be important.

Packaged food products at a Shell convenience store in Munich, Germany.
***Source:** Planet Retail, 2011*

PRICING SAMPLES

Brands	Company name	Outlets	Pack size	Price (EUR)
Organic Dried Baby Food				
Hipp Gute-Nacht-Brei Hafer-Apfel mit Vollwertflocken	Hipp GmbH & Co Vertrieb KG	Health & Beauty Retailer	500 g	3.99
Holle Bio Dinkel-Milchbrei	Holle baby food GmbH	Other grocery retailer	250 g	2.99
Organic Prepared Baby Food				
Alete Karotten mit Kartoffeln & Bio-Hühnchen	Nestlé Nutrition GmbH	Health & Beauty Retailer	190 g	1.25
Sunval Birne-Apfel	Sunval Nahrungsmittel GmbH	Other grocery retailer	220 g	1.29
Other Organic Baby Food				
Hipp Bio Fencheltee	Hipp GmbH & Co Vertrieb KG	Health & Beauty Retailer	400 g	2.99
Hipp Junior Früchte Tee	Hipp GmbH & Co Vertrieb KG	Health & Beauty Retailer	400 g	2.99
Organic Biscuits				
Bauck Hof Dinkel-Muffins Straciatella	Bauck GmbH & Co KG	Supermarket/hypermarket	300 g	2.65
Schnitzer Spezial Bio feine Mürbetaler	Schitzer GmbH & Co KG	Other grocery retailer	150 g	2.99
Organic Bread				
Erdmann Hauser Dinkel Wolkenzwieback	Erdmann Hauser GmbH	Other grocery retailer	200 g	2.99
Schnitzer Spezial Bio traditionelles Landbrot	Schnitzer GmbH & Co KG	Other grocery retailer	250 g	2.99
Organic Breakfast Cereals				
Allos Amaranth-Honig-Poppies	Allos Walter Lang GmbH	Other grocery retailer	300 g	4.49
Allos Buchweizen Flakes	Allos Walter Lang GmbH	Other grocery retailer	250 g	3.49
Organic Cakes				
De Rit Honigkuchen	De Rit Naturkost GmbH	Other grocery retailer	300 g	2.49
Dr Oetker Bio Zitronen Kuchen	Dr August Oetker Nahrungsmittel KG	Supermarket/hypermarket	480 g	3.49
Organic Chocolate Confectionery				
Allos Cappuccino ChocoConfiserie	Allso Walter Lang GmbH	Other grocery retailer	35 g	1.29
Rapunzel Nirwana Frohe Ostern	Rapunzel Naturkost AG	Other grocery retailer	2 x 100 g	3.49
Organic Sugar Confectionery				
Rapunzel Organic Mints	Rapunzel Naturkost AG	Other grocery retailer	50 g	1.99
Stephan's Bio Bärchen	Bärchen & Co GmbH& Co KG	Other grocery retailer	100 g	1.79
Organic Soy-Based Chilled and Shelf Stable Desserts				
Provamel Yofu Vanille	Alpro NV	Other grocery retailer	500 g	2.49
Other Organic Chilled and Shelf Stable Desserts				
Söbbeke Milchreis Kirsche	Molkerei Söbbeke GmbH & Co KG	Other grocery retailer	150 g	0.89
Organic Cheese				
Rewe Bio Emmentaler	Rewe Handelsgruppe GmbH	Supermarket/hypermarket	150 g	1.99
Rewe Bio Frischkäse Natur	Rewe Handelsgruppe GmbH	Supermarket/hypermarket	175 g	1.29
Organic Cream				
Rewe Bio Schlagsahne	Rewe Handelsgruppe GmbH	Supermarket/hypermarket	200 g	0.69
Söbbecke Schlagsahne	Evers Naturkost GmbH	Other grocery retailer	200 g	1.19
Organic Reduced Fat Milk				
Bio Wertkost H-Milch 1.5 %	Edeka Handelsgesellschaft Rhein-Ruhr mbH	Internet retailing	1 litres	1.09
Söbbeke fettarme Milch	Molkerei Söbbeke GmbH & Co KG	Other grocery retailer	1 litres	1.29
Organic Standard Milk				
Bio Wertkost H-Vollmilch 3.8 %	Edeka Handelsgesellschaft Rhein-Ruhr mbH	Internet retailing	1 litres	1.15
Organic Sour Milk Drinks				
Söbbeke Frische Buttermilch	Molkerei Söbbeke GmbH & Co KG	Other grocery retailer	1 litres	1.99
Söbbeke Molkedrink Orange	Molkerei Söbbeke GmbH & Co KG	Other grocery retailer	1 litres	2.49

PRICING SAMPLES (CONTINUED)

Brands	Company name	Outlets	Pack size	Price (EUR)
Organic Soy Milk				
Alpro Soya Vanille	Alpro GmbH	Supermarket/hypermarket	1 litres	1.89
Verival Sojadrink Natur	EP-Naturprodukte AG	Internet retailing	1 litres	2.09
Organic Yogurt				
Söbbeke Joghurt Mild Natur	Molkerei Söbbeke GmbH & Co KG	Other grocery retailer	500 g	1.69
Söbbeke Schoko Vanille	Molkerei Söbbeke GmbH & Co KG	Other grocery retailer	500 g	1.99
Organic Butter				
Bioness Butter	Lidl Stiftung & Co KG	Discounter	250 g	1.49
Organic Olive Oil				
Biogourmet Natives Olivenöl	BioGourmet GmbH	Supermarket/hypermarket	500 ml	6.99
Rapunzel Natives Olivenöl Extra	Rapunzel Naturkost AG	Other grocery retailer	1 litres	9.99
Organic Spreadable Oils and Fats				
Rapunzel Prima Pflanzenmargarine	Rapunzel Naturkost AG	Other grocery retailer	250 g	2.29
Rewe Bio Margarine	Rewe Handelsgruppe GmbH	Supermarket/hypermarket	250 g	0.99
Organic Vegetable and Seed Oil				
Rapunzel Rapsöl	Rapunzel Naturkost AG	Other grocery retailer	1 litres	5.99
Rapunzel Sonnenblumenöl nativ	Rapunzel Naturkost AG	Other grocery retailer	1 litres	5.99
Organic Ready Meals				
Ökoland Chili con Carne	Ökoland GmbH Nord	Other grocery retailer	400 g	3.79
Ökoland Ravioli	Ökoland GmbH Nord	Other grocery retailer	800 g	4.29
Organic Rice				
Bonatura Bio Spitzen Langkornreis	Müllers Mühle	Supermarket/hypermarket	500 g	1.99
Rapunzel Basmatireis weiß	Rapunzel Naturkost AG	Other grocery retailer	500 g	3.99
Organic Sauces, Dressings and Condiments				
Rapunzel Bolognese Sauce	Rapunzel Naturkost AG	Other grocery retailer	340 g	2.99
Shoyu Organic Bio Sojasoße	Terrasana BV	Other grocery retailer	0.5 litres	6.49
Organic Fruit Bars				
Allos Dattel-Orange Fruchtschnitte	Allos Walter Lang GmbH	Other grocery retailer	40 g	1.09
Martin Evers Naturkost Biene Maja Fruchtschnitte	Martin Evers Naturkost GmbH	Other grocery retailer	30 g	0.99
Organic Granola/Muesli Bars				
Bio Bio Müsli Riegel	Plus Vertriebs GmbH	Discounter	3 x 40 g	1.49
Rapunzel Peanut Snack	Rapunzel Naturkost AG	Other grocery retailer	30 g	0.69
Organic Soup				
Natur Compagnie Tomaten Cremesuppe	Natur Compagnie GmbH	Other grocery retailer	40 g	1.29
Ökoland Kartoffel-Cremesuppe	Ökoland GmbH Nord	Other grocery retailer	400 g	2.79
Organic Honey				
Allos Akazienhonig	Allos Walter Lang GmbH	Other grocery retailer	500 g	4.99
enerBio feiner Blütenhonig	Dirk Rossmann GmbH	Health & Beauty Retailer	500 g	3.39
Other Organic Non-Honey Spreads				
Rapunzel Samba Schoko-Creme	Rapunzel Naturkost GmbH	Other grocery retailer	500 g	6.99
Vivani Nuss-Nougat-Creme	Eco Finia GmbH	Other grocery retailer	400 g	3.99
Organic Fruit Snacks				
Rapunzel Aprikosen	Rapunzel Naturkost AG	Other grocery retailer	500 g	6.29
Biopolar Bio Fischstäbchen	Ökofrost GmbH	Other grocery retailer	300 g	4.99

***Source**: Euromonitor, 2011*

ANNEX

For more information on the German market, please refer to these other AAFC publications:

Germany Health and Environmental Trends	February 2010
Bakery Products in Germany	May 2010
Consumer Trends: Seafood in Germany	July 2010
Germany: Pet Food Sector	July 2010

E.U. Labelling

The regulations surrounding food labelling in the E.U. are currently under review, and may be subject to further amendments. For more detailed information, or the latest updates, please consult the following resources:

The European Commission
http://ec.europa.eu/food/food/labellingnutrition/nutritionlabel/index_en.htm

The European Food Information Council
http://www.eufic.org/article/en/health-and-lifestyle/food-choice/artid/Nutrition-labelling-how-where-and-why/

German Organic Labelling

For more information on the German organic seal, please refer to:

Bundesanstalt für Landwirtschaft und Ernährung (Federal Agency for Agriculture and Food) Bio-Segal Information
http://www.bio-siegel.de/english/homepage/

Other Key Resources on Organic Standards, Regulations, and Labelling
Canada Canadian Food Inspection Agency, Organic Product Regulations: http://www.inspection.gc.ca/english/fssa/orgbio/orgbioe.shtml Canadian General Standards Board: Organic Production Standards: http://www.tpsgc-pwgsc.gc.ca/cgsb/on_the_net/organic/index-e.html
European Union Organic Farming Standards and Regulations: http://www.organic-europe.net/europe_eu/standards.asp
Global International Taskforce on Harmonization and Equivalence in Organic Agriculture http://www.itf-organic.org/ International Federation of Organic Agriculture Movements http://www.ifoam.org/about_ifoam/standards/index.html

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