

**Voluntary Report** – Voluntary - Public Distribution

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**Report Name:** Direct Versus Indirect Trade -- Poland's Hidden Market for US Ag Exports

**Country:** Poland

**Post:** Warsaw

**Report Category:** Agricultural Situation, Fishery Products, Avocado, Canned Deciduous Fruit, Dried Fruit, Fresh Deciduous Fruit, Fresh Fruit, Kiwifruit, Raisins, Stone Fruit, Strawberries, Livestock and Products, Oilseeds and Products, Planting Seeds, Potatoes and Potato Products, Poultry and Products, Tree Nuts, Vegetables, Wine, Wood Products, Beverages, Citrus, Coffee, Grain and Feed

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**Report Highlights:**

The U.S. Census Bureau's bulk, intermediate, and consumer-oriented (BICO) export data tracks U.S. food and agricultural trade shipped directly to Poland. However, it does not measure the substantial levels of the U.S. agricultural trade to Poland routed through Western European ports of entry. According to BICO, U.S. suppliers shipped \$164 million of U.S. food and agriculture to Poland in 2020. However, according to Poland's Central Statistical Office (CSO), which measures trade by country of origin and therefore reflects both direct and indirect trade, Poland sourced upwards of \$506 million of U.S. food and agriculture in 2020. FAS Warsaw encourages USDA cooperators and other U.S. food and agricultural exporters and stakeholders to look beyond BICO data and review different data sources when considering resource allocation and market development strategies for Poland.

## General Information:

The United States is Poland's 17<sup>th</sup> largest supplier of food and agriculture. U.S. goods flow into Poland either directly from the United States or are transshipped through the other European Union (EU) ports of entry mainly in the Netherlands and Germany. Because [BICO](#) data only reflects direct U.S. trade to Poland, it does not reflect significant volumes of U.S. trade routed through distributors in Rotterdam, Bremerhaven, and other large Western European port cities. As a result, Post views Poland's [CSO](#) data, which includes both direct and indirect trade, as a more accurate reflection of Polish demand for U.S. food and agriculture.

According to CSO data, Polish importers sourced \$506 million worth of U.S. food and agricultural products in 2020 (Table 1). Tobacco, food preparations, whiskies, wine, Alaska pollock, and nuts were the largest categories, which accounted for almost 50 percent of total U.S. food and agricultural trade to Poland.

**Table 1. U.S. Food and Agricultural Trade to Poland 2016-2020 (\$ million)**

Source of Data	2016	2017	2018	2019	2020
BICO (Direct U.S. exports to Poland)	217.8	209.2	254.4	225.7	163.7
CSO* (Direct and Indirect imports from the United States)	388.2	428.6	479.6	513.6	506.4
Difference (Indirect exports)	170.4	219.4	225.2	287.9	342.7
Percentage of indirect exports	44	51	47	56	68

\*Data on CSO trade published by Trade Data Monitor (TDM)

**Chart 1: U.S. Food and Ag Trade to Poland (\$ million)**



## U.S. Food and Agricultural Trade to Poland by Category

Direct U.S. agricultural trade to Poland generally consists of products shipped as sea freight, including soybean meal, whiskies, and some seafood. The trade data for these categories are captured by both

BICO and CSO data. Indirect trade tends to be products that are shipped in smaller quantities, or that may require more flexible terms of trade than U.S. suppliers are able to provide. In other cases, Western European distributors can offer U.S. shippers sales volumes and/or payment terms that would be difficult for Polish importers to match. Many U.S. exporters also find it more efficient to simply ship large volumes to well-established distribution hubs in Western Europe and rely on those channels to supply other EU markets. As well, some Polish importers prefer to work through European distributors and find it convenient for intermediaries to handle EU customs clearance for U.S. products. Also, for new-to-market products, some Polish importers prefer to purchase smaller volumes to test consumer demand and to build distribution channels. Finally, European distributors may incentivize Polish importers with favorable terms of payments or advertising, particularly if there are longstanding commercial relationships. Table 2 below shows additional BICO and CSO data for U.S. agricultural trade to Poland.

**Table 2. 2020 Direct and Indirect U.S. Ag, Food, and Fishery Trade to Poland (\$)**

<b>HS Code</b>	<b>Description</b>	<b>BICO (Direct U.S. exports to Poland) in USD</b>	<b>CSO* (Direct and indirect U.S. trade to Poland) in USD</b>	<b>Difference (Indirect) in USD</b>	<b>% share of Indirect exports</b>
<b>Agricultural and related products</b>		<b>163,685,000</b>	<b>506,358,519</b>	<b>342,673,519</b>	<b>67.7</b>
240120	Tobacco, partly or wholly stemmed/stripped	11,119,000	68,703,655	57,584,655	83.8
210690	Food preparations	17,595,000	44,263,081	26,668,081	60.2
220421	Wine of fresh grapes (other than sparkling wine)	1,454,000	37,568,491	36,114,491	96.1
220830	Whiskies	31,155,000	34,548,879	3,393,879	9.8
030475	Alaska pollock fillets, frozen	0	30,421,036	30,421,036	100.0
080212	Almonds, fresh or dried, shelled	13,160,000	27,510,182	14,350,182	52.2
200893	Cranberries	12,530,000	24,324,872	11,794,872	48.5
330210	Mixtures of odoriferous substances	16,668,000	22,463,464	5,795,464	25.8
080251	Pistachios, in shell, fresh or dried	8,393,000	21,520,461	13,127,461	61.0
230990	Animal feed preparations (mixed feeds, etc.), other than dog or cat food put up for retail sale	1,435,000	19,116,924	17,681,924	92.5
230910	Dog and cat food, put up for retail sale	2,818,000	18,544,278	15,726,278	84.8
030311	Sockeye salmon, frozen	6,048,000	16,666,104	10,618,104	63.7

030312	Pacific salmon, frozen,	570,000	12,222,175	11,652,175	95.3
030494	Alaska pollock, frozen, except fillets	60,000	5,856,833	5,796,833	99.0
050400	Animal guts, bladders and stomachs (other than fish)	1,278,000	4,807,498	3,529,498	73.4
081320	Prunes, dried	3,371,000	4,295,114	924,114	21.5
210610	Protein concentrates and textured protein substances	2,890,000	4,274,641	1,384,641	32.4
030495	Fish of the families Bregmacerotidae, Euclichthyidae, Gadidae, Macrouridae, Melanonidae, Moridae and Muraenolepididae, frozen, except fillets	1,465,000	3,736,235	2,271,235	60.8
220510	Vermouth and other wine of fresh grapes flavored with plants or aromatic substances, in containers holding two liters or less	0	3,187,548	3,187,548	100.0
120991	Vegetable seeds for sowing	367,000	3,053,302	2,686,302	88.0
080290	Nuts, fresh or dried, whether or not shelled	115,000	2,929,441	2,814,441	96.1
081190	Fruit and nuts, frozen	377,000	2,922,575	2,545,575	87.1
051110	Bovine semen	2,573,000	2,625,796	52,796	2.0
0201 0202	Beef	0	220,564	220,564	100.0
030474	Hake fillets, frozen	263,000	2,613,761	2,350,761	89.9
071420	Sweet potatoes	0	1,028,434	1,028,434	100.0

*\*CSO data published by TDM*

BICO data indicate the 2020 U.S. wine trade to Poland was valued at \$1.45 million. 2020 CSO data cited \$37.57 million of U.S. wine. In 2020, most of the U.S. wine traded to Poland arrived through Germany, explaining the significant difference between BICO and CSO data. France and United Kingdom (UK) were also important ports of entry for U.S. wine bound for Poland. BICO does not account for any vermouth and other wine of fresh grapes flavored with plants or aromatic substances shipped from the United States to Poland in 2020. CSO data indicate that \$3.2 million of these U.S. products were traded to Poland last year.

According to BICO data, the U.S. trade of food preparations to Poland in 2020 was almost \$18 million, while CSO data shows \$44 million of these U.S. products were traded to Poland. U.S. origin food preparations bound for Poland were mostly offloaded in German, Dutch, and Belgian ports of entry.

In the case of whiskies, the gap between BICO and CSO data is smaller, given that whiskies are often shipped via ocean freight directly to Poland.

BICO shows no data for U.S. Alaska pollock fillets trade to Poland, while CSO data shows that U.S. Alaska pollock trade reached \$30.4 million in 2020. Alaska pollock arrives in Poland mainly through the Netherlands and Germany.

For shelled almonds (fresh or dried), BICO data captured \$13.2 million of 2020 trade, while CSO data show \$27.5 million of U.S. almonds. U.S. almonds were distributed to Poland through Spanish, German, and Dutch intermediaries.

BICO reflects \$8.4 million of U.S. pistachio trade to Poland in 2020, while CSO values U.S. pistachio trade to Poland at \$21.5 million, in 2020. U.S. pistachios arrive in Poland mostly through German intermediaries, especially through German retail supply chains. Several large German retail chains are present throughout Poland.

BICO cites U.S. animal feed preparations at \$1.4 million, while CSO data reflect about \$19.1 million. In case of dog and cat food BICO indicates U.S. \$2.8 million, while CSO data shows about \$18.5 million.

BICO does not account for any 2020 U.S. beef trade to Poland. CSO data shows U.S. beef trade valued at \$220,564.

For U.S. sweet potato, BICO indicated no U.S. trade with Poland, while CSO data reflects that U.S. sweet potato exports were valued at one million dollars. U.S. potatoes and sweet potato were shipped to Poland through Germany, Italy, and the Netherlands.

According to CSO data fish and seafood were the major products traded to Poland in 2020. BICO data showed the total value of U.S. exports of fishery and seafood products at \$10.4, while CSO data report \$74.9 million in 2020 (see Table 3 below). While some U.S. seafood, particularly frozen Alaska pollock and sockeye salmon, is shipped directly to Poland through the Port of Gdynia, most local seafood importers/processors prefer European distributors in the Netherlands and Germany.

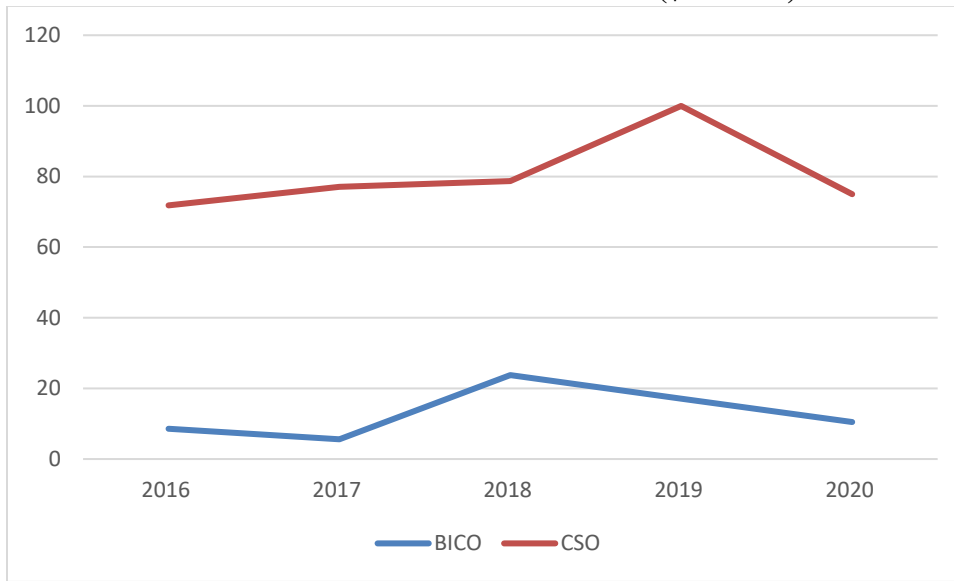
**Table 3. U.S. Fish and Seafood Traded to Poland 2016-2020 (\$)**

HS Code	Description	Data Source	2016 (\$)	2017 (\$)	2018 (\$)	2019 (\$)	2020 (\$)
03	Total fish and seafood	BICO	8,600,000	5,594,000	23,767,000	17,125,000	10,449,000
		CSO	71,831,466	77,090,248	78,693,131	99,983,869	74,950,021
0301	Live fish	BICO	15,000	11,000	22,000	39,000	15,000
		CSO	25,852	36,491	29,102	79,002	22,261
0302	Fish, whole, fresh/chilled	BICO	0	26,000	4,000	4,000	0

		CSO	657	395	2,294	3,125	1,374
0303	Fish, whole, frozen	BICO	6,820,000	5,150,000	22,691,000	15,311,000	6,865,000
		CSO	21,724,449	41,244,453	34,546,021	56,032,603	30,374,298
0304	Fish fillets, meat	BICO	1,613,000	398,000	1,021,000	1,766,000	3,567,000
		CSO	49,847,493	35,659,669	43,846,826	43,698,459	44,401,608
0305	Fish, cured, smoked	BICO	29,000	7,000	0	0	0
		CSO	1,255	0	140,646	59,316	43,545
0306	Crustaceans	BICO	123,000	3,000	0	0	0
		CSO	174,549	38,035	9,301	27,598	20,937
0307	Molluscs	BICO	0	0	27,000	0	0
		CSO	57,038	108,441	116,017	77,781	80,383
0308	Aquatic Invertebrates	BICO	0	0	3,000	5,000	3,000
		CSO	173	2,765	2,923	5,986	5,616

Note: Data on imports within CSO line published by TDM

**Chart 2. U.S. Fish and Seafood Trade to Poland (\$ million)**



**Attachments:**

No Attachments.